



Clouds, Crowds and Autonomous Customers

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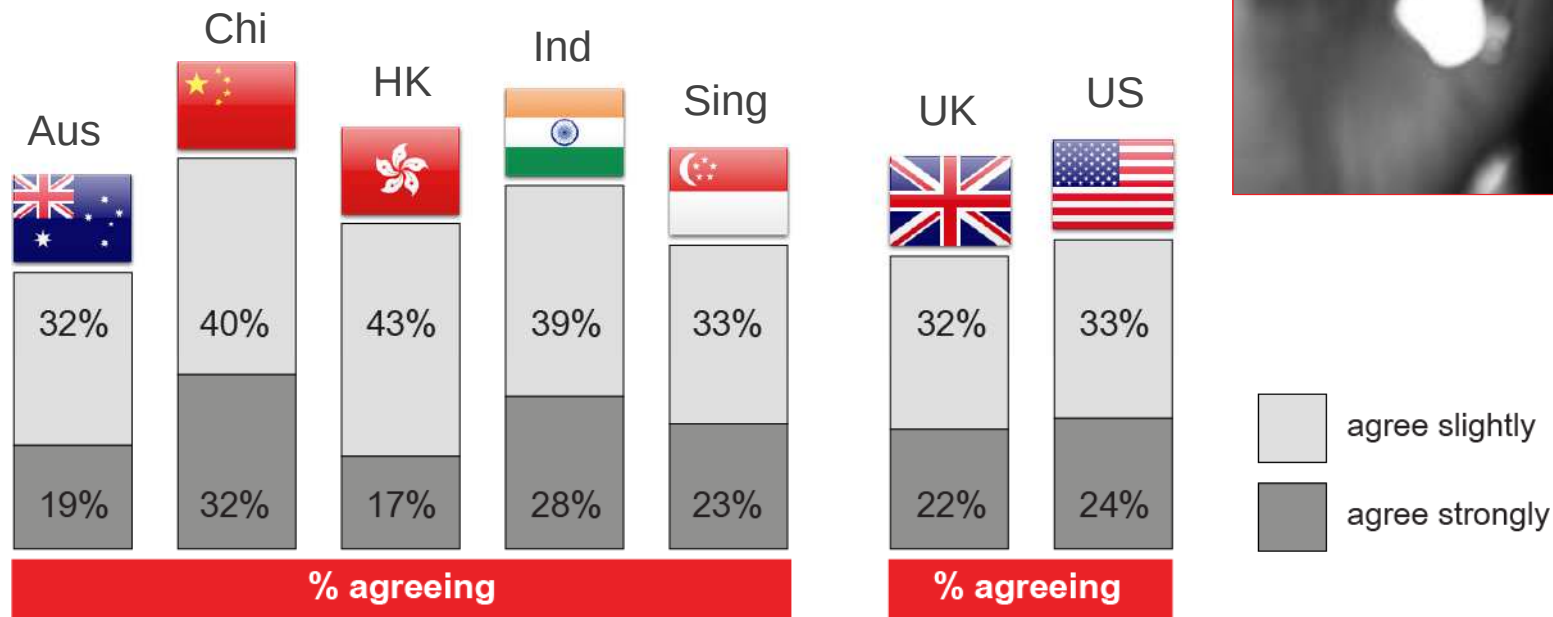


Customers are Changing.



Self Service is Changing Contact.

The calls I make to organisations are more complex as I'm doing simple things via their website.



- **62%** of online consumers agree that their calls are more complex as simple transactions are automated.
- **89%** say that they wouldn't mind being transferred to an expert.
- **49%** want to email the same agent they speak to.

The Multichannel Customer (1)



Which channels would you consider using in the future to contact organisations?



	Australia	China	HK	India	Singapore	UK	USA
Phone call to a call centre	80%	64%	73%	74%	64%	82%	86%
E-mail to an organisation	75%	57%	68%	72%	64%	82%	77%
Face to face in store	65%	27%	53%	45%	38%	64%	64%
Internet site of an organisation	62%	54%	42%	62%	54%	73%	72%
Text/SMS message	30%	35%	34%	57%	45%	41%	26%
FAQs on an organisations internet site	41%	42%	34%	35%	31%	52%	57%
Phone call to an automated or IVR phone service	24%	34%	26%	34%	21%	35%	38%
Post/direct mail	33%	18%	21%	29%	14%	50%	32%



SMS



The Multichannel Customer (2)



Which of these would you consider using in the future?



