2nd Edition

SELLIGENT GLOBAL CONNECTED CONSUMER INDEX

5,000 global consumers share insights on their behaviors and the tech trends that influence brand interactions

selligent MARKETING CLOUD
CONNECT, CREATE MEANING, MATTER, MAKE A DIFFERENCE, BE MISSED.

Seth Godin
We live in an age when technology empowers us to deliver highly personalized experiences, but doing so necessitates that we give up some of our privacy. After all, to be known requires that you let yourself be known.

Brands and consumers are exploring new territory; consumers expect brands to know them, yet are wary about privacy. This signals that businesses have more work to do to truly understand just how, when, where, and to what extent consumers want them to get close.

What’s friendly and helpful? What’s intrusive or creepy? How close is too close and when is it too soon to get close? This is something, as an industry, that everyone is trying to figure out: how do you balance privacy and personalization?

It’s also key to align marketing, sales, and service to create a unified and complete customer experience. And there is no shortage of challenges for businesses: rising consumer expectations, data silos, resource and time constraints, the ability to prove ROI, complexity of technologies and connecting many different platforms — the list goes on. Unless brands maximize every moment with consumers, they risk losing out to a competitor who does it well.

It’s time to think differently and challenge the status quo, including how your company utilizes social media marketing, your privacy assumptions, and just what personalization can and should feel like to consumers.

Navigating this complex journey is easier when you ask questions and listen directly to what consumers have to say. The second edition of our Selligent Global Connected Consumer Index provides insight into what consumers think today about personalization, privacy, social media, and emerging technologies — and how brands make them feel.

I invite you to have a look and rethink how you can strike the right balance between privacy and personalization, to deliver consumer value and the ultimate customer experience.

JOHN HERNANDEZ  
CEO, Selligent

MARKETING IS LIKE A FIRST DATE. IF YOU ONLY TALK ABOUT YOURSELF, THERE WON’T BE A SECOND ONE.

CUSTOMER EXPERIENCE  
[ CX ] encompasses every touchpoint consumers have with your brand — from the ads they see, the emails they receive, how easy it is to use your app and website, in-store ambience, interactions with staff — to how pleasantly (and quickly) a business resolves an issue — the sum of all the parts creates the whole experience.
Today’s connected consumer expects highly personalized experiences that feel effortless and that respect his or her privacy.

**BUT HOW DO YOU STRIKE THIS BALANCE?**

In this report, uncover how consumers feel about the way brands are using social media, voice-enabled devices (“voice assistants”), and what they find helpful versus creepy when it comes to personalization.

Use this information to inform your own company’s strategy and find out how AI-powered platforms can help you create ultra-personalized experiences that are relevant and maximize every moment with your consumers.
10 GLOBAL HIGHLIGHTS

RISING CUSTOMER EXPECTATIONS

- 96% expect brands to respond within 24 hours of a flagged issue
- 90% expect a resolution within 24 hours

PERSONALIZATION AND CX

- 71% believe personalization is very important
- 51% are willing to share personal data for more personalized CX
- 71% expect customer service to know their story after first contact
- 45% use voice assistants

CHANGING PRIVACY-DRIVEN BEHAVIORS

- 74% say privacy is more important than online experience
- 41% reduced social media usage due to privacy concerns
- 51% worry voice assistants are listening without consent
- 69% find it creepy when they receive ads from voice assistants based on unprompted cues
Personalization that honors and respects consumers’ desired level for privacy is the key to delivering experiences that feel “just right” to consumers. Consumers are willing to share more personal information in exchange for a personalized experience that feels right.

51% are willing to share personal details for a more personalized experience

Though more privacy-wary, younger generations are more willing to share personal details if it means getting a more personalized experience.

TAKE ACTION
Tailor responses and personalize interactions to maximize consumer engagement. Provide value in exchange for personal information to improve customer satisfaction and loyalty.
Consumers are adjusting their social media behavior due to privacy concerns.

The younger the consumer, the more social media-averse.

In the last 12 months:

- **41%** have *reduced* social media use due to privacy concerns
- **32%** have *quit* at least one social media platform due to privacy concerns

Social media platforms abandoned:

- **Facebook**: 40%
- **Instagram**: 17%
- **Twitter**: 18%
- **Snapchat**: 16%
- **Other**: 9%
REDUCED social media use due to privacy concerns

<table>
<thead>
<tr>
<th>Generation</th>
<th>Reduced Use (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>52%</td>
</tr>
<tr>
<td>25-35</td>
<td>48%</td>
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<tr>
<td>36-54</td>
<td>39%</td>
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<tr>
<td>55-75</td>
<td>28%</td>
</tr>
</tbody>
</table>

QUIT at least one social media platform due to privacy concerns

<table>
<thead>
<tr>
<th>Generation</th>
<th>Quit (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>43%</td>
</tr>
<tr>
<td>25-35</td>
<td>43%</td>
</tr>
<tr>
<td>36-54</td>
<td>28%</td>
</tr>
<tr>
<td>55-75</td>
<td>16%</td>
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</table>

It's important to note that while privacy concerns are rising, it is not enough to curb social media usage overall, as close to two-thirds of respondents have not changed their habits.

