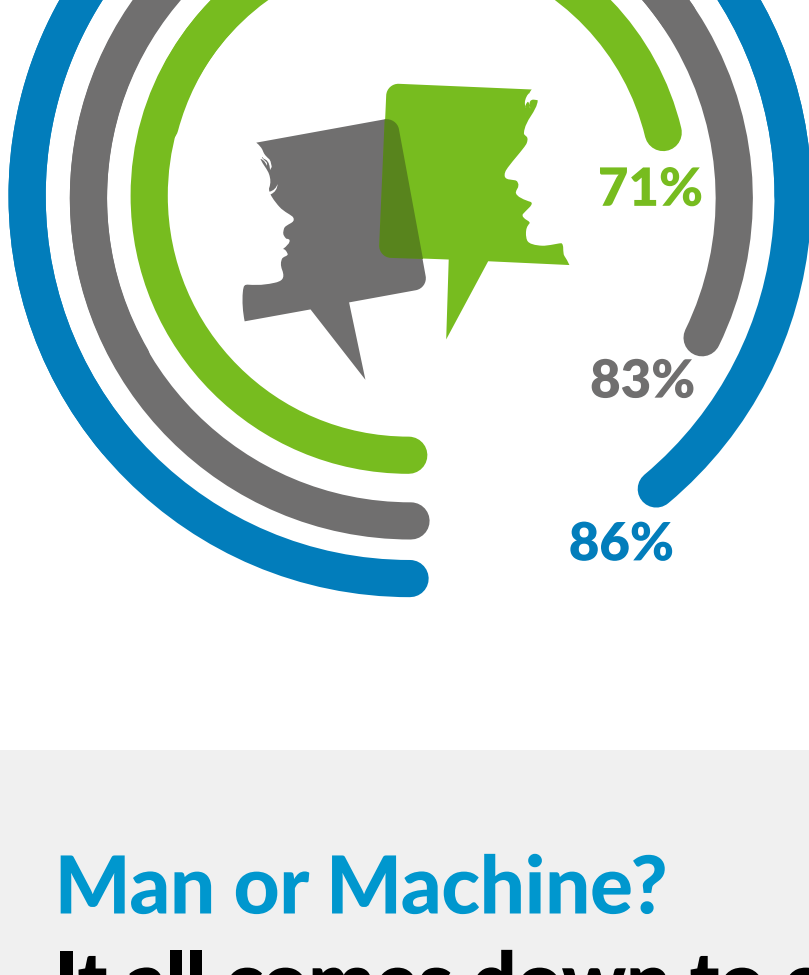


# The Digital Tipping Point

Latest research in consumer attitudes in South Africa highlights the need to get the balance right between human and digital customer service