	Australia	China	HK	India	Singapore	UK	USA
Phone call to a call centre in another country	20%	27%	17%	28%	15%	27%	24%
Web chat conversation with an organisation	20%	39%	19%	32%	21%	23%	36%
Online forum for customers on an organisations website	22%	33%	20%	37%	23%	27%	33%
Online forum run by customers of the same organisation on the internet	19%	18%	13%	26%	20%	24%	26%
Facebook or other social networking site (RenRen, Kaixin 001)	14%	23%	25%	34%	24%	12%	20%
Mobile Apps	12%	12%	19%	20%	24%	11%	13%
Twitter/Weibo	4%	26%	7%	25%	10%	7%	9%
Video conferencing	7%	16%	10%	30%	14%	9%	14%

65% of customers agree they continually change contact channels



The Super Phone...Supercharging Customers.



The Creation of a “Monster Customer”.



% agreeing use 2/3 times a week or more	Have Smartphone	No Smart phone
Facebook	67%	59%
Twitter	29%	13%
Web-chat	52%	24%
Video conferencing at work	31%	7%
SMS	86%	72%
Have phoned a call centre in the last month	63%	49%
Have an iPad	30%	14%



Good brands try to offer the best service

(Smartphone users 77% v Mobile 67%)

The calls I make to organisations are more complex

(Smartphone users 73% v Mobile 56%)

I continually change how I contact organisations

(Smartphone users 68% v Mobile 59%)

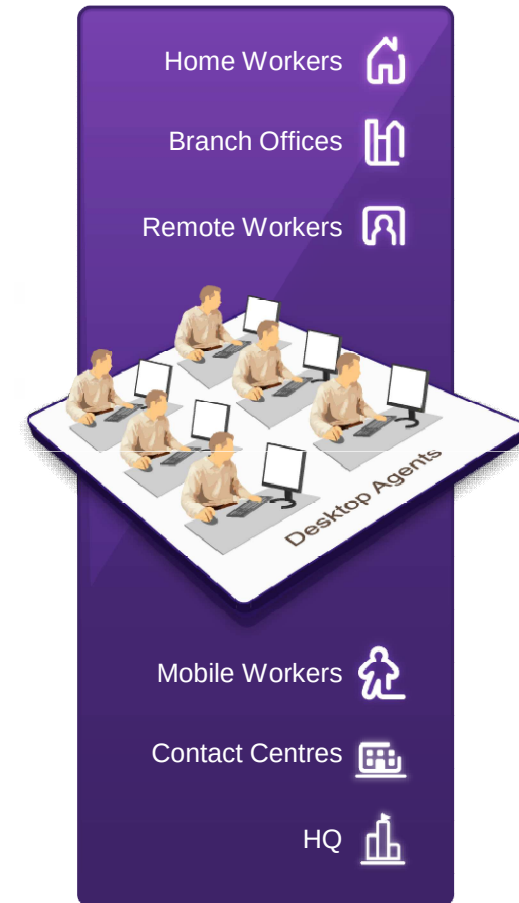
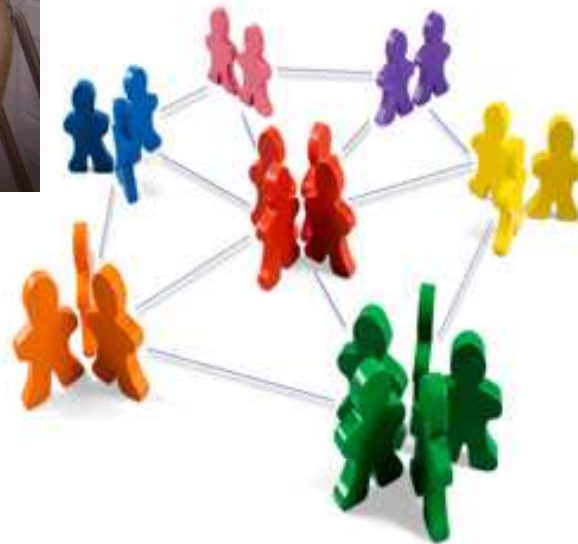
Caution: You are Entering a Multichannel World!



