

Customer Experience Execs Adapting to Millennial Expectations

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Millennials have been the focus of advertisers, retailers and media for over a decade, but as influential as this group has been, meeting millennials' expectations has proven difficult.

A Q1 2018 survey of US customer experience executives by [WBR Insights](#) found that more than one-third said they felt pressure to adapt to millennial preferences, and to do so fast.

A larger number said they are making changes, but they view the shift less urgently, saying the alterations will have a long-term effect.

Only 8% saw no difference in millennial preferences.

US Customer Experience Executives Who Feel that Millennial Customer Preferences Differ from Other Generational Groups, Q1 2018

% of respondents

Yes, we are adapting to changing preferences that will have a long-term effect, though in the near term there is little difference

52%

Yes, we are under pressure to adapt to millennial preferences in the near term

37%

No, we do not see a difference in millennial preferences

8%

No, we do not serve enough millennial customers or have the segmentation to differentiate

3%

Note: includes user experience executives

Source: Next Generation Customer Experience (NGCX) and Worldwide Business Research, "The 2018 NGCX Benchmark Report: Millennials As Customers" sponsored by Kustomer, Aug 10, 2018

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Fully 34% of respondents had strategies specifically for increasing millennial satisfaction, while 32% were focusing on millennials as a part of their segmented customer experience strategy.

Millennials and Gen X consumers are more likely than older consumers to feel their expectations have been met by many brands, according to a March 2018 survey by Ipsos and Medallia. Among the industries that millennials were likely to feel had exceeded their expectations: banking (25% of the US millennials surveyed said banks had exceeded their expectations in the preceding 12 months), hotels (24%) and online retail (22%). Offline retail (11%) and mobile networks (14%) were among the laggards.