

# Modern Experiences for Connected Consumers

Creating Digital Customer Engagement: Regions in Focus

**A study by Oracle**





Globally, consumers want modern engagement capabilities, but with subtle regional differences.

#### North America

- Consumers expect a rapid, single-interaction resolution
- They are extremely satisfied equally with both in-person and video engagement
- The human contact and efficient issue resolutions resulting from modern engagement capabilities are the most important perceived benefits
- 49 percent of consumers feel more valued when presented with modern engagement capabilities, and are more likely to recommend a company

#### Europe

- Consumers are most receptive to modern engagement capabilities, including video chat, mobile apps, and web chat
- Consumers recognize the value and efficiency of modern engagement capabilities more than in other regions
- Human contact is seen as a resulting benefit less than by other regions
- Levels of engagement and likelihood to recommend are highest among European consumers

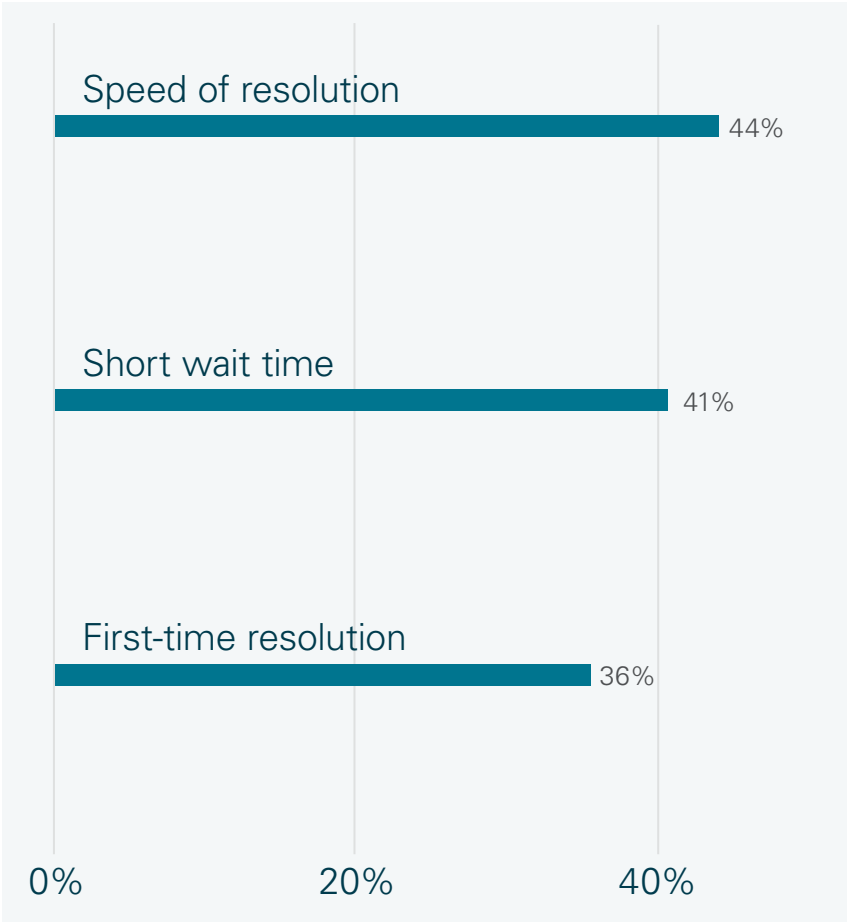
#### Australia and New Zealand

- Consumers are more satisfied with mobile app, kiosk and web chat channels among modern engagement channels
- Efficiency and human contact are both valued in modern capabilities
- Consumers feel more engaged as a result of modern capabilities, but may be less likely to act on that engagement

