

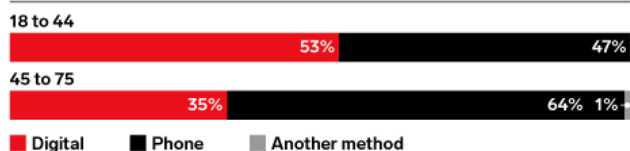
# Older adults prefer phone calls to digital customer service

Article

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## How US Consumers Prefer to Contact a Company to Ask a Product or Service-Related Question?

% of respondents, by age, April 2023



Source: Verint, "2023 State of Digital Customer Experience Report," Aug 9, 2023

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Insider Intelligence | eMarketer

**Key stat:** Among US consumers ages 18 to 44, 53% prefer digital to phone when receiving help with a product- or service-related question, while just 35% of consumers ages 45 to 75 favor digital to phone, per Verint.

### Beyond the chart:

- Some 41% of customer experience (CX) professionals in the US feel that collecting and acting on customer feedback is a top priority, per SurveyMonkey. Generative AI can offer faster and more precise solutions to customer issues, thereby improving customer satisfaction.
- In fact, 74% of consumers have interacted with businesses through chatbots, per Verint.
- But more than half of US Gen Xers, baby boomers, and seniors feel negatively about companies using AI in their CX, according to SurveyMonkey and Momentive, so some may be resistant to AI chatbots.

### Use this chart:

- Understand how customer service expectations vary based on age.
- Gain insight into the role generative AI could play in customer service.

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*Note: Respondents were asked, "How do you most prefer to contact a company to ask a product or service-related question?"*

*Methodology: Data was from the August 2023 Verint "2023 State of Digital Customer Experience Report." Over 2,000 US consumers ages 18-75 were surveyed online and 200 US customer experience professionals at companies with at least 1,000 employees were surveyed during March 27-April 21, 2023.*