

3 Reasons Your Customers are Moving to Messaging

...and 6 Stats that Prove you Should Meet Them There

Picture your customer—let's call her Sarah. Sarah loves your brand, but expects more from you digitally than ever before. Because messaging is Sarah's favorite way to connect in her personal life, she expects the same of you: if your brand wants to grab the attention of consumers like Sarah, you must be both accessible and proactive when it comes to digital customer support.¹

We've collected 3 reasons consumers like Sarah prefer messaging customer support from brands—and 6 stats that prove an investment in messaging is worthwhile.

3 Reasons Messaging is Critical for Your Brand

1. Customers Prefer Digital, Period

Bottom line: No one (not even Sarah) wants to hop on the phone unless they need to when contacting a brand, regardless of reason. Consumers are increasingly looking to digital channels *first*...

40% to ask questions
39% to complain
33% to seek technical support



2. Messaging Does What Traditional Channels Can't



However, brands aren't yet keeping up with that demand consistently. Imagine that Sarah, worried she was overcharged for concert tickets, tweeted her concern—then waited days for a response, and then was told she'd have to call or email to get a refund. Imagine also that Sarah's hundreds of Twitter followers witnessed this dated, frustrating interaction.

86% of customers are not able to contact a company via their preferred communication channel every time.

58% were forced to move to a different channel during the course of their customer support interaction.

3. Messaging Helps Brands Protect against Loss of Loyalty

If Sarah is already frustrated, deflecting her social inquiry to phone or email to leads to even greater dissatisfaction—which may lead to a loss of her loyalty.

40% of consumers said they felt less positive about the company when forced to move to a different channel.

35% of Millennials said that experience was enough to make them consider not using that company again.



6 Statistics that Prove Messaging is Worth the Investment



But if you can get it right, the rewards are considerable—and cost-effective:

53% of people are more likely to shop with a business they can message.¹

63% of the consumers who have used messaging to contact a brand report that they were very satisfied or satisfied with their experience.

3X the amount traditional support channels cost companies versus messaging.

And as a bonus? You can treat valuable customers like Sarah and all of her friends and followers like the *people they are*, not the problems you're resolving for them:

83% of customers care as much about how you treat them as what you're selling.²

45% of consumers said they would like companies to have a previous record of their past customer care interactions to avoid repeating themselves.

29% of consumers said that one of the most significant improvements a brand could make would be to treat them more like a human.



Ready to get started with Messaging? Follow [this link](#) to request a Demo.

1- <https://messenger.fb.com/>

2- <https://www.lithium.com/pages/the-value-of-a-happy-customer>

Survey Methodology

Sapio Research conducted the survey on behalf of Lithium Technologies in March 2018, surveying 2,002 US consumers. For full methodology or more information about the study please contact: commsteam@lithium.com