

The human connection: Using technology to create a better customer experience

5 takeaways on new research from Verizon and Longitude



Brands' digital interactions with consumers have become increasingly sophisticated. But are consumers comfortable with the roles played by humans and machines in their online interactions with brands?

To find out, we surveyed 5,601 people in 16 countries.

1 Acceptance of machines is growing.

Consumers are more willing than ever to accept the automated guidance from artificial intelligence (AI) chatbots and other intelligent tools driven by machine learning and natural language processing.

56%

Percentage of respondents who are comfortable with fully automated interactions

16%

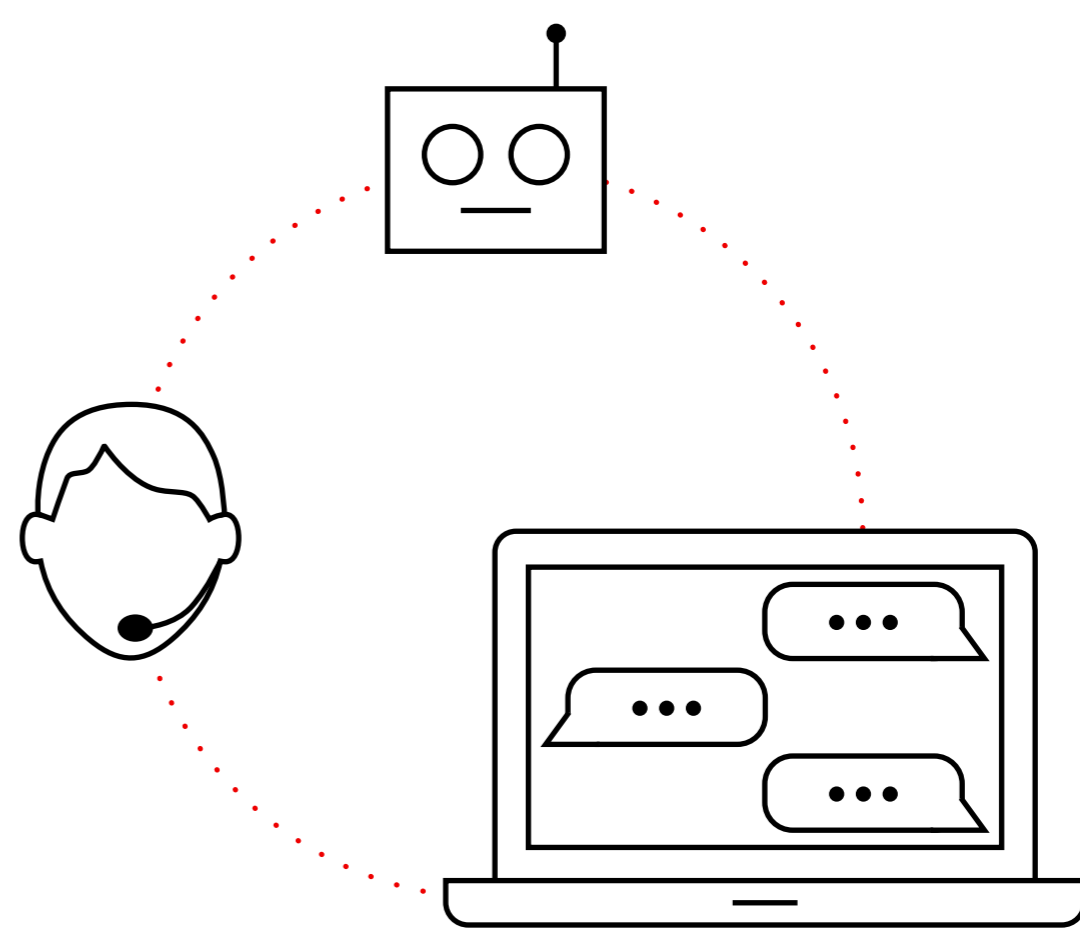
Percentage of respondents who express discomfort with fully automated interactions