## Maintain a human element

**86%** want direct person contact to remain part of customer service

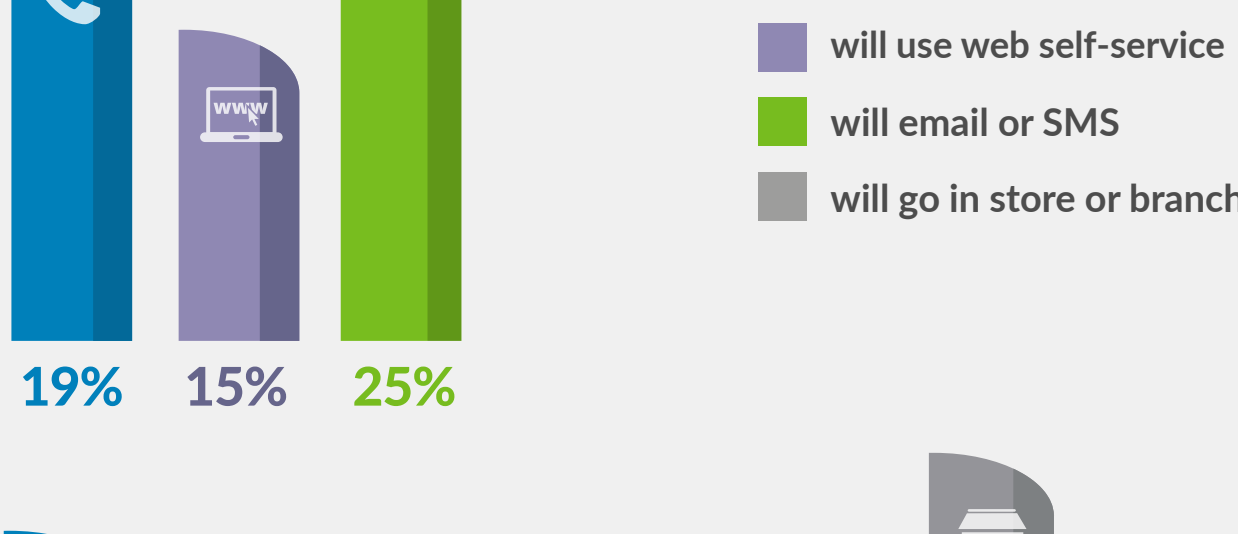


**83%** don't like dealing with companies that don't provide a phone number on their website

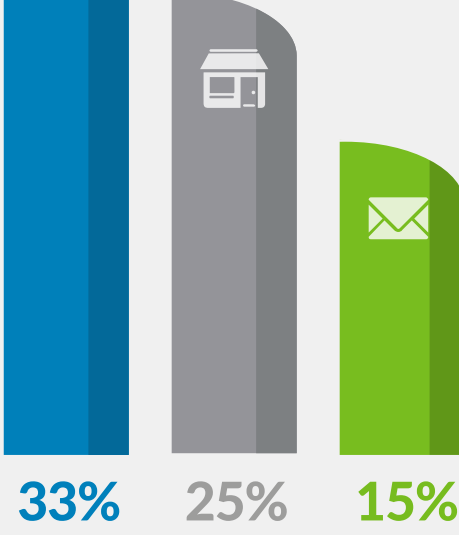
**71%** feel they receive better service when speaking to a person on the phone or in-store

