

# Customer Experience IS the battleground

## END CUSTOMERS ARE CHANGING



**81%** expect organizations to deliver different channels to meet their needs (Avaya-BT) \*

\* Sources: The Autonomous Customer 2015, Commissioned by BT and Avaya, 2015

52% of customers are less likely to engage with a company because of a bad mobile experience (WOW) \*

More consumers (1 in 4) are choosing social media for customer service (Avaya-BT) \*

63% would like to use video chat to communicate with organizations (Avaya-BT) \*

**52%**

**1 OUT OF 4**

**63%**

62% of consumers say they find dealing with customer service issues exhausting \*



## GOING MOBILE

Research from Oracle reveals that Millennials are using iPhone and Android applications for a wide range of activities, from playing games to transferring money \*



\* Research from Oracle

\* Research from Gartner

71% say they appreciate the ability to raise complaints or issues to a business via an app \*



\* Research from Oracle

\* Research from SAP

**72%** of millennials say they like to purchase products or services via a mobile app  
LEARN MORE >



By 2020 a customer will manage 85% of the relationship with an enterprise without interacting with a human \*



90% of people move between different devices \*

## MAKE IT EASY, MAKE IT PERSONAL

**63%**

**53%**

**50%**

The need for omnichannel is spiraling: 63% want to seamlessly move from social media service to a phone call, 53% want sales and service through facebook, 50% want to switch from webchat to video chat \*

## CUSTOMER EXPERIENCE IS THE BATTLEGROUND



For 2016, **89%** of companies will compete primarily based on customer experience – up significantly from the previous two years \*

\* Research from Oracle

\* Research from SAP

For 2020, **CUSTOMER EXPERIENCE** will overtake price and product as key brand differentiator \*



4 in 5 say agents should be instantly familiar with my contact history \*



\* (Avaya-BT autonomous customer study)

To stay relevant, businesses must embark on digital business transformation to keep up with the speed of their customers.