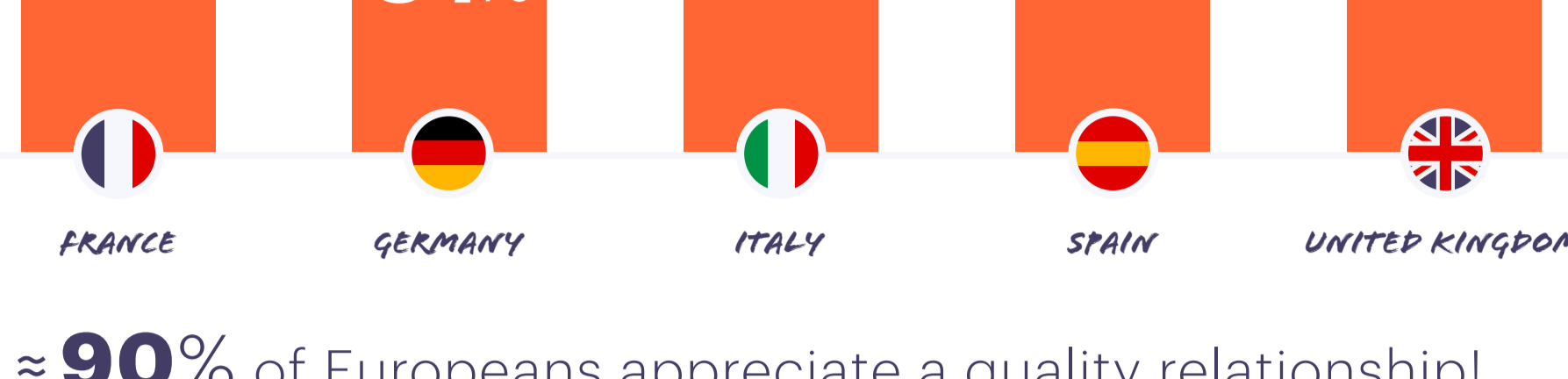
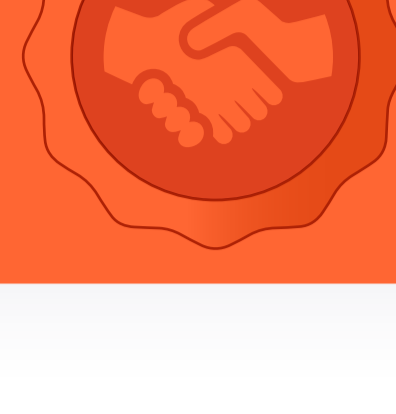




