VONAGE

THE GLOBAL CUSTOMER ENGAGEMENT REPORT 2022

Maximizing the Omnichannel CX With AI

Customers LOVE a great experience — and this report's chock-full of insights on how to use communications to make customers excited to spend time and money on YOU!
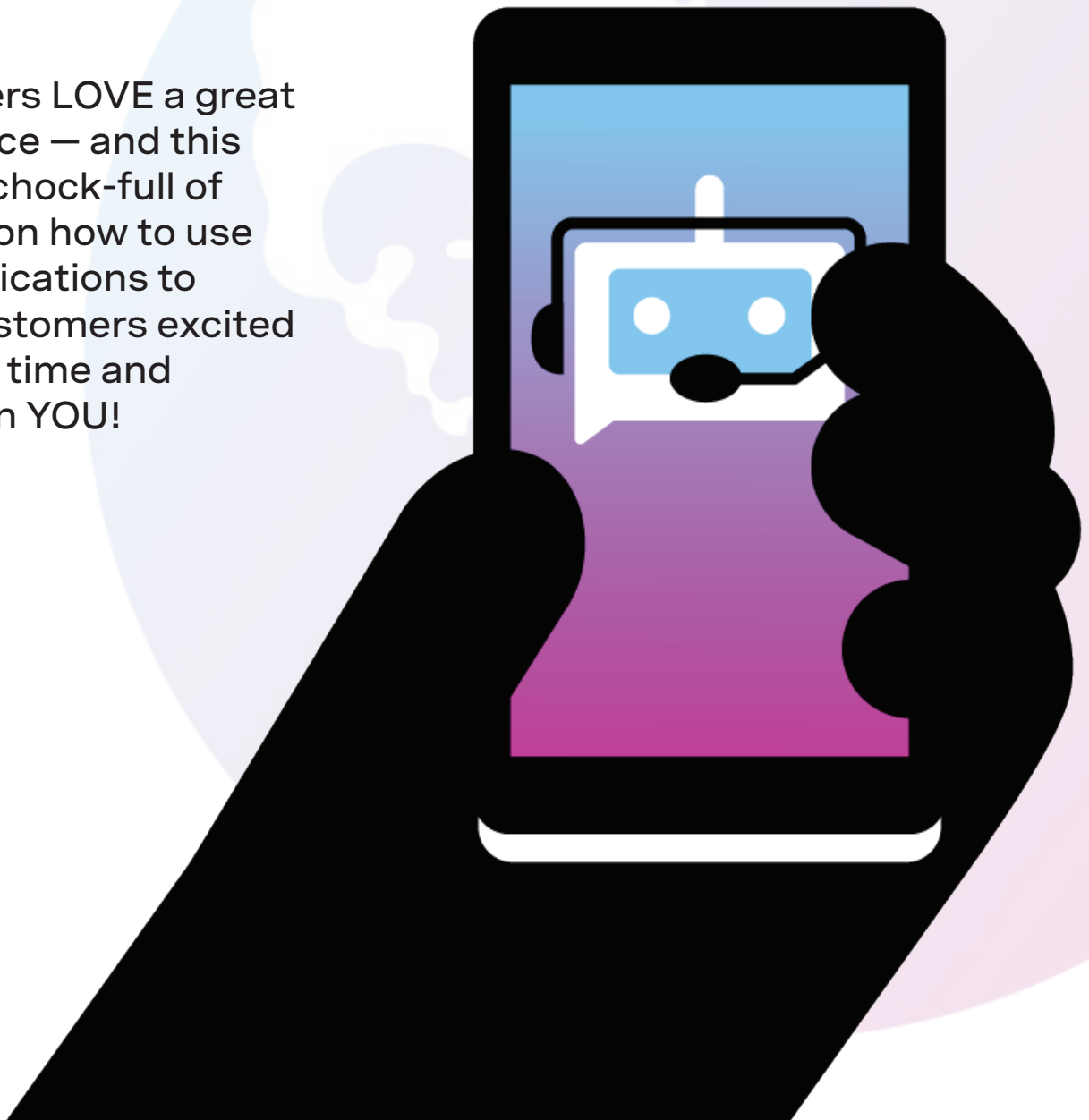
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Executive Summary

Vonage's Global Customer Engagement Report 2022, the eleventh in the series, shows that multichannel — the ability to connect several channels through one platform — is now table stakes. Customers expect an efficient customer experience (CX) in the FIRST channel they choose. Your best hope for providing that? Omnichannel enhanced by artificial intelligence (AI).

The 2021 edition of this report found that businesses will "always need to engage customers and prospects with calls, texts, and emails, but the ones that adopt a multichannel strategy are best positioned to win now and in the future."

But this 2022 edition — informed by 4,638 customers, ages 18-74, across five global regions — reveals something else: that in an environment where customers rate organizations on CX FIRST, true OMNIchannel enhanced with AI — rather than just MULTIchannel — is an absolute MUST. Why? Start by asking if these common frustrations sound familiar:

- long wait times to speak to an agent
- having to call multiple times and endlessly repeating yourself
- confusing phone menus

Yes, data shows these age-old customer frustrations STILL exist. But you'll soon discover that there are new(ish) ways to solve these old problems: In a nutshell, AI IS YOUR FRIEND. But more on that later.

What other sorts of things did we find? First, for personal communications, messaging apps rule. For business, it's the mobile phone call. You can't find two bigger daily communications staples. But a bunch of others are coming close. Now, nearly half of your customers also use voice apps daily for personal calls. And a little less than 1/3 use email and messaging and social apps for business. Next, customers don't mince words about their satisfaction levels: They like personal communications more than business, period. That said, real dissatisfaction is low for both. But with business communications, customers are, more than half the time, something other than "very satisfied." After that, there's got to be good news, right? No! More bad news: 3/4 will stop buying due to bad experiences. Half of those only need a single incident or two before bailing. And by "incident" we mean "having long wait times" and "speaking with multiple people before an issue is resolved," not, say, "rudeness."

So if you're in business, you've got to read this report! To learn where customers are in 2022. To learn where they're headed. And to learn how omnichannel communications enhanced with AI can help you meet them there.

3/4 will stop buying due to bad experiences. Half of those only need a single incident or two.

Current Use and Satisfaction

Customers LOVE How Friends and Family Use Communications ... But Not How Businesses Do!

I bet you're thinking, "How's my team supposed to communicate like friends and family do?" Relax. You've got some satisfying answers coming up. You'll see how an omnichannel CX enhanced with AI makes it happen.

WhatsApp and Messenger are huge worldwide. For friends and family? Businesses? They're the go-to apps. Instagram's up there, too. But they've all got nothing on voice and SMS on a mobile phone.

With friends and family	Messaging	Voice calls	Video chat/calls	Social media
Mobile phone	65%	**79%**		
WhatsApp	**55%**	48%	48%	49%
Facebook Messenger	52%	30%	31%	**55%**
Instagram	40%		21%	**48%**
Microsoft (Skype, Teams)		12%	**15%**	
WeChat	**13%**	11%	12%	12%
With businesses	Messaging	Voice calls	Video chat/calls	Social media
Mobile phone	55%	**73%**		
WhatsApp	**41%**	34%	33%	36%
Facebook Messenger	31%	19%	20%	**40%**
Instagram	26%		17%	**36%**
Microsoft (Skype, Teams)		12%	**16%**	
WeChat	**12%**	11%	11%	11%
Company app/website			**15%**	

What Does This Data Tell Us?

3/5 of customers are "very satisfied" with friends and family communications. For businesses? Not even half. Particularly unimpressed with CX lately: luxury markets like Japan and South Korea.

Q. Which of the following do you use for [communications type] with friends and family?

Q. Which of the following do you use for [communications type] with businesses/service providers?
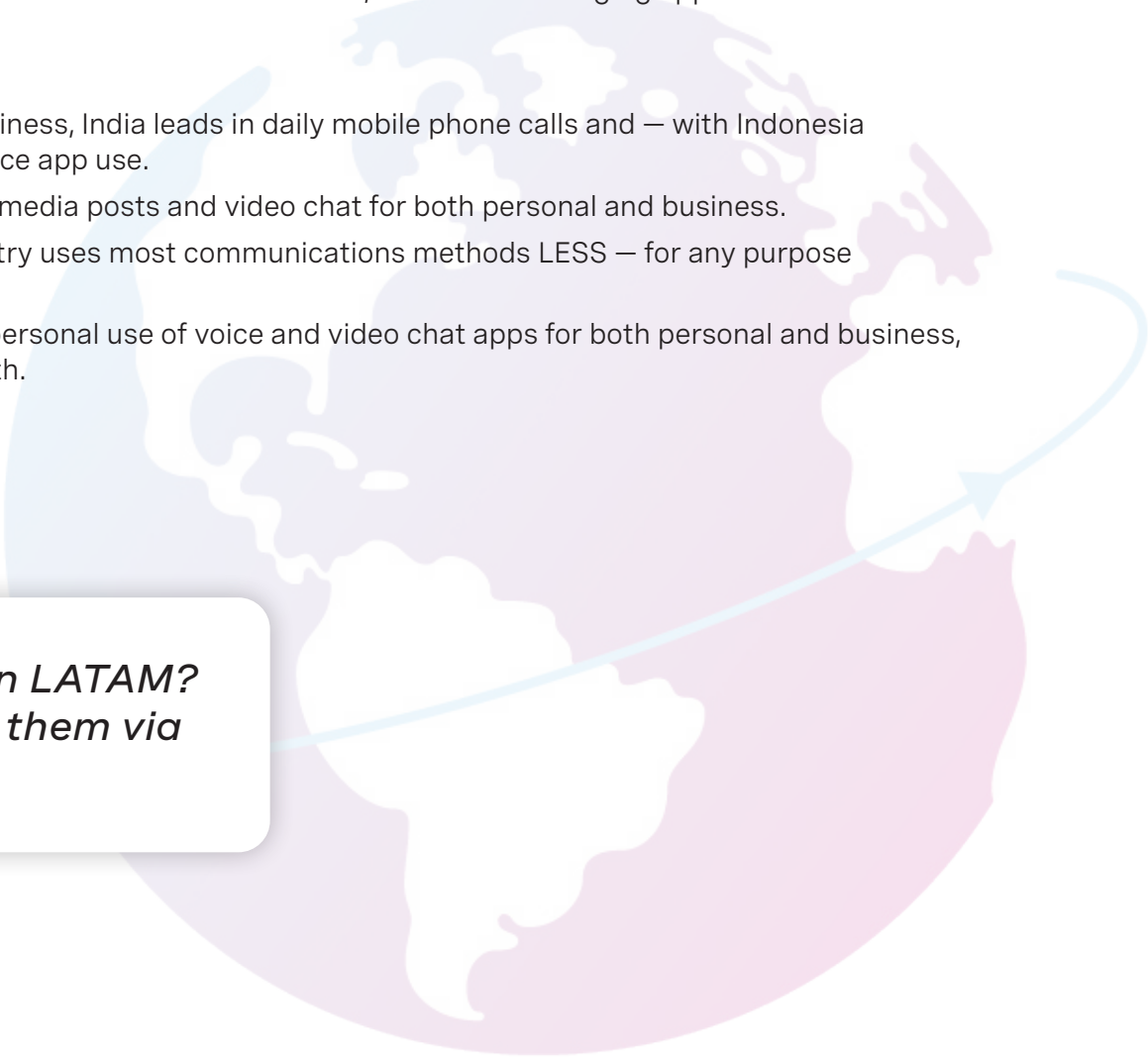
Facts About Today

