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May 11th, 2023

3DHEALS[®]

Modeling Proposal

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01

Characteristic of
Channel preference

02

History of
Channel preference

03

Why it is important
And Article

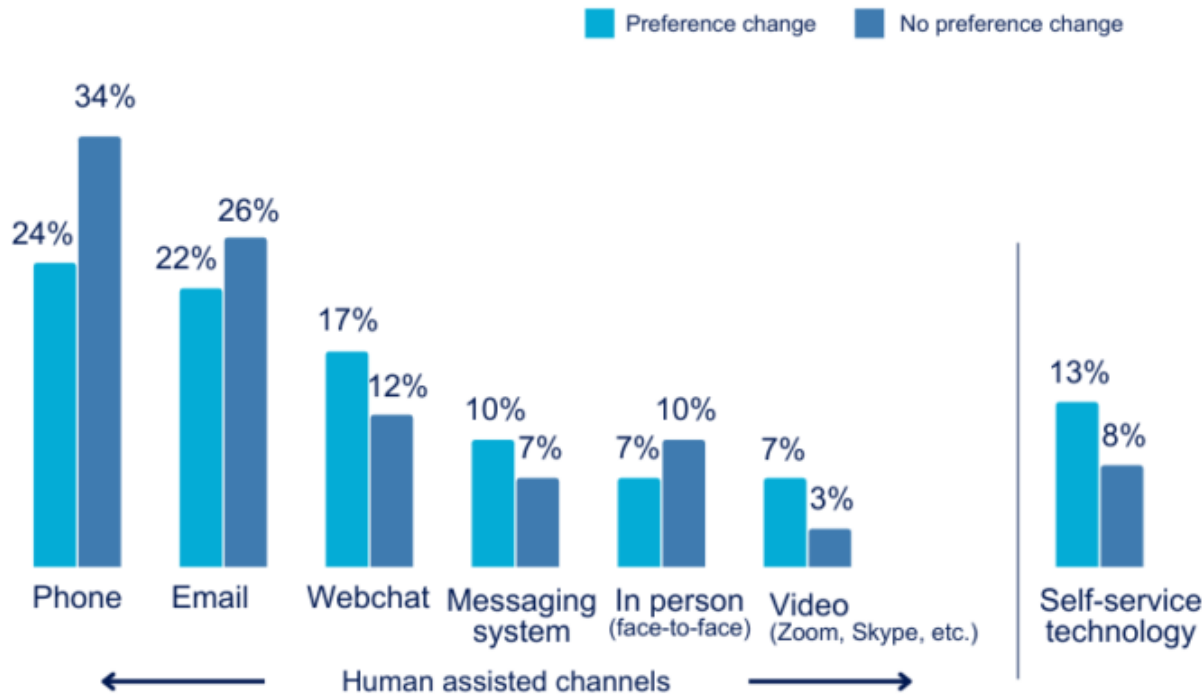
04

What's next

Consumers' preferences for customer service channels are rapidly changing.

Change in Channel Preference

What is your preferred contact method?

