

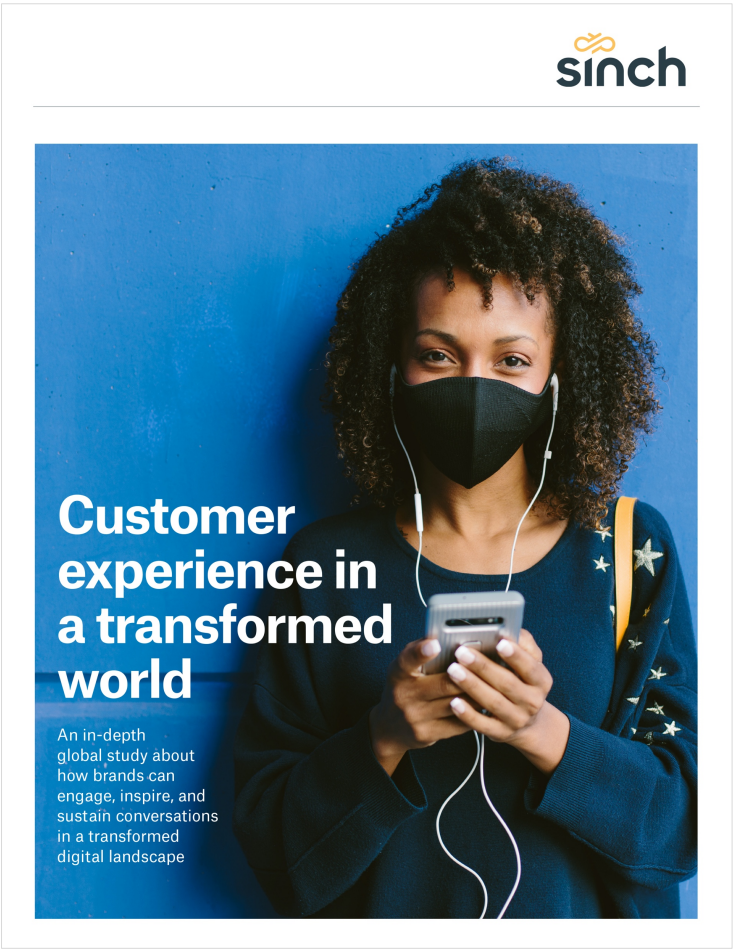
sinch

About the Study:

- 2,800+ consumers surveyed
- 14 countries represented
- Fielded July – August 2020
- Deep dive into retail, banking, healthcare & telecom

Get the report at:

sinch.com



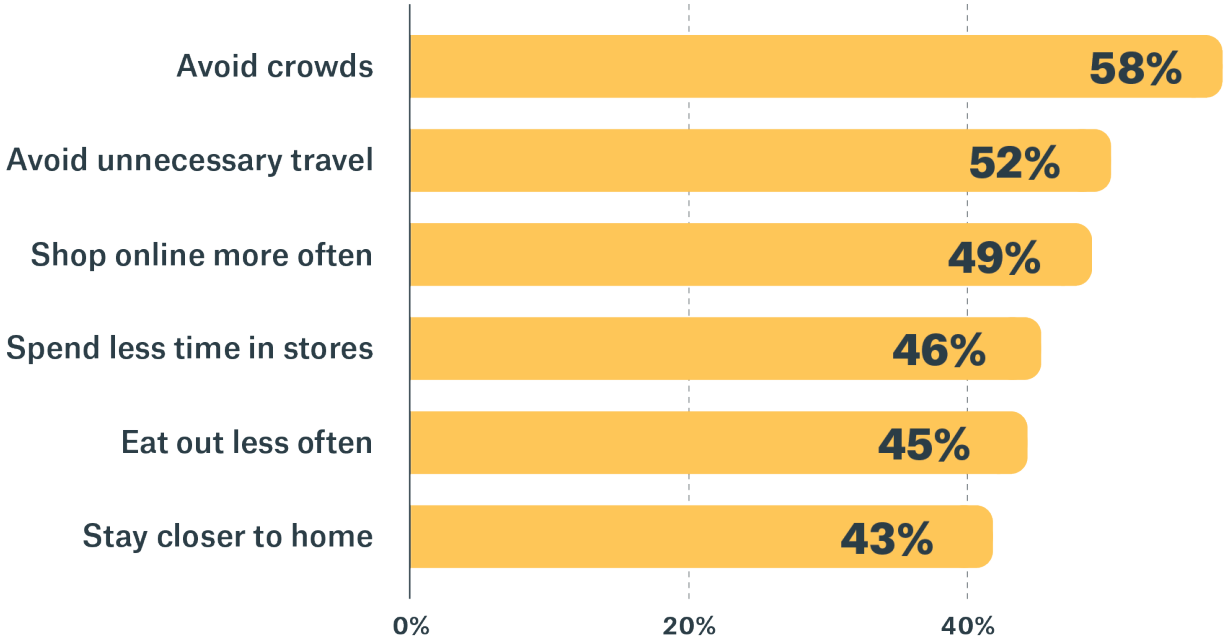
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Engaging shoppers in a stay-away economy