Address privacy concerns, be cognizant of consumers’ age group and preferred social channel, and drive social strategies accordingly.
THE GDPR EFFECT: A REGIONAL COMPARISON

With the focus on the General Data Protection Regulation (GDPR) in Europe over the past couple of years, one might expect European respondents to be more concerned about privacy and social media use. However, the study reflects similar sentiment and behavior pattern changes across regions.

Marketers must understand consumers' privacy concerns more than simply adhering to privacy regulations. Provide transparency into the data that's being collected and why, and retain only data that adds value to the customer’s experience.
The use of voice assistants and devices such as Apple’s Siri, Amazon’s Alexa, and Google Home, is growing and so have concerns about these devices improperly listening to conversations.

45% of global respondents use voice assistants

GEOGRAPHICAL BREAKDOWN

Privacy is a clear concern and one that consumers are willing to change their online behavior to address. Be proactive and openly address these concerns to continue to build trust. This becomes even more critical as you need more, not less, data to deliver the personalized experiences your consumers expect.
51% of global respondents worry that their voice assistants are listening to them without their consent.

**Generational Breakdown**

Younger generations are more suspicious of voice assistants listening without cues:

- 18-24: 58%
- 25-35: 57%
- 36-54: 48%
- 55-75: 36%
PERSONALIZATION REQUIRES A THOUGHTFUL BALANCE

KNOW AND RESPECT ME

Consumers have made it clear. Despite their concerns, they expect brands to deliver highly personalized experiences across every touchpoint. Fail to do so and they leave.

Despite their higher concern over privacy, younger generations have grown up in the digital era and expect brands to deliver very personalized experiences. Older generations have less expectation and experience with personalization - but still value it.

71% agree that a personalized experience is very important

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>80%</td>
</tr>
<tr>
<td>25-35</td>
<td>80%</td>
</tr>
<tr>
<td>36-54</td>
<td>70%</td>
</tr>
<tr>
<td>Boomers</td>
<td>52%</td>
</tr>
</tbody>
</table>
HELPFUL OR CREEPY WHEN A BRAND:

- Targets ads to me based on what I've recently liked/favorited/saved/pinned/retweeted on social media: 53%
- Proactively recommends products they think I'd be interested in based on previous purchases: 64%
- Asks me how I liked my last purchase: 71%
- Targets ads to me based on what I've recently asked Siri/Alexa/Google Home: 52%
- Offers me deals on things I've searched for, but haven’t purchased: 64%
- Targets ads to me based on what I've said in conversations without prompting Siri/Alexa/Google Home: 69%

Consumers find it helpful when brands engage as a response to their actions, but find it creepy or intrusive when brands make the first move. Be mindful of not overreaching when it comes to consumer interactions and elicit and respect consumer feedback and preferences. Emerging channels like voice assistants can be effective, but are naturally more invasive, so start small; solicit feedback, test demographics, and let consumers guide you on their engagement preferences.
SOCIAL, ECOMMERCE, & THE OMNICHANNEL CUSTOMER EXPERIENCE

Social media has become a mainstay of marketing and, increasingly, customer service interactions. As social media has matured and consumers use it more judiciously, it may be time to rethink how your brand is using it to augment experiences.

THE ONLINE-OFFLINE CUSTOMER JOURNEY

- 78% of consumers are more influenced by their own research than information provided by a brand.
- 64% research online and prefer in-store purchase.
- 61% research and purchase online (all digital).
- 50% want recommendations and purchase in-store.

TAKE ACTION

The majority of consumers are already knowledgeable and prepared by the time they enter the store. Provide a holistic experience by having a 360-degree view of the customer and offer the same recommendations no matter where they interact with your business.
Understand consumers’ preferred channels and reach them where and how they want. Rethink online advertising to ensure that ads are relevant, contextual, timely, and personalized.

TAKE ACTION

YOUNGER GENERATIONS
MORE INFLUENCED
BY SOCIAL ADS

Spent money via a social media ad in the last six months

<table>
<thead>
<tr>
<th>Age Group</th>
<th>18-24</th>
<th>25-35</th>
<th>36-54</th>
<th>55-75</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>47</td>
<td>48</td>
<td>33</td>
<td>19</td>
</tr>
<tr>
<td>53%</td>
<td>54%</td>
<td>38%</td>
<td>22%</td>
<td></td>
</tr>
</tbody>
</table>

Purchase decision influenced by ads on social media in the last six months

- 18-24: 53%
- 25-35: 54%
- 36-54: 38%
- 55-75: 22%

36% of youth (18-24) say they have spent money via a social media ad in the last six months.