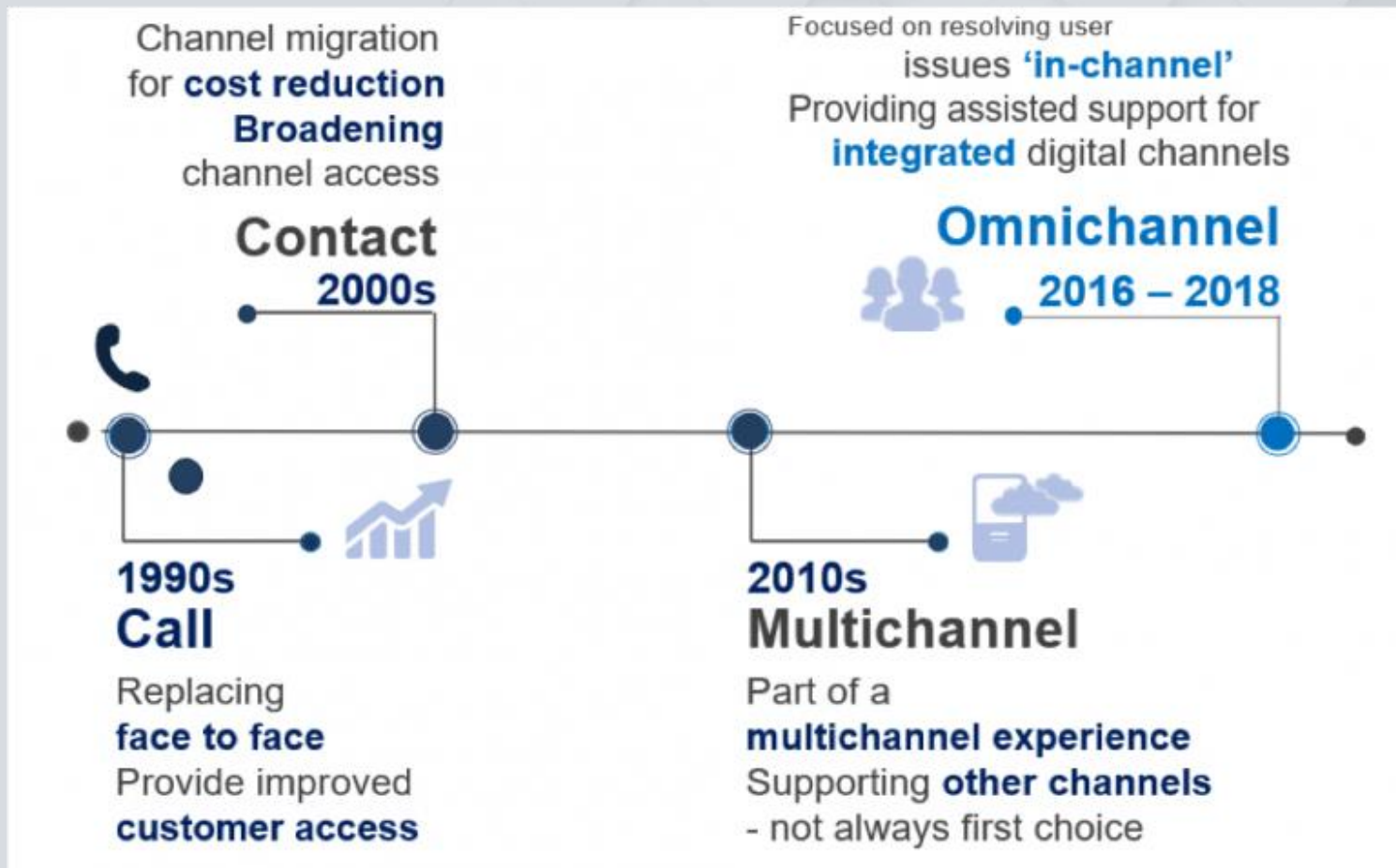


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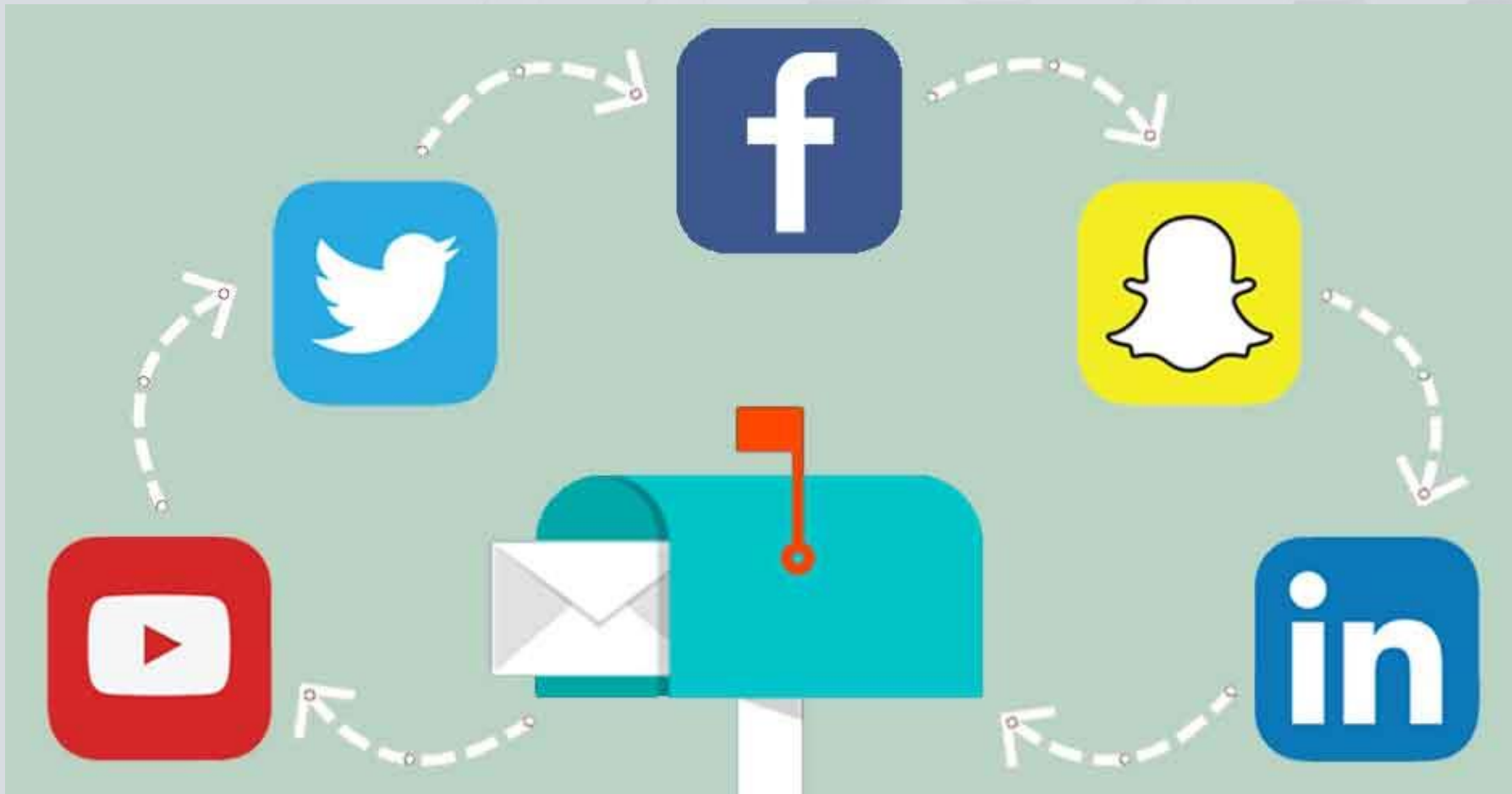
of customers
changed their
preferred channel
in recent years