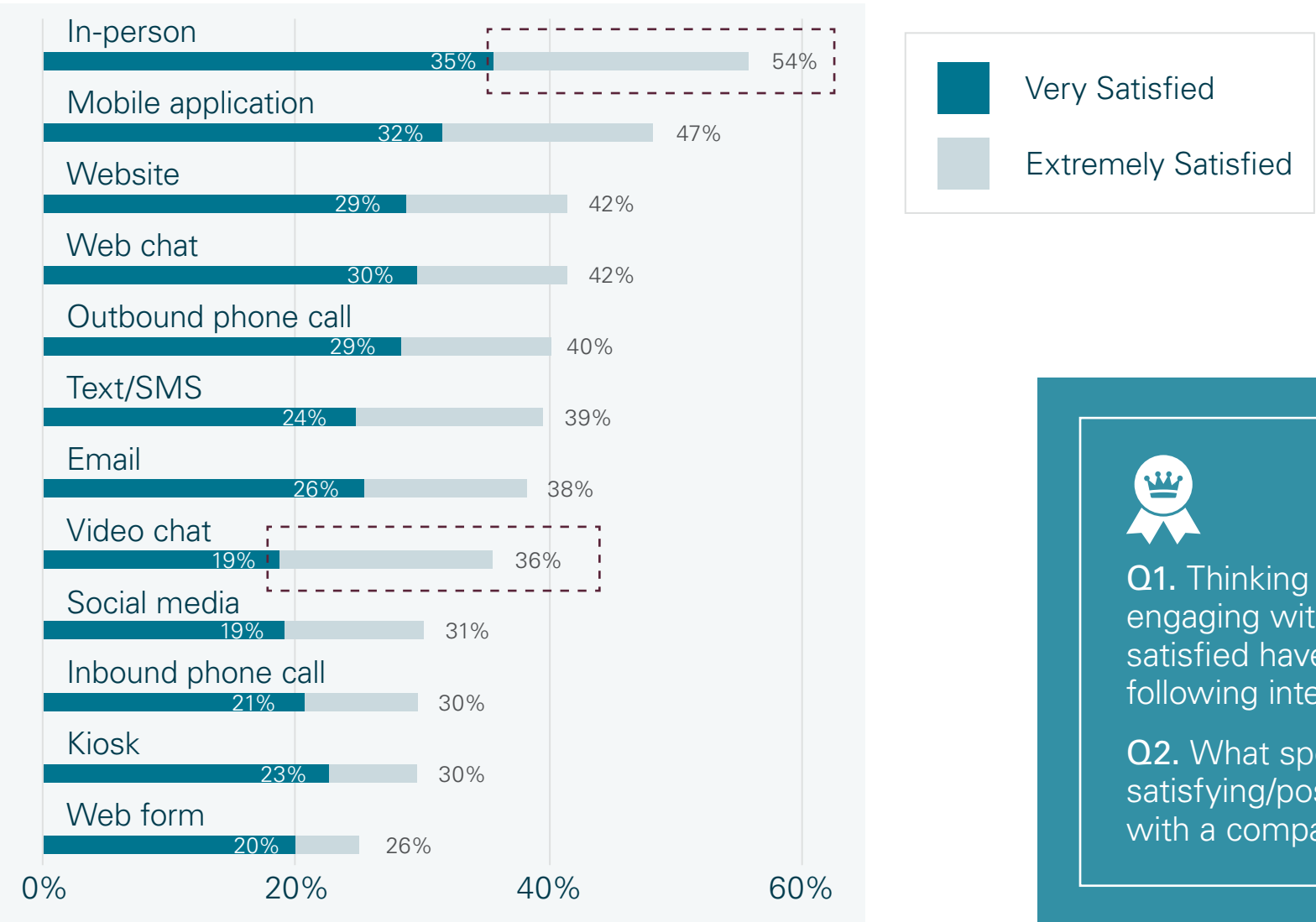


In North America, rapid and one-time resolution are the most important factors for satisfaction. In-person or video experiences generate “extremely satisfied” ratings.

Top Three Factors Leading to Satisfactory Customer Experience



Satisfaction with Engagement Channels



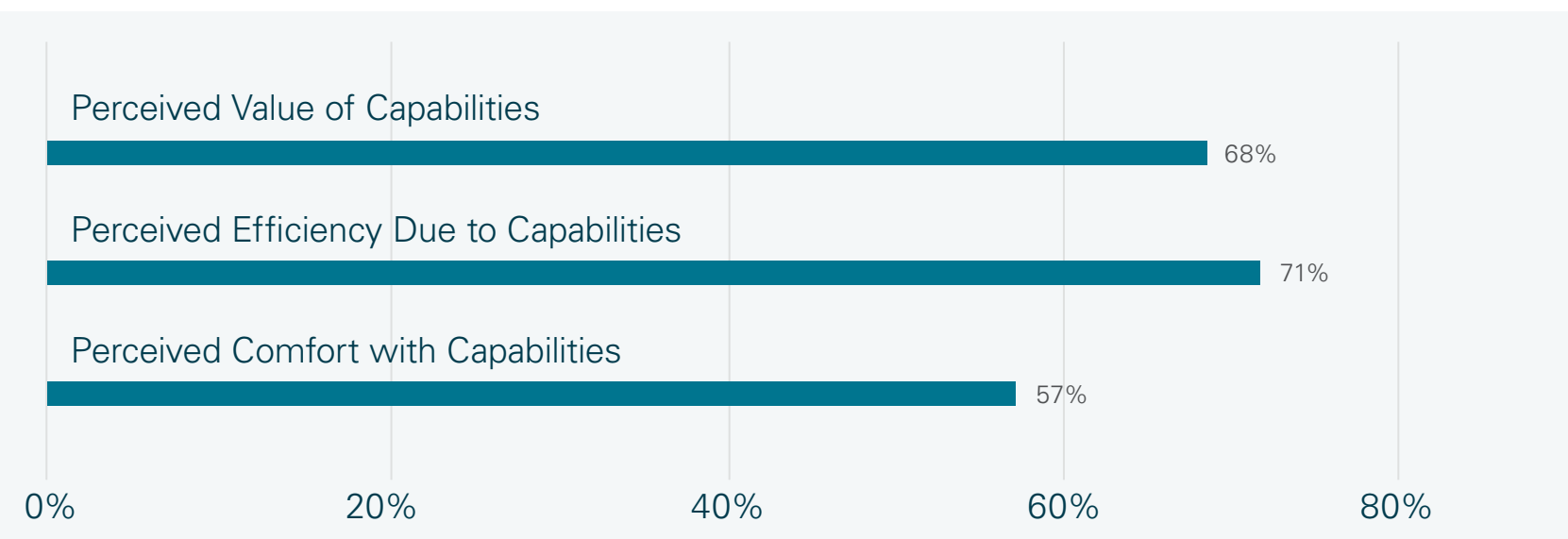
Q1. Thinking about your overall experience engaging with companies, generally how satisfied have you been with each of the following interaction methods?

