

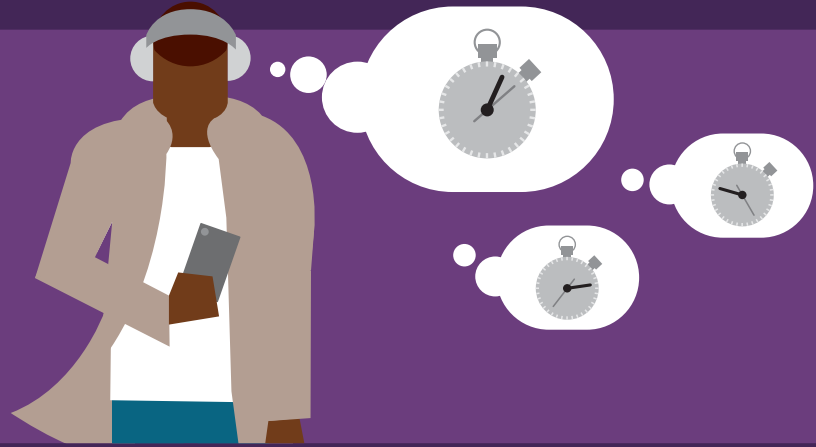
# The Future of Digital Customer Service

A new wave of digital technologies is empowering brands to meet customers on their terms, and on their channel of choice. But are brands taking advantage of these capabilities? And are these different channels alleviating consumer pain points? Lithium commissioned a survey of 4,000 consumers to see...

## The fallout from a negative customer service experience

36%

of consumers have experienced not being able to contact a company through their preferred channel.



58%

of consumers have been forced to move to a different channel during a customer service request.



49%

were left feeling less positive about the brand as a result.



30%

considered taking their business elsewhere.



## But it's not all doom and gloom. Consumers want to handle things on digital...

73%

of consumers are more comfortable now than they were two years ago with reaching out via digital channels to get their customer service requests handled.



## And brands that experiment with new channels will ultimately see happier customers...

63%

of consumers who have used direct messaging to contact a brand report they were very satisfied/satisfied with their experience.



**Lithium**

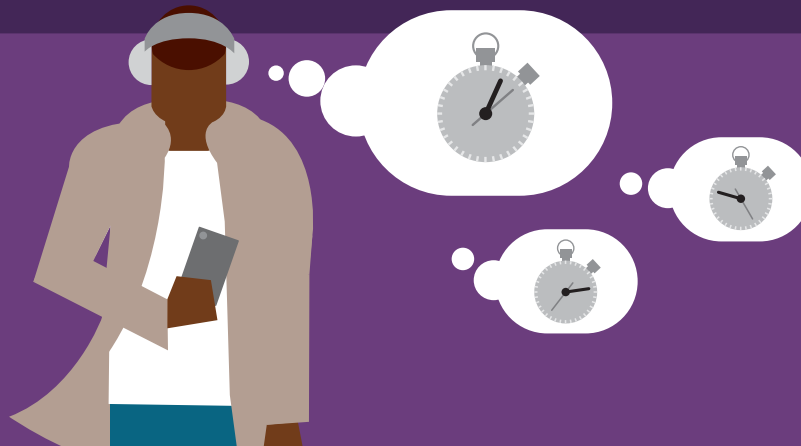
For more information about how Lithium helps companies reinvent how they connect with their customers, visit [lithium.com](https://lithium.com)

### Survey Methodology

Sapio Research conducted the survey on behalf of Lithium Technologies in March 2018, surveying 2,002 US and 2,009 UK consumers. For full methodology or more information about the study please contact: [commsteam@lithium.com](mailto:commsteam@lithium.com)

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