



# 2019 CGS Customer Service Security and Compliance Survey

# WHAT WE WANTED TO KNOW

How Consumers View Security and Privacy, and Sharing Personal Data with  
Brands in 2019



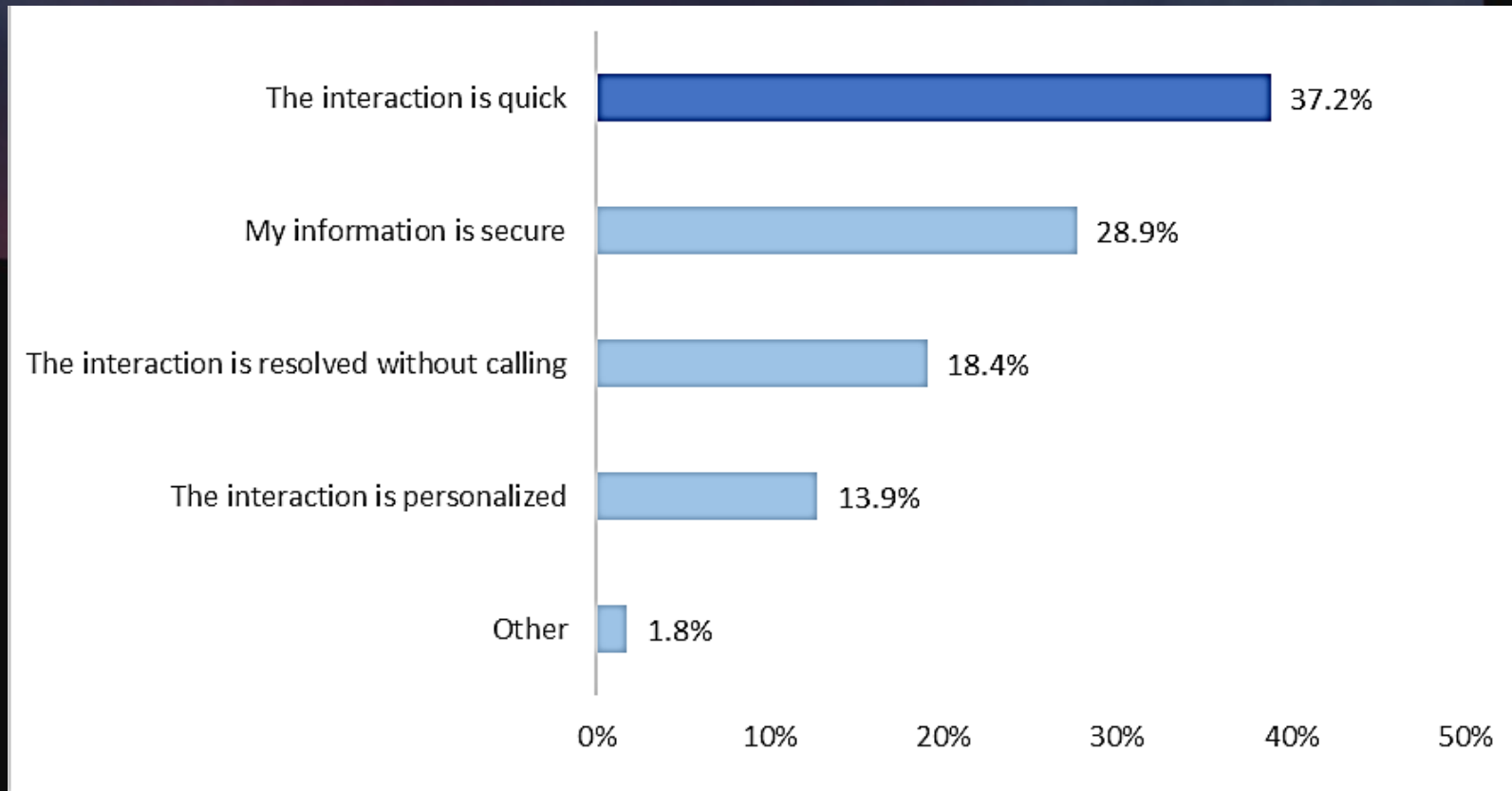
# WHAT WE DID

CGS surveyed more than 500 U.S. consumers (ages 18-65+) to understand customer service interactions. The survey was conducted in January 2019 and includes qualified responses from those who engaged customer service in the last 6 months.