Q2. What specific factors most lead to a satisfying/positive experience when engaging with a company? (Select up to three.)

# Consumers are receptive to the presented capabilities, and like the human and efficient engagement.



## Perceptions on Modern Capabilities Presented in Survey



Percentage of respondents selecting “valuable,” “very valuable,” or “extremely valuable.”

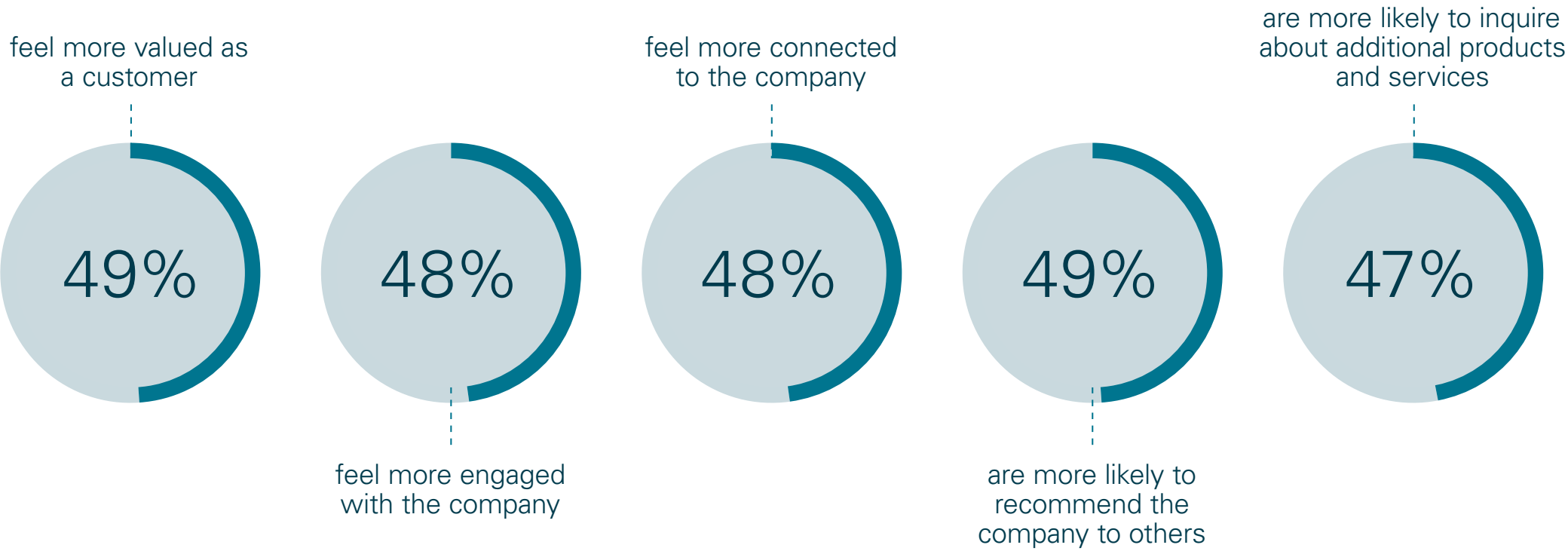
How valuable (Q5), efficient (Q6), or comfortable (Q7) do you find the capabilities described earlier, which enable you to engage with a company directly through a website or mobile app?

**Q8.** What do you see as the KEY benefits of engaging with a company using the capabilities presented here?

## Perceived Benefits of Modern Capabilities

	Total
I am in contact with a human	50%
I can get a resolution with few steps, in less time	42%
I can access customer service directly from an app that I am on	26%
Easy to use	25%
I can share my screen with customer service	23%
Company representative proactively addresses my concerns	22%
I have the option of talking to customer service via video	22%
I am able to handle customer service issues while mobile	19%
Company representative knows information about me; I don't have to provide it	12%

Modern engagement capabilities can help brands emotionally connect with their customers and drive stronger loyalty.