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

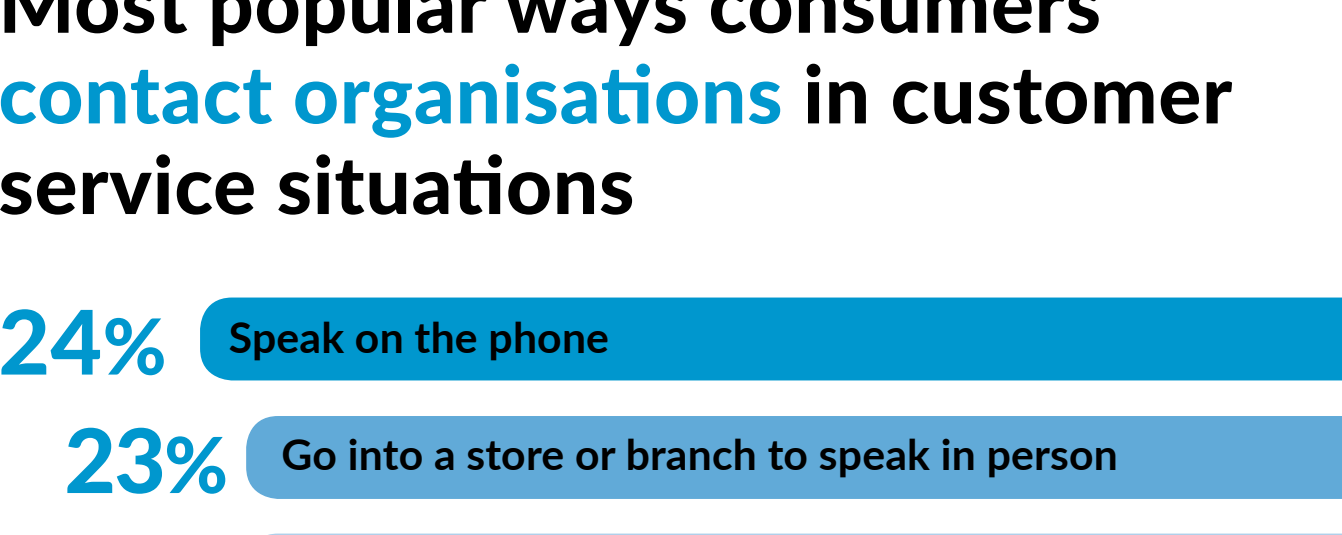
For a simple enquiry