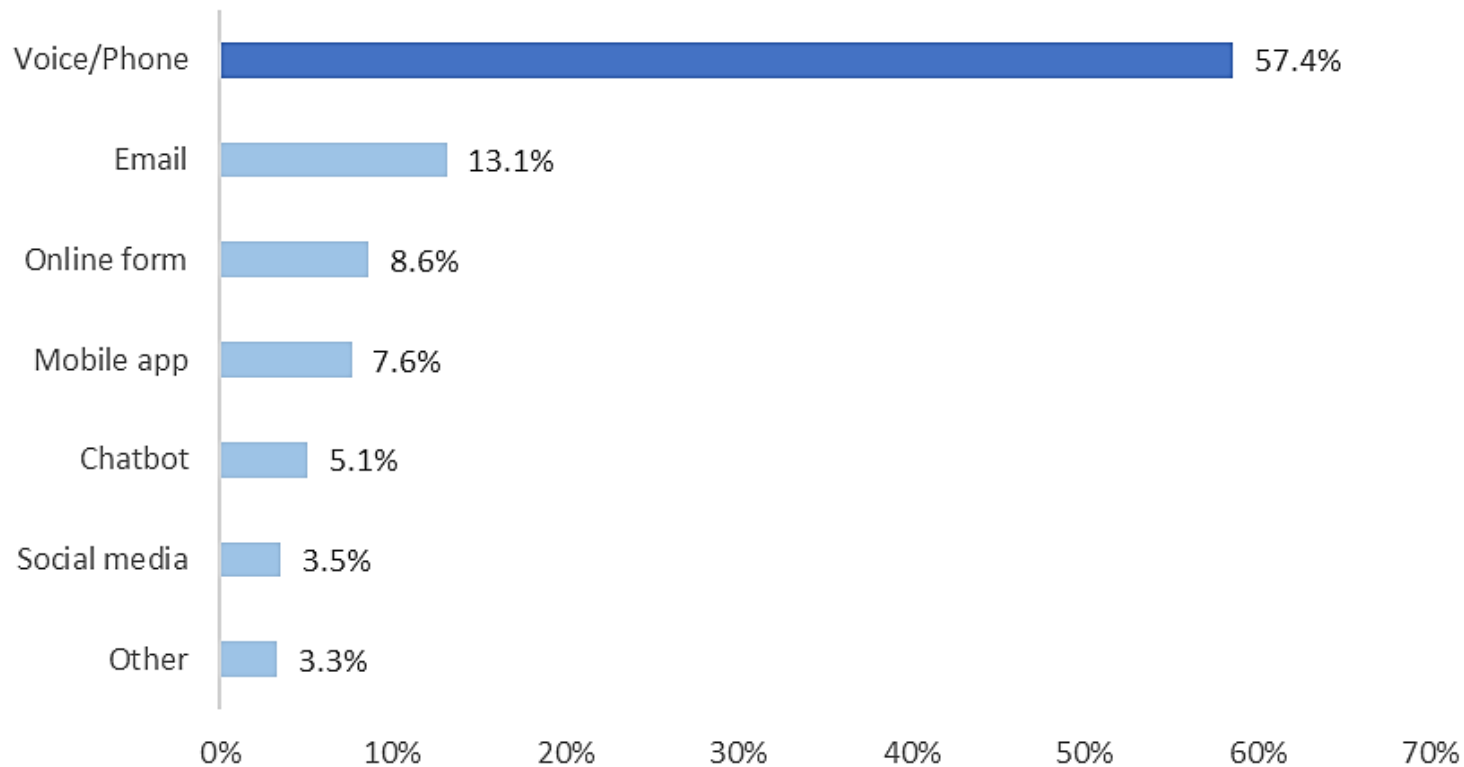
## INQUIRIES RESOLVED

Consumers have certain expectations of customer service when it comes to their inquiries, with more than one-third wanting a quick exchange.



