

MAKING CONVERSATION

By forcing both businesses and their customers to embrace digital technologies, the pandemic has transformed consumers' expectations and behaviour. The way organisations communicate has needed to change accordingly. Now they need to be more conversational – mostly through social media channels – to win people's brand loyalty. Instant messaging services such as WhatsApp and Facebook Messenger are no longer simply tools for chatting with friends and relatives. They offer a quick, easy and secure channel for customer service as well. But are businesses keeping pace – and are consumers happy with their performance?

KEY TRENDS: UNDERSTANDING WHAT CUSTOMERS WANT

Demand for a good digital-first experience has rocketed, with consumers wanting to be treated as individuals OpenText, 2021

65% of global consumers indicate that their expectations of brands' digital experience have changed owing to the pandemic

59% indicate that a personalised digital experience is vital to their becoming repeat customers

56% indicate that they buy only from brands that understand and respect their communication preferences

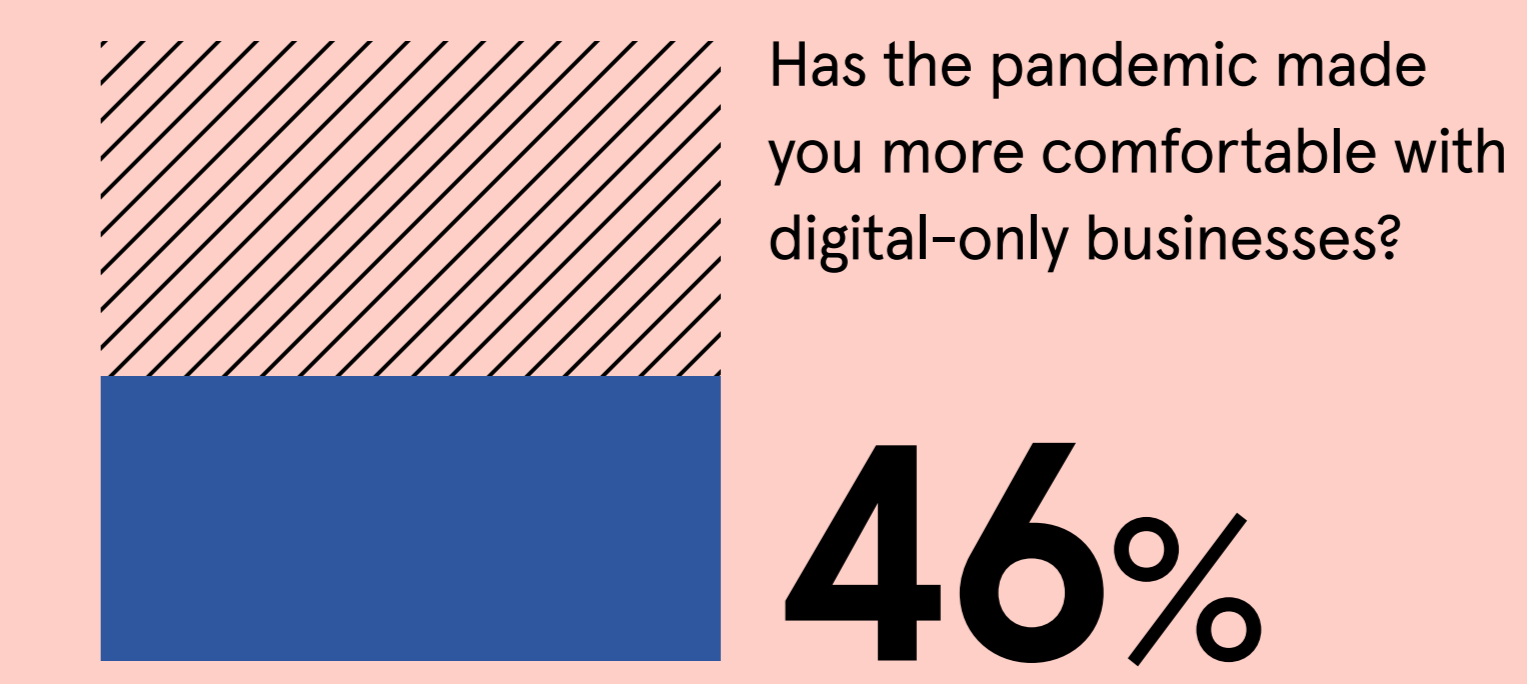
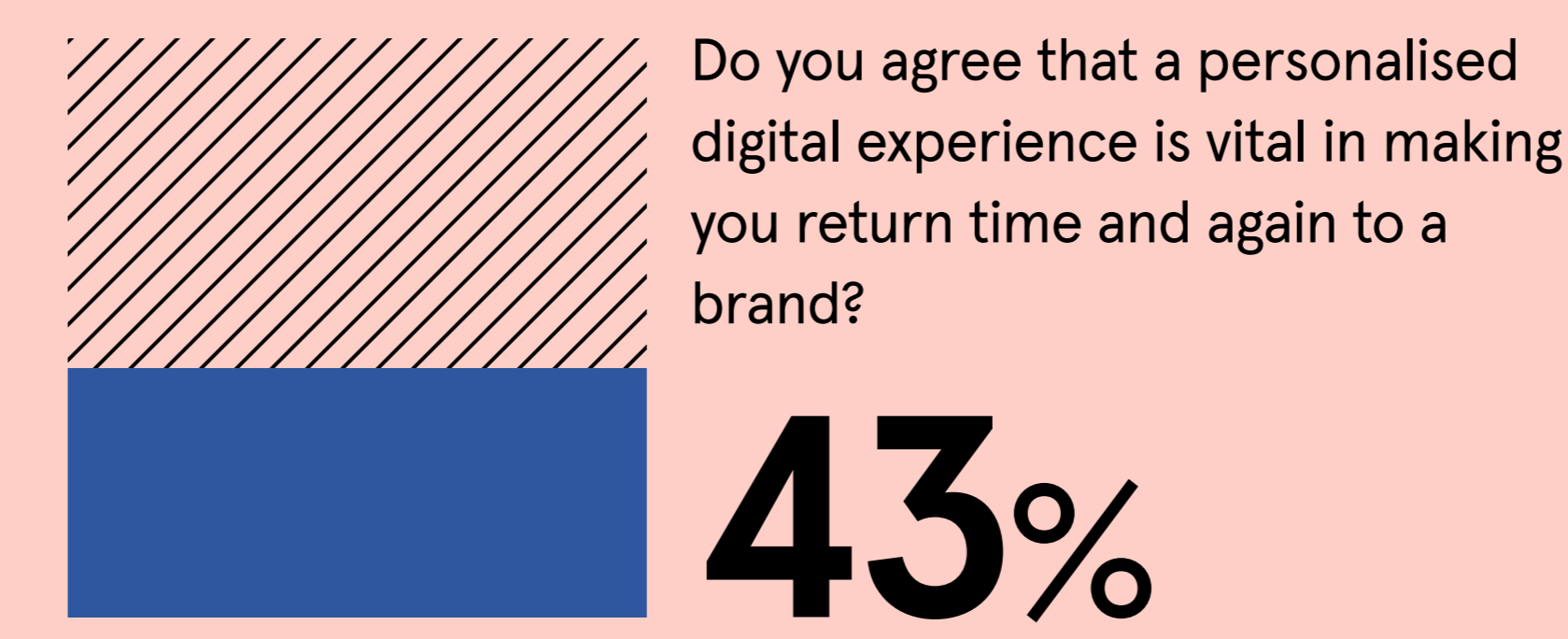
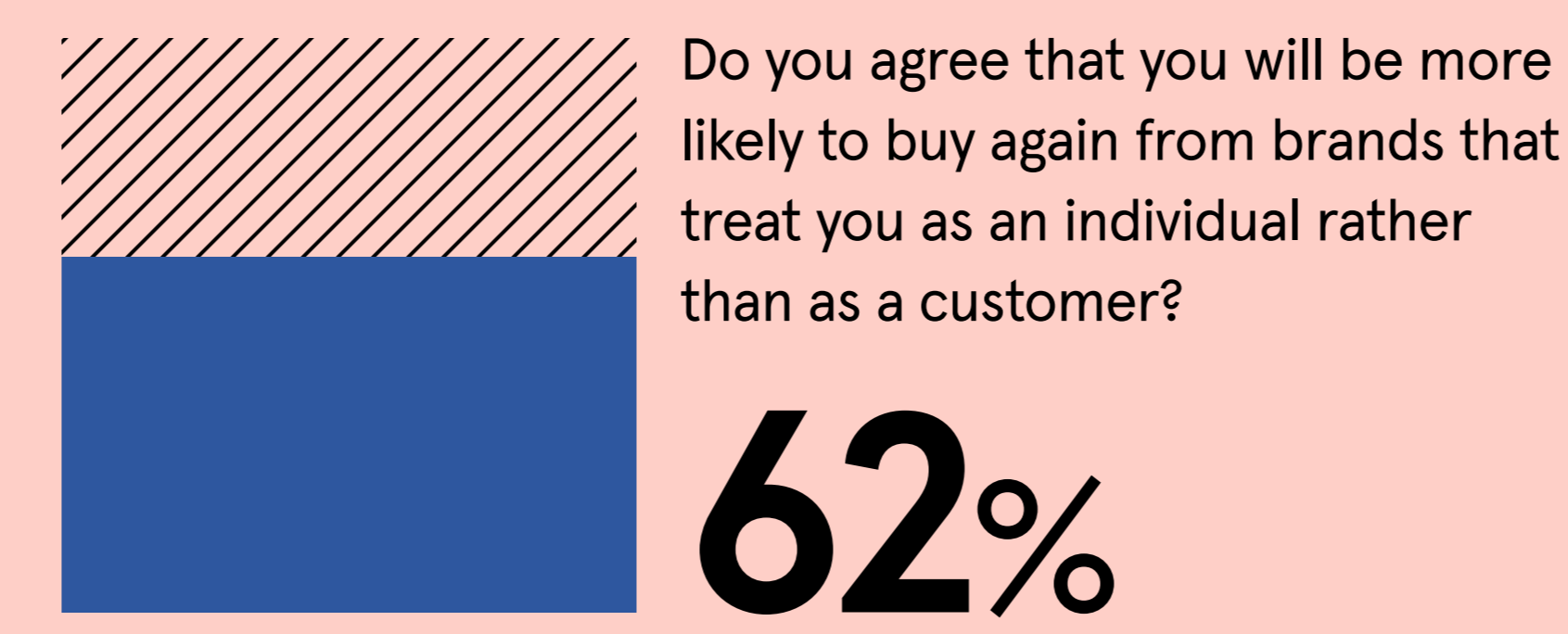
53% prefer to buy from brands that remember or auto-fill their details online

