The Digital Tipping Point

Man or Machine? It all comes down to complexity...

Customers that have a good customer experience in person or on the phone behave more favorably towards brands than online.

They are:

- More likely to sign up to an organization’s loyalty program
- More likely to leave a negative review
- More likely to cancel a contract
- More likely to switch their business

However, digital channels also require the personal touch.

Younger generations are your future customers and they are driving the switch to digital.

Customers under 35 years of age are:

- 38% more likely to make a phone call
- 27% more likely to visit a physical store
- 15% more likely to post a positive review

Performance expectations are on the rise with customers spending more time and effort in researching before buying.

The human touch helps to drive loyalty.

Customers that have a good customer experience in person or on the phone are more likely to:

- Make a repeat purchase
- Refer others to the organization
- Be more satisfied
- Purchase additional products or services

But not all customers are created equal:

- Digital consumers are on the rise and they are driving the switch to digital.
- Millennials are the biggest digital consumers and are more likely to:
  - Use mobile app
  - Use social media
  - Use live chat
  - Use email or SMS
  - Manage their account online

Dangers and opportunities: technology, in generation.

- Millennials want to know how secure their personal information is with customer data regardless of channel.
- Millennials want to know if their data will be passed on to third parties.
- Millennials expect a personalized experience.

Beware: attribution higher among digital consumers

- 33% of customers who prefer digital channels are more loyal.
- 34% of customers who prefer digital channels are more likely to renew their product or service since last year.
- 27% of customers who prefer digital channels are more likely to make a phone call.

However, digital channels also require the personal touch.

To learn more, go to: www.verint.com/digital-tipping-point