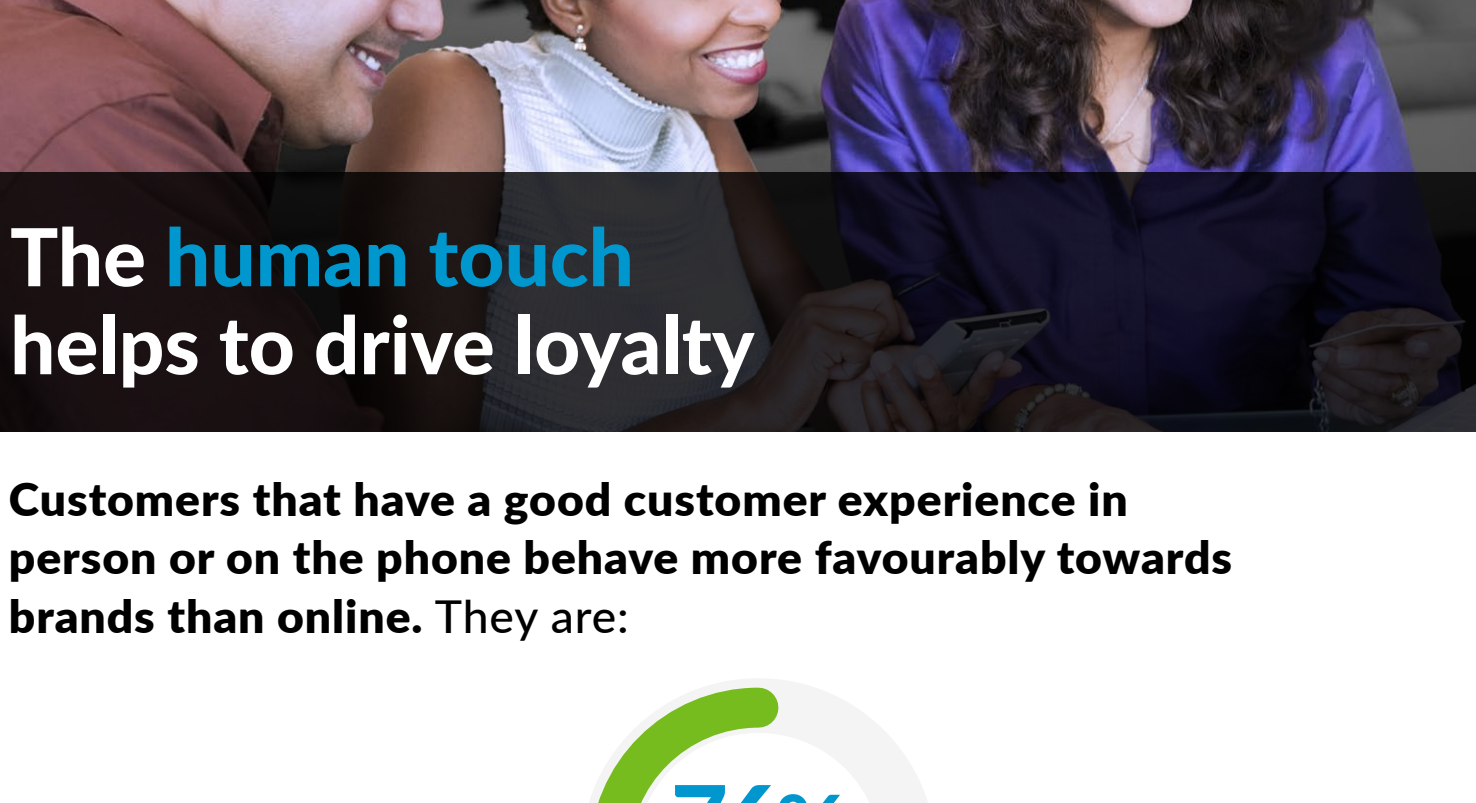
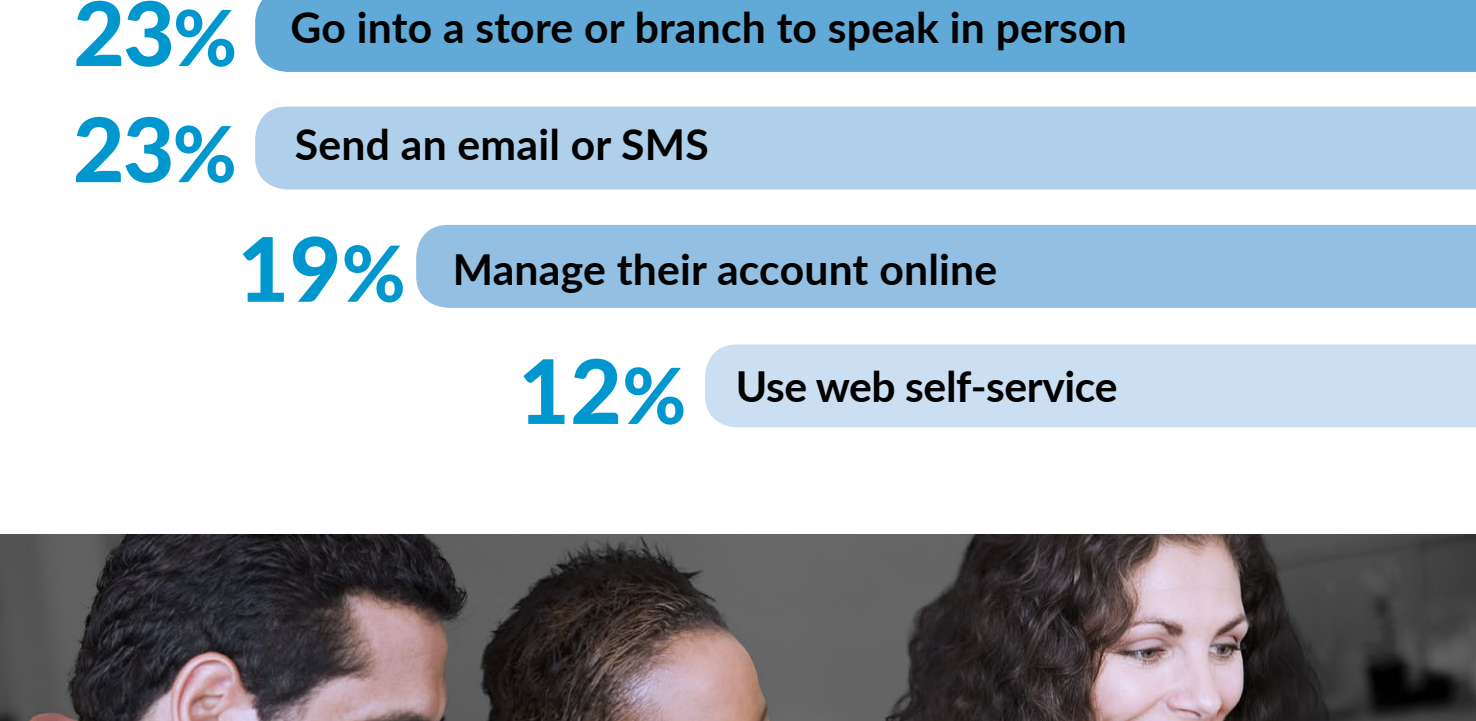
For a fairly complex enquiry