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Post-pandemic behavior changes



Question: Which of these activities will you continue doing even after the COVID-19 pandemic has passed? Source: Sinch

The research shows:

People say even after the pandemic is over, they will limit their activities

Consumers are turning away from physical spaces in favor of digital interactions

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Measuring the opportunity gap



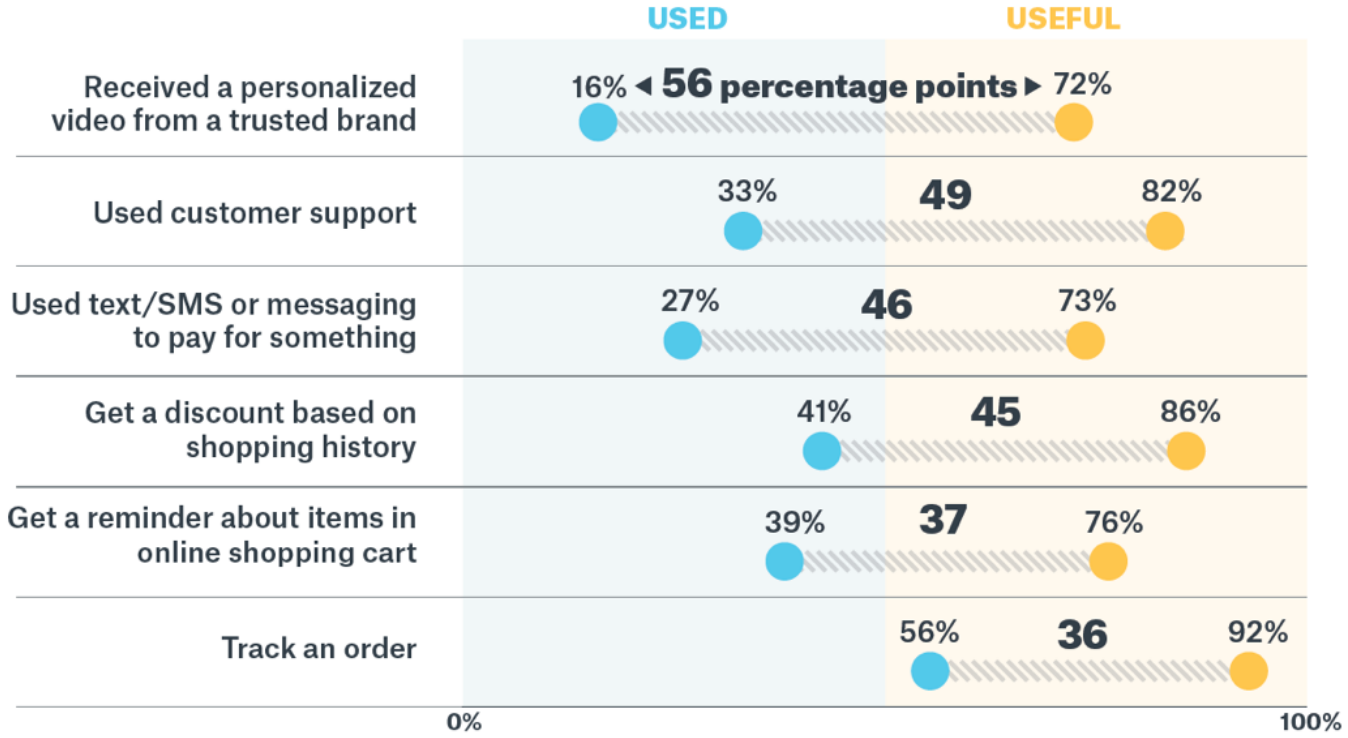
Question: Select the ways you have interacted with businesses using mobile messaging (TXT/SMS or in-app). Source: Sinch

