

# MULTI CHANNEL CUSTOMER EXPECTATIONS

MULTI CHANNEL ECOMMERCE WEBSITE

## 67%

Make purchases using multiple channels



MOBILE  
PHONE  
SOCIAL MEDIA  
CATALOG  
IN-STORE

## 37%

OF customers expect to be connected with the same customer service representative regardless of the channel



Of customers surveyed a mere 7% were satisfied that they receive a seamless multi channel service.

## 7%

### KEY TAKE AWAY

Deliver customer value which clearly shows that you have taken the time to understand what they like.

## 69%

believe expectations for customer service are increasing year-on-year.

## 53%

Customers would like the option to resolve their own issues rather than rely on customer service representatives.

Customers who have used other channels to contact customer service resort to picking up the phone if they don't get a response.



Strategic use of data can be used to meet customer's current needs and also to predict their future needs.

# GESAKY

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