

## **PROBLEM STATEMENTS**

### **CUSTOMER CAN'T COMMUNICATE ON THEIR PREFERRED CHANNEL**

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- Many of the consumers say they now expect companies to provide good customer service on more than one communication channel.
- 53% of customers email brands to make appointments, compared to 49% who prefer to receive updates over text messages. 45% of customers say that speaking with an agent is their preferred method of getting their questions answered. 48% of clients prefer to use the online chat option for self-service interactions.
- Customers' preferences for communication channels are thus frequently determined by the interaction's goal.