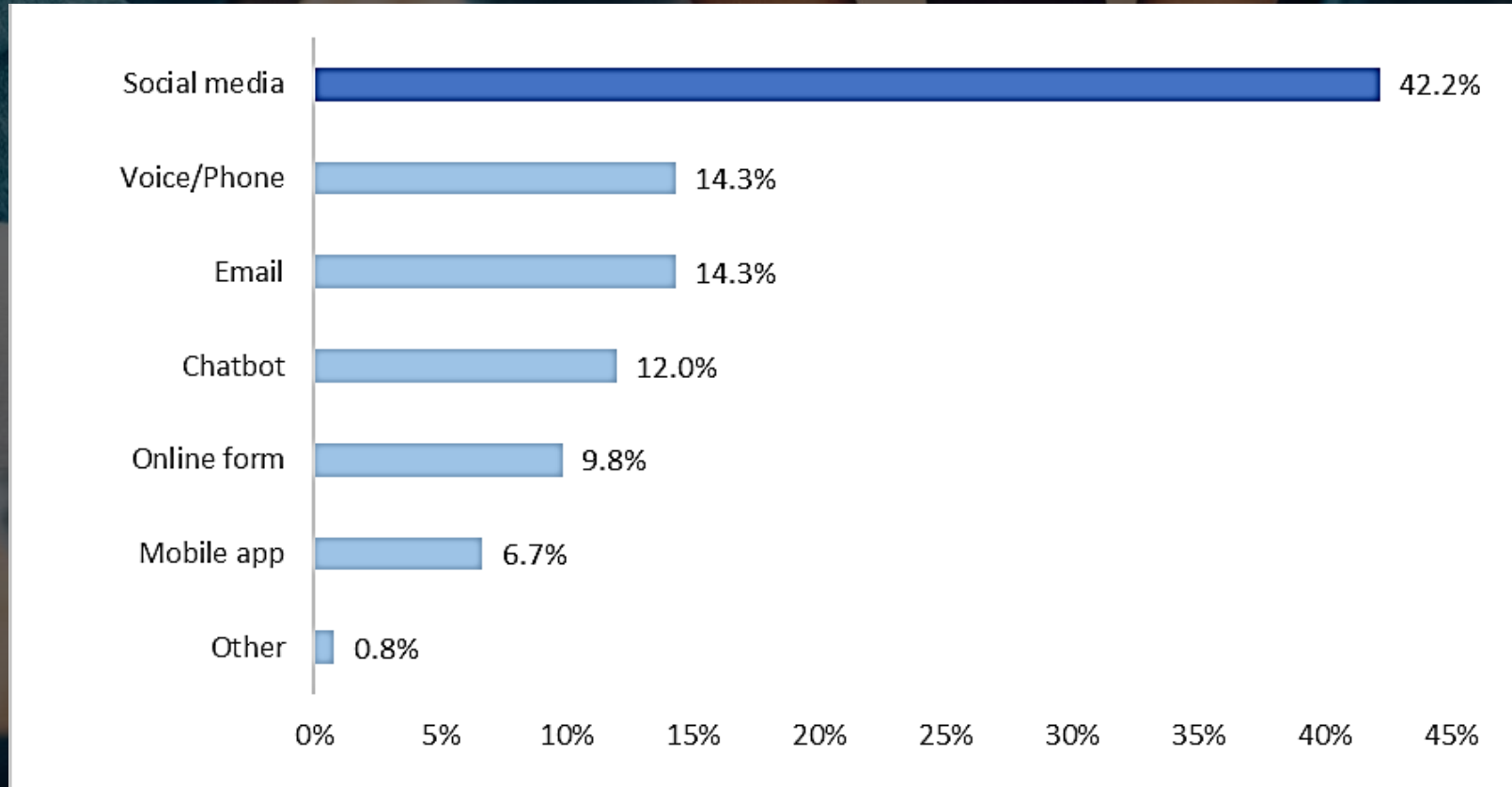
## WANT SECURE COMMUNICATION

When it comes to choosing the most secure channel for personal information sharing, consumers overwhelmingly selected voice/phone



