

*the Art of*  
connecting

is performing anywhere



# The Autonomous Customer 2015: 8 Global Trends.

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# 1. Making it easy is a growing priority.



Busy Autonomous customers put a lot of effort into dealing with organisations and prefer easy interactions



64%

Find dealing with customer service issues exhausting



2 in 3

Constantly research products to buy online



64%

Put a lot of effort into safeguarding their consumer rights

Only 1 in 20

Regularly experience first contact resolution for customer service

## Building customer engagement



30%

Increase in consumers saying convenience is more important than price (UK & US)

82%

It should be easier to contact orgs. by phone, web chat and email

71%

Like it when orgs. notice I have a problem with customer service & try to help

87%

Consumers would be more loyal to orgs. if they are easy to deal with

## Buy more from organisations that make it easier

90%  
China

84%  
India

83%  
UAE

82%  
USA

81%  
Singapore

79%  
Indonesia

73%  
UK

72%  
Belgium

68%  
Germany

50%  
Spain



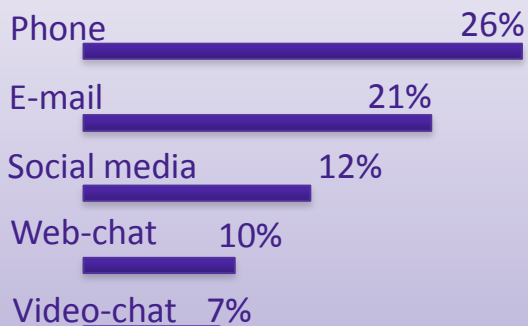
Source: BT/Avaya, 2015. All data Spain, except where stated. Data in brackets ( ) is global.

## 2. Supported self service is a necessity.

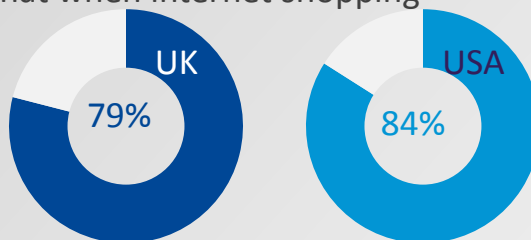


Consumers like self-service, but when it goes wrong they want live help there and then

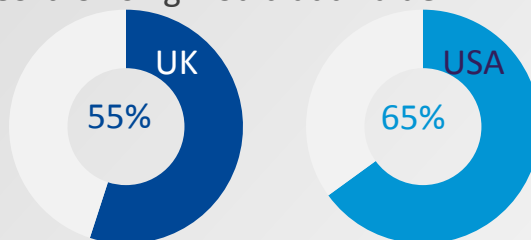
When you most recently had a problem with self-service what type of support did you want?



Want advisor available on phone/web-chat when internet shopping



Co-browsing would add value



Customer service via Apps would add value



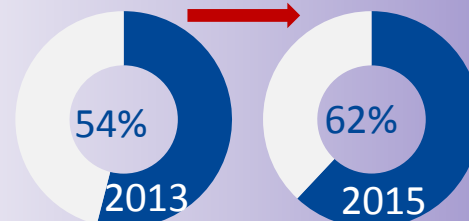
55%  
UK

62%  
USA

89%

Want to e-mail the same agent as they speak to on the phone

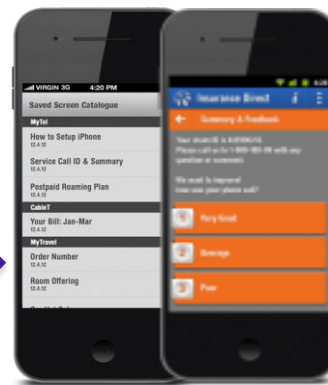
Prefer using the phone than FAQs (UK)



### 3. Omnichannel: still omnipresent.



Channel switching is accelerating



81%

Would like to see customer record when phoning (80%)



88%

Organisations should always offer different channels to meet my needs



65%

Want to start conversation in social media, then transfer to phone (63%)



4 in 5

Any agent should be instantly familiar with my contact history



77%

Like Apps that allow you to communicate with agents while online (eg web chat, video, phone or messaging) (71%)

Less than 1 in 5

Agree organisations make it easy to switch between different channels

Would like organisations to offer the following...

