

MILLENNIALS

MISCONCEPTIONS

THE REALITY

THEY'RE ALL **BROKE**¹



THEY DON'T CARE²

SPOILED AND LAZY³ ME ME ME



FRIVOLOUS SPENDERS⁴

THEY DON'T VALUE AUTHENTICITY⁵

WE SHOULD DEVELOP CUSTOMER SERVICE STRATEGIES FOR THE BOOMERS FIRST⁶



THEY FALL FOR THE FLASHY⁷



THEY'VE GOT ENTITLEMENT COMPLEXES⁸

THEY LACK LOYALTY⁹

THEY HAVE OVERINFLATED, UNREALISTIC EXPECTATIONS¹⁰

A DANGEROUS MISCONCEPTION TO HAVE: **CUSTOMER SERVICE IS LESS IMPORTANT TO MILLENNIALS**

80 MILLION MILLENNIALS (IN U.S. ALONE)¹¹

SPEND ROUGHLY **\$600B** ANNUALLY¹²

68% DEMAND AN INTEGRATED, SEAMLESS EXPERIENCE REGARDLESS OF CHANNEL

FROM SMARTPHONE



TO COMPUTER

MILLENNIALS HAVE INFLUENCE ON FRIENDS' AND FAMILIES' PURCHASING DECISIONS¹⁴



TO PHYSICAL STORE¹³

WHAT DOES THIS MEAN FOR YOUR CUSTOMER SERVICE?

CUSTOMER SERVICE NEEDS TO BE ACCESSIBLE & FAST¹⁵



IF THERE ARE BARRIERS OR DELAYS THEY WILL HAPPILY GO ELSEWHERE.¹⁶

CONVENIENCE IS KEY¹⁸

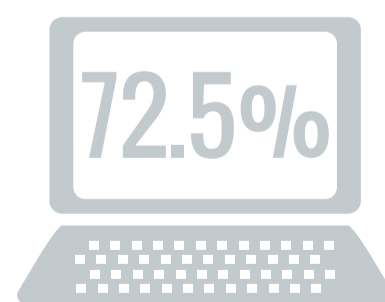


IT'S A CONVERSATION¹⁷ (ONE THAT IS INCREASINGLY DIGITAL)

DIGITAL SELF-SERVICE IS MORE IMPORTANT THAN EVER BEFORE

THE NEED FOR DIGITAL CUSTOMER SERVICE

WE SURVEYED 20 MILLENNIALS:



PREFER A WEBSITE THAT ANSWERS QUESTIONS QUICKLY OVER A CALL CENTER¹⁹



79% TELL FRIENDS ABOUT BAD CUSTOMER SERVICE EXPERIENCES²⁰



51.5% EXPERIENCE WILL SWITCH TO A NEW COMPANY AFTER A BAD CUSTOMER EXPERIENCE²¹

SOURCES: NIELSEN 1,2,3,4,5 [24]7 6,19,20,21 ONLINE UNIVERSITIES.COM 7,8,9 QNTISSENTIAL CAREERS 10 ACCENTURE 11,12,13,17 FORRESTER 14 CONTACT CENTER PIPELINE 15,16,18