

VONAGE GLOBAL CUSTOMER ENGAGEMENT REPORT 2024

# Around the World With CX Insights

Get the latest regional consumer insights. Then shape your engagement strategy with communications tools that customers love. Your CX efforts will love them, too.



# Table of Contents

## Key Takeaways

The Undeniable AI Love

## Snapshot: APAC

Australia Spotlight

China Spotlight

India - North Spotlight

India - South Spotlight

Indonesia Spotlight

Japan Spotlight

Singapore Spotlight

South Korea Spotlight

## Voice Use

## Messaging/SMS Use

## Social Media Use

## Video Chat Use

## AI Is Not a Trend

## How Vonage Can Help

## Methodology

## Introduction: AI and Great CX

In the latest [Vonage Global Customer Engagement Report](#), we outlined the top insights from customers across the globe regarding frustrations, AI comfort levels, and channel usage. In this special edition, we deep dive into the details for each region with country-specific insights and trends. Now you can plan your go-to-market strategy and ultimately reach, engage, and nurture customers in your local market. Ready for AI and great CX?



# Key Takeaways

CLICK THE COUNTRY LINK  
TO VIEW LOCAL DETAILS.



## Asia Pacific (APAC)

The region loves mobile phone calls and app-based phone calls and messages. And WhatsApp is a favorite for calls, messages, and video chats among these increasingly active communicators.

### Australia

This market prefers established communications channels, such as SMS text messages, mobile phone calls, and Facebook. There is no indication that these preferences will change quickly – most likely because Australia needs more convincing about the benefits of emerging communications technology.

### China

The country loves mobile and app-based calls, commenting on social posts, and app-based messages. These consumers continue to rely heavily on WeChat for messaging, voice and video calls, and social media – particularly as they move away from traditional methods such as SMS text messages and email.

### India - North

This market loves mobile phone calls and app-based calls and messages. Commenting on social posts is also popular among these active communicators, who plan to increase usage of AI-enabled channels even further.

### India - South

Like their counterparts to the north, India-South consumers love mobile phone calls and app-based calls and messages. Commenting on social posts is also popular among these active communicators, who plan to increase usage of AI-enabled channels even further.

### Indonesia

This market has largely turned to mobile apps for communication. WhatsApp is the dominant platform for messaging, voice and video calls, and social media among these tech-forward consumers, who plan to increase usage of AI-enabled channels even further.

### Japan

Traditional email is the most popular channel among these reserved communicators. LINE is a popular platform, especially for messaging, which suggests some potential upside for AI-enabled communications in the future.

### Singapore

This diverse group of communicators is active with both messaging and voice apps (especially WhatsApp) and established channels (email and mobile phone calls). Future plans indicate a likely shift in favor of AI-enabled channels.

### South Korea

South Korea consumers continue to rely mainly on traditional channels such as mobile phone calls and SMS text messages – and plans to move toward AI-enabled channels are moderate. Other than Facebook and Instagram, no platforms have solid footing among these consumers.

# Key Takeaways

CLICK THE COUNTRY LINK  
TO VIEW LOCAL DETAILS.



## The Undeniable AI Love

The rise of app-based calls and messages. The increased use of video chats. Even a boost in chatbot usage. These are not by coincidence. Customers crave service and are comfortable getting it through virtual means. AI brings immediate service and personalization that are a CX dream.

And AI can help you become a 24/7 CX machine to answer questions, route customers to a live agent, or even close a sale. The love is real.





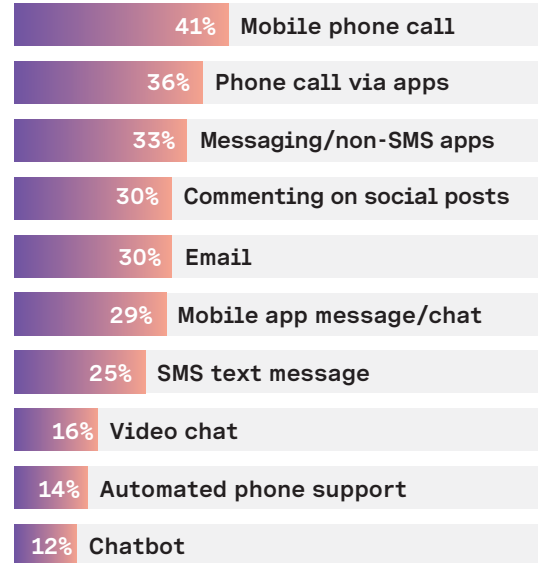
# Snapshot: APAC

APAC loves mobile phone calling and SMS text messaging. And WhatsApp is a favorite for calls, messages, and video chats.