For a complicated enquiry

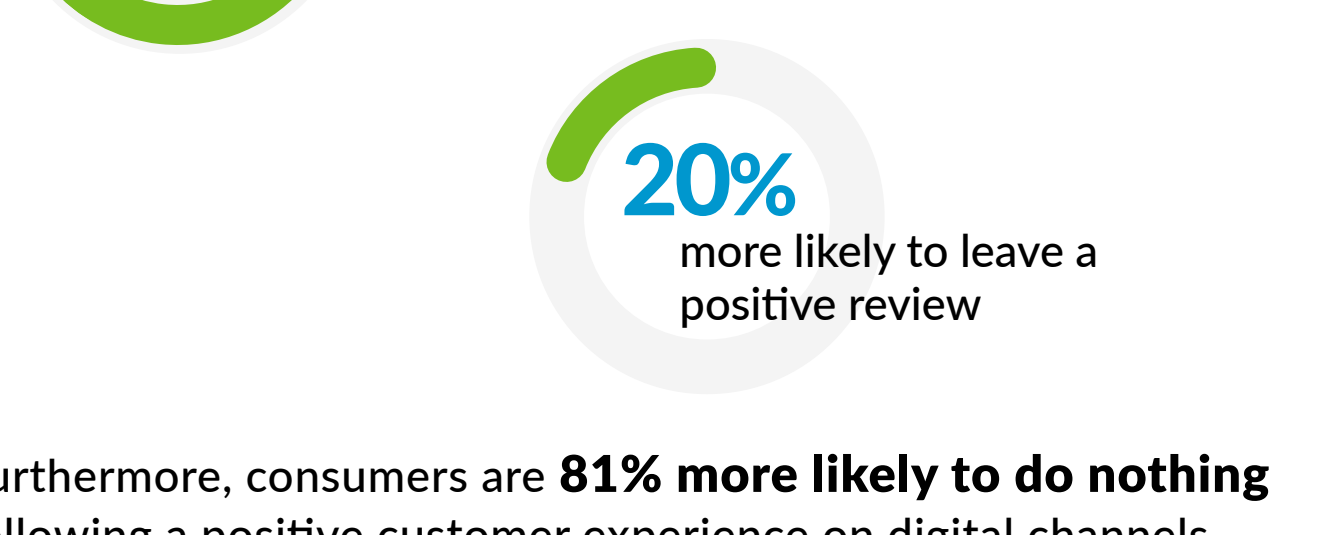


## Most popular ways consumers contact organisations in customer service situations



## The human touch helps to drive loyalty

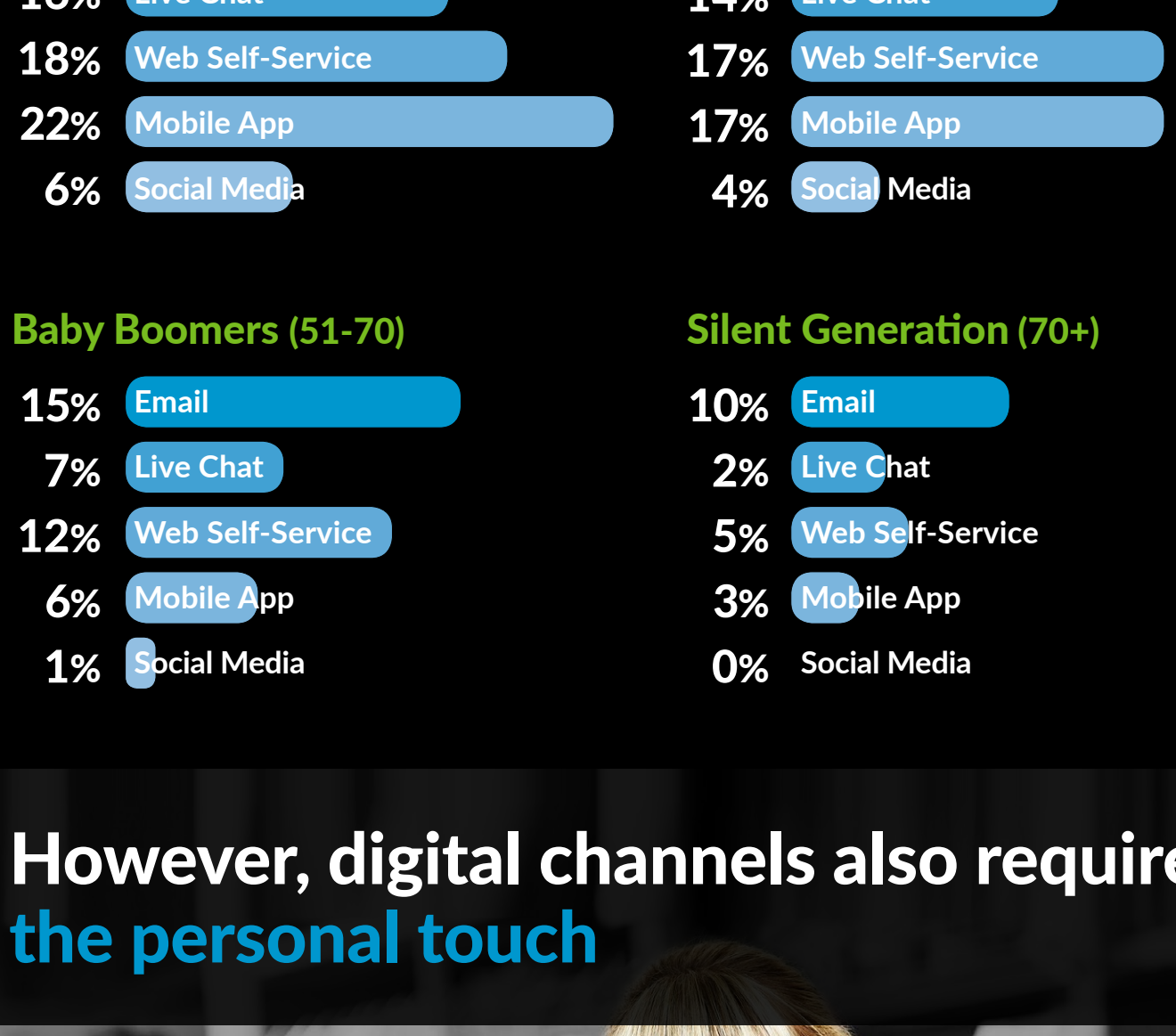