Age/Gender

- Under-40s show strong personal daily use of mobile calls and messaging, social, and video chat apps.
- But with businesses, under-40s love ALL communications tools.
- For daily personal use, women prefer messaging and social apps while men prefer email.
- But with businesses, men's use of many methods is consistently higher, though not dramatically.

Region

- Latin America (LATAM) relies on messaging, voice, and social apps for personal use daily — and more than any other region.
- And with businesses, LATAM loves ALL of the above AND mobile calls, too.
- LATAM and North America (NAM) embrace daily mobile calls and email — for both personal and business — more than the United Kingdom (UK).
- But while NAM tops personal AND business SMS, it trails in messaging app use for both.

APAC

- For personal and business, India leads in daily mobile phone calls and — with Indonesia — messaging and voice app use.
- China leads in social media posts and video chat for both personal and business.
- No Asia-Pacific country uses most communications methods LESS — for any purpose — than Japan.
- South Korea lags in personal use of voice and video chat apps for both personal and business, yet loves SMS for both.

Got customers in LATAM? Be sure to serve them via social apps!

Q. How often do you currently communicate with friends and family using each of the following?

Q. How often do you currently communicate with businesses/service providers using each of the following?

Messaging via non-SMS apps
57%
30%

Mobile phone call
55%
37%

Phone calls via messaging apps
48%
29%

Commenting on social posts
43%
28%

SMS text message
42%
25%

Email
38%
30%

Video chat
20%
14%
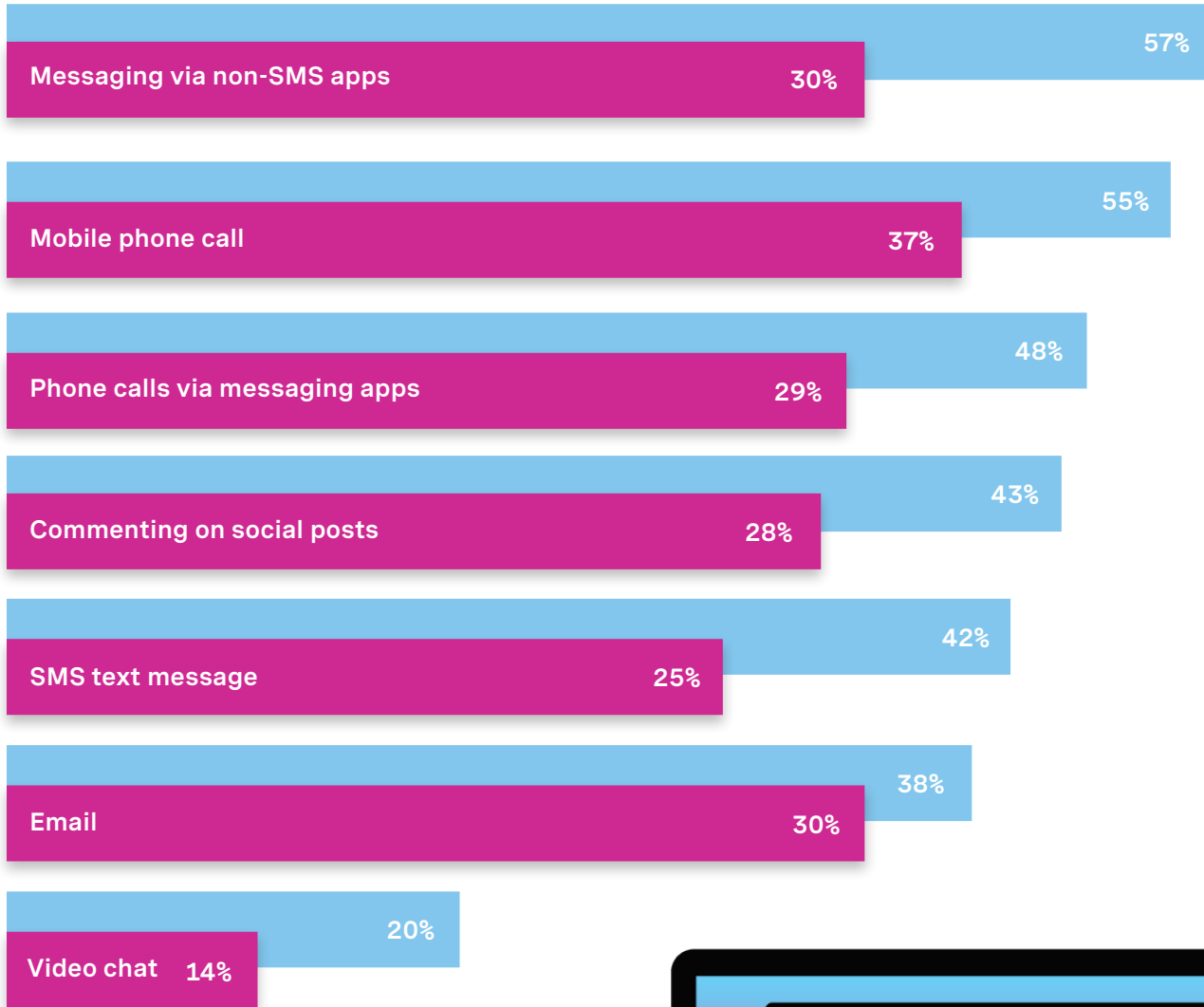
■ Friends and family

■ Businesses/service providers

Mary Johnson
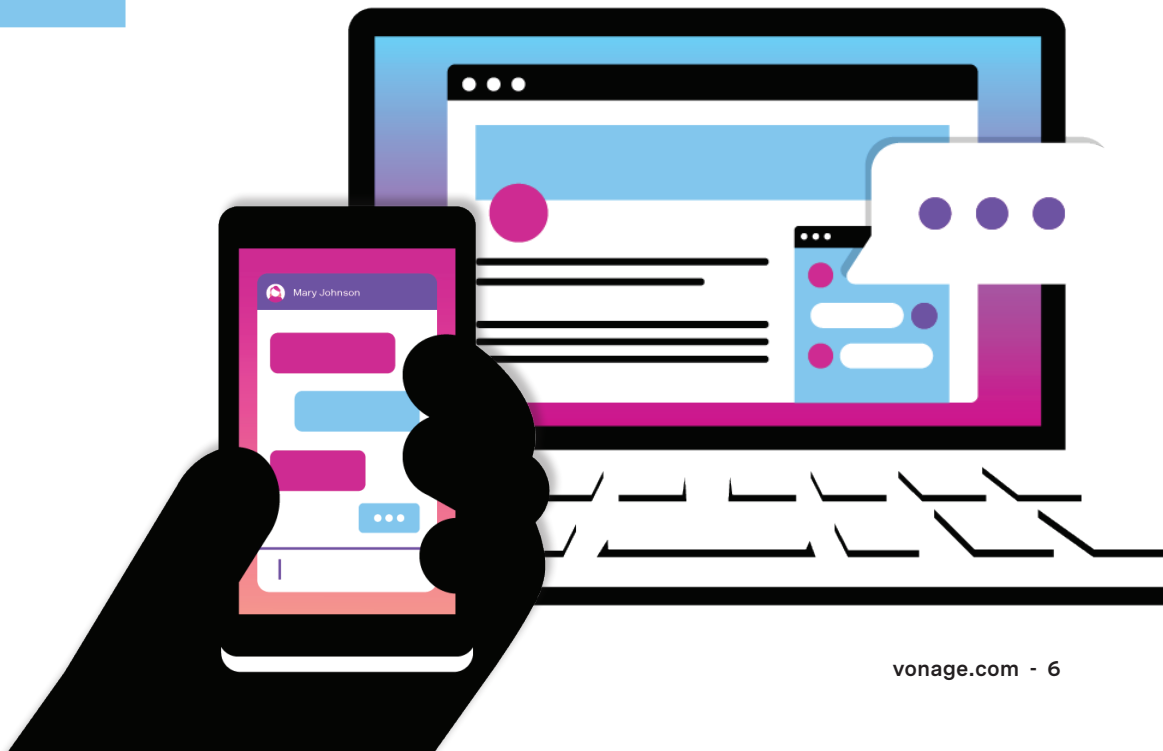
Facts About Tomorrow

Decrease their omnichannel experiences? Not happening! 1/3 will INCREASE. More mobile calls. More voice and messaging apps. Great CX will depend on that increased volume getting handled FAST. How? AI. (A LOT more on that in a bit.)

About 1/3 will do more business over mobile, voice and messaging apps, email, and social.

Age/Gender
- Gender-based differences — while significant elsewhere in the survey — are negligible here compared to age-based ones.
- Under-40s will especially increase communications via messaging, voice, and social apps over the next 6–12 months.
- With businesses, under-40s will increase use of ALL communications tools.
- Men will show more personal use of social and email, and more business use of mobile, voice apps, and SMS.