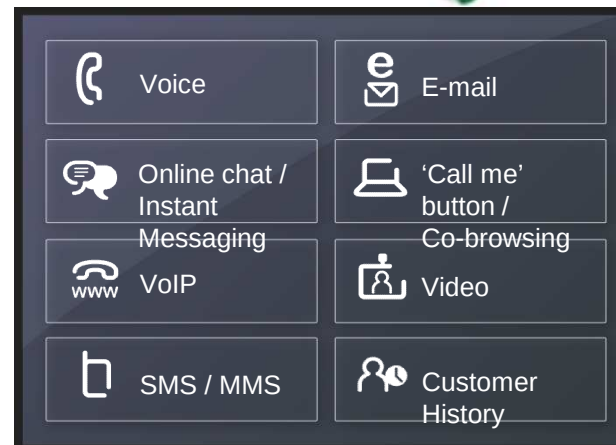
The Networked Expert: The 'Martini' Version.



Across Locations.



Across Devices:
Business & Personal.



Across Channels.

Customers Bypassing Organisations.



83% agree

I use reviews of products and services on the internet to check quality

Only 25% agree

Most of the online recommendations I read on the internet are not very useful

31% agree

I trust the content on customer forums, it's unbiased and reliable

51% agree

I trust the content on a customer forum more than an organisations' website

Only 24% agree

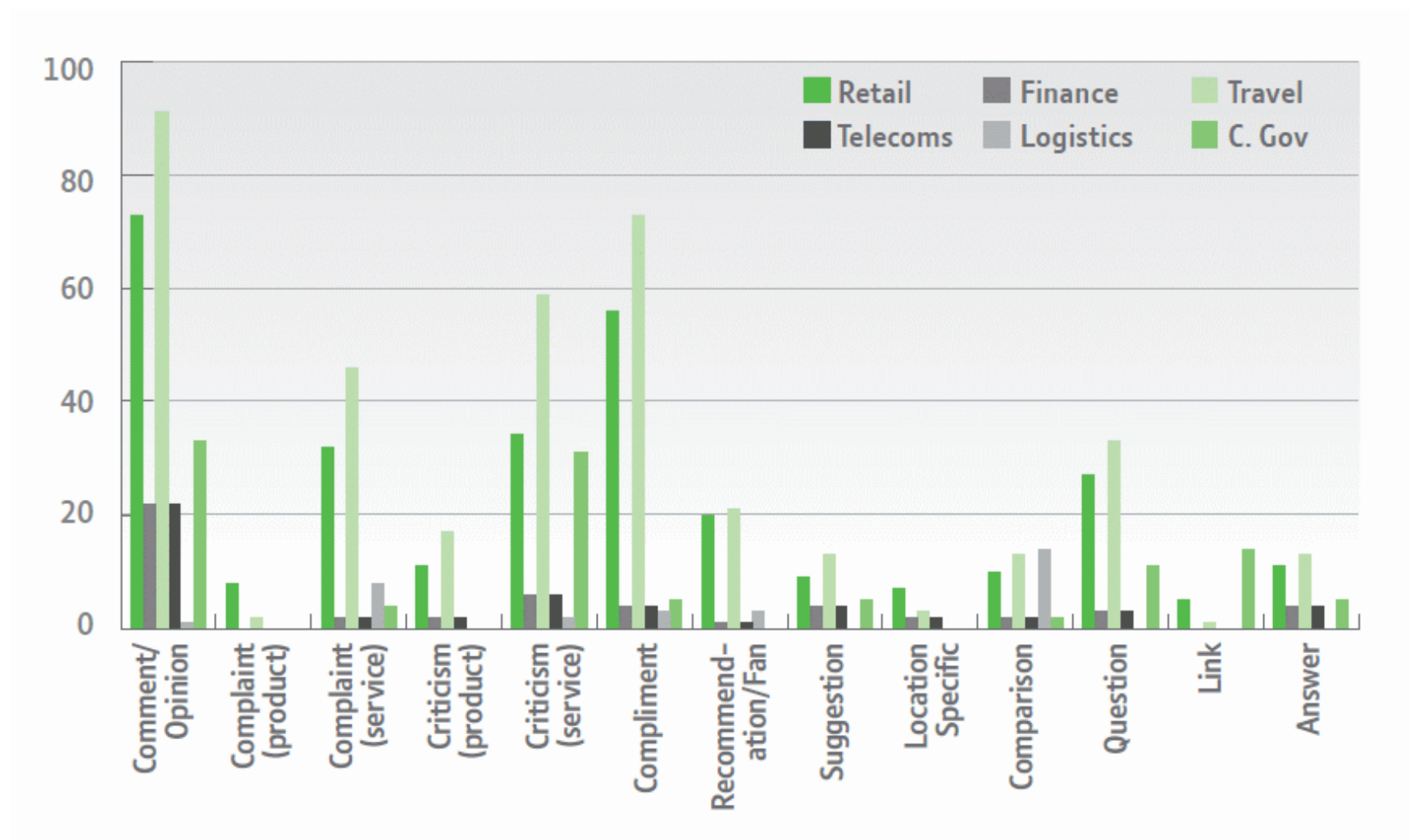
I trust the content on an organisation's website or forum, it's unbiased and reliable

37% agree

I contribute to online forums, online reviews e.g. Trip Advisor etc



There are Very Big Differences Between Sectors.