Consumers' reaction towards social media ads:

- Neither useful or annoying: 23%
- Useful or informative: 23%
- Somewhat annoying: 42%
- Worst thing about social media: 12%
Imagine a world where a company is proactive and can anticipate your need about a new service or product before you even speak to customer service. And, at that moment, sends you a proactive push notification with information on what you were researching. That’s delivering continuous value to the consumer. That’s the ultimate CX.

**Preferred way to resolve an issue:**

<table>
<thead>
<tr>
<th>Option</th>
<th>18-24</th>
<th>25-35</th>
<th>36-54</th>
<th>55-75</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact customer service</td>
<td>48%</td>
<td>39%</td>
<td>31%</td>
<td>27%</td>
</tr>
<tr>
<td>Find information online and</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>trouble-shoot/fix the issue myself</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publicly complain on social media</td>
<td></td>
<td></td>
<td></td>
<td>62%</td>
</tr>
<tr>
<td>Abandon the brand altogether</td>
<td></td>
<td></td>
<td></td>
<td>67%</td>
</tr>
</tbody>
</table>

**TAKE ACTION**
Customer support plays a vital role in the customer experience, with the contact center at the heart of it. While many are experimenting with bots and automated self-serve options, consumers are loud and clear that when they engage customer service, they want to talk to a human.

43% of consumers worldwide prefer to start their customer support interaction via an agent on the phone.

<table>
<thead>
<tr>
<th>Method</th>
<th>North America</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>An agent on the phone</td>
<td>45%</td>
<td>41%</td>
</tr>
<tr>
<td>Email</td>
<td>25%</td>
<td>37%</td>
</tr>
<tr>
<td>Chat on a brand’s website</td>
<td>25%</td>
<td>19%</td>
</tr>
<tr>
<td>Social media like Facebook or Twitter</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>SMS/text messaging</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Consumers still prefer to speak to an agent on the phone. They also expect a human to respond, regardless of channel. Use the right technology to shorten time to resolution. Apply AI and machine learning to proactively push notifications to customers before they even pick up the phone with an issue.
MOUNTING PRESSURE FOR FASTER CUSTOMER RESPONSE AND RESOLUTION

96% of consumers expect a response from customer service in 24 hours or less.

90% expect a resolution in 24 hours or less.

35% in Europe versus 43% in North America expect a response in less than one hour.

30% in Europe versus 34% in North America expect an instant resolution.

74% of consumers do not trust brands that do not reply to customer service or social media complaints.
How do consumers prefer to escalate an issue?

58% prefer speaking to an agent on the phone.

Geographical breakdown:

Europe: 51% speak with an agent on the phone, 34% email.
North America: 68% speak with an agent on the phone, 16% email.

Take action: Be proactive by using technology that understands the end-to-end view of a customer and their every interaction with a brand.
HAVE A 360° VIEW OF THE CUSTOMER

Consumers expect vendors to have historic information about previous interactions - and for that information to be in the system so they don’t have to repeat their story from scratch if they get transferred.

71% of consumers expect companies to have all information about them with an escalated issue

TAKE ACTION

Customers don’t care which department they interact with, they just want a seamless experience. Connect marketing, sales and service through an intelligent platform, for a 360° view of the consumer that can deliver ultimate CX.
THREE STRIKES AND YOU’RE OUT

When asked how many negative experiences it would take to abandon a brand altogether, consumers are not generous.

54% of respondents will abandon a brand after 2-3 negative experiences.

NORTH AMERICA

- 1 and I’m out: 15% (Europe: 28%)
- 2 - 3 experiences: 48% (Europe: 60%)
- >5 if I’m satisfied with the resolution: 15% (Europe: 13%)
- I stick it out if I like the brand and they make up for it: 10% (Europe: 11%)

TAKE ACTION

Own up to customers’ negative experiences. Empower teams with the intelligent tools needed to deliver seamless, omnichannel experiences that address issues quickly.
Today’s connected customers value and desire highly personalized experiences, but need brands to strike a balance when it comes to their privacy.

Consumers want relevant experiences and interactions that take place on the right channel, at the right moment. Brands that do this deliver value to the consumer, and ultimately increase loyalty and retention.

Use a technology platform that enables you to create the ultimate customer experience and just the right amount of personalization without the creepy effect.