Customers that have a good customer experience in person or on the phone behave more favourably towards brands than online. They are:



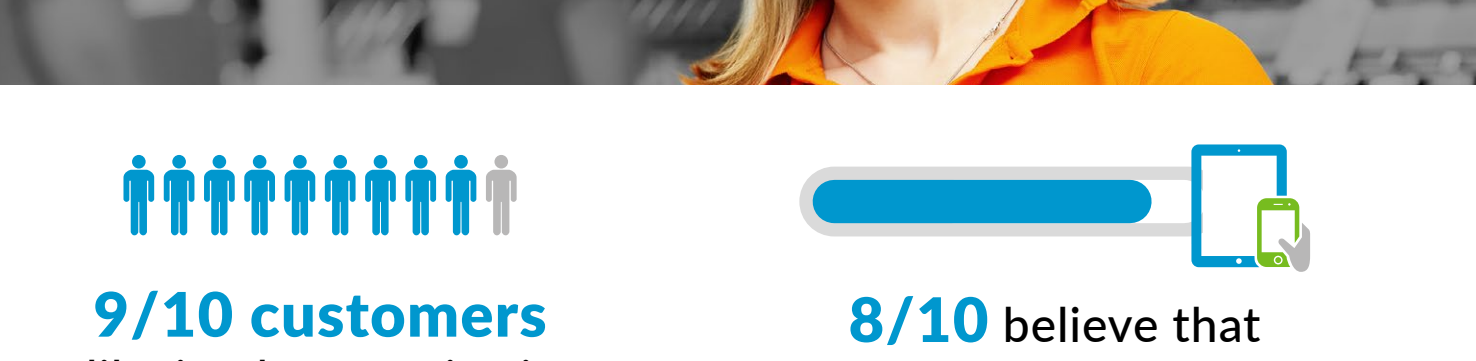
Furthermore, consumers are **81% more likely to do nothing** following a positive customer experience on digital channels than in person.

