



The State of Customer Service

Technology, communications and media. Three of the hottest industries in the world.

If you're in one of these fields, you're probably feeling the heat — in the form of increased expectations from your customers.

What is it they really want? How do you keep them satisfied?

Our study titled "The State of Customer Service 2015" will help you with surprising insights into:

- The right channel for the right job.
- The give and take of privacy and personalization.
- The dynamics of churn.

The path to success requires innovating in real time around the customer. But you don't have to navigate these changes in the market alone.

56.1%

of consumers happy to
use a virtual assistant

**37.7%**

prefer to sign up in-store

1in2

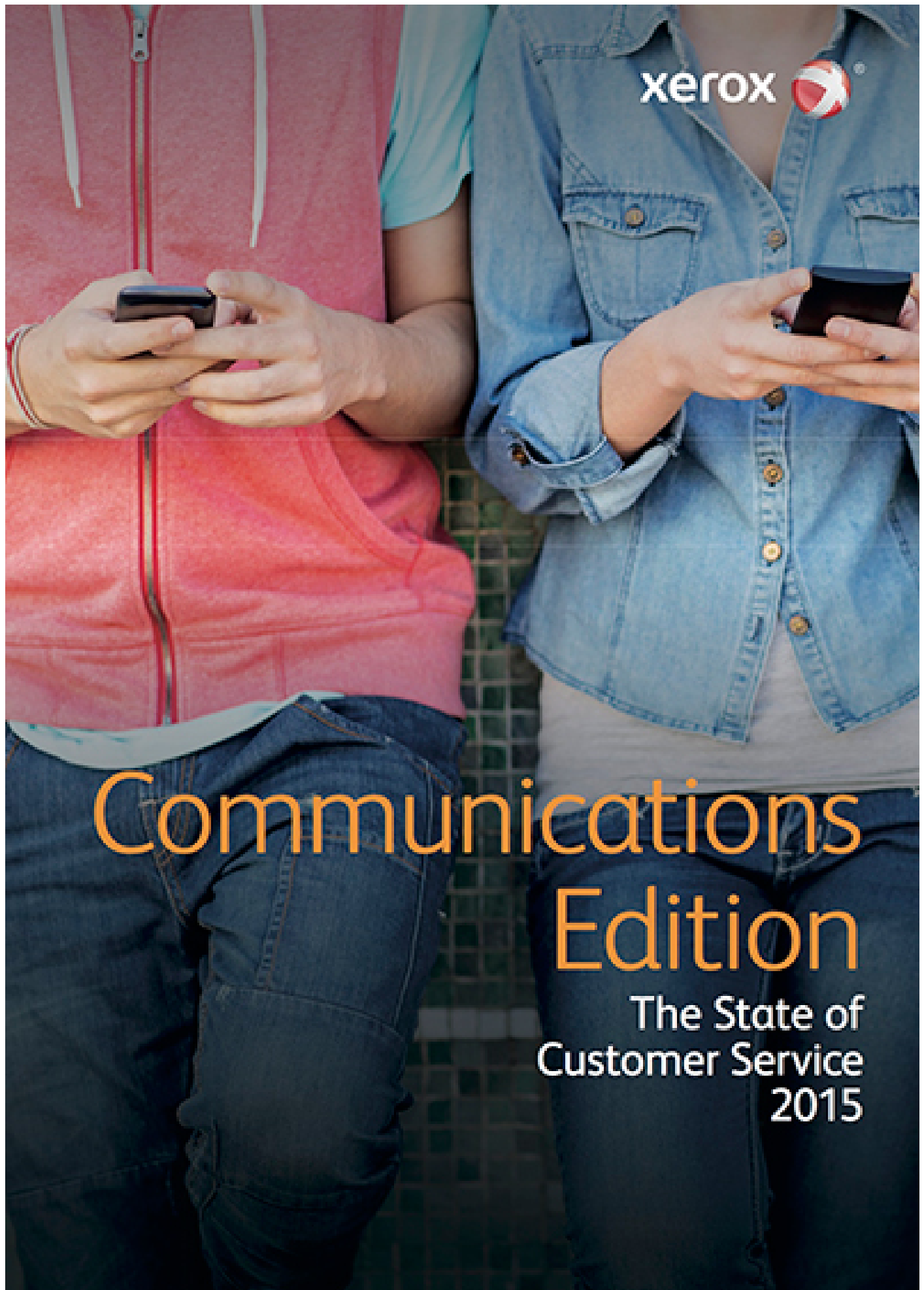
people over 50 are
uncomfortable with brands'
use of their personal data

**50%**

believe we will have
1 supplier by 2025



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Communications Edition 2015



Technology Edition 2015



Media Edition 2015

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Boosting Performance

Using Robotic Automation Software to perform repetitive computer-based tasks minimizes risk, increases security, enriches analysis, and cuts data entry costs by as much as 70%.

(https://youtu.be/MYH-u_H1Y_M)

Reap Benefits of Customer Care Data

Customer pain-points are often symptomatic of organizational shortcomings. Analyze customer care data and eradicate some issues altogether.

(<https://simplifywork.blogs.xerox.com/2015/05/06/invite-your-contact-center-into-your-boardroom-today/>)

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