1. Understand that expectations for connected consumer experiences are high
   - Understand consumer usage and preferences
   - Know where they are, what channel to interact with, and at what level
   - Improve response and resolution rates to meet and exceed expectations
2 Provide consumer value through relevance

- Strike a relevancy balance between personalization and privacy by openly addressing concerns and showing value in exchange for sharing personal info
- Provide the right offer or service at the right time
- Listen to consumers’ preferences to avoid being intrusive

3 Deliver seamless omnichannel experiences

- Create customer experiences that feel holistic and connected
- Be consistent regardless of the department consumers decide to interact with
- Use AI-powered platforms to deliver ultra-personalized and highly relevant content and experiences

Choose a trusted partner - one that understands your business and your challenges; that enables you to deliver value and a new level of personalized customer experience across all touchpoints. Trust them as a partner to empower you to succeed, by maximizing every moment of customer interaction.
I have quit at least one social media platform within the last 12 months due to privacy concerns

- Facebook: 39%
- Instagram: 41%
- Twitter: 26%
- Snapchat: 19%
- Other: 30%

Which social media platform have you abandoned?

Within the last 6 months, my decision to purchase a product or service has been influenced by ads I’ve seen on social media

- Facebook: 47%
- Instagram: 18%
- Twitter: 12%
- Snapchat: 17%
- Other: 6%

How many negative experiences would it take for you to abandon a brand altogether?

- 1 and I'm out: 32%
- 2 to 3: 45%
- >5 if satisfied with resolution: 16%
- I stick with the brand if they make up for it: 7%

When I need customer support, I prefer to start the interaction via

- An agent on the phone: 41%
- Email: 46%
- Chat on brand's website: 9%
- Facebook/Twitter: 2%
- SMS/Text: 2%

All Respondents: 36%
I have quit at least one social media platform within the last 12 months due to privacy concerns

Which social media platform have you abandoned?

Within the last 6 months, my decision to purchase a product or service has been influenced by ads I've seen on social media

How many negative experiences would it take for you to abandon a brand altogether?

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Which social media platform have you abandoned?

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How many negative experiences would it take for you to abandon a brand altogether?

When I need customer support, I prefer to start the interaction via

All Respondents:
ITALY

I have quit at least one social media platform within the last 12 months due to privacy concerns

30% YES

Which social media platform have you abandoned?

FACEBOOK
INSTAGRAM
TWITTER
SNAPCHAT
OTHER

Within the last 6 months, my decision to purchase a product or service has been influenced by ads I've seen on social media

46% YES

How many negative experiences would it take for you to abandon a brand altogether?

1 and I'm out
2 to 3
>5 if satisfied with resolution
I stick with the brand if they make up for it

When I need customer support, I prefer to start the interaction via

An agent on the phone
Email
Chat on brand's website
Facebook/Twitter
SMS/Text

All Respondents:
44% 26% 23% 5% 2%
I have quit at least one social media platform within the last 12 months due to privacy concerns

Which social media platform have you abandoned?

Within the last 6 months, my decision to purchase a product or service has been influenced by ads I’ve seen on social media

How many negative experiences would it take for you to abandon a brand altogether?

When I need customer support, I prefer to start the interaction via

All Respondents:

45%

32%

20%

3%
I have quit at least one social media platform within the last 12 months due to privacy concerns

Which social media platform have you abandoned?

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When I need customer support, I prefer to start the interaction via
UNITED KINGDOM

I have quit at least one social media platform within the last 12 months due to privacy concerns

Which social media platform have you abandoned?

Within the last 6 months, my decision to purchase a product or service has been influenced by ads I've seen on social media

How many negative experiences would it take for you to abandon a brand altogether?

When I need customer support, I prefer to start the interaction via

All Respondents:

27%

40%

29%

2%
SELLIGENT GLOBAL CONNECTED CONSUMER INDEX

5,000 global respondents

52% female
48% male

12% 18-24
27% 25-35
44% 36-54
17% 55-75

* Belgium, France, Germany, Italy, Netherlands, Spain, United Kingdom

Due to rounding, not all percentages may add to the sum total.
Comparisons are made from rounded numbers.
Selligent Marketing Cloud is an intelligent B2C marketing platform that empowers ambitious marketers to maximize every moment they engage with connected consumers.

With native AI capabilities, a robust data layer, and a powerful omnichannel execution engine, Selligent Marketing Cloud enables marketers to deliver ultra-personalized and highly relevant customer experiences that speed time to value swiftly and at scale.

More than 700 global brands in retail, travel, automotive, publishing, and financial services trust Selligent Marketing Cloud to help deliver their marketing programs. With 10 offices across the United States and Europe and a global network of partners, Selligent serves over 30 countries with local, personalized service.

Learn more at www.selligent.com.