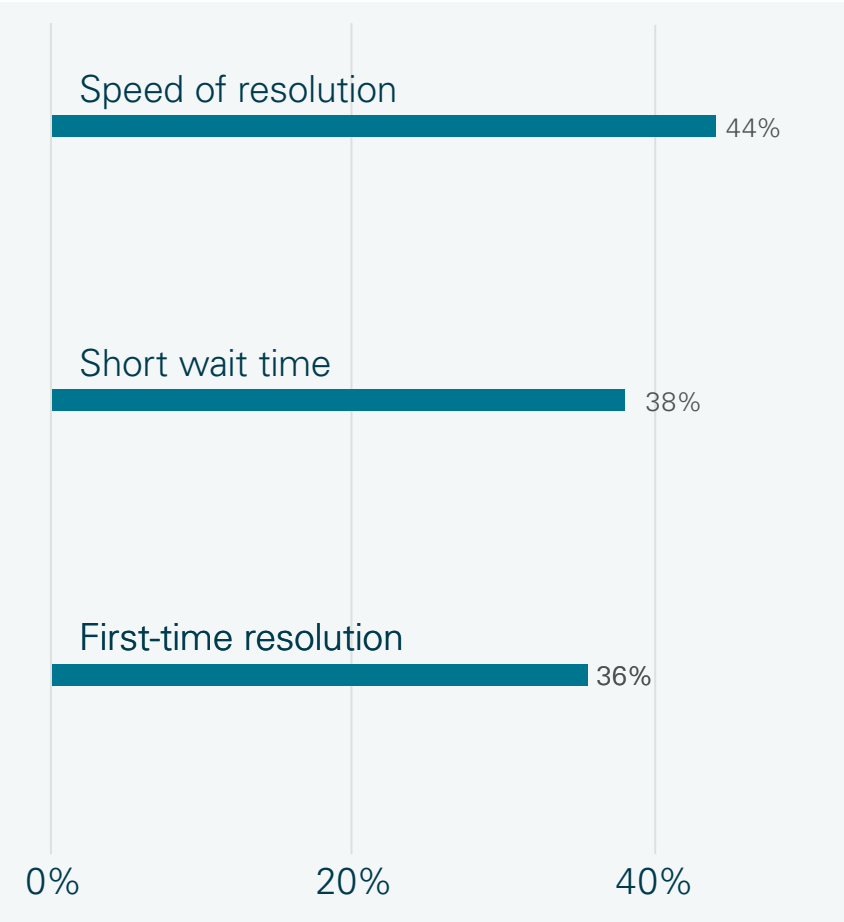
Percentage selecting “agree” or “completely agree.”

**Q20.** Think about how you consider, purchase and use products and services. How will a company using these capabilities impact your relationship with the company? **(Q20)** How will a company using these capabilities impact your views of and/or interactions with the company? **(Q21)**

