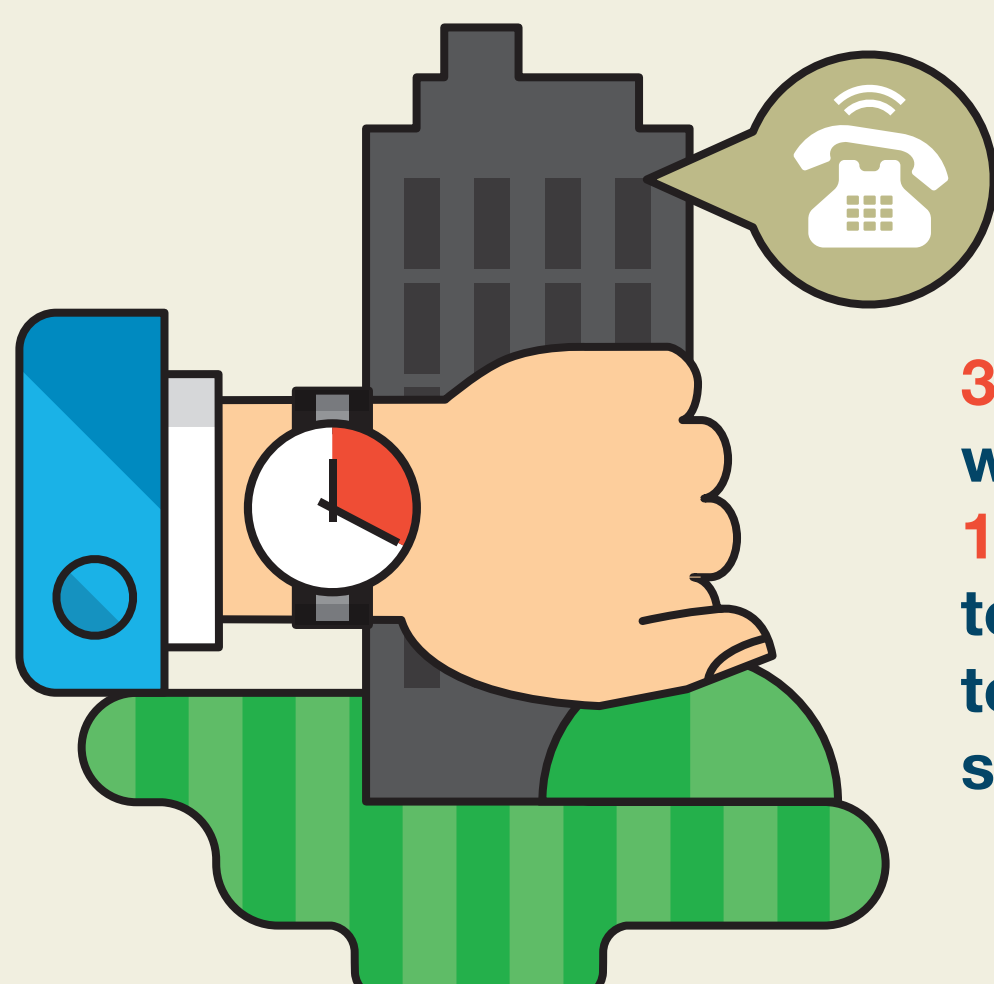


Millennials will outspend any other generation in America by 2017.