E-mail same call centre agent	90%
Voice biometrics for ID&V	73%
Apps with web-chat	71%
Visual IVR on smartphone	67%
Social media to phone call	63%
Switch from web chat to phone	62%
Share my screen with an agent	62%
Skype calls to call centres	55%
Service through Facebook	53%
Switch from web-chat to video	51%
Secure tech. for phone payments	50%

# 4. Mobility is all: smart phones create smart customers.



Working together



Smartphones and customer service should work hand-in-hand, but too many Apps lead to dead-end support



## Would like Visual IVR when calling on a smartphone



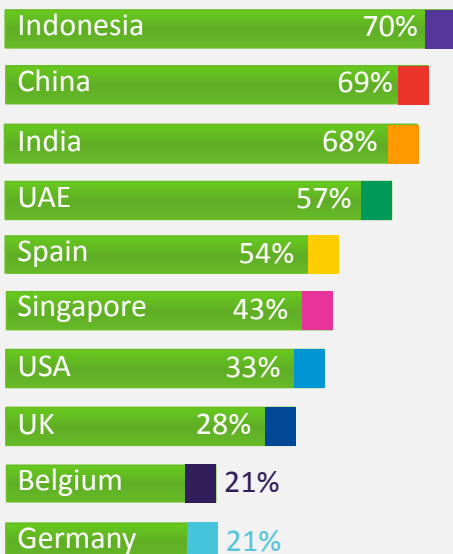
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# 5. Security concerns emerge.



Publicity around ID &V and card payment security means new solutions are needed to drive engagement

## Buy more over the phone if payment is secure



59%

It takes too long to identify me when I phone the call centre



78%

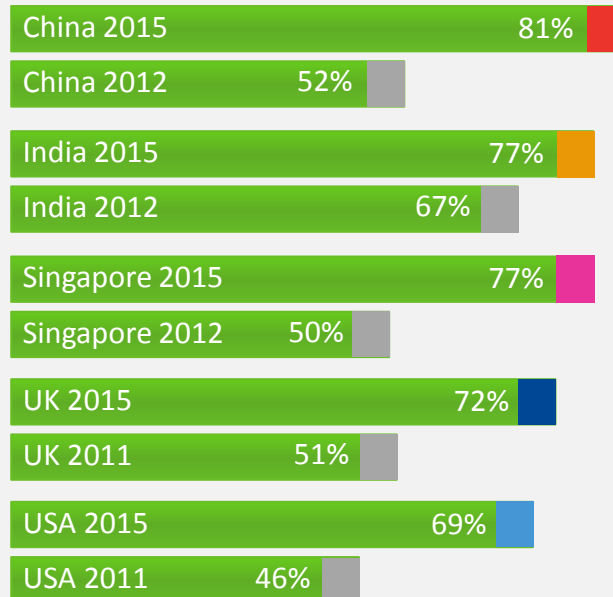
Would like voice biometrics for ID&V



42%

Want technology to secure card payments over the phone (the agent can not see/hear the account or card details)