2 The option to interact with a human is essential.

78%

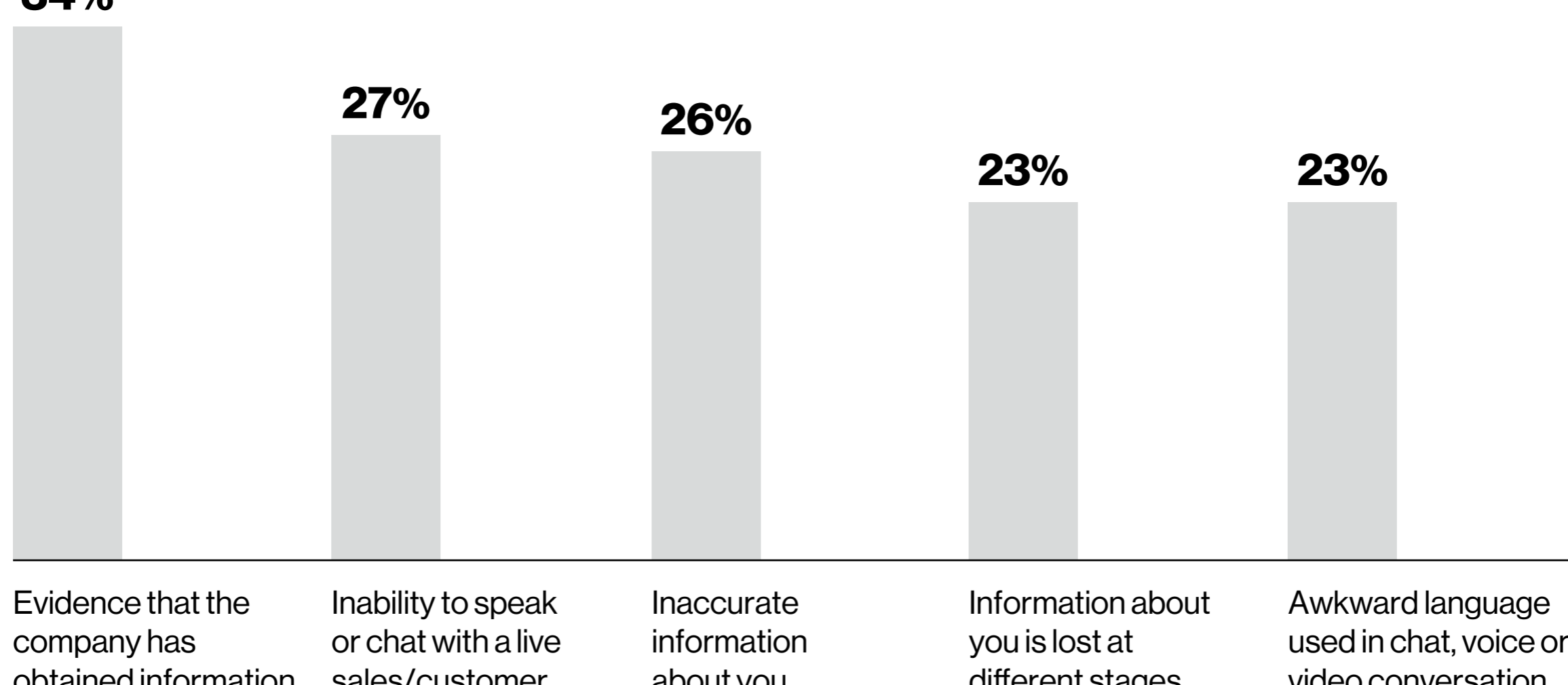
of respondents consider blended technology-human interactions a better experience than those that are human only.

Still, consumers want the ability to interact with a human agent if they need to.



3 Trust in data use is integral to building trust in machines.

Data issues and friction during online interactions made consumers cease their involvement with brands.



4 A lack of transparency may lead to lost revenue.

65%

Percentage that wants companies to be honest about using AI-powered bots to guide interactions

41%

Percentage that would reduce their involvement with a company if it were not transparent

5 The idea of machines creating a "human connection" evolves.

While the majority of consumers today do not consider a chatbot or other automated interaction to offer a "human connection," a significant number do, especially in younger age groups.