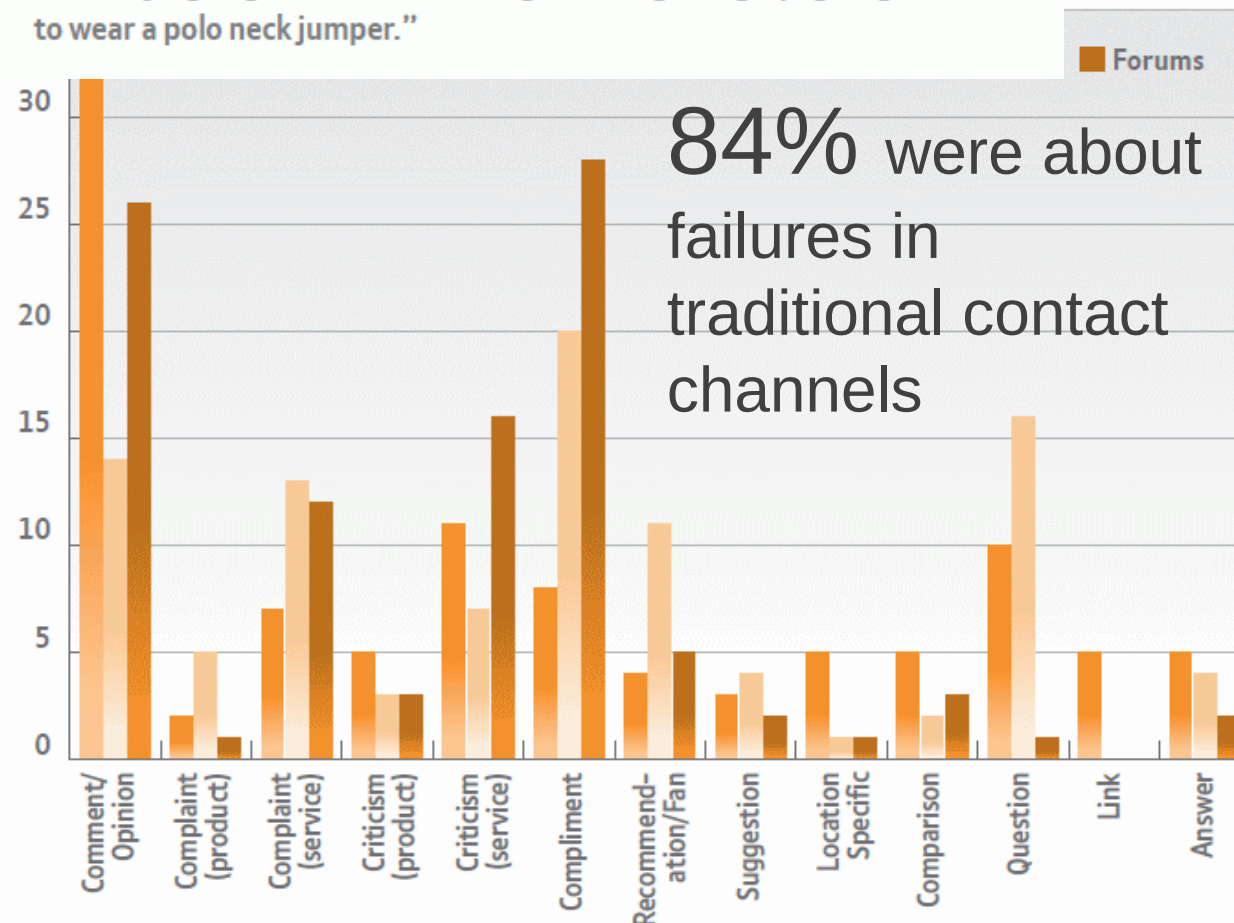


Why Customers Use Social Media.

“ I emailed your company over a week ago about the awful service I received and still haven't have an email back to even acknowledge I'd emailed. Once again proof that DepartCo don't care about their customers or providing good customer service.”

