

CUSTOMER EXPERIENCE
INSIGHTS ABOUT TODAY'S
**CONNECTED
CONSUMER**



EXECUTIVE SUMMARY

In this age of fast-paced communication and information overload, consumers are more connected than ever. They expect to be able to interact with brands and share feedback about their customer experience with organizations and the world through digital media. And they expect brands to return the favor.

In our second installment of the Customer Experience Management Benchmark Study, we surveyed 500+ consumers about their customer experience with renowned brands. From our research, we've found that meaningful customer relationships result in deeper consumer consideration and brand loyalty through the following topics and key insights:

- Why consumers follow and interact with brands
- How consumers prefer to contact brands through social media, mobile, interactive and traditional communication methods
- The importance of immediacy and personalization in achieving customer satisfaction

The comprehensive review will include generational, gender, and vertical analysis. Noteworthy are the generational differences between how Millennials, Gen Xers and Boomers communicate with brands. Coupled with findings about how companies are supporting the connected consumer, they paint a comprehensive picture of consumer's brand expectations. These insights are imperative to brands in understanding how to capitalize upon the shift in customer experience and servicing models. These themes will be explored in detail from Sept. 9-12, 2013 at the Customer Response Summit in Detroit, presented by Execs in the Know.

MILLENNIALS: 18-34

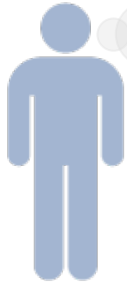
GEN X: 35-54

BOOMERS: 55+

MEET YOUR CONNECTED CONSUMER

The following infographic details demographics of the Connected Consumer, their expectations, and what drives their brand loyalty.

EXPECTATIONS



90%

of consumers expect companies to have mobile apps that help manage their product or service experience.

80%

of consumers wish that companies provided more helpful information on their websites for self-help, ratings and reviews

62%

of consumers are more likely to purchase a product if they see a company responding to consumers on community sites

72%

of consumers wish more companies offered the ability to interact with them via SMS

BEHAVIOR

SOCIAL MEDIA VISITS

63% Millennials
VS
24% Boomers

MOBILE APP USAGE

47% Millennials
VS
11% Boomers

SOCIAL MEDIA POSTS

41% Millennials
VS
11% Boomers

INTERACTIONS

50/50

Consumers are just as likely to like or follow a brand via social media because they are "true fans", or brand advocates, as they are to like or follow a page to receive customer service ("service fans")

80% of Millennials expect companies to reply within 12 hours after contacting them via social media

62% of Gen Xers expect a 12-hour reply time

56% of Boomers expect a 12-hour reply time

LOYALTY

"PERSONALIZED SERVICE"

72% of females and 62% of males responded that visiting social media pages for issue resolution impacted brand loyalty

What Connected Consumers stated as the main driver of their brand loyalty

Phone and Chat were noted as the most personalized customer service channels by boomers and Gen Xers

Phone is the most personalized channel among all generations, but social media is a close second for Millennials