



# Millennial Customer Service Expectations

How not to lose buyers with purchasing power!

2019



#1

## They have never known a world without technology

Growing up with technology has shaped their behavior and expectations. Millennials are driving a paradigm shift in the customer service conversation by engaging with brands through technology. Businesses must evolve their approach to join the conversation, or face losing the significant buying power of the millennial consumer.



#2

## Need for speed in customer service has never been higher

They instantly access information through smartphones and expect responses in real-time. More than 22% of millennials expect a response within 10 minutes of reaching out to a brand via social media. Another study found that 42% of customers expect brands to respond within 60 minutes.

Over 70% want self-service options

#3



## Self-service generation is hard to satisfy

Nearly 3 out of 4 millennials prefer to solve their own customer service issues. Businesses must wake up to this trend, ensuring their FAQ pages are comprehensive and flexible enough to deal with an ever increasing range of inquiries.

50%



25%



82%



#4

## Brand loyalty is dependent on experience

Millennials are offered more choices than any previous generation. More than 50% abandon brands every year and more than 25% will abandon a brand after one bad experience with 82% abandoning after three poor experiences.



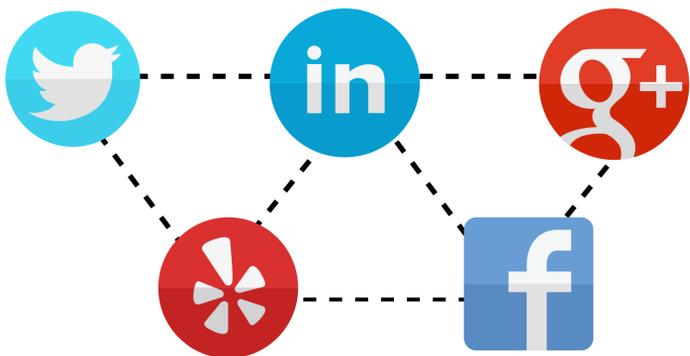
## More than willing to share their bad experiences

Millennials also have more power than any previous generation to influence the perception of a brand. The Internet offers a vast platform for disgruntled customers to make their voices heard. Millennials are among the most vocal – with 59% willing to share a bad experience online. The last thing a business needs is for a complaint to go viral.



## They respect authenticity

Authenticity is one of the most important attributes that millennials look for out of the companies they do business with. Train your staff on the subject matter they should be experts in and the ways they can use their judgment to provide a positive customer experience.

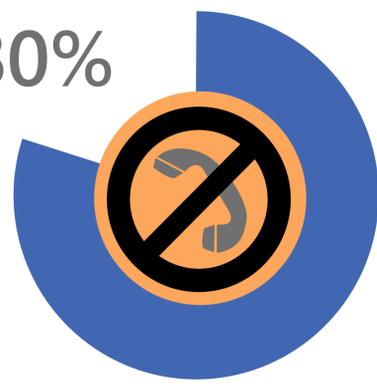


## Be everywhere

Young customers want service across all channels. If you market on a platform, you also need to handle customer service on that platform. Review your existing marketing channels to determine which specific people and departments will be responsible for answering customer complaints on those channels.

#5

80%

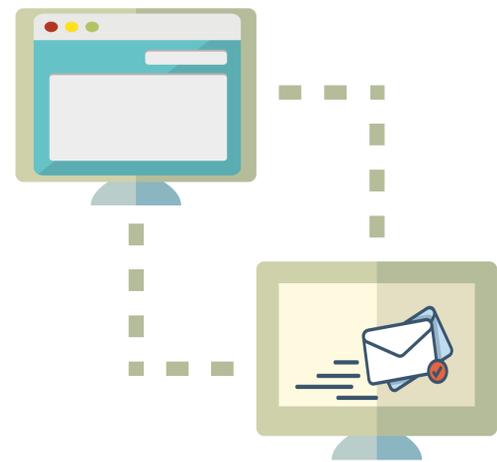


## Calling customer service is "inconvenient"

Millennial typically shun human interaction in a complaint situation. According to Desk.com, 72% feel customer service over the phone is not the best way to resolve their issue. With 80% finding calling customer service highly inconvenient.

#6

#7



#8

## Don't like changing channels

When a customer contacts you on online, he doesn't want you to send him an email; he wants to handle the issue as quickly as possible on the same platform. Don't provide a 1-800 number in response to online complaints.

#9



#10

## Act human

Millennials and other young consumers don't expect you to be buttoned-up at all times. If your customer service reps keep spitting out copied-and-pasted blocks of apology text, customers will feel frustrated. Consider adding a human touch by creating a repository of helpful videos to share with customers who need help.