## How AI can help

- In-app usage is up. Be sure to integrate AI into your apps to further service customers by answering quick questions, routing to a live agent, or closing a sale.
- Exponential improvements in AI can resolve complex issues – often without any human interaction.
- Increase in video chat is a great chance to use AI capabilities and machine learning to anticipate a customer call and prompt responses for service agents. For example, AI can conduct real-time sentiment analysis to escalate a call as needed. When agents join the video call, they can reference AI-generated insights to quickly resolve a customer concern.

## Current communication usage trends



## Top channels APAC customers will use more in the next 6-12 months

- Phone call via messaging app, 40%
- Mobile phone call, 39%
- Messaging via non-SMS apps, 37%
- Commenting on social posts, 36%
- Email, 33%

## Top channels Australia customers will use more in the next 6-12 months

- Mobile phone call, 18%
- Email, 18%
- Chatbot, 16%
- SMS text message, 15%
- Push notification, 15%



Ready to Start?  
See [How Vonage Can Help](#).

# Snapshot: APAC

## Top channels China customers will use more in the next 6-12 months

- Commenting on social posts, 47%
- Video chat, 41%
- Mobile phone call, 38%
- Phone call via messaging app, 37%
- Live chat or sending message inside mobile app, 33%

## Top channels India - North customers will use more in the next 6-12 months

- Mobile phone call, 74%
- Phone call via messaging app, 69%
- Messaging via non-SMS apps, 67%
- Commenting on social posts, 62%
- Email, 61%

## Top channels India - South customers will use more in the next 6-12 months

- Mobile phone call, 70%
- Phone call via apps, 69%
- Messaging/non-SMS apps, 65%
- Email, 62%
- Commenting on social posts, 60%

## Top channels Indonesia customers will use more in the next 6-12 months

- Phone call via messaging app, 68%
- Messaging via non-SMS apps, 64%
- Commenting on social posts, 50%
- Email, 47%
- Live chat or sending message inside mobile app, 45%

## Top channels Japan customers will use more in the next 6-12 months

- Chatbot, 13%
- Email, 10%
- Live chat or sending message inside mobile app, 10%
- Commenting on social posts, 10%
- SMS text message, 9%
- Voice personal assistant, 9%

## Top channels Singapore customers will use more in the next 6-12 months

- Messaging via non-SMS apps, 37%
- Phone call via messaging app, 35%
- Mobile phone call, 30%
- Email, 28%
- Live chat or sending message inside mobile app, 27%

## Top channels South Korea customers will use more in the next 6-12 months

- Mobile phone call, 33%
- SMS text message, 30%
- Live chat or sending message inside mobile app, 30%
- Chatbot, 25%
- Commenting on social posts, 24%



# Australia Spotlight

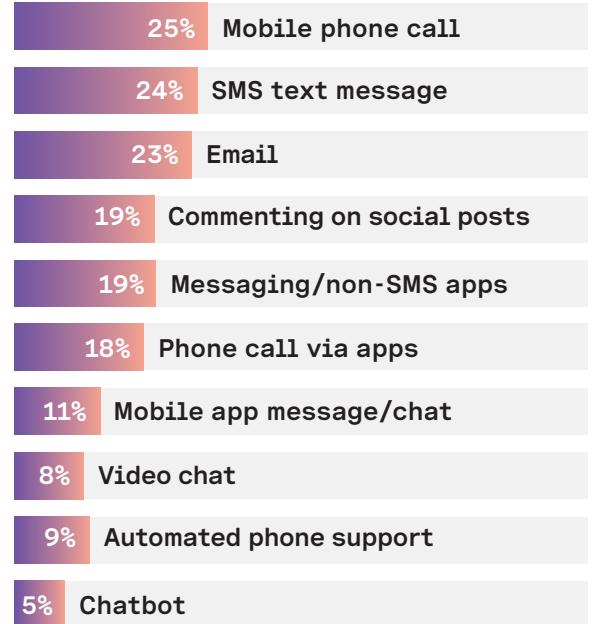
## Top channels Australia customers will use more in the next 6-12 months

- Mobile phone call, 18%
- Email, 18%
- Chatbot, 16%
- SMS text message, 15%
- Push notification, 15%

## In addition to chatbots, these AI-enabled channels will soon get a boost, too

- Call directly from webpage/app, 14%
- Phone call via apps, 14%
- Messaging/non-SMS apps, 13%
- Video chat, 13%
- Automated phone support, 13%
- Voice personal assistant, 11%

