

Consumers say Yes to messaging and No to silos in consumer survey

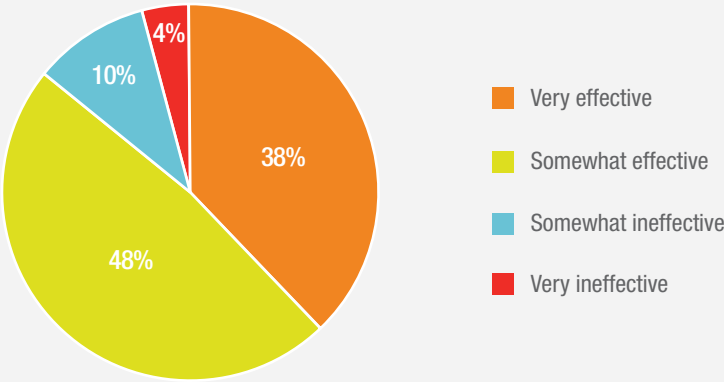
The survey was conducted by YouGov PLC on behalf of eGain. The findings are based on answers given by 5,950 consumers who had used messaging to resolve a customer service issue in the last 12 months.

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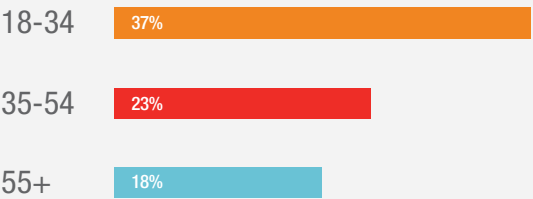
Is messaging effective?

Yes! A whopping 86% across the US and the UK found messaging to be “very effective” and “somewhat effective” for customer service.



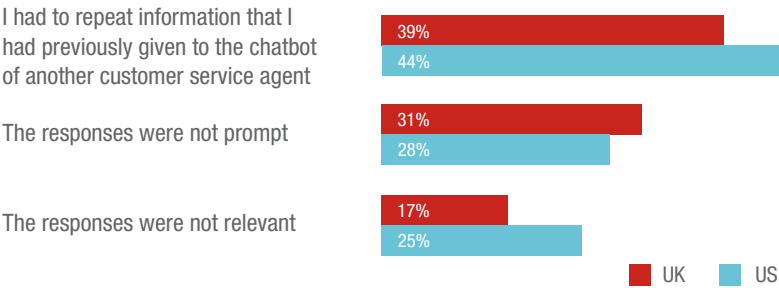
Demographics matter

Are you more satisfied with messaging than other channels?



Younger consumers have a more positive view of messaging. 37% in the 18-34 age group report being more satisfied with messaging than other contact channels versus 23% in the 35-54 age group and only 18% in the 55+ age group.

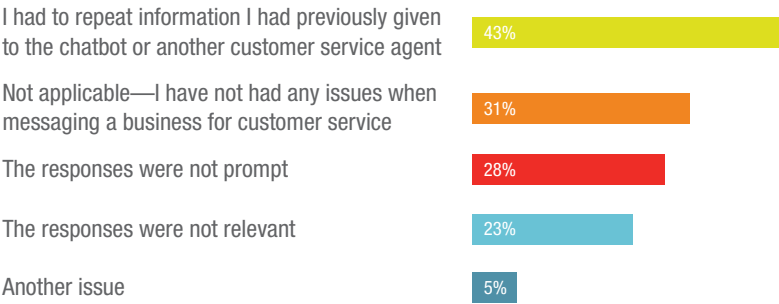
Top 3 hurdles to good customer experience (CX)



Consumers across the US and the UK hate being the glue in a multichannel communication. 44% of US consumers and 39% of UK consumers found having to repeat information the biggest pain point.

The biggest hurdle to good CX

“I had to repeat information I had previously given to the chatbot or another customer service agent”



This is clearly a result of a siloed approach to implementing customer service messaging, which puts the onus on consumers to connect the contextual dots.