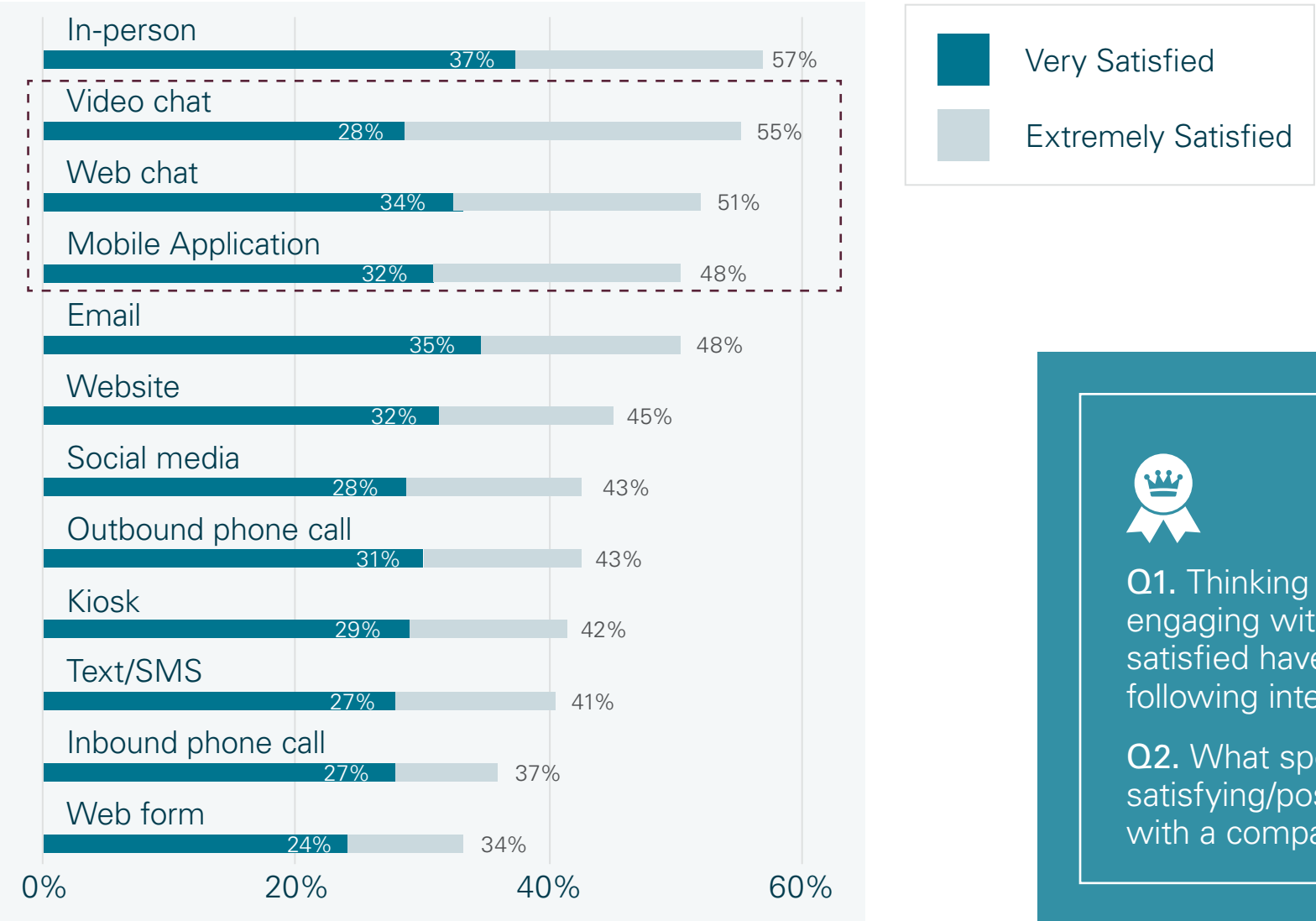


In Europe, speedy and first-time resolution are the most important factors for satisfaction. European consumers more readily embrace modern engagement channels.

Top Three Factors Leading to Satisfactory Customer Experience



Satisfaction with Engagement Channels



Q1. Thinking about your overall experience engaging with companies, generally how satisfied have you been with each of the following interaction methods?

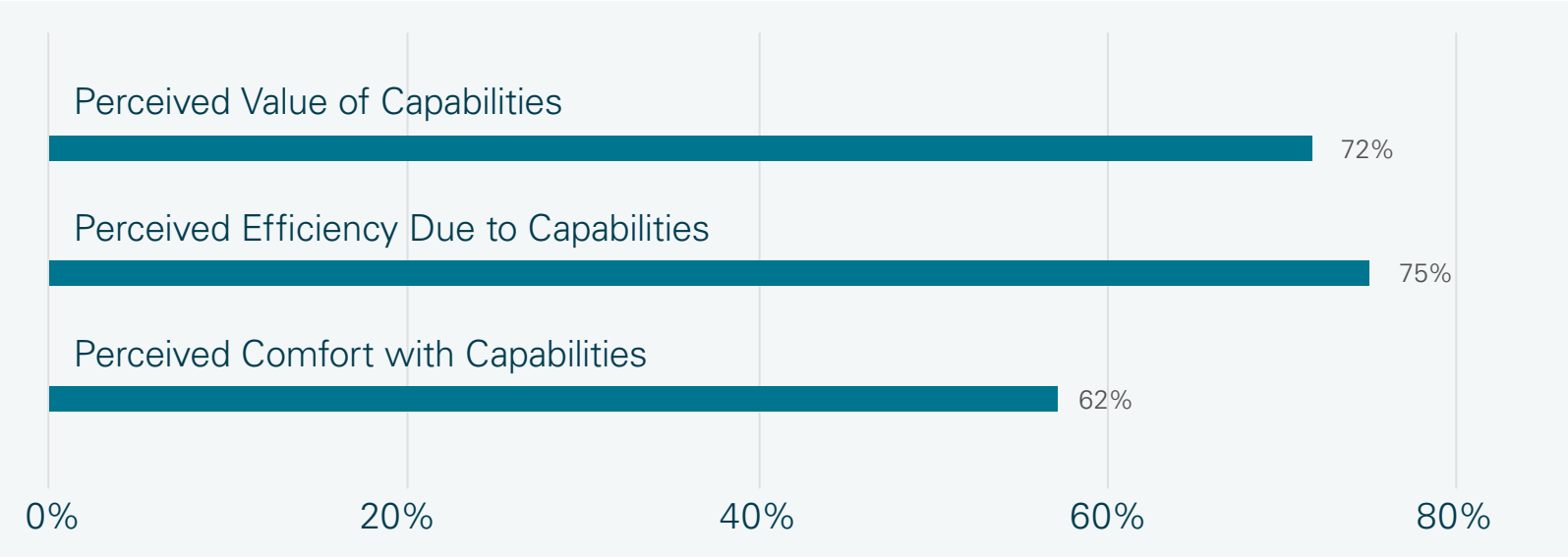
Q2. What specific factors most lead to a satisfying/positive experience when engaging with a company? (Select up to three.)



