Bots are everywhere. But as Sci-fi predictions become reality, are consumers really ready for shiny and chrome? Despite today's technology-dependent environment, CGS's 2018 Global Consumer Customer Service Survey of more than 500 U.S. and U.K. participants found that many consumers still prefer human agents to chatbots for their more complex customer service engagements.

**TOP CHANNELS FOR QUICK CUSTOMER SERVICE INQUIRIES**

- **Voice:** 52%
- **Email:** 49%
- **Live Chat:** 24%
- **Social Media:** 20%
- **Mobile App:** 13%
- **Website:** 13%
- **Other:** 11%

**WHY ARE DIGITAL CHANNELS GROWING IN POPULARITY?**

**IT'S ALL ABOUT SPEED.**

- Less available
- Take longer to respond

Take longer to respond 32% U.S. 24% U.K.

However, nearly 40% U.S. 50% U.K. still prefer to chat with a human.

**TOP 4 REASONS CONSUMERS GIVE UP ON A CHATBOT AND REACH OUT TO A HUMAN**

1. Issue is too complex or unusual 60% U.S. 56% U.K.
2. Bot redirects user to FAQs 41% U.S. 41% U.K.
3. Bot takes too long to respond 18% U.S. 22% U.K.
4. Conversation feels impersonal 13% U.S. 25% U.K.

**MOVING TOO QUICKLY TO BOTS**

Many consumers are concerned that companies are moving too quickly to all chatbot responses, making it harder to interact with actual human representatives when needed.

**BRANDS MUST EVALUATE THEIR CUSTOMER SERVICE EXPERIENCES AND STRATEGIZE HOW TO:**

- Balance the desire for personalization with trust and transparency around data use and protection
- Empower human agents to address complex or unusual issues by hiring people with the right skills and providing ongoing technical and soft skills training
- Leverage new technologies for process improvements and efficiencies, while not forcing customers through channels they find uncomfortable
- Ensure that when customers have exhausted DIY options, they still have access to a human to help solve more personal, complex issues
- Enable human agents with access to customer information gathered across channels and over multiple interactions
- Leverage data from customer interactions to continuously improve experiences across all channels
- Provide fast-and-easy service for simple requests

**ABOUT CGS:**

For nearly 35 years, CGS has enabled global enterprises, regional companies and government agencies to drive breakthrough performance through business applications, enterprise learning and outsourcing services. CGS is wholly focused on creating comprehensive solutions that meet clients' complex, multi-dimensional needs and support clients' most fundamental business activities.

Headquartered in New York City, CGS has offices across North America, South America, Europe, the Middle East and Asia.

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