

# 2018 Customer Service Messaging trends report

How consumers are engaging with brands today and the ways they hope to in the future.

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## Introduction

The **2018 Customer Service Messaging Trends Report**, commissioned by Nuance Communications, examines the ways in which consumers are engaging with brands today and how they would like to in the future.

Today's consumers are more connected than ever before, and many use messaging as their main form of communication to engage with friends, family and even colleagues. As brands evolve their customer engagement strategies, meeting consumers where they are in their journey will be critical. Enabling support on messaging channels like Branded apps, Facebook Messenger, Apple Business Chat through the Messages App and SMS, will be the new standard.

## The new way of customer engagement

### Consumers waste a lot of time while waiting on hold

- 90% are wasting a full, 24-hour day "on hold" each year
- And among consumers ages 18-24, 5% are wasting 6+ hours per month on hold – that's 3 full days each year
- 26% of consumers say they've looked for methods other than the phone channel for contacting customer service to avoid waiting on hold
- 15.5% say there are financial repercussions as a result of their procrastination, since they are either hit with late fees or don't even bother to fix small mistakes, even if they could save money in the long run

### Messaging allows consumers to spend more time with their family

- With the time people waste on hold to talk to a company:
  - 37% would spend more time with family
  - 25% would get more done at work
  - 18% would exercise more
  - 17% would sleep more

### The majority of Millennials don't call to contact a company

- Most consumers ages 18-34 prefer to contact companies using channels other than the phone (78.8%)
- 21% of people have communicated with businesses via text
- 29.2% have used 3rd party messaging apps (Facebook Messenger, WeChat, Kik, Line)

### Consumers expect immediate answers

- 54% of consumers say less than an hour is an acceptable time to wait to hear back from a company that they have messaged with
- 20% say a full hour is acceptable to hear back
- 13% say it's acceptable to hear back within 2-5 hours
- 7% say it's acceptable to wait 24 hours
- 4% say 6-12 hours is acceptable
- Only 1% say it's acceptable to wait more than a day – but men are more open to this than women (61% men vs. 34% women)

# 80%

of consumers say they procrastinate to call customer service because of the time involved

# Over 55%

of consumers prefer to use a form of messaging to communicate with companies

# 79%

of consumers ages 18-34 prefer to contact companies using channels other than the phone

# 74%

want to hear back from a company within an hour of when they messaged

## 2018 survey implications

The 2018 Customer Service Messaging Trends Report reaffirms what we are continuing to hear from our customers and partners around the globe: consumers today are demanding easy, convenient and efficient ways to engage their favorite brands.

For enterprises, this means determining how to enable millions of customers to successfully engage with them through potentially hundreds of millions of messaging conversations at one time – which can be a difficult feat. Luckily, with today's advances in AI and virtual assistant technology, it's possible for brands to deploy support and service through messaging channels with high levels of customer satisfaction, and without needing to hire multitudes of new agents or extend contact center hours.

## Nuance Customer Service Messaging

With the growing variety of messaging channels, brands are trying to keep up with their customers' expectations but risk losing themselves in a world of unproven and siloed engagement solutions. The Nuance Digital Engagement Platform enables enterprises to engage their consumers as part of the overall omni-channel strategy and ensures immediate engagements while giving their customers the freedom to respond at any given time.

### Messaging channels



#### SMS - Text Messaging

- One of the first mobile messaging channels
- Native on every phone, no matter how smart it is
- By integrating with SMS consumers can connect with enterprises anytime from anywhere



#### Branded app

- Amplify conversations happening in enterprise-owned applications for contextual and secure engagements
- Deliver effortless customer interactions via voice or text to encourage ongoing use



#### Apple Business Chat

- Connect enterprises with customers through Apple Business Chat to have personalized conversations, schedule appointments, and complete purchases with Apple Pay



#### Messaging apps

- Convenient; consumers have all their conversations in one place
- Efficient and natural interactions through augmented ways enterprises and consumers connect

## Methodology

The 2018 Customer Service Messaging Trends Report was conducted via a national survey of 1,000 U.S. consumers, ages 13 to 65+. The survey was open for participation to consumers of any gender, ethnicity/race, education level, job status, income level, parental and relationship status. In addition, participants were not pre-screened or qualified based on their usage of any specific brand of smartphone or other connected devices, operating system, applications and services, or social media platforms.

Survey questions were selected to solicit consumer preferences, as well as current and desired interactions with companies utilizing customer service messaging. The survey was administered via a leading commercial software platform, Ask Your Target Market.

## Learn more

To learn more about Nuance Customer Service Messaging and our full portfolio of Digital Customer Engagement Solutions, please visit us [online](#). Or contact us directly by email: [CXexperts@nuance.com](mailto:CXexperts@nuance.com)



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### About Nuance Communications, Inc.

Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.