# Consumers in Europe are very receptive to modern engagement capabilities.



## Perceptions of Modern Capabilities Presented in Survey



Percent respondents selecting “valuable,” “very valuable,” or “extremely valuable.”

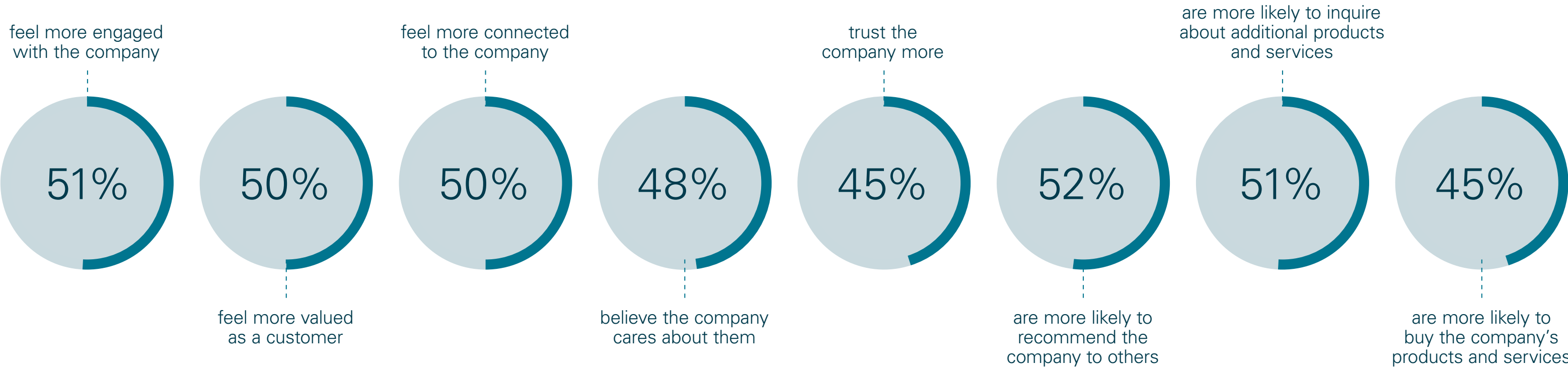
How valuable (Q5), efficient (Q6), or comfortable (Q7) do you find the capabilities described earlier, which enable you to engage with a company directly through a website or mobile app?

Q8. What do you see as the KEY benefits of engaging with a company using the capabilities presented here?

## Perceived Benefits of Modern Capabilities

	Total
I am in contact with a human	43%
I can get a resolution with few steps, in less time	40%
I can access customer service directly from an app that I am on	26%
Easy to use	26%
Company representative proactively addresses my concerns	23%
I have the option of talking to customer service via video	22%
I can share my screen with customer service	21%
Company representative knows information about me; I don't have to provide it	19%
I am able to handle customer service issues while mobile	17%

European consumers' engagement and relationship will be positively impacted by these modern engagement capabilities.



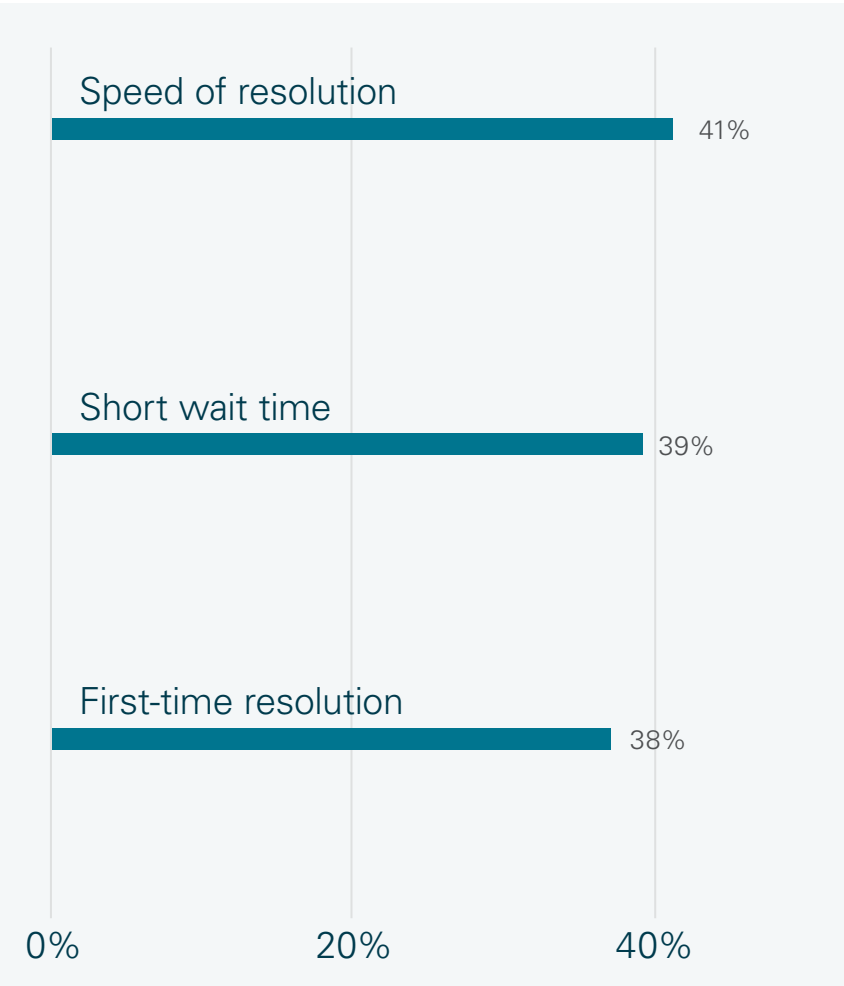
Percentage selecting “agree” or “completely agree.”