41%

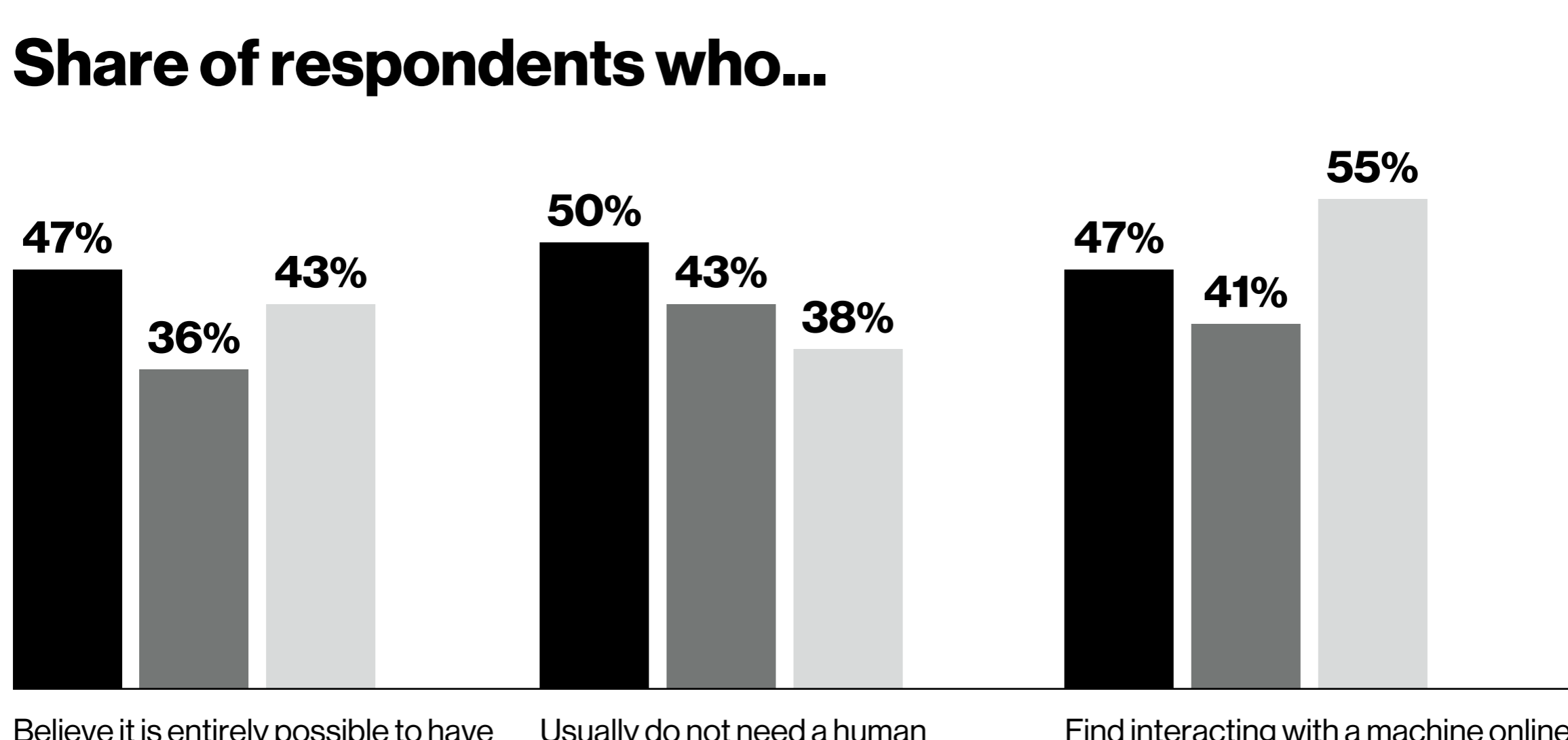
Percentage of respondents who say it is entirely possible to have a human connection in a fully automated interaction

48%

Percentage of respondents aged 18 to 34 who say it is entirely possible to have a human connection in a fully automated interaction



Share of respondents who...