Region
- For personal and business, LATAM and NAM customers have the strongest plans for most methods.
- NAM customers will increase personal SMS use more than most regions, and messaging and voice apps LESS.
- For business, NAM and UK customers won't increase their use of messaging, voice, and in-app messaging.
- UK and EMEA customers have less interest in increasing SMS use for business.

Ready to do A LOT more business with India and Indonesia via voice and messaging apps?

APAC
- India and Indonesia customers — for personal and business — will increase their overall communications use.
- 2/3 of India and Indonesia customers will increase their business use of voice and messaging apps.
- Fewer customers in Australia and Japan — for personal and business — will increase their communications use.
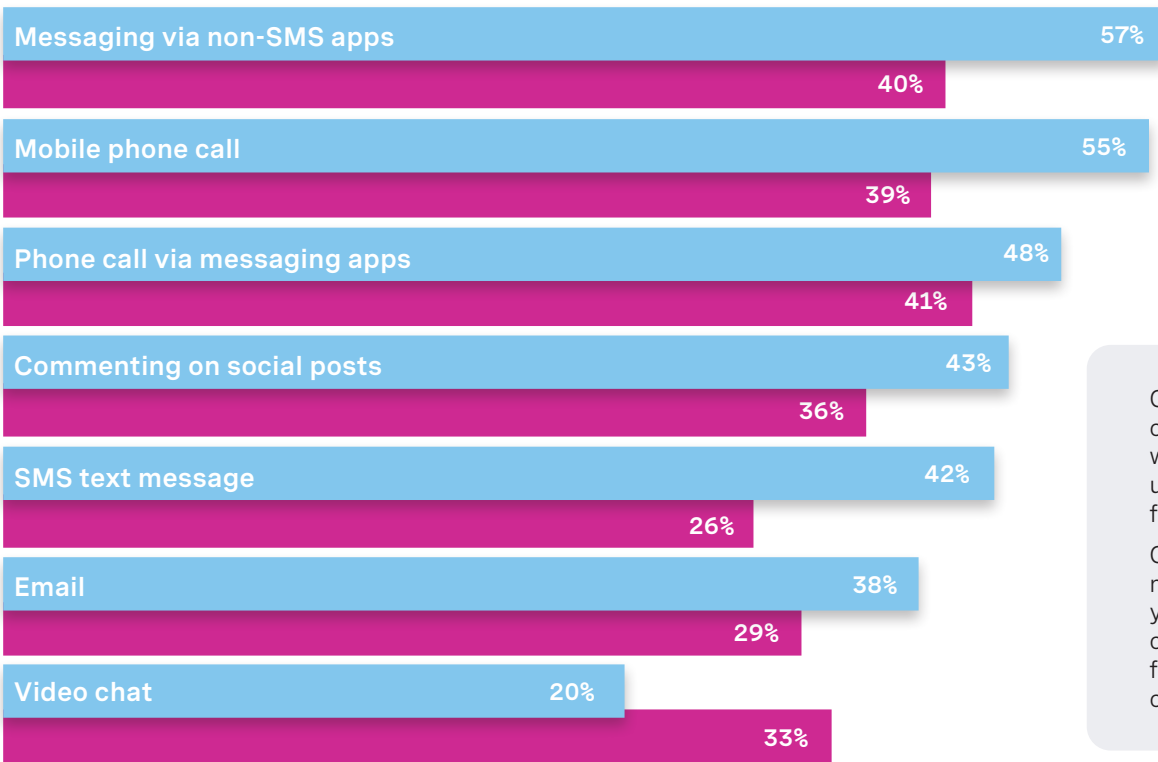
Chart 1: Communicating with friends and family

Channel	Currently use daily	Will increase in the next 6-12 months
Messaging via non-SMS apps	57%	40%
Mobile phone call	55%	39%
Phone call via messaging apps	48%	41%
Commenting on social posts	43%	36%
SMS text message	42%	26%
Email	38%	29%
Video chat	20%	33%

Q. How often do you currently communicate with friends and family using each of the following?

Q. In the next 6-12 months, how will your methods of communicating with friends and family change?

Legend:
- Currently use daily (blue)
- Will increase in the next 6-12 months (magenta)
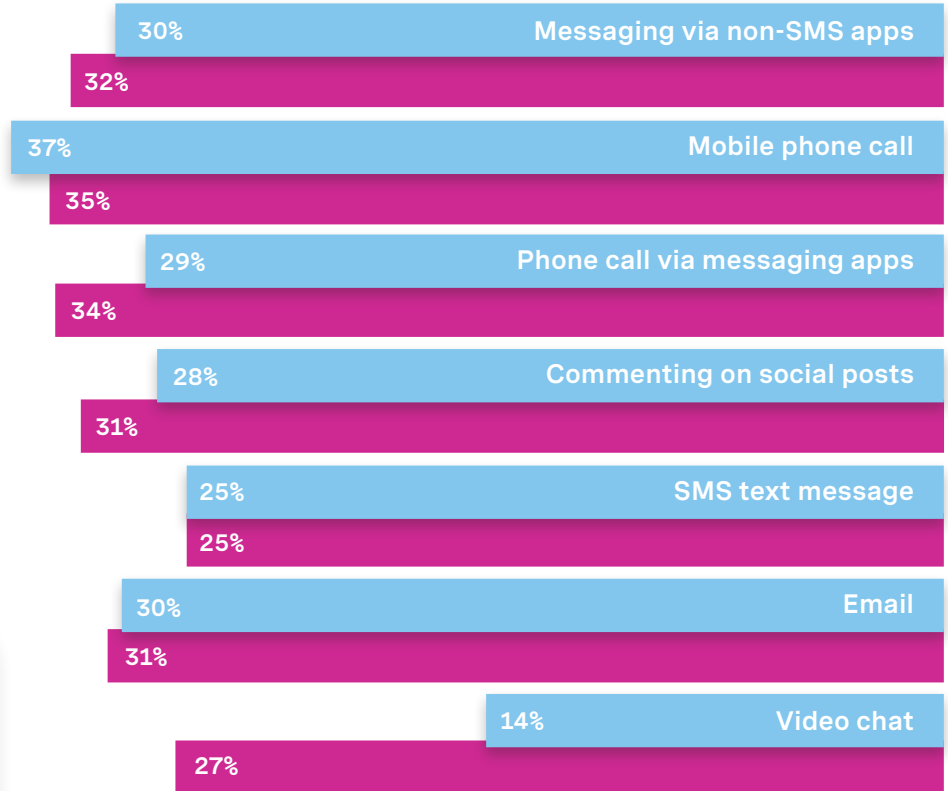
Q. How often do you connect with any businesses/service providers using each of the following?

Q. In the next 6-12 months, how will your methods of communicating with businesses/service providers change?

Chart 2: Communicating with businesses/service providers

Channel	Currently use daily	Will increase in the next 6-12 months
Messaging via non-SMS apps	30%	32%
Mobile phone call	37%	35%
Phone call via messaging apps	29%	34%
Commenting on social posts	28%	31%
SMS text message	25%	25%
Email	30%	31%
Video chat	14%	27%

Upcoming video chat and chatbot use stands to dramatically eclipse current daily levels.

Customers embrace all sorts of communications channels — with friends! But with business? Embrace? Not yet! To change that — to deliver a CX as satisfying as a friend experience — businesses MUST make omnichannel do MORE!
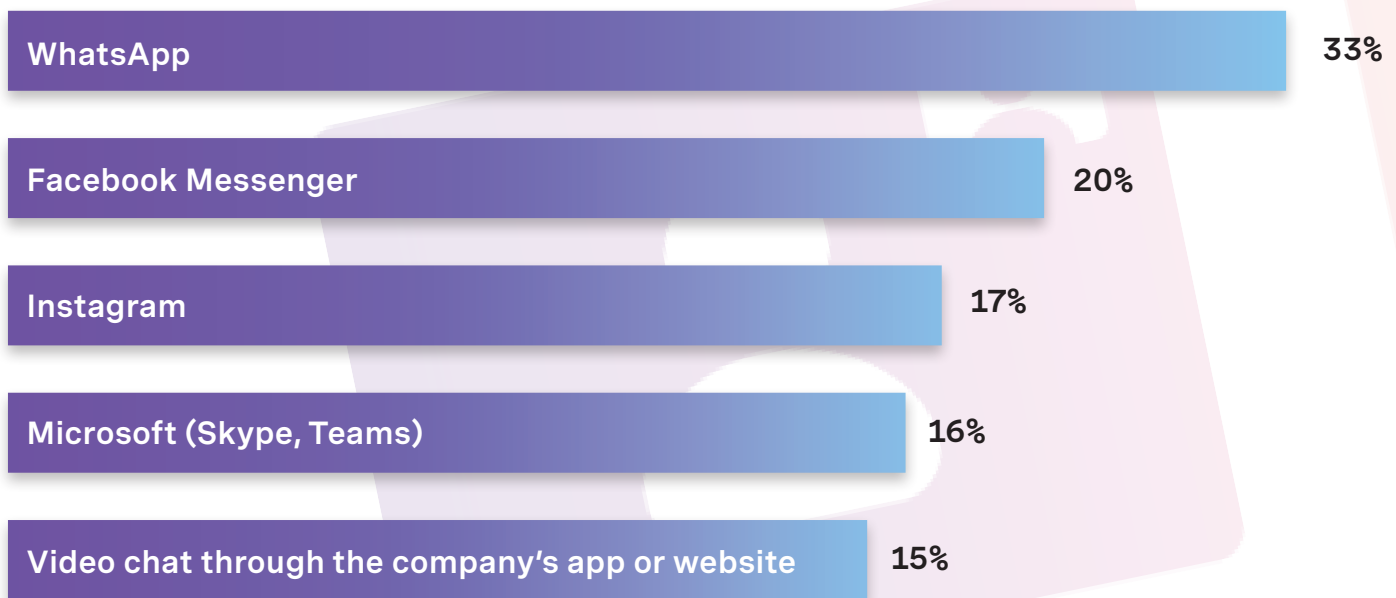
The Channels: Video

Video

Mobile phone calls and emails — loved universally. Yet 1/3 of customers NEVER use video chat. What if — when customers finally try it with your agents — AI matches that 1/3 with your best-available ones? Oh, the CX!