**Q20.** Think about how you consider, purchase and use products and services. How will a company using these capabilities impact your relationship with the company? **(Q20)** How will a company using these capabilities impact your views of and/or interactions with the company? **(Q21)**

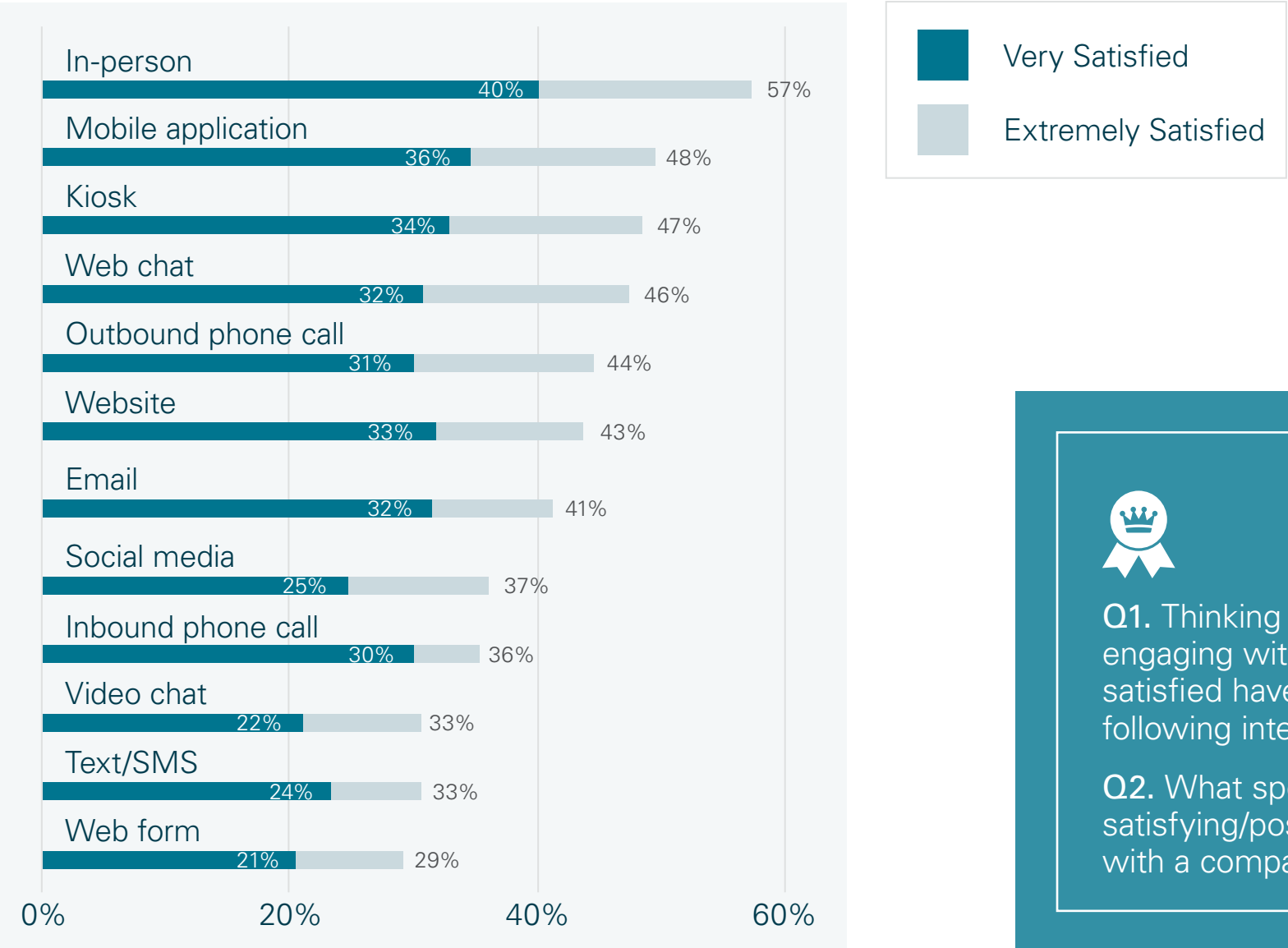


In ANZ, after in-person, consumers are most satisfied with mobile apps, kiosks, and web chat as engagement channels.