72% say that having an excellent digital customer experience is a key factor in their purchasing decisions

28% say that they won't use a brand at all if the experience it offers falls short of excellent

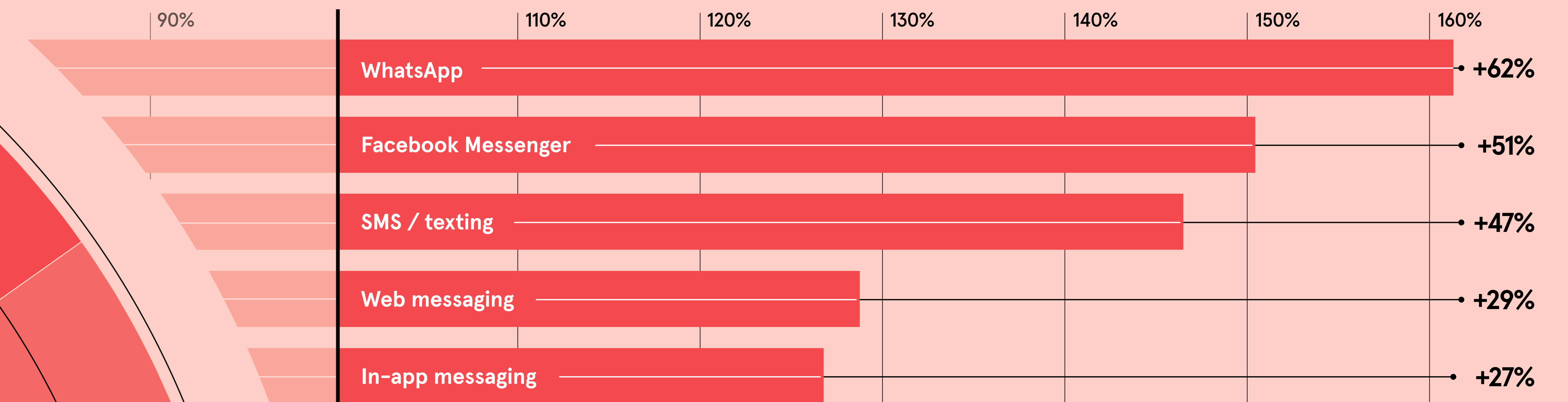
HOW IMPORTANT IS A PERSONALISED DIGITAL EXPERIENCE?