- Under-40s show strong use of — and men particularly take to — WhatsApp and Messenger.
- LATAM and APAC lead use, LATAM loves WhatsApp, APAC enjoys many platforms, and NAM prefers Messenger and FaceTime.
- India and Indonesia adore WhatsApp, while China can't get enough of WeChat.

Q. Which of the following do you use for video chat/calls with businesses/service providers?

Channel	Percentage
WhatsApp	33%
Facebook Messenger	20%
Instagram	17%
Microsoft (Skype, Teams)	16%
Video chat through the company's app or website	15%

3/4 do business with video. 1/3 use WhatsApp. So what should a business building a better CX respond with? Video APIs. Embed programmable video into apps and customer service. Provide that face-to-face CX customers clamor for.

Got customers in China? Better use WeChat!

The Channels: Messaging/SMS

Messaging/SMS

- Under-40s show strong business use of non-SMS apps, especially WhatsApp. And men particularly love it.
- NAM leads SMS use, yet trails with WhatsApp, which LATAM loves, while service availability explains most other regional differences.
- In Indonesia, India, and China, business messaging is universally embraced, South Korea leads in SMS, and Japan's use trails the pack.

Q. Which of the following do you use for messaging/SMS with businesses/service providers?

Channel	Percentage
SMS	55%
WhatsApp	41%
Facebook Messenger	31%
Instagram	26%
WeChat	12%
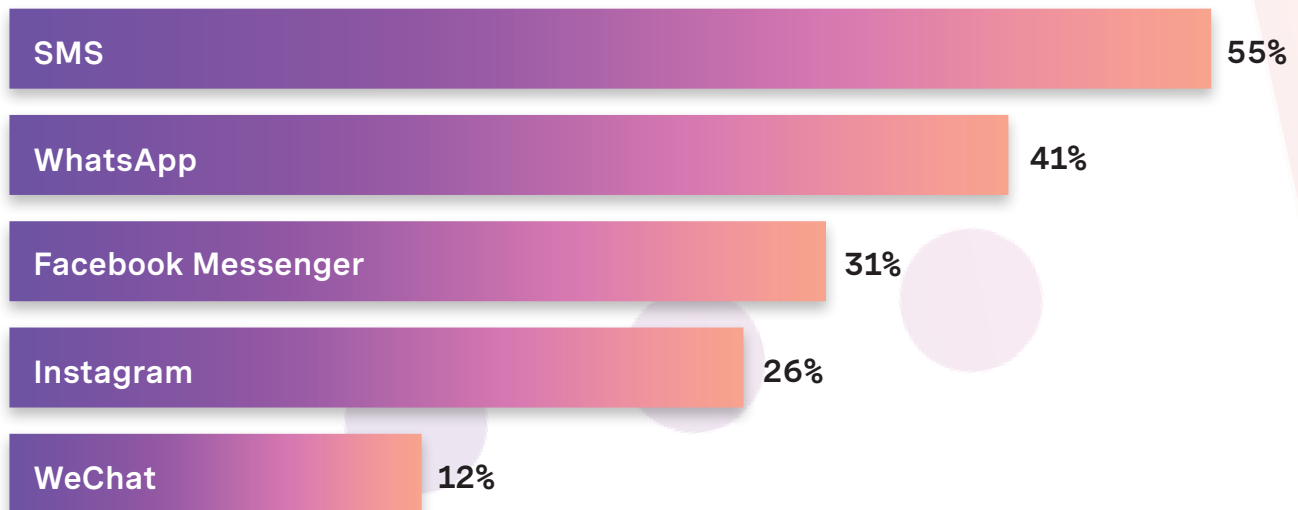
This is the year 9 in 10 customers got comfortable messaging with businesses. With messaging APIs, businesses will create a rich CX with SMS, MMS, and popular social chat apps. Their competitors without it? They can't!

The Channels: Social Media

Social Media

- Under-40s use social with businesses most, women love Messenger, and men prefer WhatsApp.
- NAM trails other regions, LATAM loves WhatsApp, while other platforms have consistent use across regions.
- Japan's use trails, but social appeals to China, Indonesia, and India — with WhatsApp, Instagram, and Messenger favored by the latter two.

Want to be popular with the ladies? Messenger's your opportunity!

Q. Which of the following social media platforms do you use to communicate with businesses/service providers?

Platform	Percentage
Facebook Messenger	40%
WhatsApp	36%
Instagram	36%
WeChat	11%
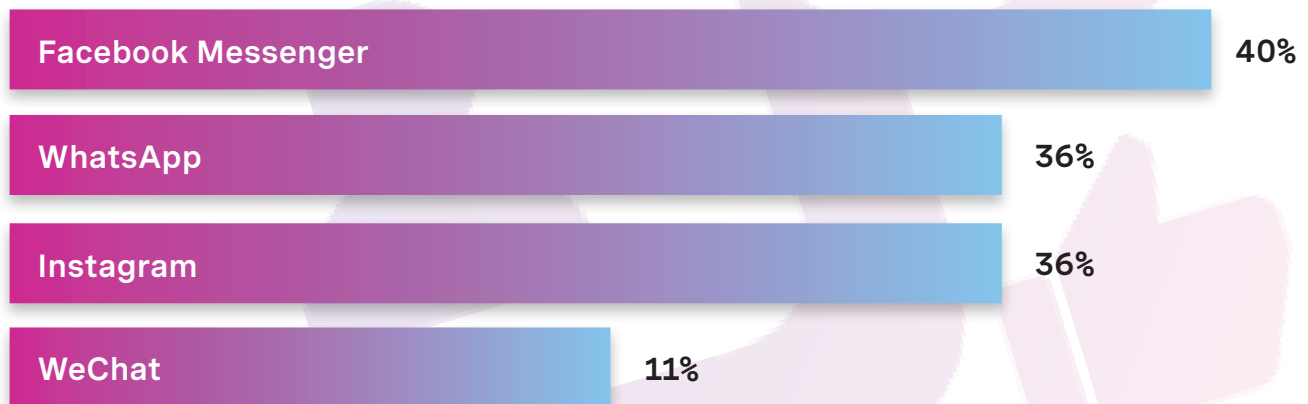
Meta's products dominate business social — just look at those numbers! Did you know there's lots of ways to integrate social with your business — with a single user interface! — to create the CX customers dream about? Like a standalone application, a simple social integration with your business communications platform, or a custom build through APIs?

The Channels: Email, Voice, and Verification

Email

Email's widely used and poised to be used even more, according to 1/3 of respondents. So an email API in business communications is a must for messages, notifications, and campaigns. Don't underestimate this enduring classic!

Think email peaked long ago? Think again!

Voice

- Over-40s and women show strong business use of mobile phone calls, under-40s love voice apps, particularly WhatsApp and Messenger, and men prefer most voice apps.
- NAM leads mobile phone call use — which is strong worldwide — but trails in WhatsApp, despite LATAM's affinity for it.
- South Korea leads mobile phone use in APAC while Japan trails, and WhatsApp thrives in Indonesia and India.

Channel	
Mobile phone call	73%
WhatsApp	34%
Facebook Messenger	19%
Microsoft (Skype, Teams)	12%
WeChat	11%
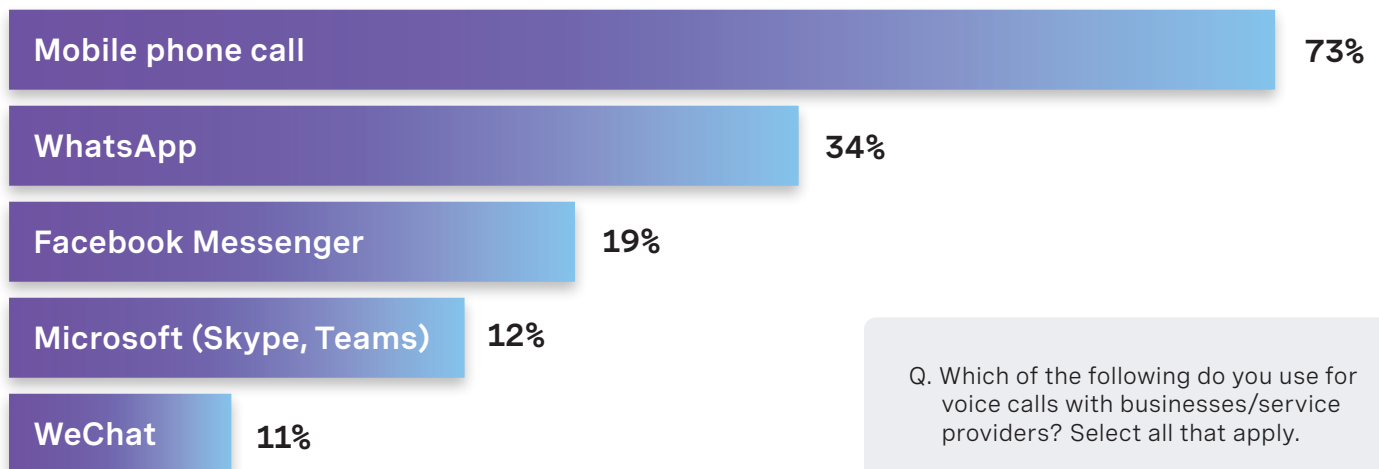
Q. Which of the following do you use for voice calls with businesses/service providers? Select all that apply.

Voice's relevance to CX shines now like never before. Why? Customers LOVE solving their own problems. WITHIN the context of a mobile app or website. But that'll require a voice API that enables customized conversational AI.

Verification

Ever give a customer instant and secure access to your app with just a phone? Over SMS, voice, or email? Even WhatsApp? A verification API's all it takes to keep an unauthorized transaction from ruining their CX.

- All ages and both genders embrace verification methods, especially SMS and Google Authenticator.
- NAM and APAC prefer SMS, while LATAM and APAC prefer Google Authenticator and Microsoft Authenticator.
- In APAC, Japan's use of verification trails, while India and Indonesia prefer Google Authenticator.

