

The Autonomous Customer: 5 Trends for the Future.

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Communicate



Customer



Global

Relationships

that grow



BT Contact. Relationships that grow

Trend 1: Easy is the New Loyalty.

THE CHALLENGE TO LOYALTY:

- 85% Always shop around to get best prices (82% 2010)
- 52% Download online vouchers (34% in-store)
- 44% Say loyalty to companies is a thing of the past (50% UK)
- 40% Happy to buy from websites overseas

74%  82%

I BUY MORE
from companies that
make it easier for me
to do business

5% 

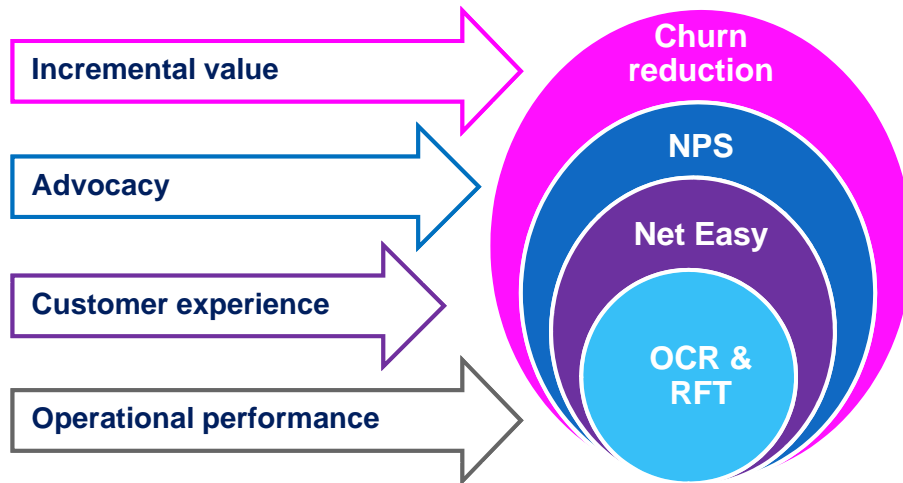
Felt they had got good
value for money when
they had a difficult
experience



“Net Easy” Does It.



Making it Easy is the missing link between operational quality and loyalty:



Why measure Easy?

- ✓ True voice of the customer
- ✓ Drives advocacy, VFM & loyalty
- ✓ Highly actionable feedback
- ✓ Applicable in all channels
- ✓ Engages and resonates with staff
- ✓ Low effort also = lower cost

Customers finding it easy are 40% less likely to churn

“How easy was it to get the help you wanted from BT today?”

Easy

Neither / Don't know

Difficult

% Easy

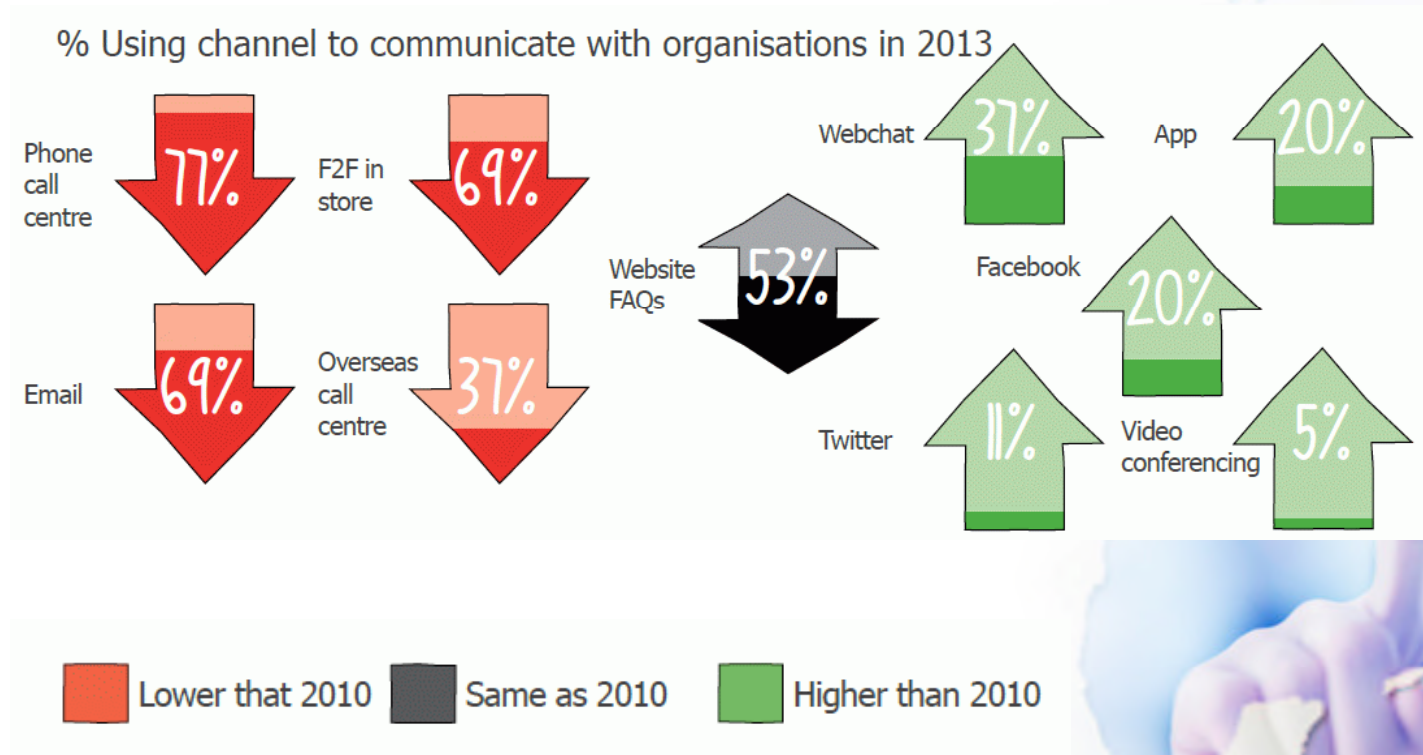
% Difficult

=

Net Easy Score



Trend 2: Omnichannel is the New Normal.



