The growing need for more channels

17%

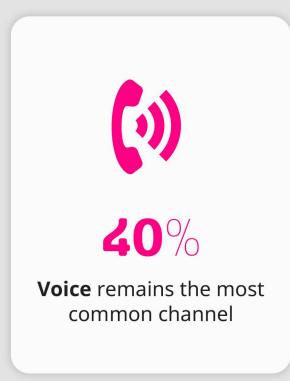
increase in the number of channels consumers use to contact brands compared to pre-pandemic times

2 out 5

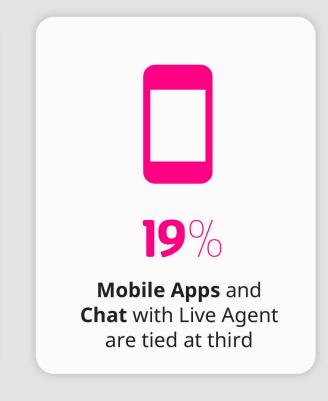
consumers contacting their brands use more than one channel.

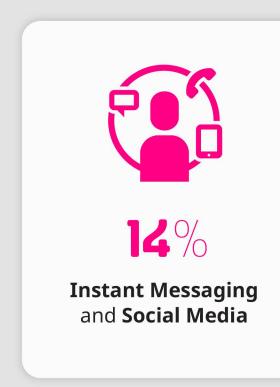
Digital channels are gaining ground

The rise in digital channel adoption is mostly not a direct replacement for traditional channels, but rather an expansion of the suite of solutions that are readily available to consumers.

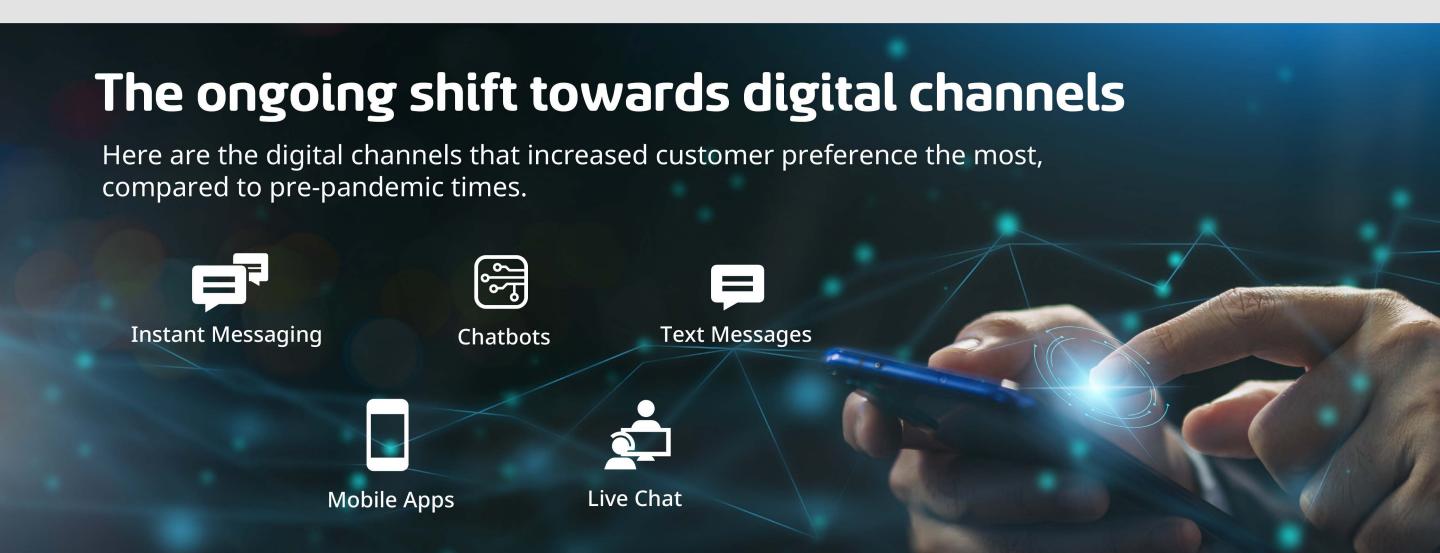








*% of consumers using each channel among those contacting support in the last 12 months – multiple answers





What are the top channels for customer satisfaction?

When consumers are satisfied with a channel, they are more likely to use it again in the future.

Mobile Apps

secured the highest satisfaction scores over the last three years

Instant

messaging came at second

3

Chat with Live Agent

achieved third place for the last two years in a row

The right mix of channels matters

Customers that were satisfied with the channels a brand makes available for customer service had a higher loyalty and satisfaction with their brands than those who were dissatisfied.

37%

increase in likelihood of retaining or reselling to customers, when providing a good suite of channels

39%

increase in customer satisfaction with their brands overall



^[1]The survey featured consumers from 16 countries across 20 sectors, totaling over 86,0000 interviews in 2022.