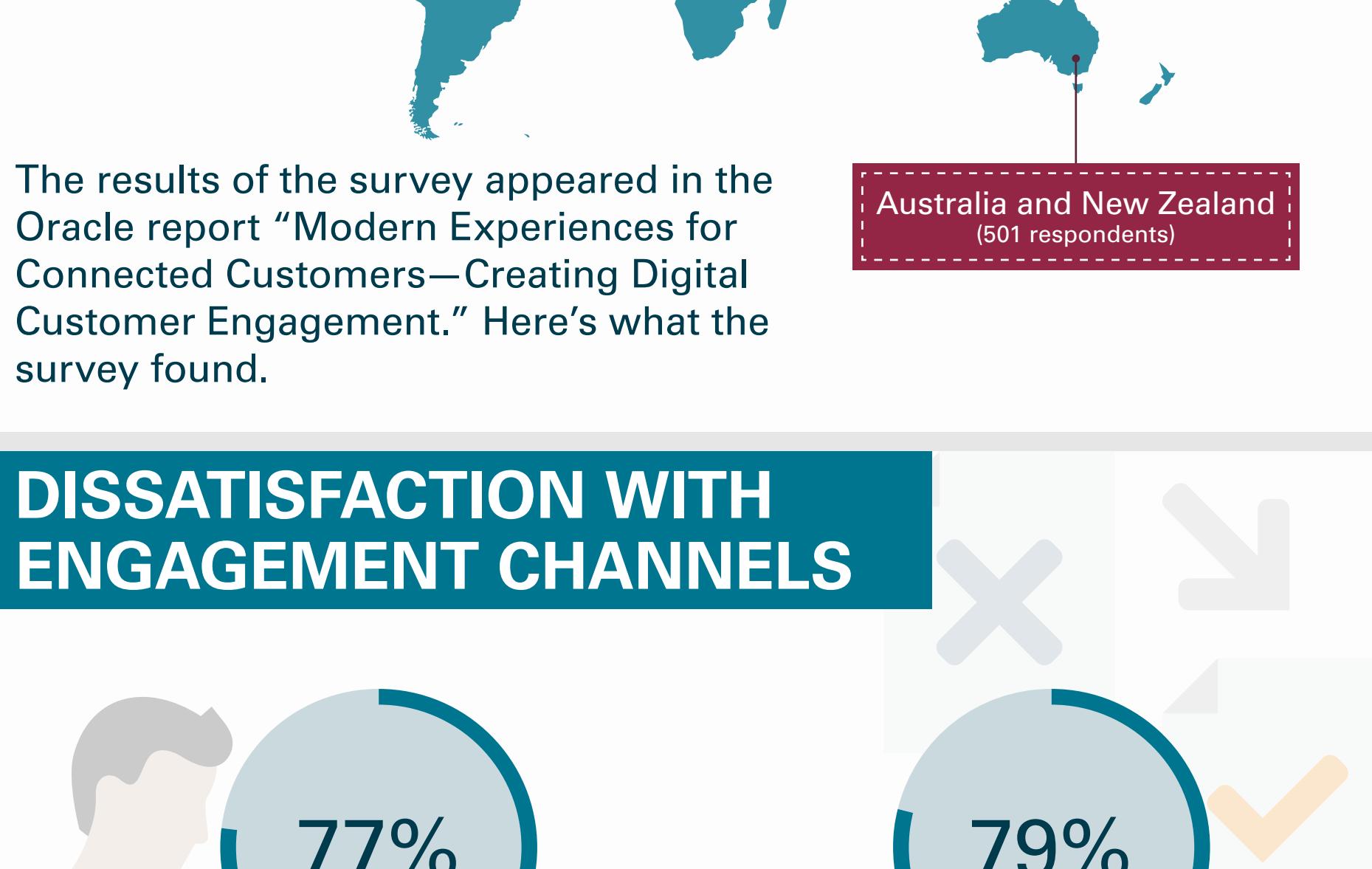




Engage the Connected Consumer with a Modern Digital Experience

NEW SURVEY FINDINGS

Oracle conducted an online survey with 5,028 consumers across eight countries in:



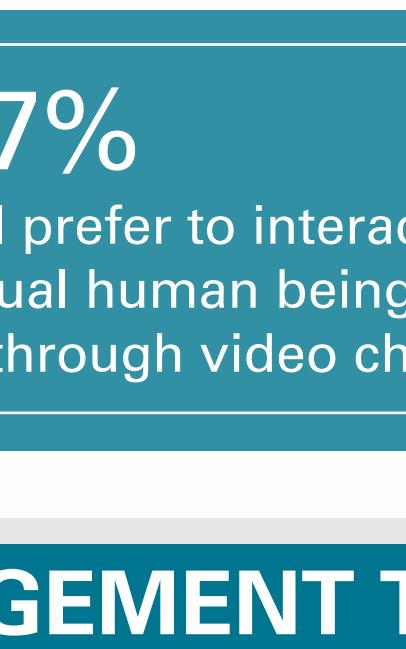
The results of the survey appeared in the Oracle report "Modern Experiences for Connected Customers—Creating Digital Customer Engagement." Here's what the survey found.

DISSATISFACTION WITH ENGAGEMENT CHANNELS



77%

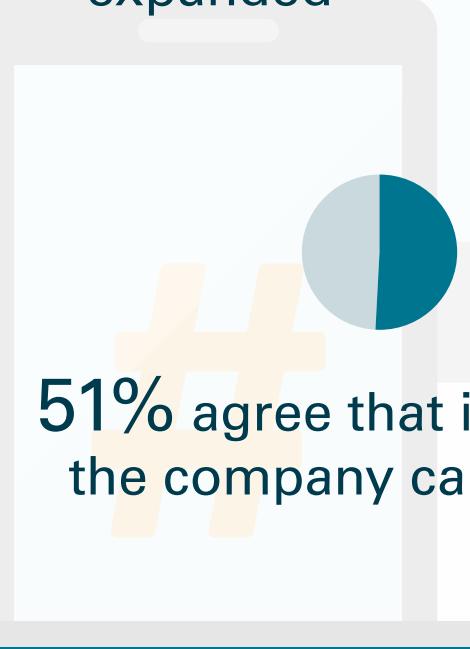
of consumers feel that inefficient customer service experiences detract from their quality of life



79%

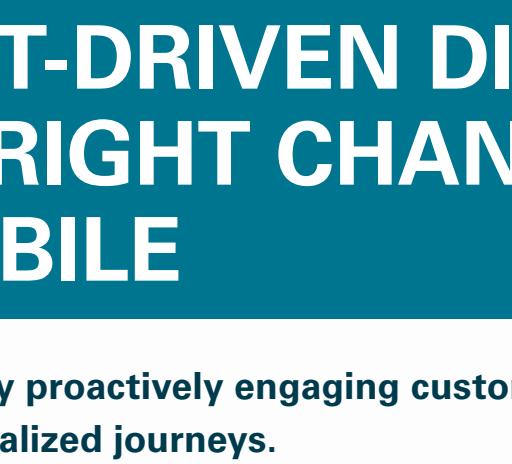
want their issues to be resolved in one interaction

CONSUMERS WANT MORE



75%

recognize the value and efficiency of voice and video chat



77%

still prefer to interact with an actual human being in-person or through video channel

BUILDING MODERN ENGAGEMENT TO INCREASE CUSTOMER SATISFACTION

When an organization offers modern digital engagement channels...



68% of consumers feel their options for interacting are expanded



60% agree that they save time



63% agree that they get more convenient access



51% agree that it feels like the company cares more



51% agree that it leads to a higher-quality experience

CONTEXT-DRIVEN DIGITAL ENGAGEMENT ON THE RIGHT CHANNEL ACROSS WEB AND MOBILE

Brands can benefit by proactively engaging customers during key moments of individualized journeys.

Consumers' loyalty increases by 25 to 30% for brands that offer modern engagement capabilities



68% would buy more from brands that put the service back in customer service



63% of consumers who have used video chat feel more valued



Up to 60% of consumers are more engaged by brands that offer modern engagement capabilities

Oracle understands the importance of modernizing customer engagement and experience. View the full report [here](#) (which is also broken down by industry segment [here](#) and by regions [here](#)).

Oracle Live Experience Cloud is helping companies modernize customer experience with context-driven digital engagements across web and mobile that are proactive, seamless, and meaningful.

[Click here](#) to learn more

[Click here](#) to request a live demo

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