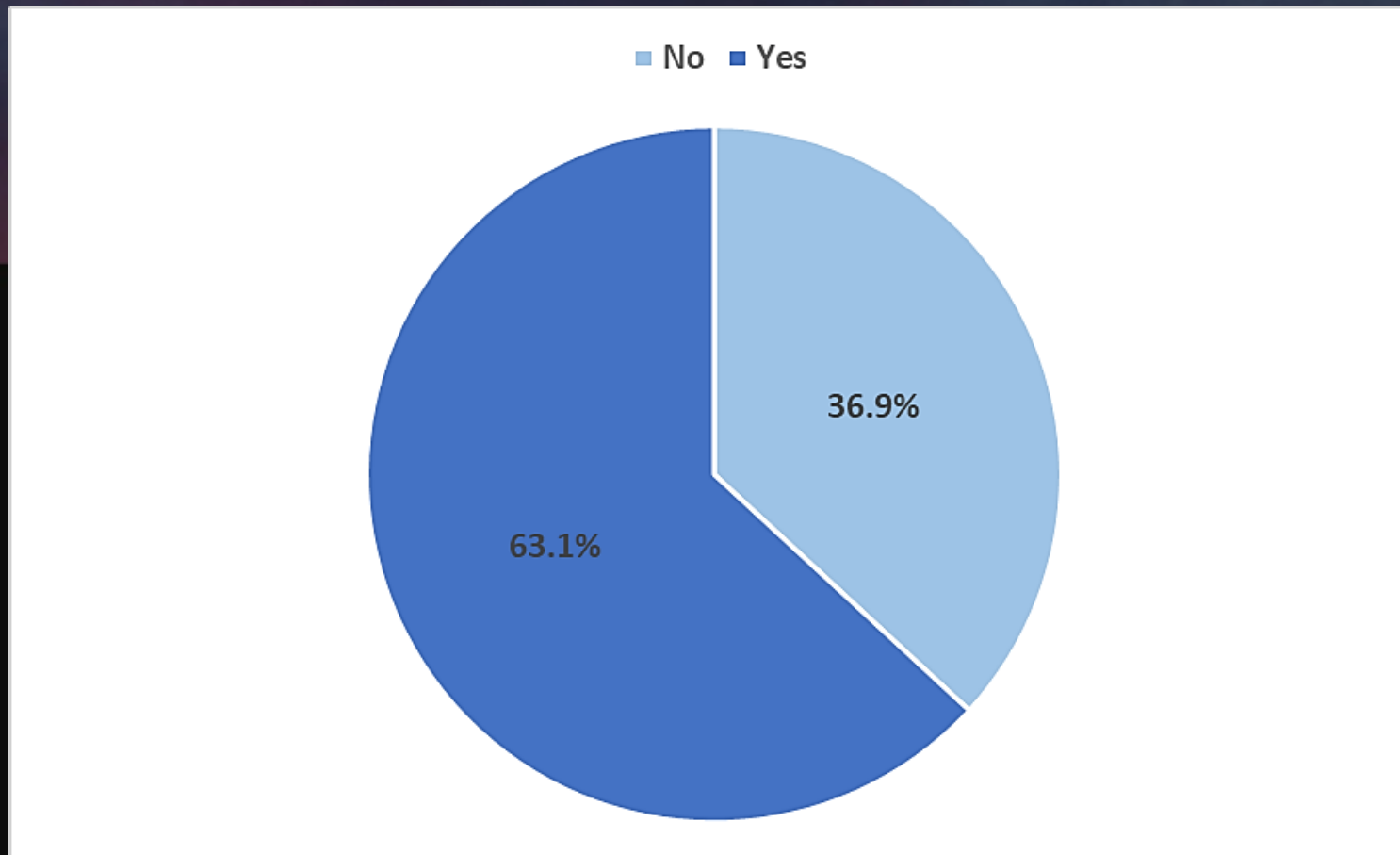
## AND, THE LEAST SECURE CHANNEL

Consumers overwhelmingly stated that the least secure channel for sharing personal information is social media.