## I worry about security on the phone

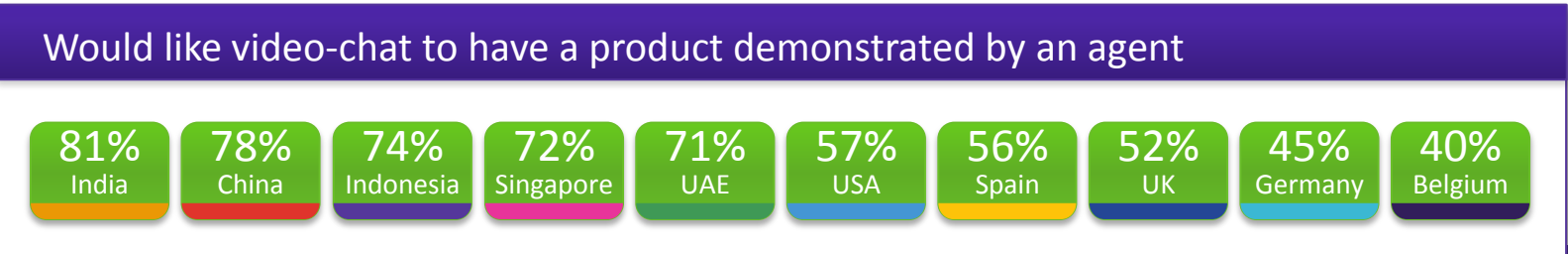
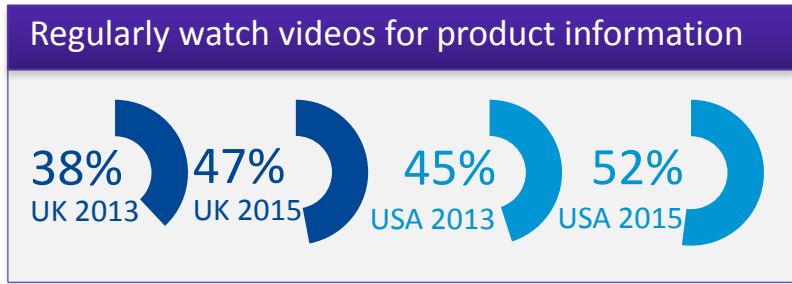
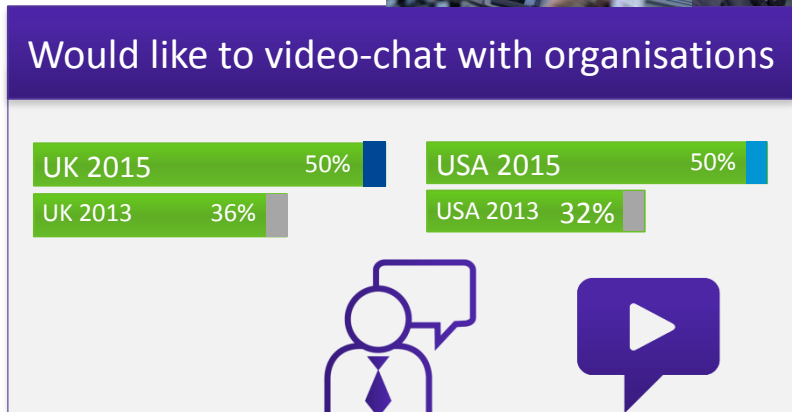
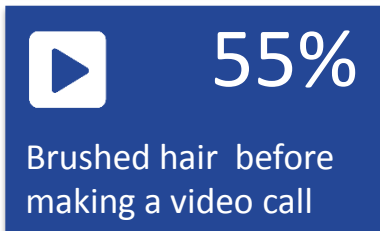


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# 6. Video culture continues to grow.



As video is more part of our daily lives, there is growing interest in video-chat for customer service and engagement



# 7. Social customers demand social customer service.

Consumers want more customer service by social media and less marketing - but there are sector differences




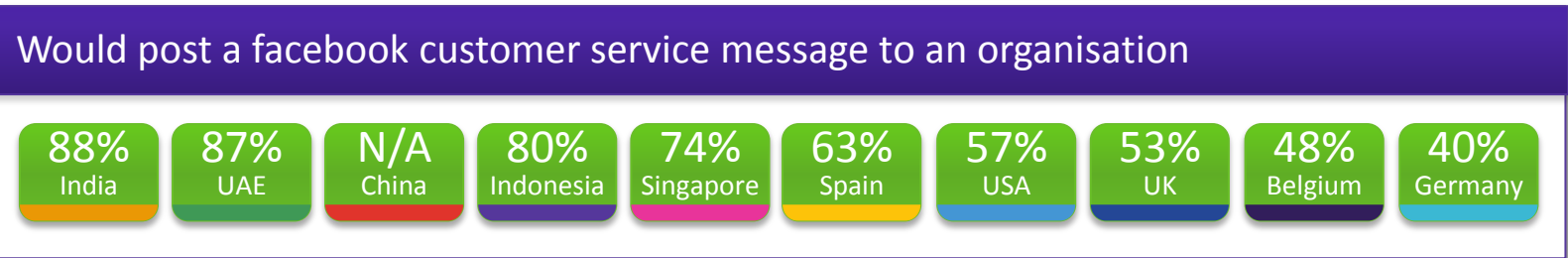
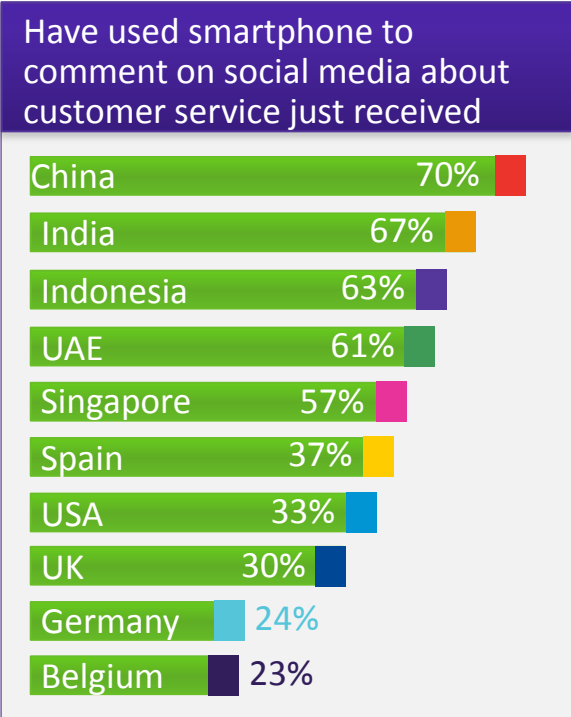
 **55%**  
Expect response to social media comment in 15 mins