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

Channels customers want organisations to add, by generation:



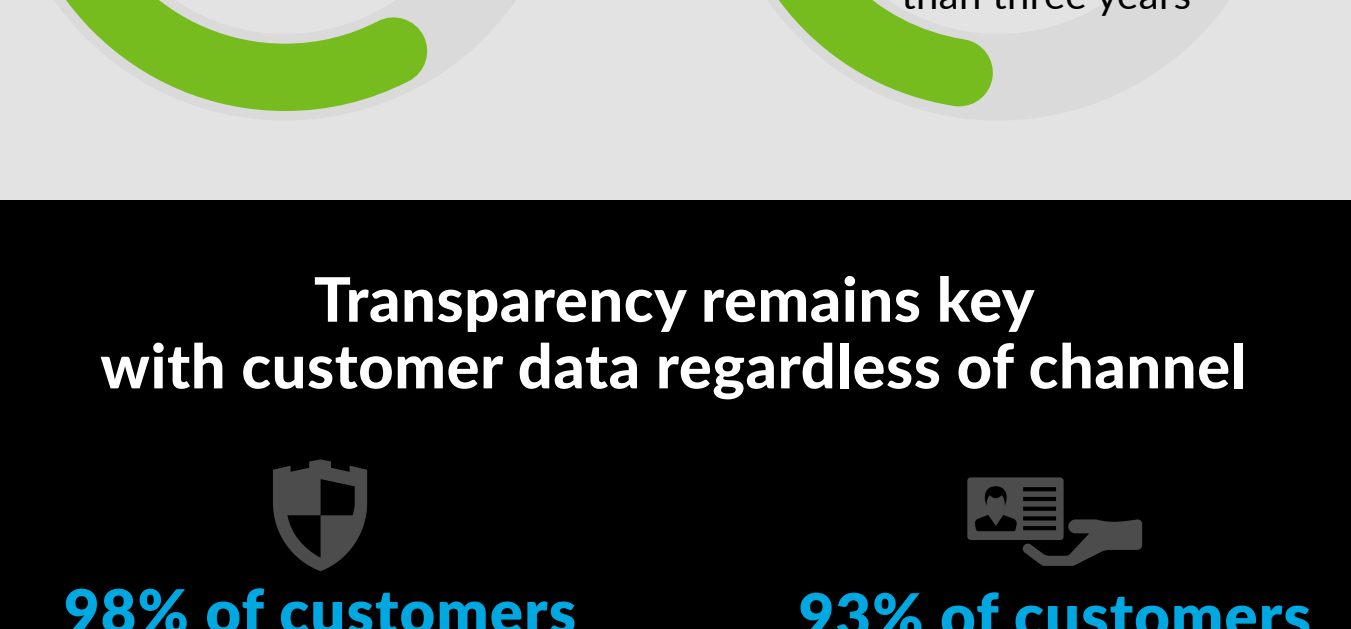
## However, digital channels also require the personal touch



## Beware: attrition higher among digital consumers

On average across all sectors, **57% of customers have been with their service providers for more than three years.**

But not all customers are created equal:



## Transparency remains key with customer data regardless of channel



To learn more, go to: [www.verint.com/digital-tipping-point](http://www.verint.com/digital-tipping-point)



**About the research**  
The research was commissioned by Verint from 23 June to 20 July 2016 in association with Opinium Research LLP, a UK-based research company. Interviews were conducted amongst 24,001 consumers in the following countries: Australia (2,000), Brazil (2,000), India (2,000), France (2,000), Germany (2,000), Japan (2,000), Mexico (2,000), Netherlands (2,000), New Zealand (2,000), South Africa (2,000), UK (2,000) and US (2,000). The research was conducted online, in the local language for each area and respondents were incentivised to participate.

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