Email is preferred channel for 25-34. Mobile apps are top 3 channel for those under 55. Social media is top choice for under 25. Phone channel of choice for everyone over 35.

94.7% of agents dedicated to telephone versus 82.1% in 2015.

45.8% support digital vs 37.8% in 2015.

39.1% combining phone and digital support vs 53.5% in 2015.

86.5% of respondents have begun using a cloud solution. 31.0% say it has reduced costs.

87.9% believe it’s increased efficiency.

88.8% believe it’s improved customer satisfaction.

92.6% believe it’s improved agent performance.

93.7% believe it’s improved agent satisfaction.

83.7% believe it’s improved productivity.

88.8% believe it has reduced costs.

91.5% believe it’s improved customer satisfaction.

68.3% of users are satisfied with the performance of the cloud solution.

64.7% of users are satisfied with the reliability of the cloud solution.

62.3% of users are satisfied with the security of the cloud solution.

1,320 participants from 81 countries.

14 industries.

The digital channel spectrum – Channel choice by age groups:
- 73.7% of 18-24 as a reason for offering self-assisted service channels
- 71.5% of 25-34
- 69.1% of 35-49
- 75.1% of 50-64
- 57.5% of 65+

But... Digital channel capability set to rise from 22.4% to 74.6% by 2018.

Cloud making a powerful impact:
- 68.3% of users are satisfied with the performance of the cloud solution.
- 31.7% report an increase in productivity.
- 19.2% say that it has reduced costs.

...And most are leaning towards a hybrid cloud solution that fuses legacy systems to the cloud.

Cloud, in one form or another, is now becoming an industry standard.

The Report is full of insights and guidance on the best practice CX approaches in an increasingly digital world.

For further information and to learn more about benchmarking visit www.dimensiondata.com/benchmarking