Tomorrow and Tomorrow

More chatbots. More video chat. More need for AI than ever before. When customers DOUBLE their interest in these channels, you can't disappoint. Your agents can't be random. Your chatbot can't be dim. And with AI, THEY WON'T BE.

Mobile phone call
39%
35%

Email
29%
31%

Messaging via non-SMS apps
40%
32%

Phone call via messaging apps
41%
34%

Commenting on social posts
36%
31%

SMS text message
26%
25%

Video chat
33%
27%
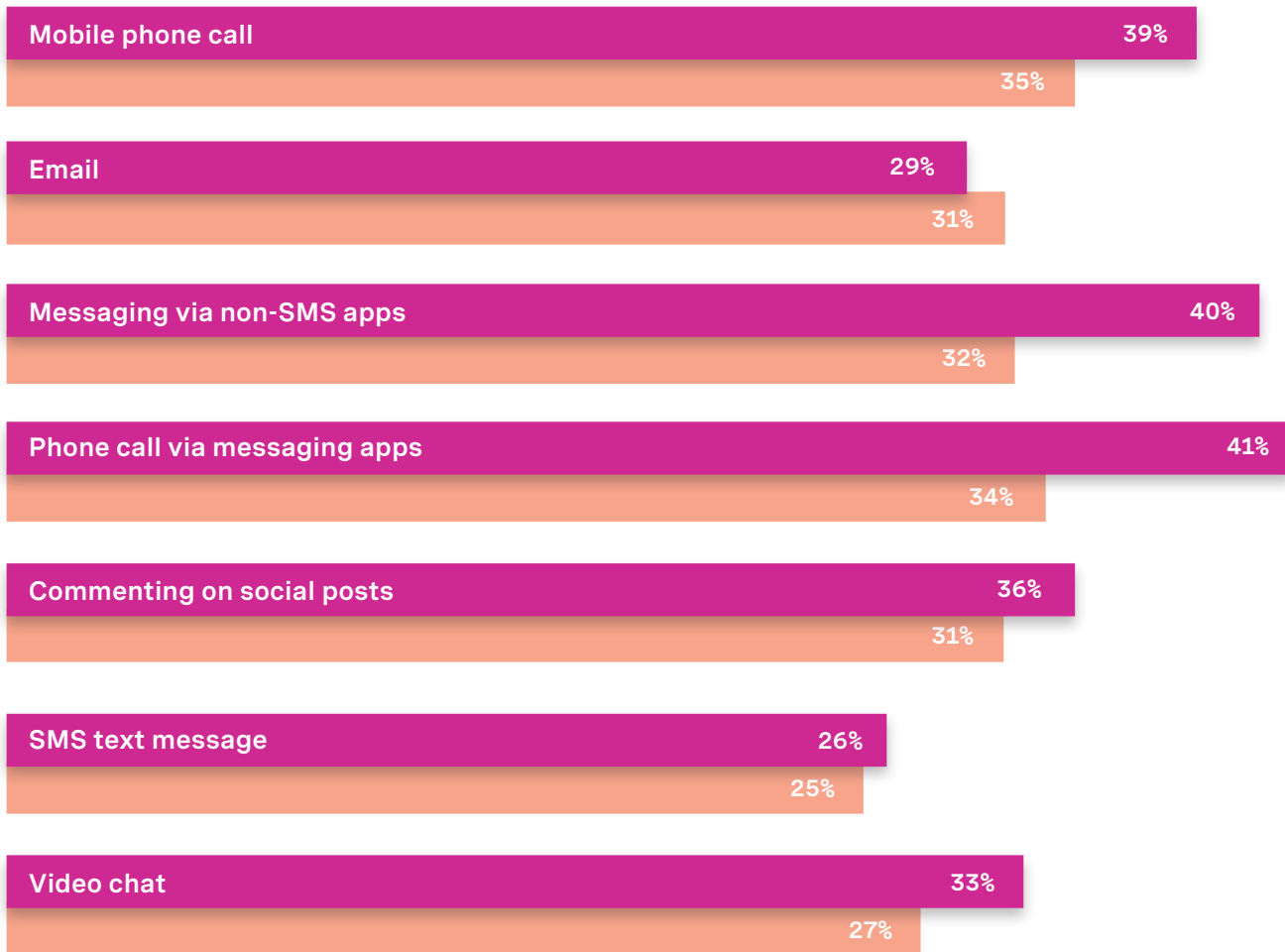
■ Will increase in next 6-12 months with friends and family
■ Will increase in next 6-12 months with businesses/service providers

Q. In the next 6-12 months, how will your methods of communicating with friends and family change?

Q. In the next 6-12 months, how will your methods of communicating with businesses/service providers change?
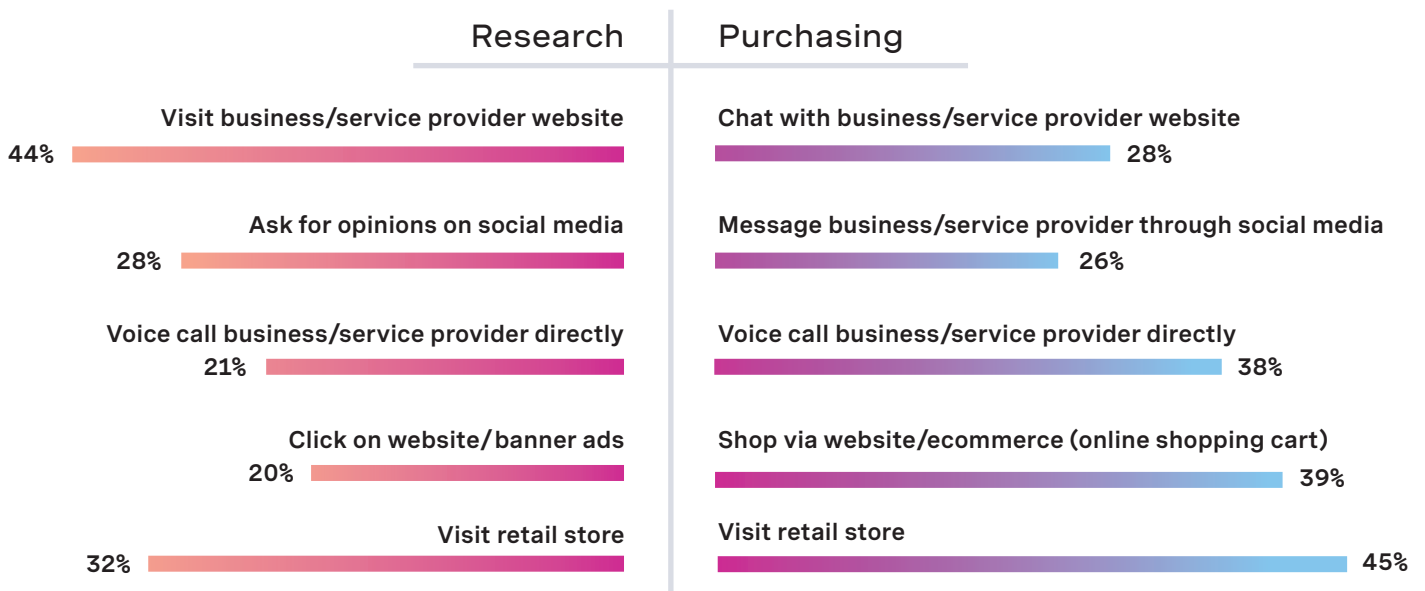
Don't have plans yet for messaging, social, and video chat apps? Your customers do!

Before, During, and After the Purchase: Research vs. Purchasing

It's the age of the communicative customer. So for a business, being communicative right back is a must. Especially in retail and ecommerce. Or in healthcare, where follow-up can literally be lifesaving. The CX you deliver now will earn your shot at delivering it again.

For non-routine purchases, customers research and buy differently. Will one customer's CX earn you their FRIEND'S business? Will you rely on JUST an omnichannel experience? Or will AI make each channel so smart, you'll close the sale in the customer's FIRST channel of choice?

- All ages and both genders near universally research non-routine purchases across all regions.
- Indonesia likes company websites, India seeks opinions from friends and family, and India and Australia lead in-store research.

