

# 6 WAYS CUSTOMER INTERACTIONS ARE CHANGING

—AND HOW BUSINESSES CAN KEEP UP

Businesses that fail to deliver next-generation service risk losing customers to competitors. They must deliver the future of service: **personalized, consistent customer experience no matter which channels or devices customers use.**

1

**67%**  
of all shoppers regularly use **more than one channel** to make a purchase<sup>1</sup>



2



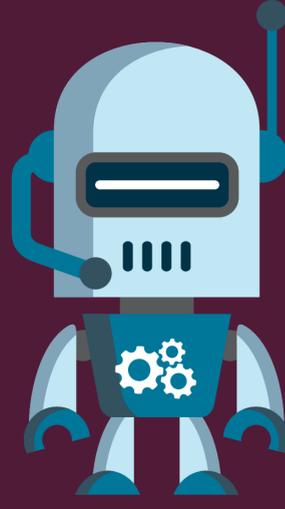
“ [Customers] expect **everything faster.**

And better and cheaper. And are more likely than ever to jump ship to get it. Getting and keeping them anchored means extracting insights from every experience. Every touchpoint.”

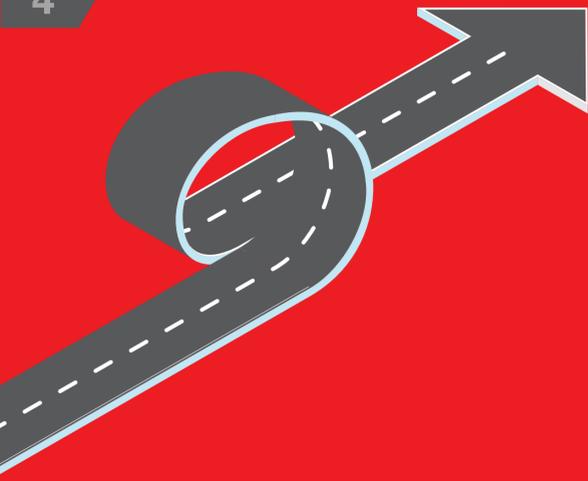
—Accenture<sup>2</sup>

3

**85%**  
of the customer relationship **won't require human interaction** by 2020<sup>3</sup>



4



“ Brands now find themselves in an environment in which they **must change in real time to flex and adapt to meet customers' wants and needs** across a bewildering array of channels, some of which they have only limited control over.”

—Fjord<sup>4</sup>

5

**81%**  
of customers now use **online help sources** when making a purchase<sup>5</sup>



6



“ Today's **customers reward or punish companies based on a single experience**—a single moment in time. This behavior was once a Millennial trademark, but it's now in play for older generations. It has become normal.”

—Forrester<sup>6</sup>

## ARE YOU PREPARED TO KEEP UP WITH CHANGING CUSTOMER NEEDS?

Discover the steps you can take to deliver exceptional customer service across all dynamic channels and platforms.

[LEARN MORE](#) ▶▶

ORACLE®

1. Oracle, "4 Cross Channel Marketing Stats Marketers Need to Know Going Into 2017"  
2. Accenture, "Advanced Customer Strategy"  
3. Gartner, Customer 360 Summit  
4. Fjord, "Hourglass Brands"  
5. Forrester, "Your Customers Don't Want to Call You For Support"  
6. Forrester, "2017 Predictions: Dynamics That Will Shape the Future in the Age of the Customer"