1:2 say they constantly change the way they deal with organisations

only **17%** say organisations make it easy to switch between different channels





Trend 3: Webchat is growing faster than Social Media.

9 in 10 consumers
want support while online



89%

Want my queries
answered by a person
whilst shopping online



68%

Would like to have
webchat offered whilst
online



Need help
ordering?

Get help from one of
our UK based experts.

Start Chat



88%

Of advisors rated
Webchat as good or
very good



82%

Of customers rated
Webchat as good or
very good



15%

Increase in
productivity compared
to phone



26%

Of customers use
webchat as a
preferred contact
channel currently



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Trend 4: Smartphones Fundamentally Change Behaviours



16-34 year olds
driving smartphone commerce

Age
16-34



Over
55

47%

USED QR CODE

9%

45%

DOWNLOAD
VOUCHERS
IN STORE

12%

52%

USED LBS

7%

16-34s often/sometimes use
smartphone to:

72% Call organisations

50% Scan products in store

61% Received texts
from companies

Most useful Apps



69%
maps &
directions



51%
product
info



44%
banking &
money transfer



37%
download
vouchers



35%
order products
quickly



31%
retailer apps
that allow you to shop
whilst on the move

62%  54%

USE A SMARTPHONE
(< 30% 2010)

USE SMARTPHONE
2-3 times a week
or more:



78% Access web

74% SMS

68% Facebook/twitter

51% Location based
services

46% Youtube





Trend 5: The Contact Centre Model Will Change.



Employees need help to deal with today's consumer

Consumers often or sometimes struggle with employees...



58%

Have got better help from other consumers than **employees**



2:3

Have a better call if advisor has same interests as me



79%

Employees have struggled to answer my queries



85%

Put me on hold as they don't know what to say



70%

Often I know more about the problem than the **employee**



2:3

Employees haven't known what's on their website

71%

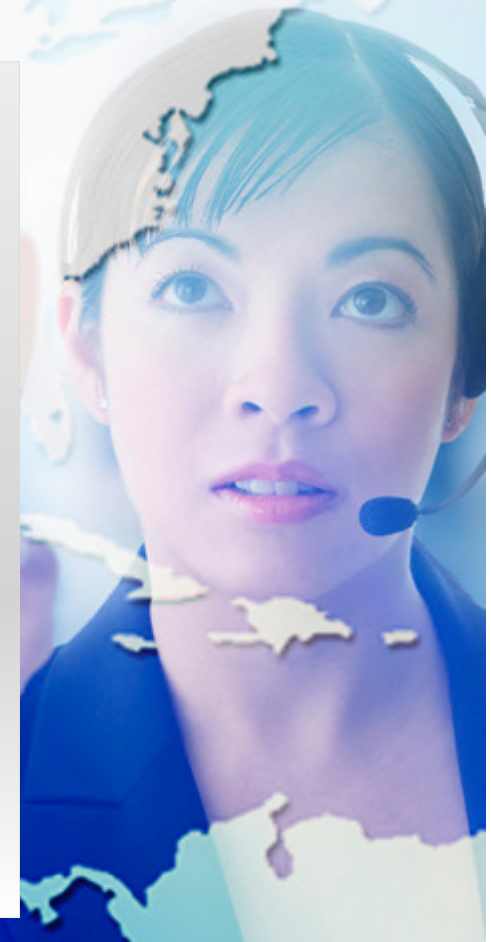
If I don't get the answer, I call another **advisor**

86%

Happy to be transferred to someone trained to answer complicated questions

94%

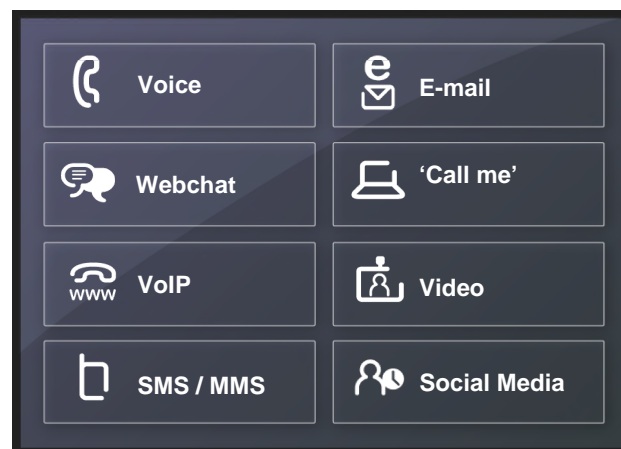
Want to e-mail same advisor as spoken to



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The Networked Expert in Action.





Thank You!

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