

I just called to say...

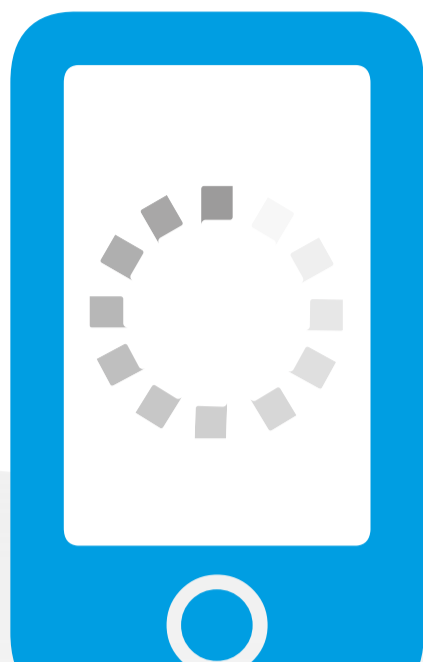
Customer service via mobile phones: how do consumers want to talk to you?

Consumers are happy to talk to your customer service staff using their mobile phones – but on their own terms, with convenience and flexibility the key.

This is what your customers had to say:

Call Me Maybe

Convenience is the key requirement for consumers when it comes to customer service on their mobile – and many want brands to make more of an effort.



35%

want brands to schedule callbacks to avoid waiting times

Signed, Sealed, Delivered

When it comes to the mobile channel, the research highlights that a 'one size fits all' approach is not a solution.

Mobile email is more popular than SMS with consumers but brands are using SMS more than email. Should brands focus more on mobile email – or rethink their SMS activity to make it more appealing?



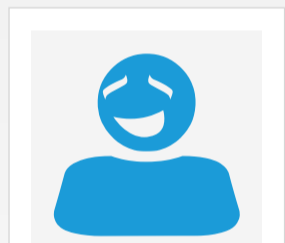
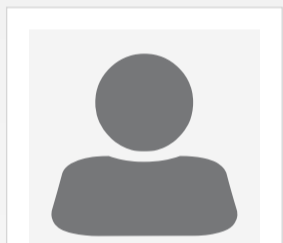
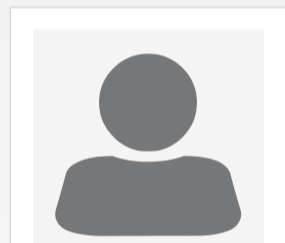
62%
prefer brands to contact them via mobile email



47%
actually *are* contacted this way

Say My Name, Say My Name

People want to talk to a human being and are not keen on automated systems or apps. They want a personalised customer service experience, which should come as no surprise: but it does highlight the importance of brands asking their customers for their basic information – and maintaining high quality data.



33%
want customer services to *know who they are*

Stand by me

Convenience is an important requirement for consumers when it comes to customer service on their mobile.



45%

rate being able to use customer service whenever and wherever they need it as their top priority

Hanging on the Telephone

People want brands to recognise that calling from a mobile is more costly – and make it less frustrating and more convenient by answering more quickly.

28%
want brands to offer a *priority service* for mobile callers



Conclusion

There is clearly huge potential for brands to have meaningful, regular and welcomed communication with their customers.

When it comes to brand service, convenience is, naturally, everything for consumers. Consumers consider speed, email, and convenience to be the primary requirements for brand service. The research highlights that a 'one size fits all' approach is not appropriate. Instead, organisations need to consider offering flexibility and choice with a range of channels for their consumers to choose from.

Organisations can implement simple operational changes; prioritising customer service in order to generate greater rewards and increase customer satisfaction. The multitude of easy tools and applications in existence should make it possible for businesses to accommodate at least basic options – such as giving each customer the chance to note their comms preferences and change these over time, or enabling brand representatives to reply using the same channel on which a customer makes an approach.

Methodology

The survey was conducted amongst 1000 UK consumers. 49% of the respondents were males whilst 51% were females. 31% were 18-34 years-olds, 35% were 35-54 year-olds and 34% were over 54 years old.

About the DMA

The Direct Marketing Association (DMA) is Europe's largest professional body representing the direct marketing industry. We have a large in-house team of specialists offering everything from free legal advice and governmental lobbying on direct marketing issues to research papers and best practice.

As well as being at the forefront of developments in digital and direct marketing we continue to lead the way in traditional direct channels. That is why the DMA is such a great platform for sharing expertise and DMA membership is synonymous with better business.

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