- Shift from phone & email
- Increase SST preference

History of preferable channel from customers



Importance of understanding Not only response rate but also Loyalty



Communication Channel Preferences: A Descriptive Audience Segmentation Evaluation

Table 2

Communication Channel Preference Based on Demographic, or Audience Segmentation, Characteristics – Informal meetings

Characteristic	Yes		No		N	χ^2	Φ
	f	%	f	%			
Gender						8.20**	.05
Male	1090	50.7%	1061	49.3%	2151		
Female	549	56.2%	428	43.8%	977		
Age						61.36***	.14
Under 30	46	67.6%	22	32.4%	68		
30 to 39	346	63.1%	202	36.9%	548		
40 to 49	378	53.7%	326	46.3%	704		
50 to 59	546	52.1%	502	47.9%	1048		
60 to 69	264	45.2%	320	54.8%	584		
70 and Over	25	29.8%	59	70.2%	84		
Level						27.18***	.09
Nonsupervisory employee	262	55.9%	207	44.1%	469		
Manager	596	52.3%	543	47.7%	1139		
Owner, CEO, President	628	54.9%	515	45.1%	1143		
Not applicable	160	40.6%	234	59.4%	394		
Education						15.80*	.07
High school diploma/GED	54	62.1%	33	37.9%	87		
Trade/technical training	33	66.0%	17	34.0%	50		

Communication Channel Preferences: A Descriptive Audience Segmentation Evaluation

Some college - no degree	119	49.4%	122	50.6%	241
Associate/Community college degree	111	58.7%	78	41.3%	189
Bachelor's degree	841	52.4%	763	47.6%	1604
Master's degree	393	51.3%	373	48.7%	766
Professional degree (e.g., JD, MD)	44	49.4%	45	50.6%	89
Doctorate (e.g., PhD, EdD)	54	43.2%	71	56.8%	125

Region					30.28***	.10
Western	388	44.6%	481	55.4%	869	
North Central	646	54.8%	532	45.2%	1178	
Southern	412	57.1%	310	42.9%	722	
Northeast	136	50.6%	133	49.4%	269	
Non-US	91	51.4%	86	48.6%	177	

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

What are attributes

	A	F	G	H	I	L	M	N
	Email	Phone	Phone yes or not	Industry	Job Title	Linkedin Link Yes or No	Country/Region Name	Source Name
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34	katie.weimer@3dsystems.com	7206431001		Medical, Pharma, Biotech	VP Regenerative Meedicine	No	United States	Website