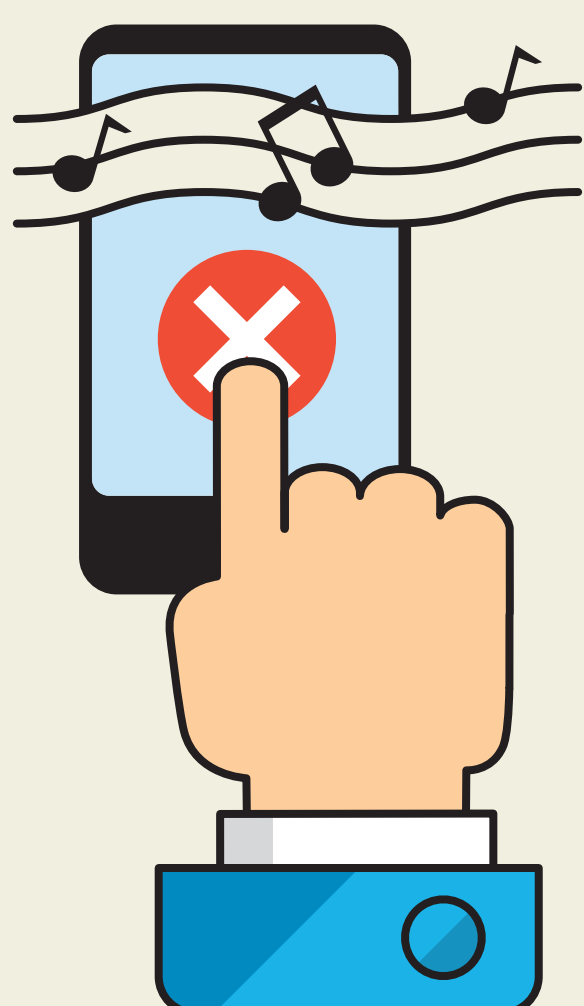
For these consumers especially, customer service is paramount.

They want it fast and they want it now!



33% are only willing to wait **1 to 3 minutes** to get a response to a customer service inquiry.

45% have abandoned an online shopping cart because they couldn't get immediate support.



52% have hung up a customer service call because they did not want to wait for an agent.

65% prefer digital self-service, like text or chat, to speaking with a representative.

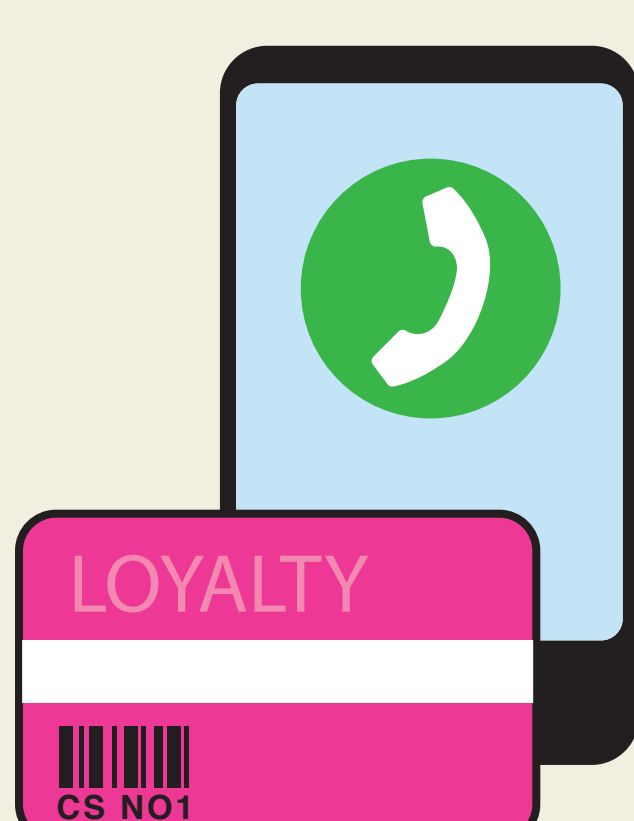
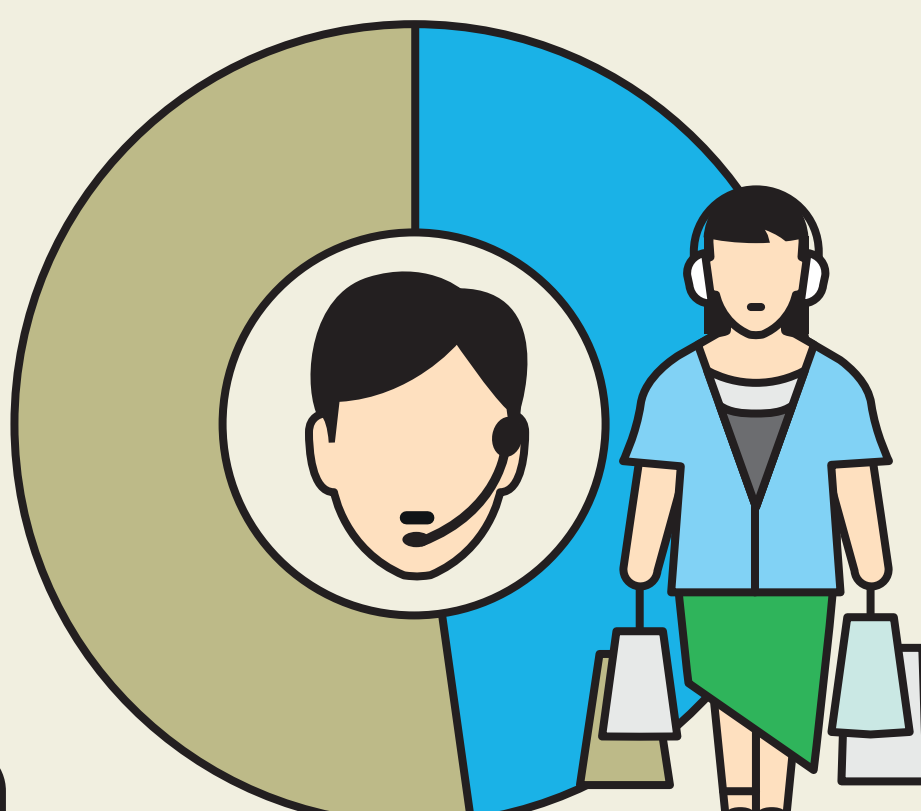