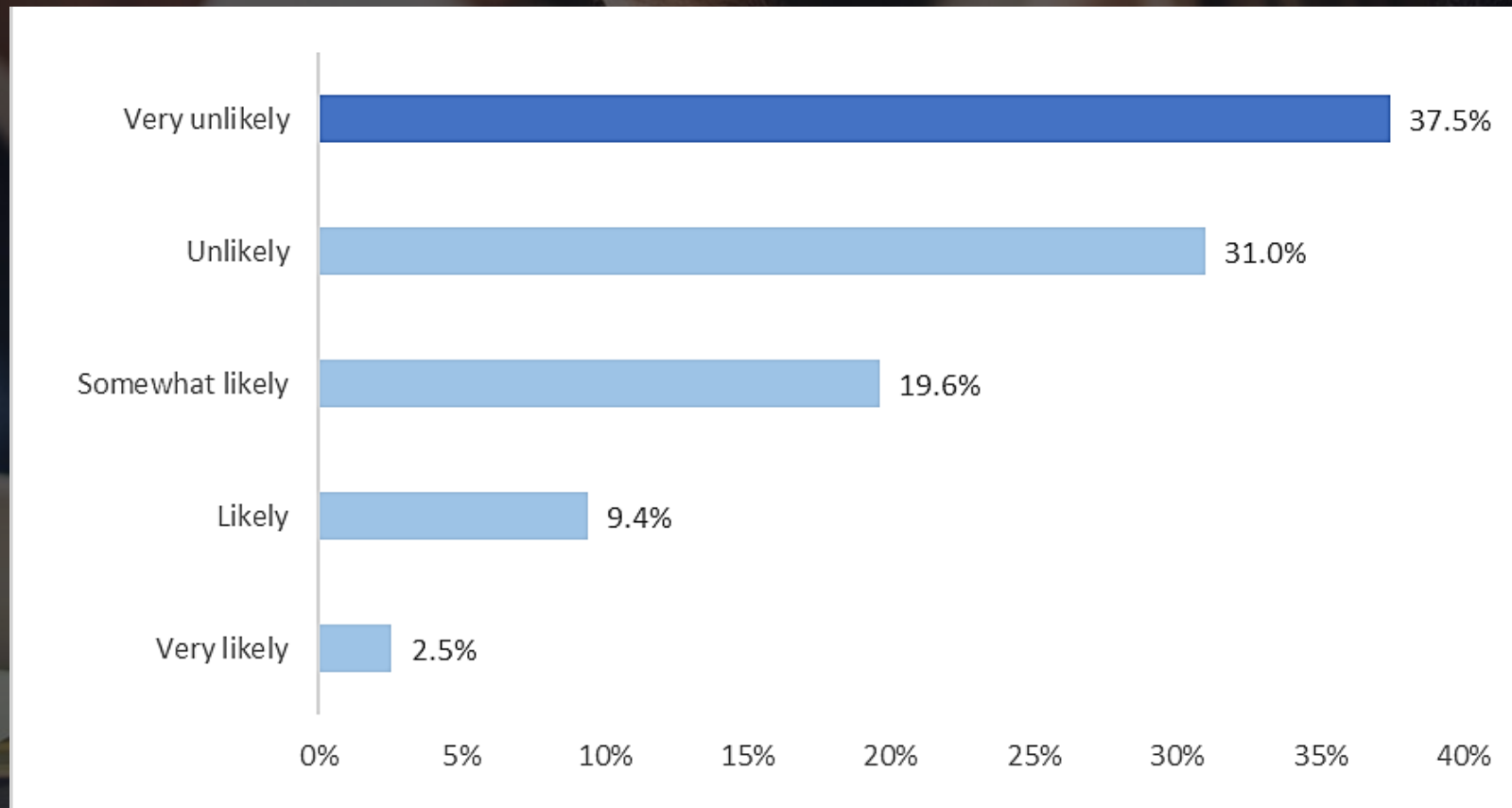
## DATA EXPOSED

More than half of the respondents said they have been alerted that their data has potentially been exposed / breached



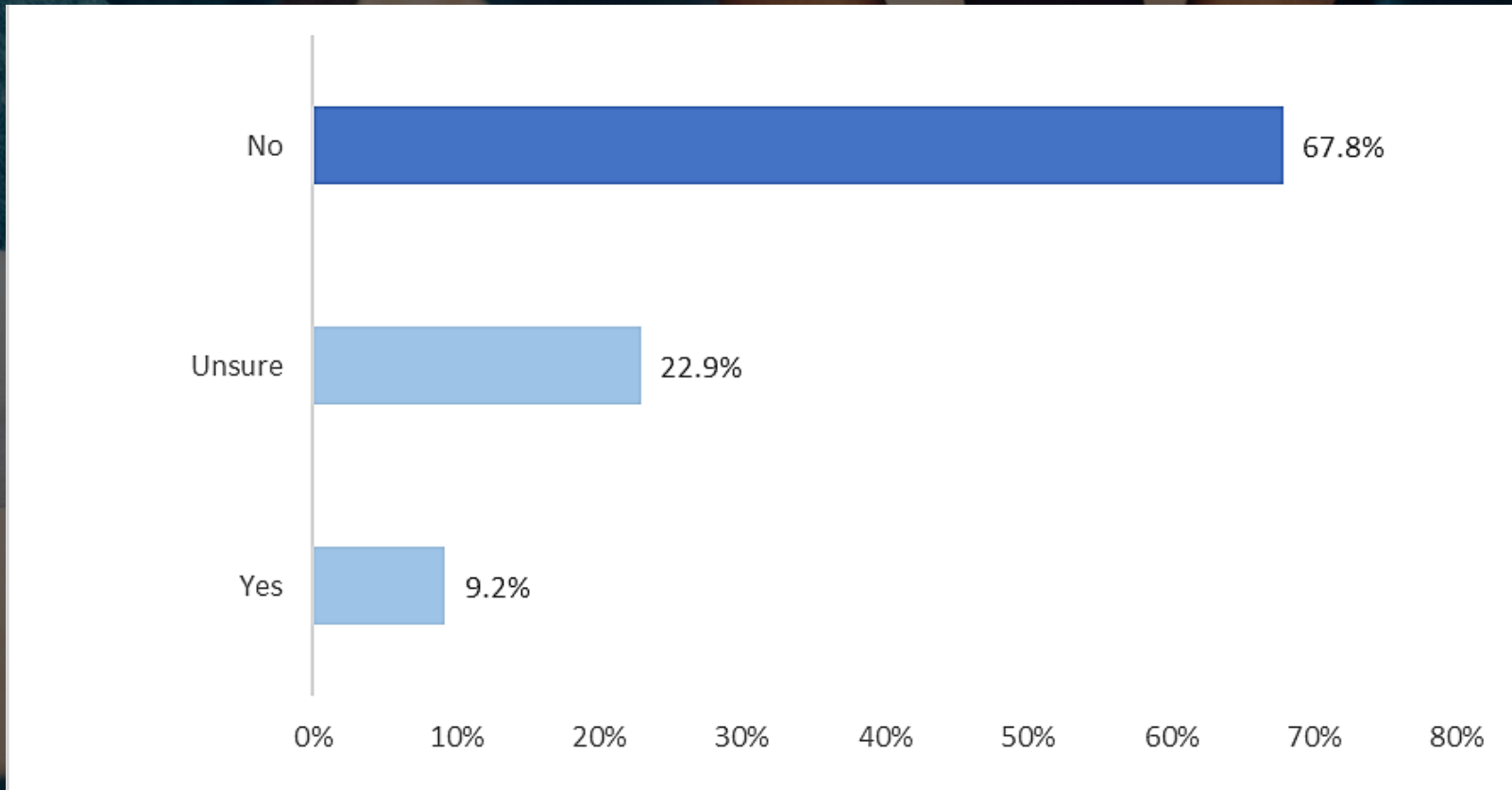
## TRUST AFTER BREACH

A majority of respondents said they were unlikely to return to a company that exposed their personal data.