■ U.S. ■ Europe ■ Asia-Pacific

50%

Percentage of U.S. respondents who say they usually do not need a human customer service agent to help them obtain customer support

55%

Percentage of Asia-Pacific respondents that find interacting with a machine online a more positive experience than it was two years ago

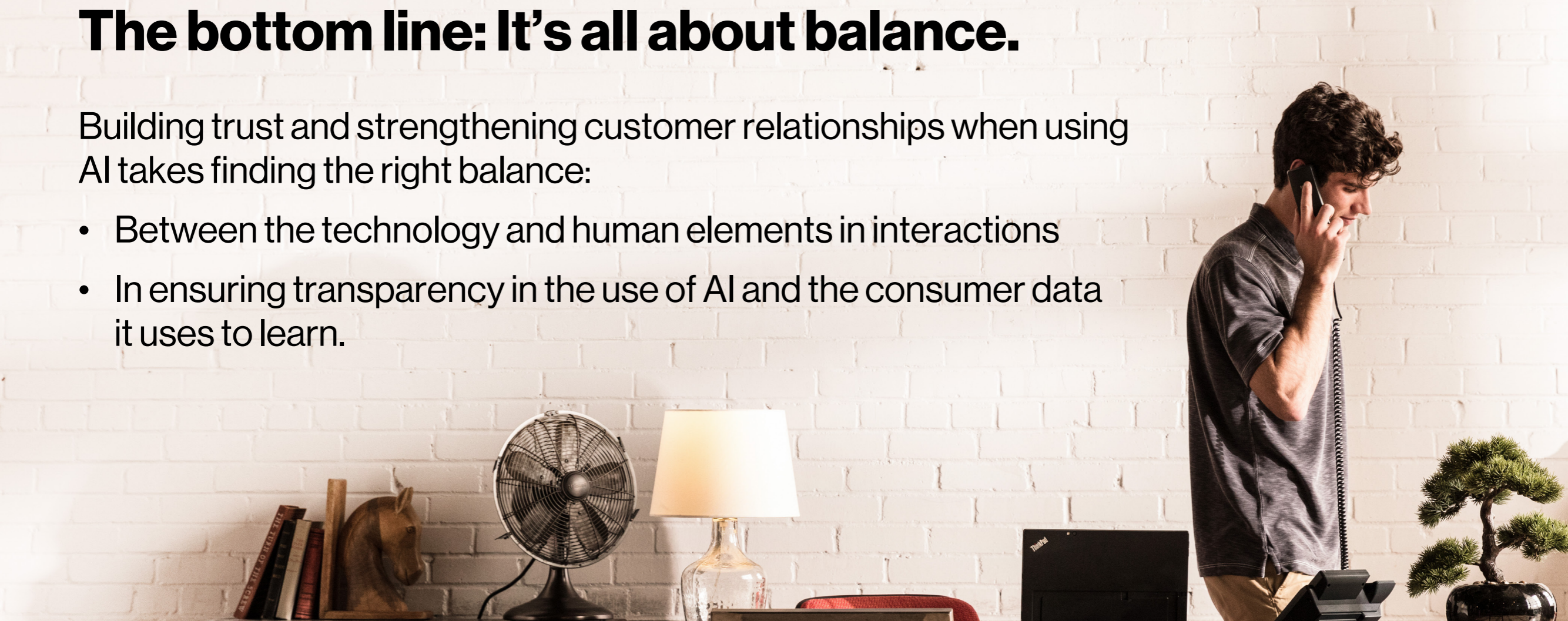
47%

Overall, 47% have grown more positive about these interactions in the past two years.

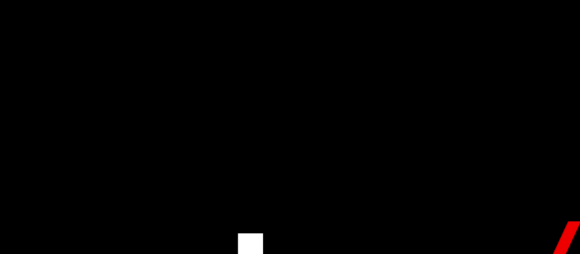
The bottom line: It's all about balance.

Building trust and strengthening customer relationships when using AI takes finding the right balance:

- Between the technology and human elements in interactions
- In ensuring transparency in the use of AI and the consumer data it uses to learn.



Get more insights in the full report: enterprise.verizon.com/resources/whitepapers/human-connection/



The analysis in this report is based on a survey of 5,601 consumers conducted in August 2021. The survey was carried out by Longitude, a Financial Times company, on behalf of Verizon. The respondents lived in 16 countries, were aged between 18 and 65, and were evenly split between men and women.

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