

TREND REPORT FOR 2019

REAL TIME SUPPORT IS THE NEXT STEP.

SOCIAL MESSAGING

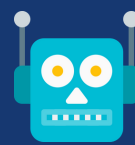


54% of customers prefer social messaging channels

Instant replies are expected. It's easier to reach out to a company through social media! Among existing support channels, expect high adoption rates of Twitter DM's and Instagram Direct.

- *Twitter Business*

CHAT BOTS



Chatbots to have most impact in customer experience (39%)

Taking care of multiple channels at the same time is difficult to handle. Chatbots offer automated 24/7 replies that can instantly help customers. For that reason, chatbots will become a major factor for any CX strategy.

- *Conversocial*

PREDICTIVE ANALYTICS



Moving from personalized to a predictive approach

The increasing use of AI will allow to collect data about the customer's behavior to predict future actions. In 2019, companies are expected to use a predictive strategy to provide relevant experiences and quick responses to each client's needs.

- *Customer Think*

VISUAL INTERACTIONS



Research predicts that video will account 85% of internet traffic

Designing online experiences will go beyond video screen optimization and gesture preferences. Businesses need to expand storytelling through AR and VR, improve 3D rendering of real product footage and provide video chat.

- *XI academy*

SELF-SERVICE



73% of customers want to solve issues on their own

Customers don't want to explain their situation to an agent or wait for an email. On-page tools such as knowledge bases and walkthrough guides will continue to gain popularity as customers can be in control and find answers faster.

- *Customer Think*

PODCASTING



76.8% of people listen to podcasts more than 7 hours a week

Podcasting is one of the fastest-growing forms of digital media! Companies are starting to use podcasts to deliver answers about product use and services, as well as sharing their culture and engage with their audience.

- *INC*

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We provide a customer experience tool that allows creating interactive user guides and on-page support content for websites, without coding.