Research

Visit business/service provider website
44%

Ask for opinions on social media
28%

Voice call business/service provider directly
21%

Click on website/banner ads
20%

Visit retail store
32%

Purchasing

Chat with business/service provider website
28%

Message business/service provider through social media
26%

Voice call business/service provider directly
38%

Shop via website/ecommerce (online shopping cart)
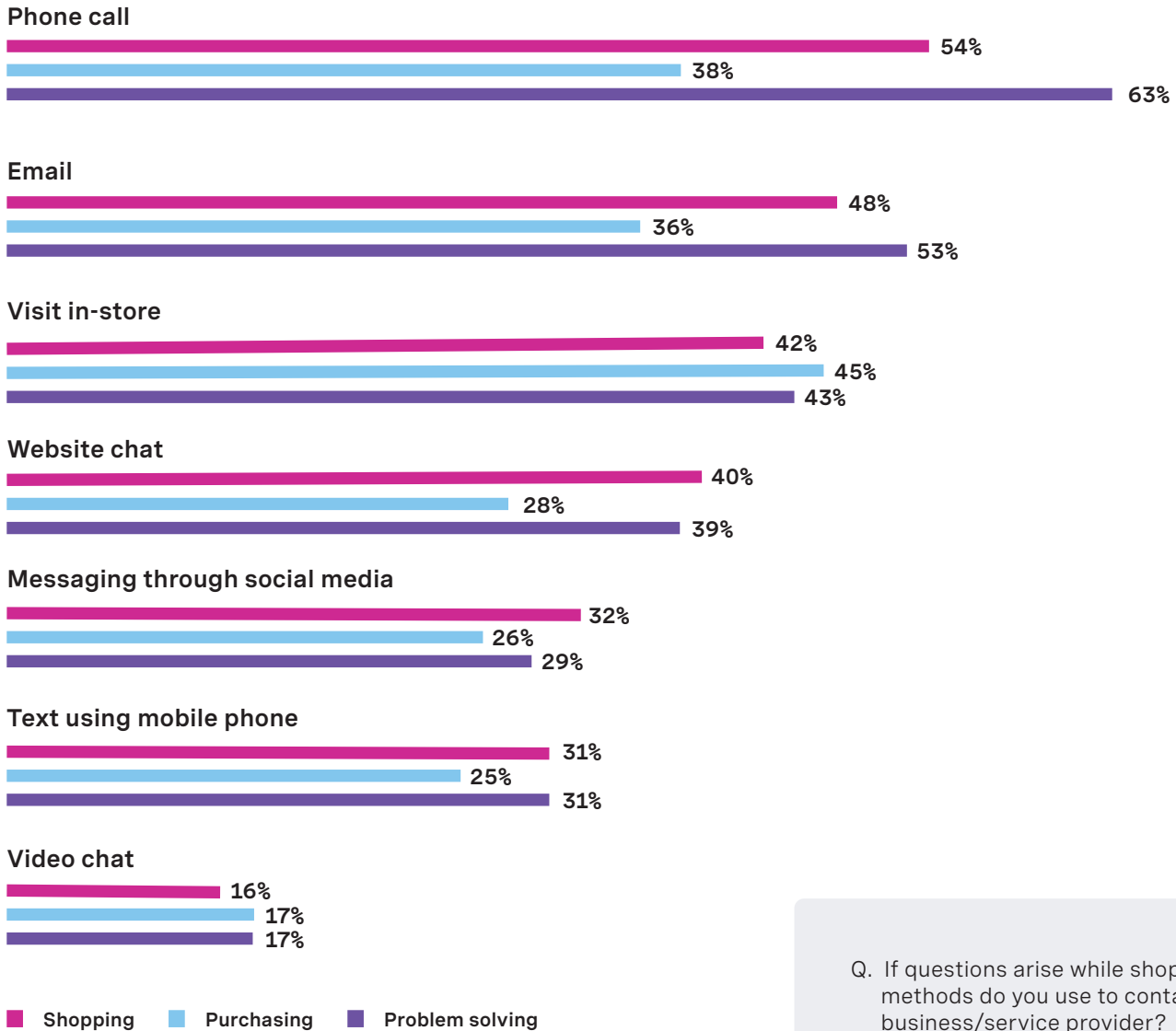39%

Visit retail store
45%

Q. Which methods are you comfortable with when researching and evaluating products or services that are not purchased routinely?

Q. Which methods are you comfortable with when buying products or services that are not purchased routinely?

Virtually nobody skips their pre-purchase homework. Will you meet them where they do it?

Before, During, and After the Purchase: Shopping vs. Purchasing vs. Problem Solving

Phone call
- Shopping: 54%
- Purchasing: 38%
- Problem solving: 63%

Email
- Shopping: 48%
- Purchasing: 36%
- Problem solving: 53%

Visit in-store
- Shopping: 42%
- Purchasing: 45%
- Problem solving: 43%

Website chat
- Shopping: 40%
- Purchasing: 28%
- Problem solving: 39%

Messaging through social media
- Shopping: 32%
- Purchasing: 26%
- Problem solving: 29%

Text using mobile phone
- Shopping: 31%
- Purchasing: 25%
- Problem solving: 31%

Video chat
- Shopping: 16%
- Purchasing: 17%
- Problem solving: 17%

■ Shopping　■ Purchasing　■ Problem solving

The customer's an omnichannel INVESTIGATOR. Calling and emailing and more while building their case. Calling and visiting and more when ready to move. And doing all of the above when trouble arises, too. And with automation and personalization through AI, you can make that investigation frustration-free — 24/7.

Q. If questions arise while shopping, what methods do you use to contact the business/service provider?

Q. Which of these methods are you comfortable using when buying products or services that you do not purchase routinely?

Q. If there is a problem with a purchase, what methods are you willing to use to contact the business?

Before, During, and After the Purchase: Facts About the Journey

Contacting Businesses While Shopping

- Over-40s prefer phone calls, under-40s like website chat, and men choose SMS.
- While all regions embrace it, NAM leads phone call use, LATAM prefers website chat, and UK trails in phone calls.
- India and Indonesia lead, China's interested in video chat, Australia likes buying in-store, while Japan and South Korea trail the pack.

Preferred Purchase Channels

- Over-40s prefer in-store and phone calls, under-40s like website and social chat, and men are more comfortable with video chat.
- LATAM likes website chat, NAM leads phone call use, and EMEA trails in a variety of methods.
- India and Indonesia like social and website chat, and while India likes video chat, interest is low in Australia, Japan, and South Korea.

It's a gentlemen's agreement — men are more ready to use video when trouble arises.

Purchase Problems

- Over-40s prefer phone calls, under-40s like website chat, and men are more comfortable with video chat.
- NAM and EMEA lead phone call use, LATAM and APAC like SMS and video chat, and over half of LATAM uses website chat.
- India and Indonesia like website chat, SMS, and social, Australia and India use email, and Japan trails slightly.

Customers love in-store purchasing, but when it's time to complain, they're more likely to make calls and send emails.

Before, During, and After the Purchase: Post-Purchase Follow-Up

9 in 10 want it? No business can ignore that! Not when half of customers want it ROUTINELY. Or when the choice method is as easy as email or SMS. Or when so many customers want to hear about offers and loyalty programs.

Method	Percentage
Email	63%
Texting using mobile phone	45%
Phone call	42%
Messaging through social media	32%
In-store meeting	19%
Video chat	16%
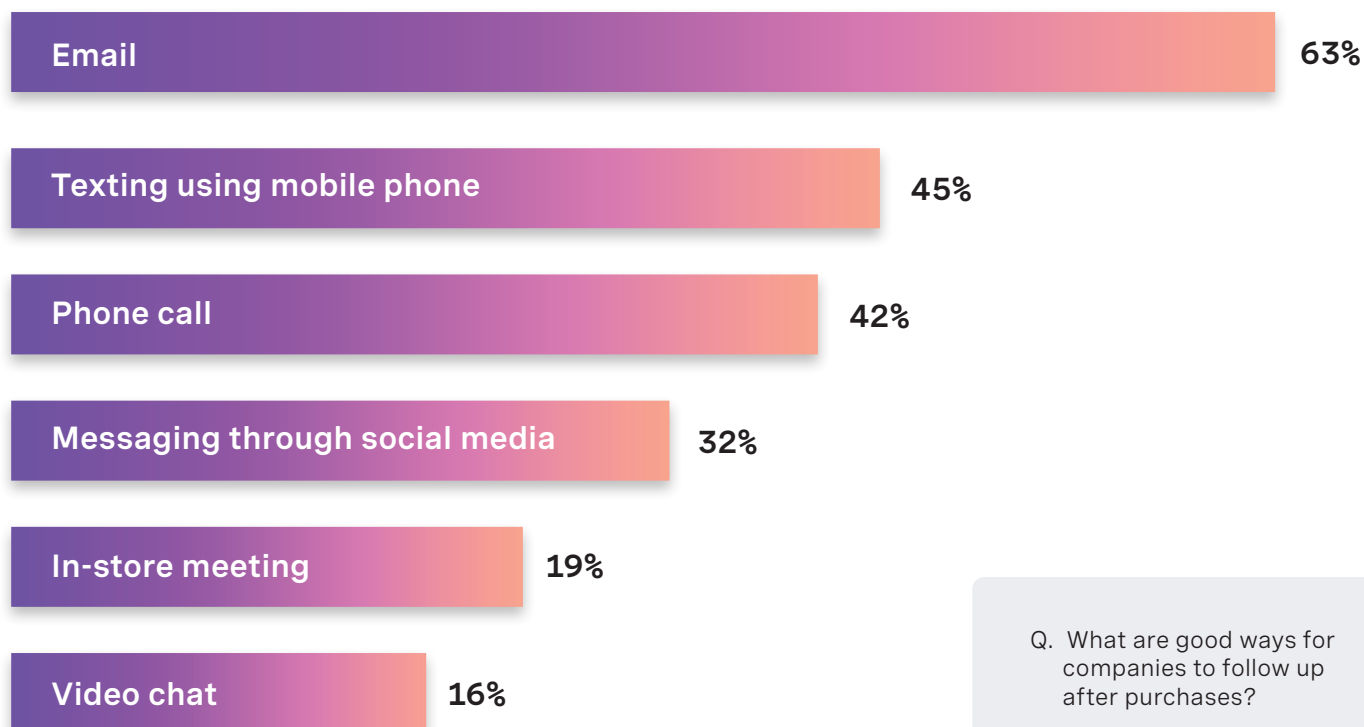
Q. What are good ways for companies to follow up after purchases?