The research shows:

Consumers say they're ready to embrace new messaging formats and interactions …

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Measuring the opportunity gap



Question: Select the ways you have interacted with businesses using mobile messaging (TXT/SMS or in-app). Source: Sinch

The research shows:

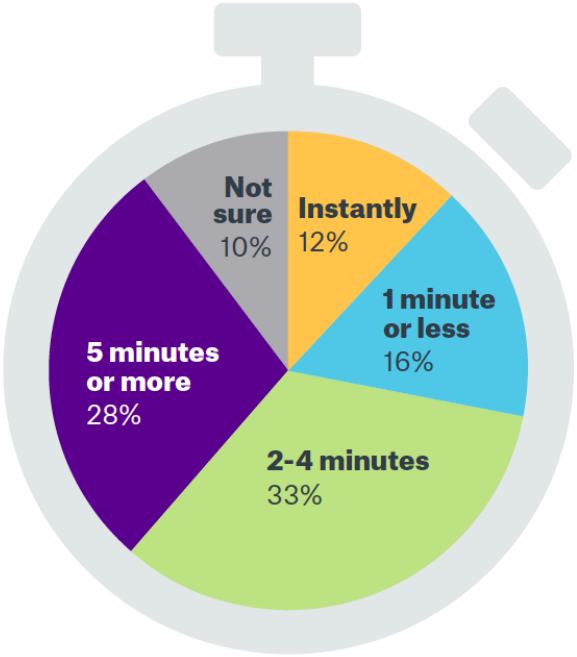
Even though consumers are enthusiastic about messaging features and interactions, adoption remains low in comparison.

This lag is what Sinch calls the ***opportunity gap***

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Customers expect fast answers using messaging for customer service

More than one in four say they expect a resolution in one minute or less.



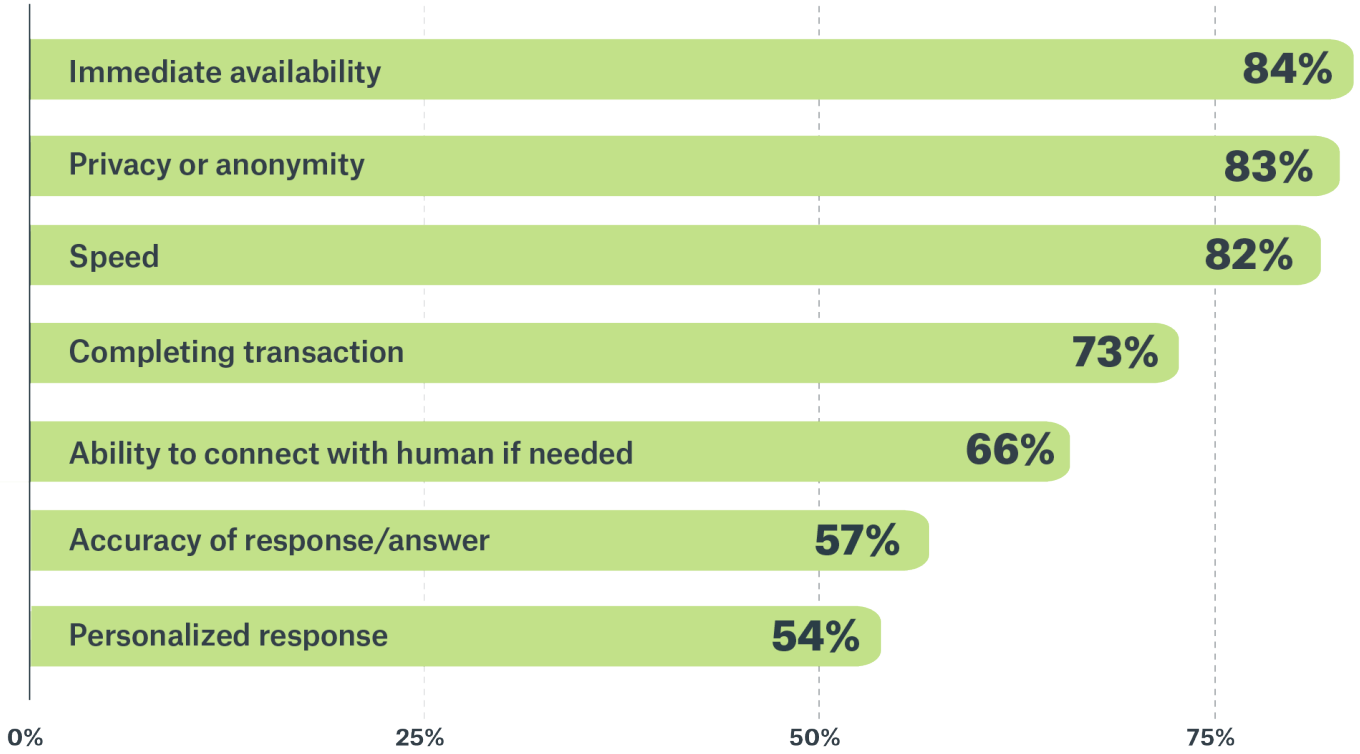
Question: When you contact customer service at a company you use, how quickly do you expect a response to your question/problem? Source: Sinch