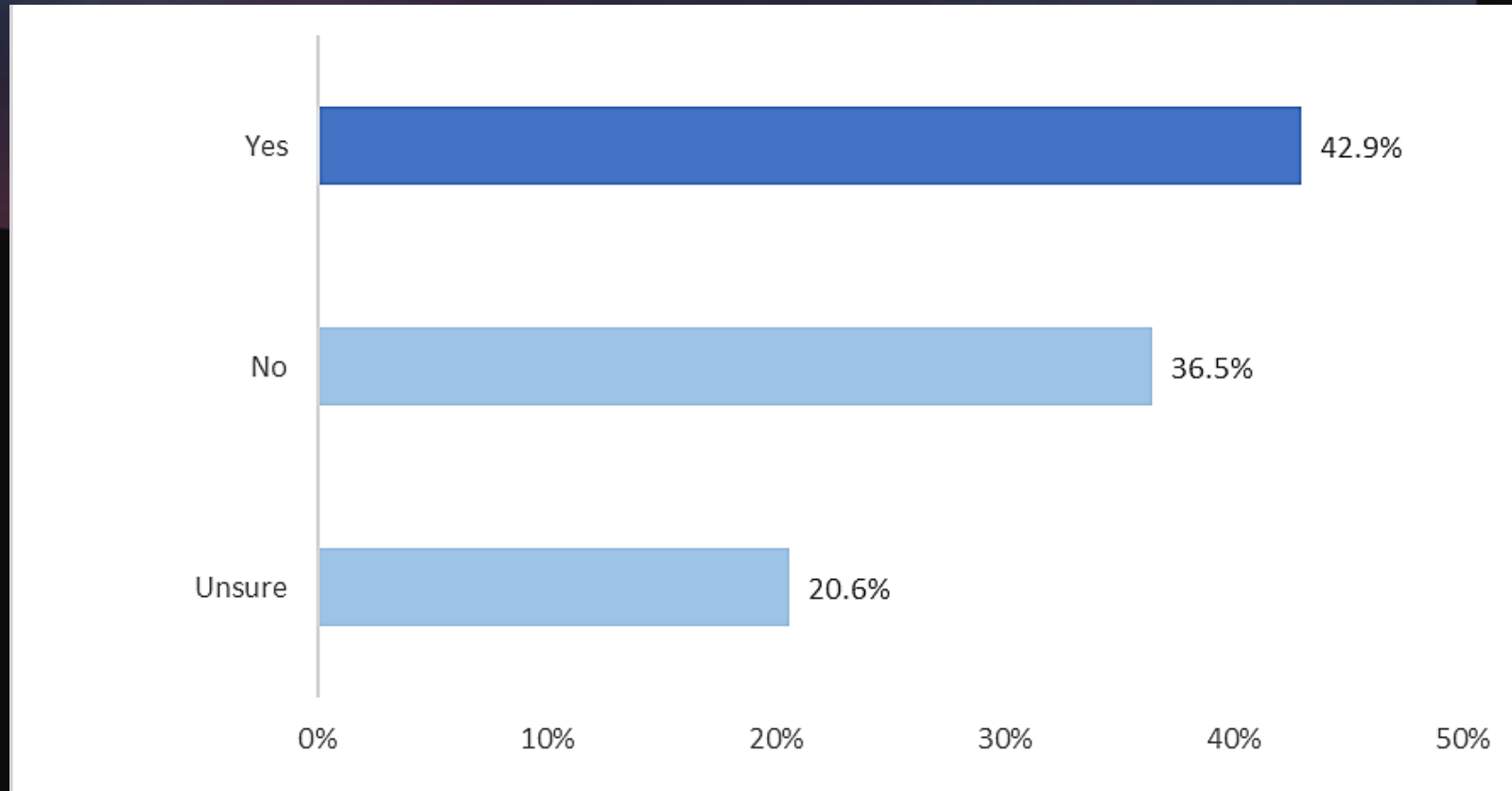
## IN BOTS WE DON'T TRUST

When asked if they would trust their personal information with a chatbot, respondents overwhelmingly declined