 **45%**  
would post a complaint on social media

 **15%**  
Have had customer service by social media (8% made complaint)

 **1 in 5**  
Want responses to comments by same platform

 **1 in 5**  
for an urgent issue or emergency  
Twitter/Facebook is the best way to get customer service



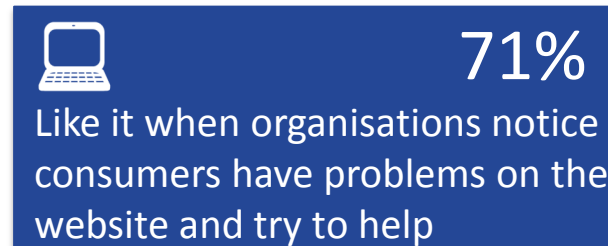
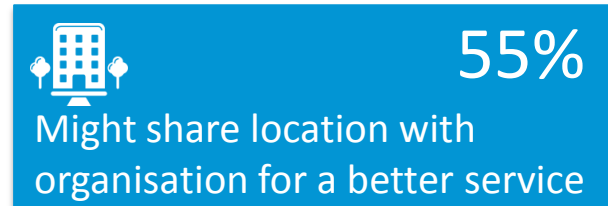
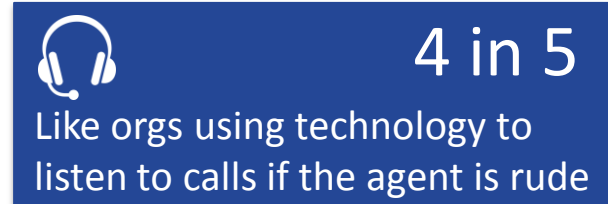
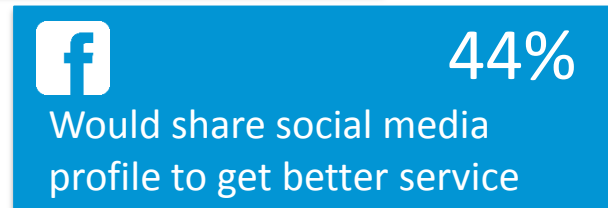
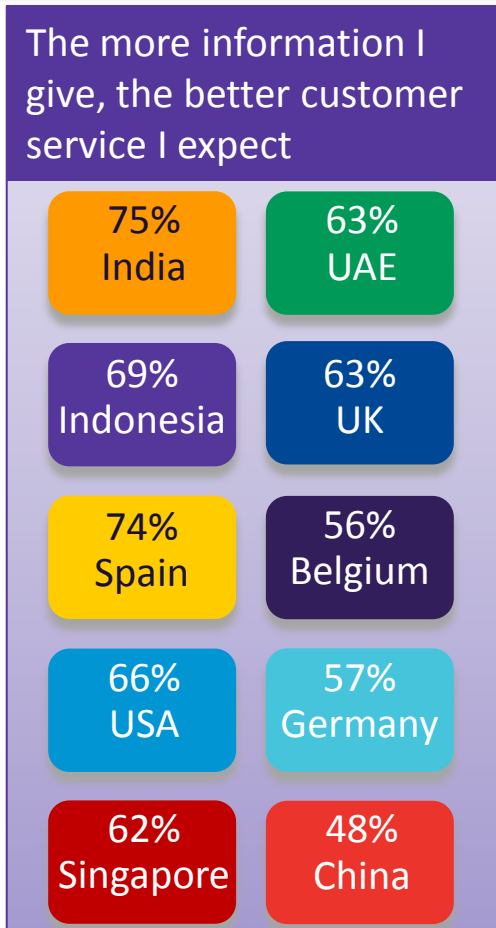
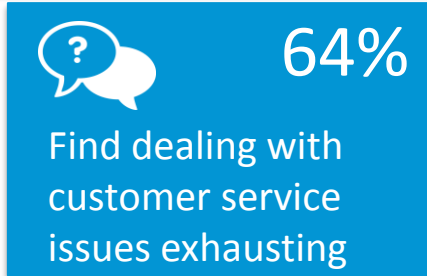
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# 8. The emerging “ego” system:



Creating smart customer service: it's all about me!



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Thank you!

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