- Over-40s prefer email and SMS for purchase confirmations, under-40s like social and video chat, women prefer SMS, and men like phone calls.
- LATAM and NAM like SMS for purchase confirmations, APAC prefers social and video chat, and APAC and LATAM like hearing about offers.
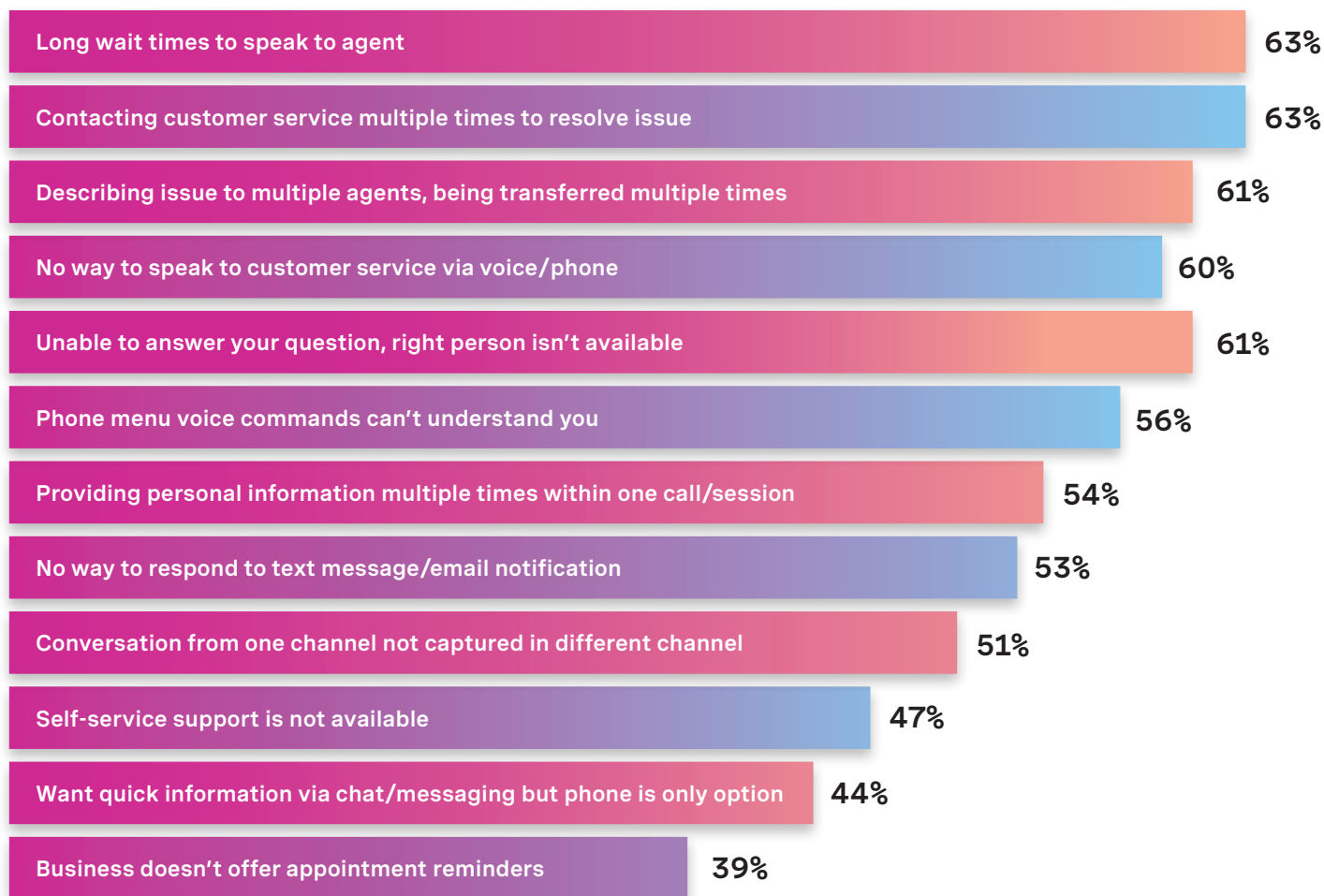- Australia prefers email, and China, India, and Indonesia like phone calls, social, and video chat.

Confirming LATAM and NAM purchases is easy. They'll take a text.

# The Business Impact of Digital Expectations: Danger Zones and Comfort Zones

The cost of a frustrated customer has always been high. But isn't it surprising it's STILL happening for the same reasons? STILL so common? DESPITE so much digital transformation?

No! Because there hasn't been an easy way to address those reasons — until now: AI. It banishes frustration from an omnichannel CX. Human agents supervise virtual ones to deliver CX exponentially — in the FIRST channel customers try.

Q. Which of the following types of communications issues with businesses/service providers frustrate you?

Issue	Percentage
Long wait times to speak to agent	63%
Contacting customer service multiple times to resolve issue	63%
Describing issue to multiple agents, being transferred multiple times	61%
No way to speak to customer service via voice/phone	60%
Unable to answer your question, right person isn't available	61%
Phone menu voice commands can't understand you	56%
Providing personal information multiple times within one call/session	54%
No way to respond to text message/email notification	53%
Conversation from one channel not captured in different channel	51%
Self-service support is not available	47%
Want quick information via chat/messaging but phone is only option	44%
Business doesn't offer appointment reminders	39%

63% of customers cite long wait times and multiple contacts for issue resolution as their two most frustrating experiences.

2%

4%

19%

38%

37%
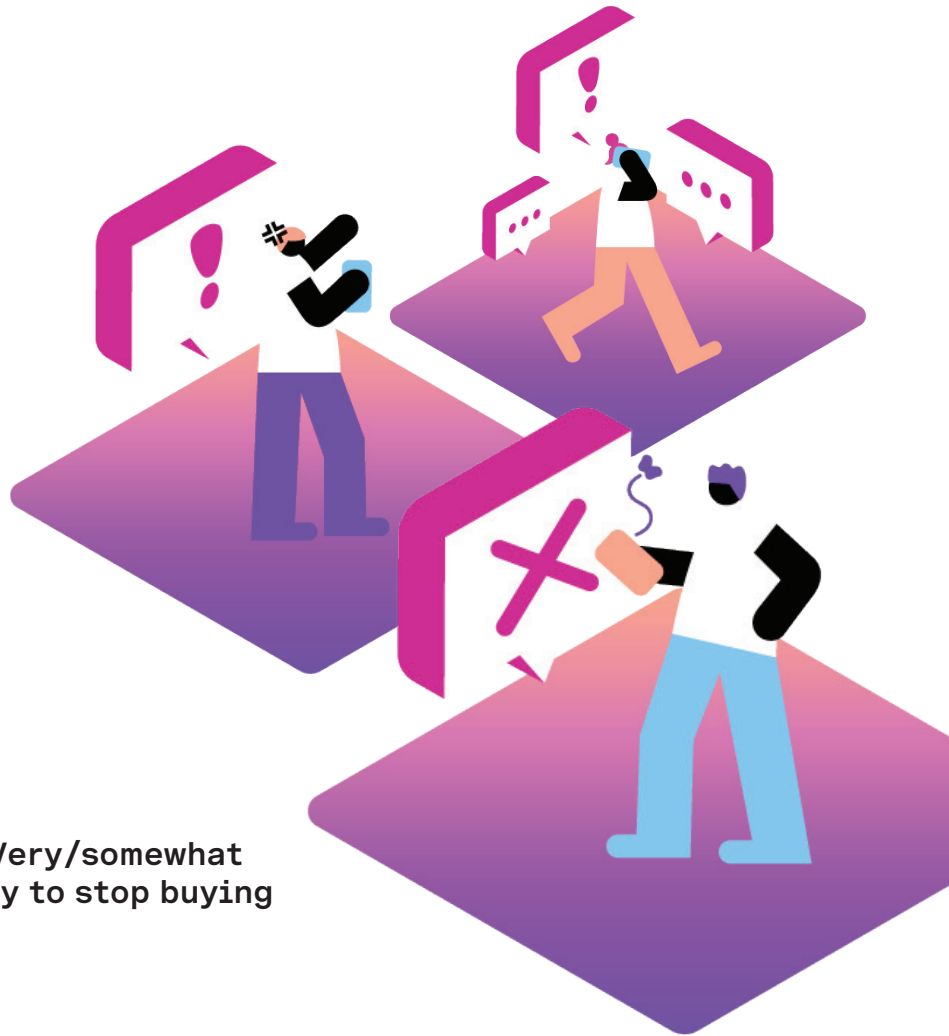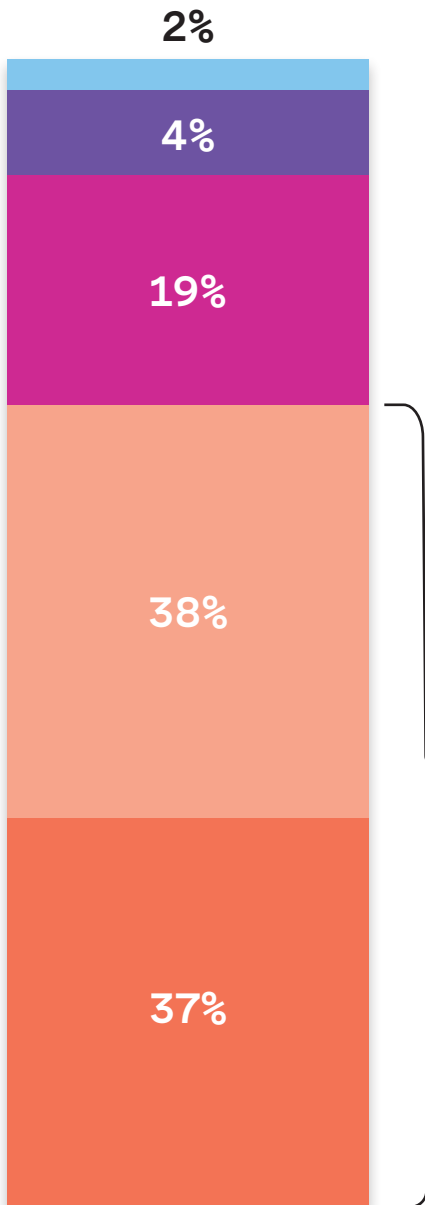
} **75% Very/somewhat likely to stop buying**

Q. What is the likelihood you'll stop buying from a business or stop using their services as a result of repeatedly experiencing these types of communications issues?

■ Very unlikely   ■ Somewhat unlikely   ■ Neutral   ■ Somewhat likely   ■ Very likely

Frustrations

- Women and over-40s are generally the most sensitive to poor service experiences.
- LATAM gives the highest frustration ratings, while APAC gives the lowest in most areas.
- Australia, India, and Indonesia customers are generally the most sensitive to poor CX.

It takes just 1—2 bad experiences for nearly half of those likely to stop buying to ABANDON a business.

The Business Impact of Digital Expectations: Frustrations and Elations

Has the multichannel CX alone, at least, HELPED to ease customer frustrations? Yes! But it's a new age — frustrated customers will now do more than tell friends or take their business elsewhere. About 1/4 will recount their bad CX on social media, too.

This is an opportunity for AI. AI handles simple tasks so your human agents can tackle real work. Work that, if delayed, makes for a CX disaster that gets gossiped about. But if handled promptly, it makes for a CX win that becomes legend.

Actions When Frustrated

- Ages and genders vary somewhat, but women share negative experiences with friends and family more.
- Across regions, all customers take action, with LATAM likely to complain or switch, EMEA to tell friends and family, and 1/4 of NAM to lose their tempers.
- India, China, and Indonesia customers near universally act, with 2/3 complaining to a business, while Japan complains least.