“ It's taken me four days to resolve my problem. Have made 23 phone calls...trying to get to talk to a manager is like getting a page 3 girl to wear a polo neck jumper.”

emerged as:



Average results

1. Comment/Opinion

27%

2. Compliment

22%

3. Criticism of service

15%

4. Complaint about service

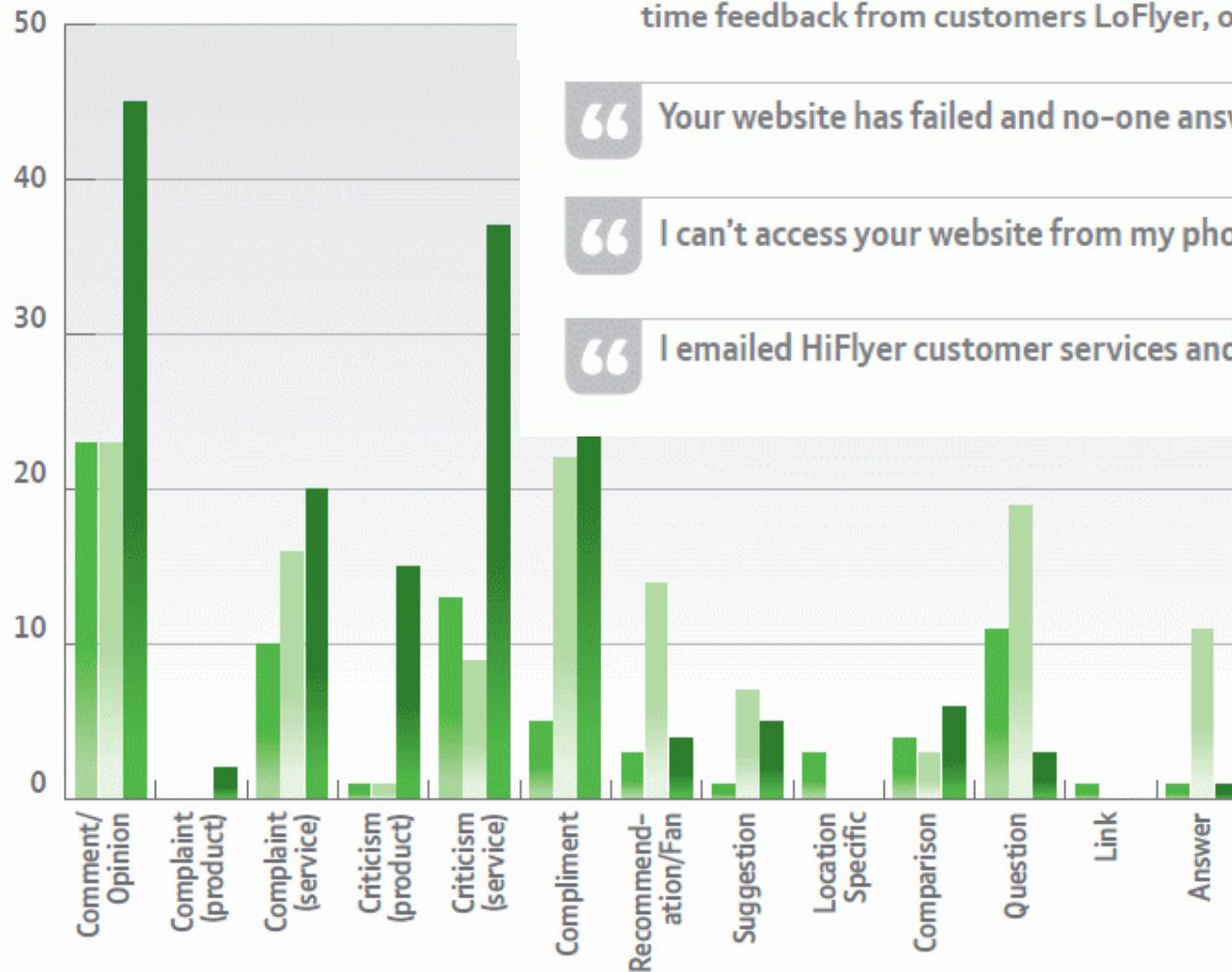
12%

5. Questions

5%



Social & Travel



“ HiFlyer is better than most airlines, but if you have any customer service issues good luck! They do NOT have a call centre to handle customer issues – you must e-mail them. They don’t have any live person to take your call!! That’s the opposite of customer service.”