Percentage of UK customers who said "yes" to the following questions OpenText, 2021



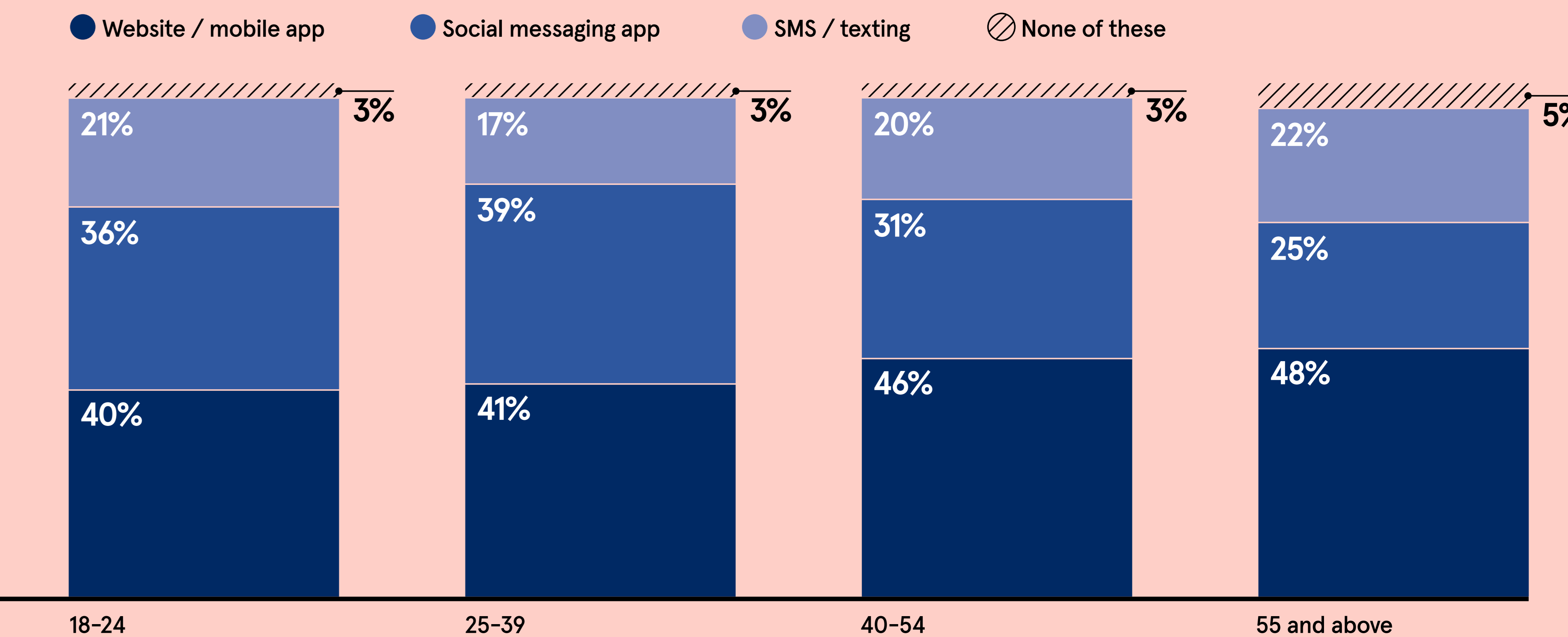
WHATSAPP'S WINNING: WORLD-LEADING MESSAGING CHANNELS IN 2021

Total customer queries submitted via various digital comms channels in February 2021, expressed as percentage increases on the the equivalent totals in February 2020 Zendesk, 2021



A GENERATIONAL DIVIDE: HOW PEOPLE WANT TO CONNECT WITH BUSINESSES

Percentage of global customers, split by age group, who say they prefer to message an organisation in the following ways Zendesk, 2021



WHAT MATTERS MOST WHEN IT COMES TO EXPERIENCE?

Percentage of global consumers citing the following as the most important aspects of good customer experience to them Conversocial, 2021

