

Keeping Up with the Evolving Customer

In its Global Insights Survey¹, the Teleperformance Business Insights Lab reported key insights that can help organizations understand and anticipate the evolving customers' needs.

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 of 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.



40%

Voice remains the most common channel



30%

It is followed by Email/Web Forms



19%

Mobile Apps and Chat with Live Agent are tied at third



14%

Instant Messaging and Social Media

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

The ongoing shift towards digital channels

Here are the digital channels that increased customer preference the most, compared to pre-pandemic times.



Instant Messaging



Chatbots



Text Messages



Mobile Apps



Live Chat



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.

1

Mobile Apps

secured the highest satisfaction scores over the last three years

2

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



¹The survey featured consumers from 16 countries across 20 sectors, totaling over 86,000 interviews in 2022.