Reactions to Great CX

- Ages and genders vary somewhat, with women sharing positive experiences with friends and family more, and 3 in 10 under-40s saying they become willing to pay more.
- Across regions, all customers take action, with LATAM likely to tell friends and family and increase loyalty, while UK and EMEA are unlikely to buy more or compliment.
- India, China, and Indonesia customers near universally act, while in Japan, only 1/4 will buy more and only 1/5 will share online.

Customers EXPECT a bad CX — they're used to it! So when they get a great CX, they celebrate — with reviews, loyalty, recommendations, and more.
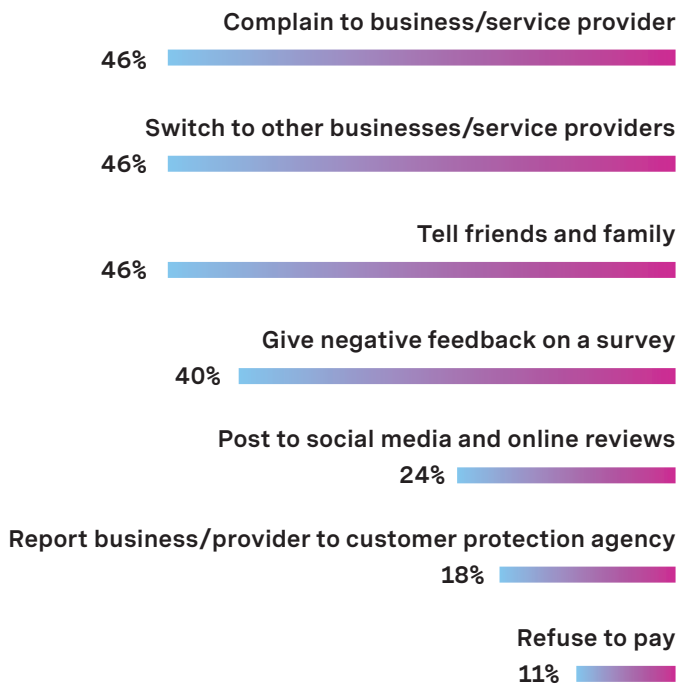
Frustrating customer experience

Complain to business/service provider
46%

Switch to other businesses/service providers
46%

Tell friends and family
46%

Give negative feedback on a survey
40%

Post to social media and online reviews
24%

Report business/provider to customer protection agency
18%

Refuse to pay
11%

Great customer experience

Contact business to provide compliments
27%

Become more loyal to business/service provider
53%

Tell friends and family
58%

Give positive feedback on a survey
57%

Post to social media and online reviews
34%

Purchase additional products
36%

Become willing to pay a little more
24%

Q. What actions do you take when you're frustrated with a business/service provider's communications?

Q. What actions do you take when you have a great customer experience with a business/service provider?

AI Is Your Friend

The customer preferences and frustrations have clearly been defined. But what's an already-stretched-thin enterprise to do? Discover how AI brings intelligence, automation, personalization, and more to meet ever-growing customer demands.

Time to Spotlight Customers in the Experience

The belief of adding more on-premises solutions and staff still exists. No wonder the age-old customer frustrations STILL remain. Customers expect immediate engagement — but not all asks require an extensive conversation. Meet AI, your new best friend.

Customer Faves: At the Intersection of Omnichannel and AI

Forget the number of channels, focus on the depth and effectiveness of your customers' preferred channels. AI brings intelligence and encourages customers to engage with the channel in ways that work best for them. Customers can now stay IN-CHANNEL to complete their request. The increased engagement also promotes a willingness to share.

AI and Your Tech Stack Must Play Nice Together

AI can pull customer data to automate customer responses and offer other timely solutions — provided that your business communications integrate with your CRM, collaboration, and business productivity applications. The result? A single, holistic view of the customer for your humans ... offering data-driven insights that take your CX to the next level.

Phone tag is not fun

Frustration	**61%,** describing issues to multiple agents, being transferred multiple times
AI solution	Skills-based routing connects customers with an agent best suited to handle the call

Anyone there?

Frustration	**61%,** unable to answer your question, right person isn't available
	60%, no way to speak to customer service by voice or phone
AI solution	A conversational commerce workflow:
	▪ Adds information, automation, and self-service to conversations: e.g., provide front-end FAQs, authenticate users, and authorize payments
	▪ Offers another option for customers to engage, share insights, or request follow up

Don't make me repeat myself

Frustration	**51%,** conversation from one channel not captured in different channel
AI solution	AI extracts customer data from CRM to provide context to staff

Think, Plan, and Expand With AI

Winning Enterprises Are Proactive

It's never been more important to understand your customer. And AI uses segmentation and clustering to uncover similarities and patterns.

AI is multilingual

Frustration	**54%,** customer service is not available in preferred language
AI solution	AI virtual assistant engages callers in natural language

I don't want to press 1, 3, 5, OR 7

Frustration	**57%,** phone menu too long to navigate, missing needed options
	56%, phone menu voice commands can't understand you
AI solution	Voicebots and IVRs help guide customers, while speech-to-text — enhanced with natural language understanding and accurate transcription — quickly solves common customer problems and provides CX insights

It's Like Being a Step Ahead

The AI-derived findings lead to anticipating customer needs and servicing them proactively. *Added bonus: Fewer customers will request help or complain.* And agents can now supervise virtual agents and service more customers exponentially.

"Please hold" is no more

Frustration	**63%,** long wait times to speak to an agent
AI solution	AI powers virtual assistants to eliminate long hold times for common requests, plus smart IVR and chatbots for initial call triage

Once is more than enough

Frustration	**63%,** contacting multiple times to resolve issue
AI solution	AI virtual assistant delivers enhanced self-service, initiates initial triage to route customer to the appropriate person, and ensures high volumes of inbound calls are addressed during peak business hours or busy seasonal periods

Pro tip: AI continually learns, so start early. The sooner you implement an AI-driven strategy, the sooner you'll see more robust and accurate customer insights.

AI + CX for the Win

Been There, Enduring That

Given the ongoing history of common frustrations, customers are almost conditioned to anticipate them. It's literally a surprise when they encounter a great experience — and they'll want to share. AI to the rescue ... all day, every day.

Live Customer Service + Virtual Agents Are Happy Together

Stats speak to a unique duality and opportunity: Customers crave service and are comfortable getting it through virtual means.

Customer Requests:

62% must have, **34%** nice to have — Ability to reach live customer service easily

53% must have, **42%** nice to have — Ability to be called back if there is a wait for customer service

50% must have, **46%** nice to have — Wide variety of methods/platforms to communicate with company

48% must have, **46%** nice to have — 24/7 customer service

36% must have, **50%** nice to have — Ability to use virtual agents for faster problem resolution than waiting to speak with a live person

If You're Happy and You Know It

What's the value of happy customers? A LOT. Engaged customers may spend over **twice as much*** as non-engaged customers. And don't minimize the impact of a social share that can literally span the globe.

Reactions to a Great CX:

- **58%** — Tell family and friends
- **57%** — Give positive feedback on a survey
- **53%** — Become more loyal to company/provider
- **36%** — Purchase additional products
- **34%** — Post to social media/online review

*Chang, David. *"The average Amazon Prime member spends $1,400 a year on the site. How do you compare?"* USA Today/The Motley Fool, July 13, 2022.

The all-encompassing ARGH

Frustration	**54%,** providing personal information multiple times within one call/session
	54%, didn't know your history or background of recurring issue
AI solution	AI extracts data from CRM to ensure verification and quickly provide customer history

Why can't I do anything with this push notification?!?

Frustration	**53%,** no way to respond to text message/email notification
AI solution	Conversational commerce uses AI smarts for two-way messaging, which engages customers in the moment in the channel of their choice

Store hours are no longer a thing

Frustration	**51%,** customer service is not available 24/7
AI solution	AI doesn't sleep (!) and operates 24/7 through virtual assistants and conversational commerce — with a focus on information, automation, and self-service — to engage customers with minimal human involvement

Conclusion

It's Showtime — Will You Figure It Out or Sit It Out?

The data is clear. Customers love their communications methods. They love a CX that has lots of channel options but resolves in the first one they choose. And they want businesses to know that the consequences for not sharing that love are severe.

But if there's one thing this report wants to get across, it's this: Thanks to AI, sharing that love is now more possible than ever before.

Will you use it to facilitate conversations, understand customers, and take action? To take low-level tasks off your agents' plates so they can do more valuable work? To ensure business continuity and CX even during off hours? To uncover insights that create a-ha! moments that improve processes?

How Vonage Can Help

Vonage — a wholly-owned subsidiary of Ericsson, an industry leader in 5G networks — is accelerating the world's ability to connect with the power of the Vonage Communications Platform, a unique combination of communications APIs, contact center, AI, and more.

Vonage Communications APIs help you quickly build best-in-class communications solutions at scale with programmable messaging, voice, video, and more.

Vonage Contact Center (VCC) enables your customer service agents to deliver a secure conversational CX via a configurable, straightforward, telephony-agnostic platform.

Vonage AI services' powerful virtual agents empower you to integrate voice and chat into your self-service CX, free your agents to focus on more complex challenges, and more.

Vonage Business Communications (VBC), our unified communications solution, integrates with VCC so your agents can collaborate with experts across your entire organization.

VBC and **VCC integrate with Salesforce** to enable features such as advanced routing to the best available associate or agent, customized dashboards, and more.

Vonage Conversational Commerce with Jumper.ai enables businesses to create AI-powered omnichannel experiences and turn conversations into sales.

With Vonage's flexible plans that scale to meet your business needs, you can choose **pay-per-use pricing** or add just the services you need, like hands-on support and consulting expertise.

Get Started

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Methodology

The findings reported here were sourced in July 2022 from in-market research panels — across five global regions — comprising 4,638 customers, ages 18–74. The survey was conducted in each market's leading language or languages, and the average completion time was 14 minutes. To ensure spreads in age, gender, and household income, quotas were set in each market, with the reported data weighted to represent actual age/gender proportions among the target populations. Panel members who self-identified as being the last among their friends and family to adopt new technology — approximately 6 percent — were omitted. Vonage was not identified as the survey's sponsor.

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