Top Three Factors Leading to Satisfactory Customer Experience



Satisfaction with Engagement Channels

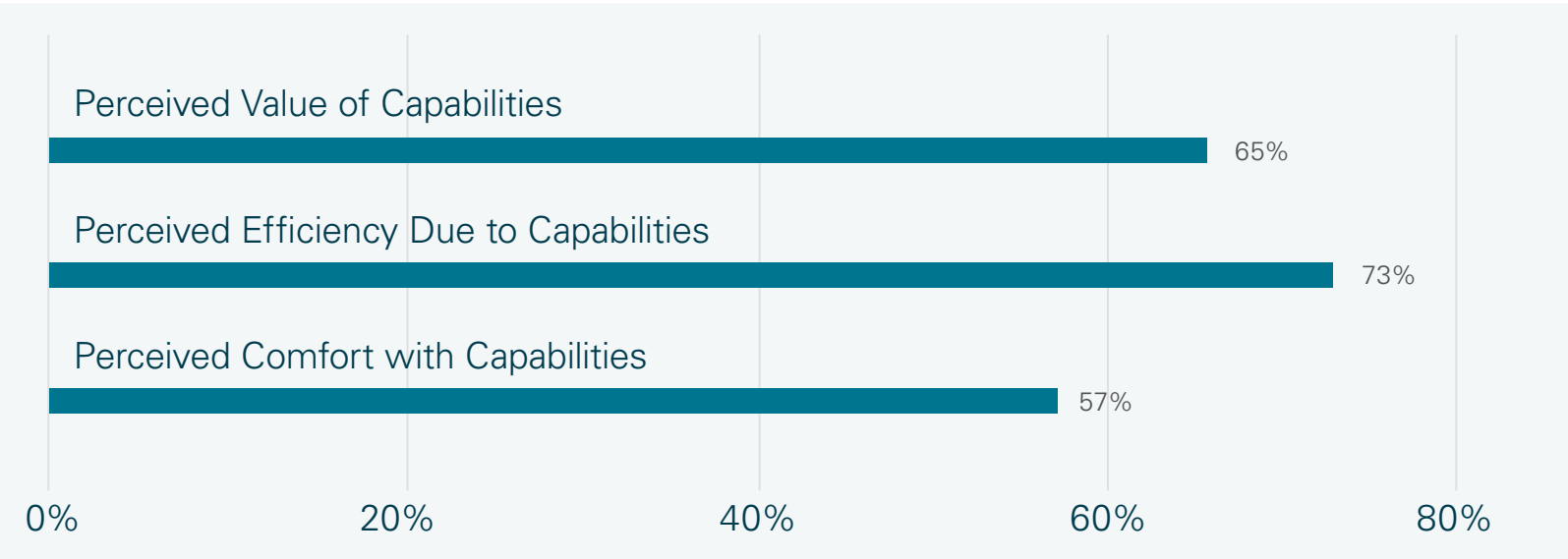


- Q1. Thinking about your overall experience engaging with companies, generally how satisfied have you been with each of the following interaction methods?
- Q2. What specific factors most lead to a satisfying/positive experience when engaging with a company? (Select up to three.)

# Consumers in ANZ are particularly satisfied with the perceived efficiency gains and human interaction from the modern capabilities.



## Perceptions of Modern Capabilities Presented in Survey



Percent respondents selecting “valuable,” “very valuable,” or “extremely valuable.”

How valuable (Q5), efficient (Q6), or comfortable (Q7) do you find the capabilities described earlier, which enable you to engage with a company directly through a website or mobile app?

Q8. What do you see as the KEY benefits of engaging with a company using the capabilities presented here?

## Perceived Benefits of Modern Capabilities

	Total
I am in contact with a human	46%
I can get a resolution with few steps, in less time	37%
I can access customer service directly from an app that I am on	27%
Easy to use	26%
I can share my screen with customer service	25%
Company representative proactively addresses my concerns	21%
I am able to handle customer service issues while mobile	21%
I have the option of talking to customer service via video	19%
Company representative knows information about me; I don't have to provide it	16%

# As a result of modern engagement capabilities, ANZ consumers feel more engaged.



Percent selecting “agree” or “completely agree”

**Q20.** Think about how you consider, purchase and use products and services. How will a company using these capabilities impact your relationship with the company? **(Q20)** How will a company using these capabilities impact your views of and/or interactions with the company? **(Q21)**



ANZ