## CUSTOMER RELATIONSHIPS IN EUROPE, new expectations.

**THE QUALITY OF THE CUSTOMER RELATIONSHIP INFLUENCES PURCHASE DECISIONS MORE THAN EVER!**



≈ **90%** of Europeans appreciate a quality relationship! <sup>(1)</sup>

### KEY SUCCESS FACTORS:

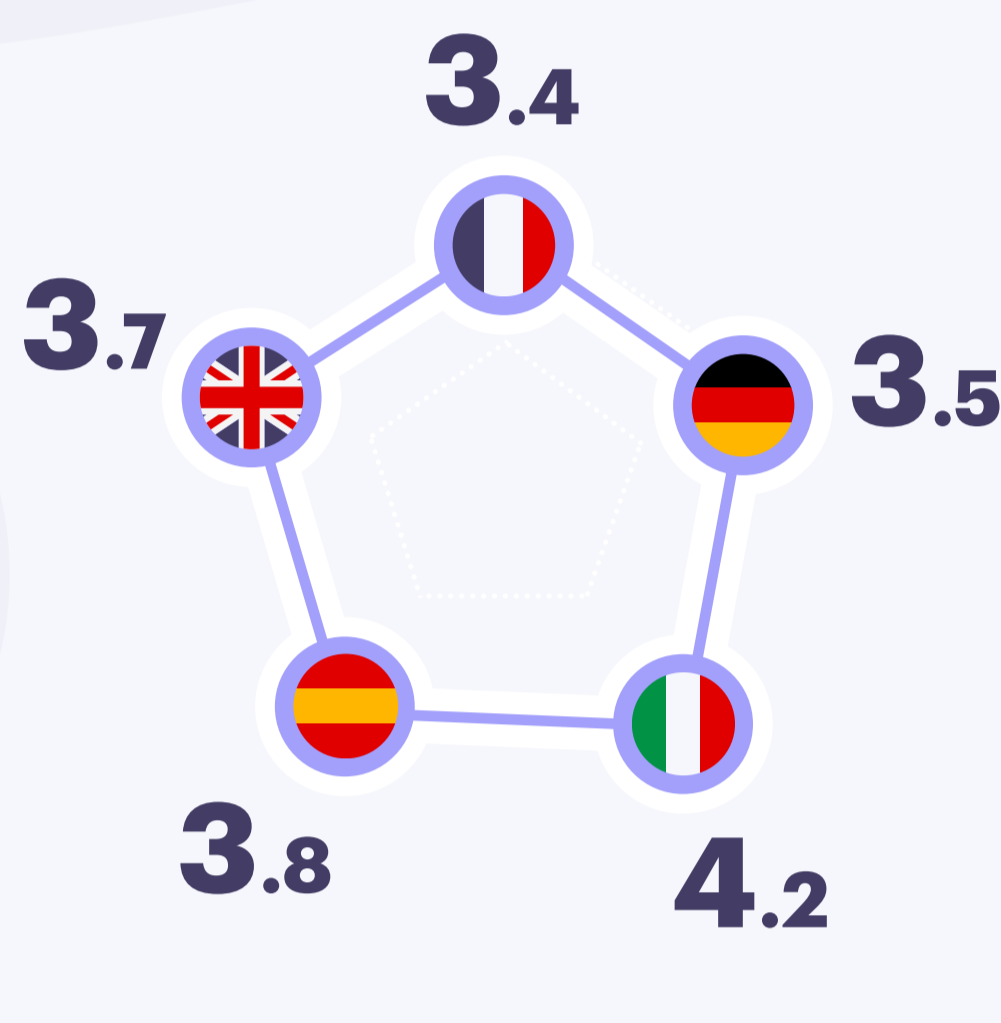


## A 360° RELATIONSHIP

Europeans expect an **omnichannel relationship** with the **same level of service** no matter which channels they use.

They communicate with their customer service via **4 channels**: <sup>(1)</sup>

- ✓ TELEPHONE
- ✓ WEB
- ✓ E-MAIL
- ✓ CHAT



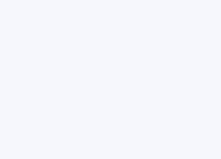
**16.8%** SOCIAL MEDIA



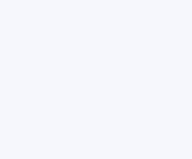
**15.8%** APPS



**15.6%** MESSAGING



**15.2%** CHATBOT



And almost **half** of European users communicate via **emerging channels**. <sup>(2)</sup>



## AUTHENTIC CUSTOMER CARE

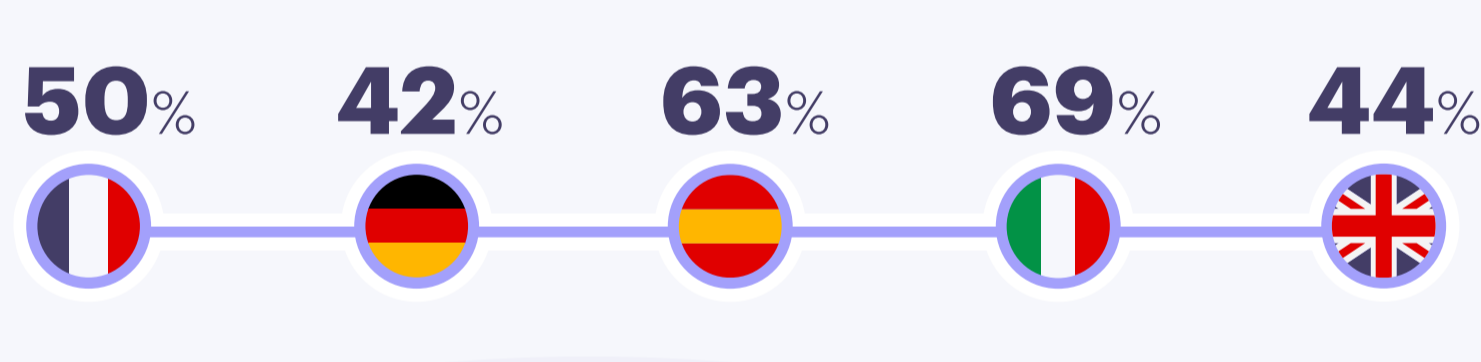
### Quick response is essential:

European customers want us to go back to basics by responding to their requests quickly.



ACCEPTABLE RESPONSE TIME VIA TELEPHONE: <sup>(1)</sup>

**< 1 MINUTE!**



**91%**



**87%**



**94%**



**96%**



**86%**



ACCEPTABLE RESPONSE TIME VIA E-MAIL: <sup>(1)</sup>

**< 1 DAY!**

### IRRITATING FACTORS: <sup>(2)</sup>

✓ WAITING ON HOLD. **63%**

✓ HAVING TO REPEAT THE QUESTION SEVERAL TIMES OR TO SEVERAL DIFFERENT PEOPLE. **48%**

✓ BEING TRANSFERRED OR HAVING TO CONTACT A DIFFERENT CHANNEL OR CUSTOMER SERVICE DEPARTMENT. **41%**

### Getting the customer to the right agent is key:

Being transferred to the wrong person is one of the main irritants.

### Personalised service is a must:

**66%**

of Europeans are more likely to buy from companies that personalise their customer experience. <sup>(3)</sup>

### A TAILOR-MADE SOLUTION:

**A ROBUST OMNICHANNEL SOLUTION, RECONCILING TECHNOLOGY (SOCIAL MEDIA, APPS) AND CUSTOMER EXPERIENCE.**

### CONCRETE RESULTS:

**< 1 min.**

Average wait time

CUSTOMERS ARE TRANSFERRED TO THE RIGHT AGENT, RIGHT AWAY



**98%**

Quality of service level

PERSONALISED CUSTOMER EXPERIENCE (360° DATA MATCHING)



**100%**

Daily contacts handled

ACROSS ALL CHANNELS