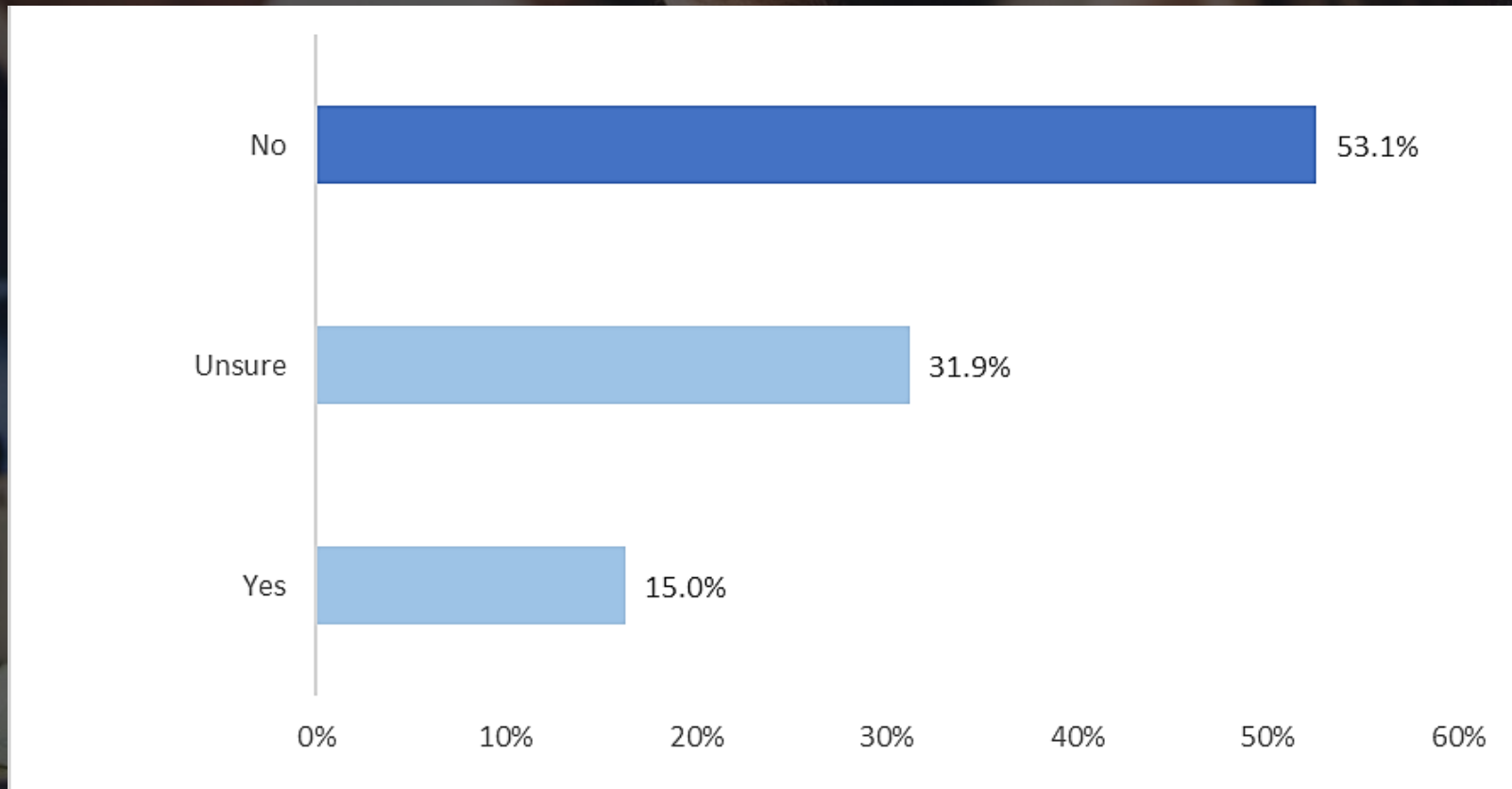
## MOVE FROM BOTS TO PHONE

When chatbots requested their personal information, nearly 43% of respondents said they would prefer to switch to voice/phone