“ I posted two comments to the LoFlyer wall about delays this weekend and both comments were removed. The point of social media is real time feedback from customers LoFlyer, or can’t you take the flak?”

“ Your website has failed and no-one answers the phone.”

“ I can’t access your website from my phone.”

“ I emailed HiFlyer customer services and still waiting for a response.”

- 13.70
4. Complaint about service
12%
 5. Questions
9%

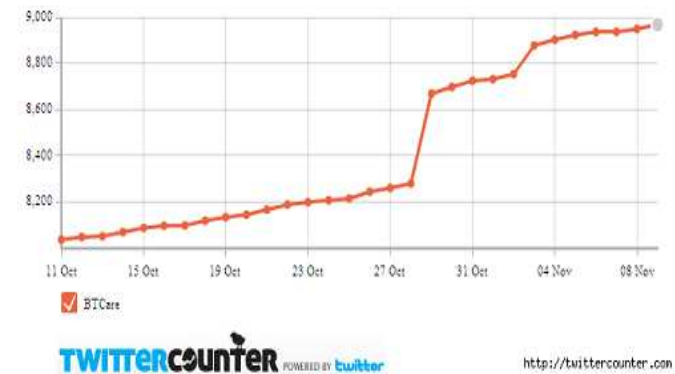


Being Transparent: Gerrard Street Fire.



Over 15,000
views

65% increase in Twitter followers



Great response from customers

RichieJones Now that is transparency!! RT: @BTCare: Service restoration now underway but may take some time. See pic:

<http://bit.ly/gw07ZE>

CallMeKallam @MangaUK The exchange is in Gerrard Street, but I believe that caters for the West End. Follow @BTCare for info, they're good chaps.



Online Communities Can Be Powerful.



Helping other consumers with problems with their products and services is agreeable to:

Australia 16%

China 45%

Hong Kong 27%

India 43%

Singapore 33%

I often find it's better to get help about products and services from other consumers than phone the supplier

	Australia	China	Hong Kong	India	Singapore
Always	10%	14%	16%	26%	14%
Sometimes	55%	53%	57%	54%	58%
Total	47%	67%	73%	80%	72%

How BT is Networking Customers.

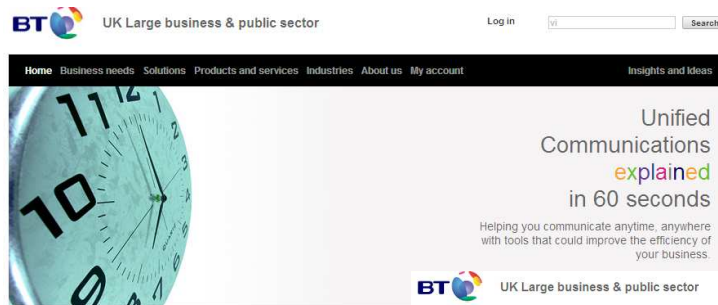


BT.com/help & forums



- 4,655 messages posted
- 376 ratings from other users
- 76.5 full days spent online reading over 155k messages and helping our customers

BT Let's Talk Business Blogs



You Tube

UK Consumer and Technical Forums



Networking experts: @BTCare & @BTBusiness.



BTCare



i Might be worth letting @btcare know. They've helped me out this week. Certainly beats their telephone support!

about 14 hours ago from web



@BTCare we really do love you, but why can't the rest of BT be just like you?

9:33 AM Feb 22nd via HootSuite in reply to BTCare



@BTCare Thanks again, your brilliant as usual :-)

8:52 AM Feb 22nd via TweetDeck in reply to BTCare



BTcare thanks for your help and omg you have a sexy voice

8:43 AM Feb 22nd via Echofon in reply to BTCare



@BTCare Thank you for all your great work! I received your email & called & have appointment booked. Thanks

3:19 AM Feb 21st via Seismic in reply to BTCare



if all support was as simple, efficient, and helpful as @btcare I wouldn't have a single grey hair on my head.

6:50 AM Oct 5th from Tweetie

I'm going to be honest. I think @BTCare has the best corporate Twitter presence I've come across. Thanks guys. <satisfied customer>

20 Dec via TweetDeck ☆ Favorite ↻ Undo Retweet ↻ Reply



A cheaper, easier and quicker channel for talking to customers than voice - "it's more convenient than calling and waiting in a queue... it's fast ... and it's a more personal service",
@BTBusiness Customer.

Thanks to Dr Simon Thompson & Bian Salins.

Thank You

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