Surveyed Americans aged 18-34.

The numbers reveal a significant advantage for organizations that get customer service right, and not just with millennials.

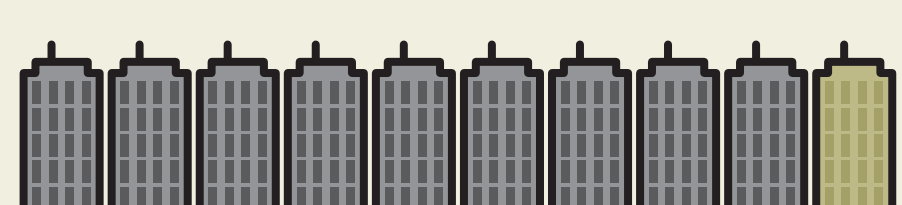


48% of all customers surveyed list customer service as their top reason for loyalty.

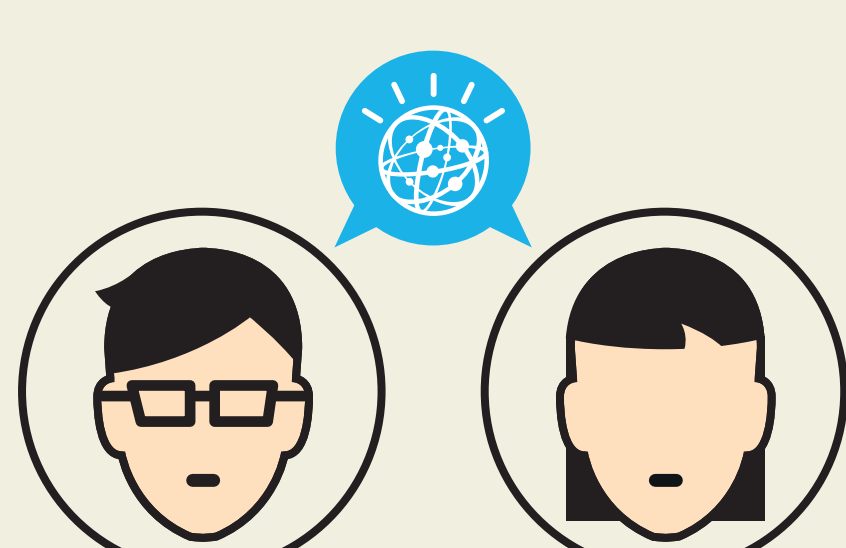


99% of all surveyed customers stay with a company that resolves their inquiries with one touch.

89% of firms surveyed will compete on the basis of customer experience by the end of 2016.



It's clear that organizations who provide a better customer experience enjoy a key competitive advantage.



Intelligent engagement with **IBM Watson Engagement Advisor** can make the difference.

Customer engagement is more important than ever. Find out how you can win the customer experience battle.