The research shows:

1 in 4 expect answers in one minute or less. Delivering on this promise requires AI-fueled conversational messaging

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Consumers report positive experiences with conversational AI

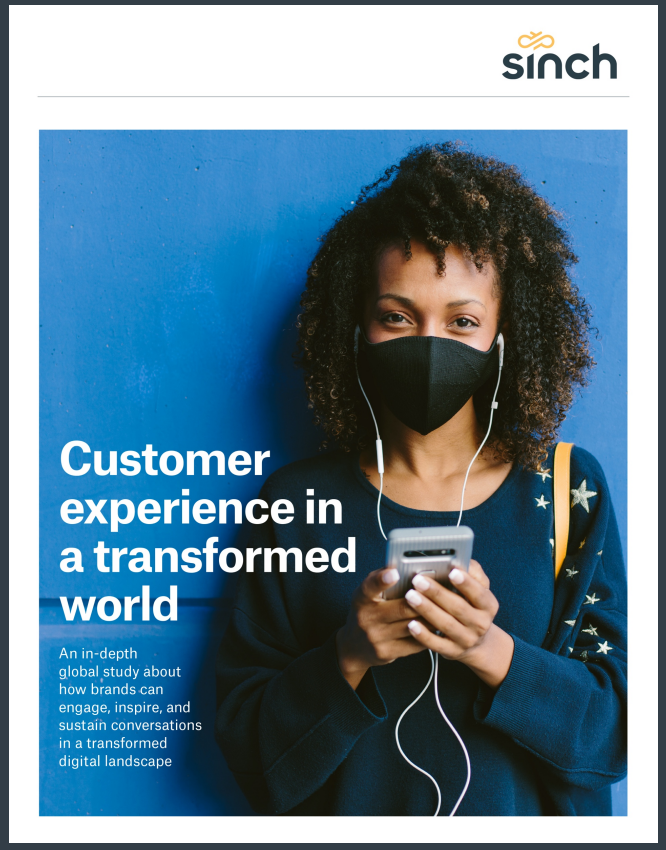


Question: What aspects of your chatbot conversations were positive? Source: Sinch

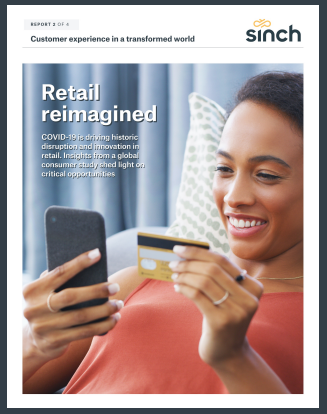
The research shows:

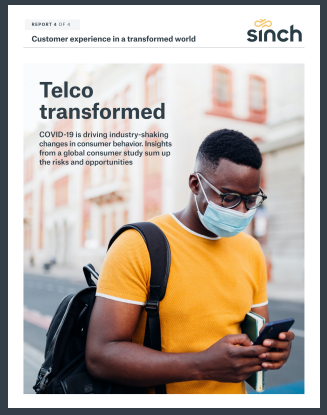
45% of consumers have used chatbots, and their experiences are largely positive

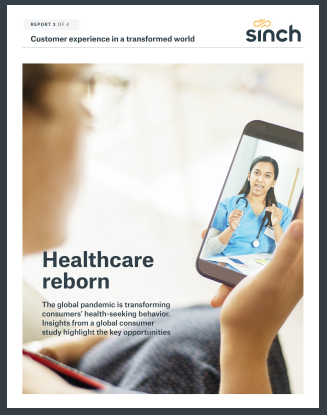
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