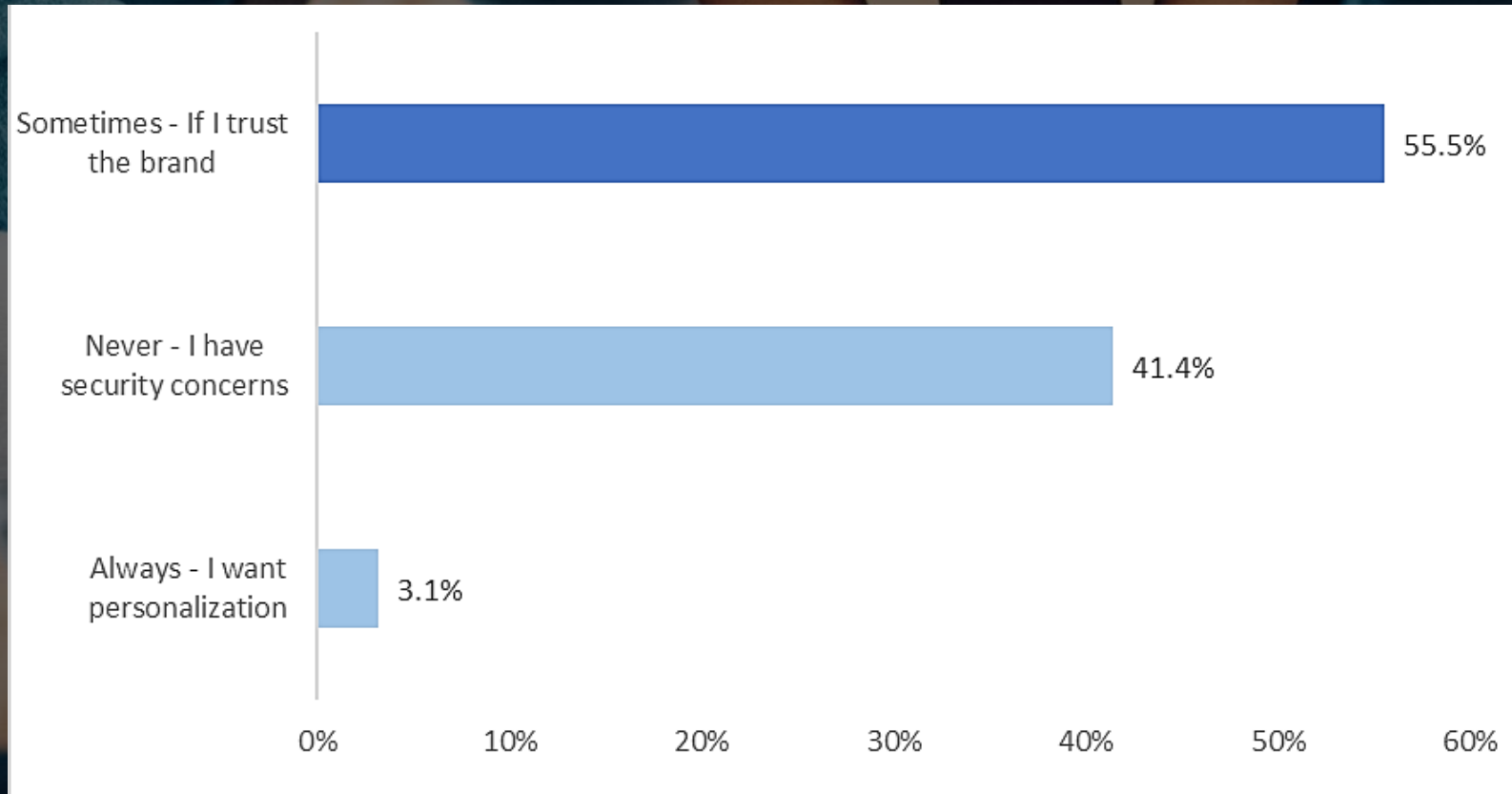
## STORING INFORMATION

When asked if they knew what of their personal information companies / websites are storing and sharing, most respondents were unsure



## BRAND TRUST

When asked by a brand to store their personal information for the future, more than half of the respondents were willing if they trusted the brand



# KEY FINDINGS

57%

Still choose the phone as the most secure channel for customer service

68%

Don't trust chatbots with their personal info

69%

Are unlikely to return to a brand that exposed their data

53%

Don't know what personal information companies are storing



# CGS AT-A-GLANCE



Founded  
**1984**



**HQ**  
New York



**7500**  
Professionals



**3500+**  
Customers



Global Presence  
**40+** Countries



**>90%**  
Client Retention

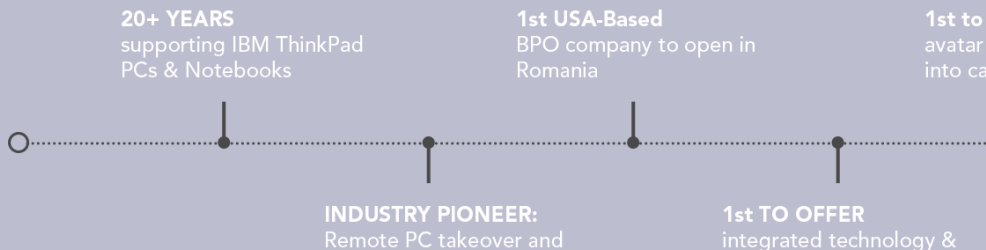


**10+** Years  
Avg. Client Tenure

## CGS International Locations



## History of Innovation



# HOW WE WORK



We are wholly focused on creating **comprehensive solutions** that meet our clients' complex, multi-dimensional needs.



We recognize the mission-critical nature of our clients' challenges and approach each with a **"can-do" attitude**.



We believe value is best built through **long-term partnerships** with our clients — and act accordingly.