## Current communication usage trends



# China Spotlight

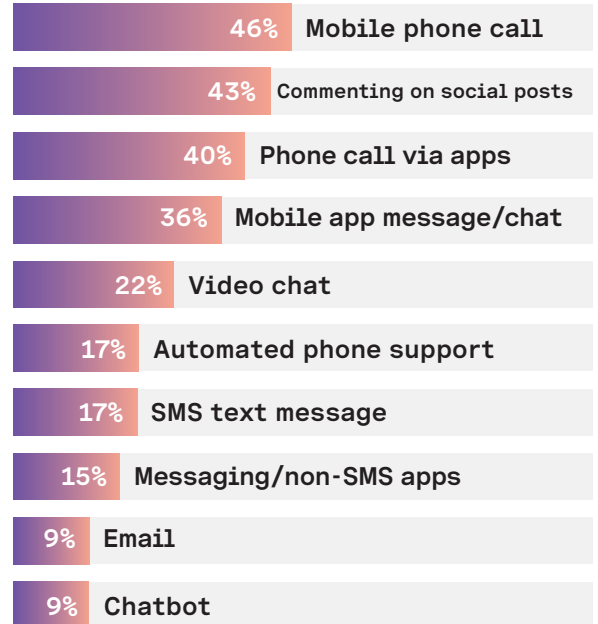
## Top channels China customers will use more in the next 6-12 months

- Commenting on social posts, 47%
- Video chat, 41%
- Mobile phone call, 38%
- Phone call via app, 37%
- Mobile app message/chat, 33%

## In addition to video chat and phone apps, these AI-enabled channels will soon get a boost, too

- Voice personal assistant, 27%
- Call directly from webpage/app, 25%
- Messaging/non-SMS apps, 25%
- Automated phone support, 24%
- Chatbot, 22%

## Current communication usage trends





# India-North Spotlight

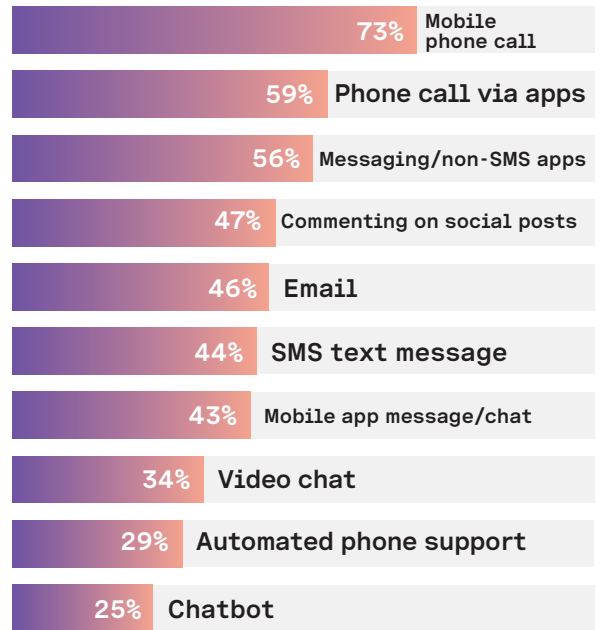
## Top channels India - North customers will use more in the next 6-12 months

- Mobile phone call, 74%
- Phone call via messaging app, 69%
- Messaging via non-SMS apps, 67%
- Commenting on social posts, 62%
- Email, 61%

## In addition to phone/messaging apps, these AI-enabled channels will soon get a boost, too

- Video chat, 56%
- Call directly from webpage/app, 53%
- Voice personal assistant, 52%
- Chatbot, 49%
- Automated phone support, 48%

## Current communication usage trends



# India-South Spotlight

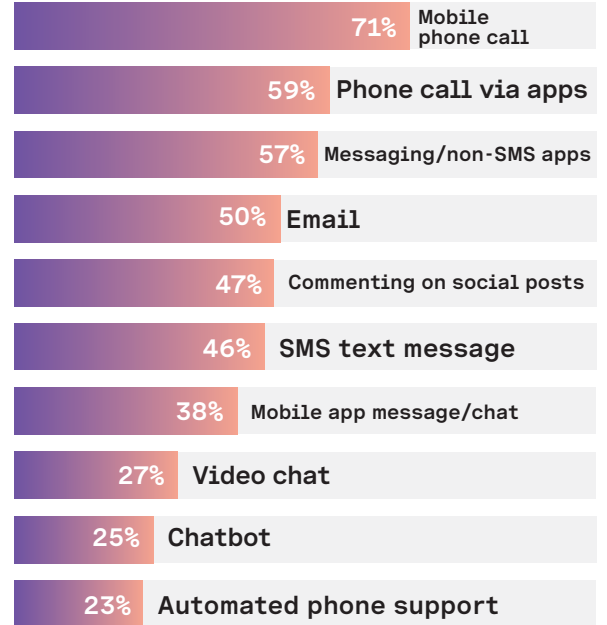
## Top channels India - South customers will use more in the next 6-12 months

- Mobile phone call, 70%
- Phone call via apps, 69%
- Messaging/non-SMS apps, 65%
- Email, 62%
- Commenting on social posts, 60%

## In addition to phone/messaging apps, these AI-enabled channels will soon get a boost, too

- Video chat, 56%
- Voice personal assistant, 54%
- Call directly from webpage/app, 48%
- Chatbot, 45%
- Automated phone support, 44%

## Current communication usage trends



# Indonesia Spotlight

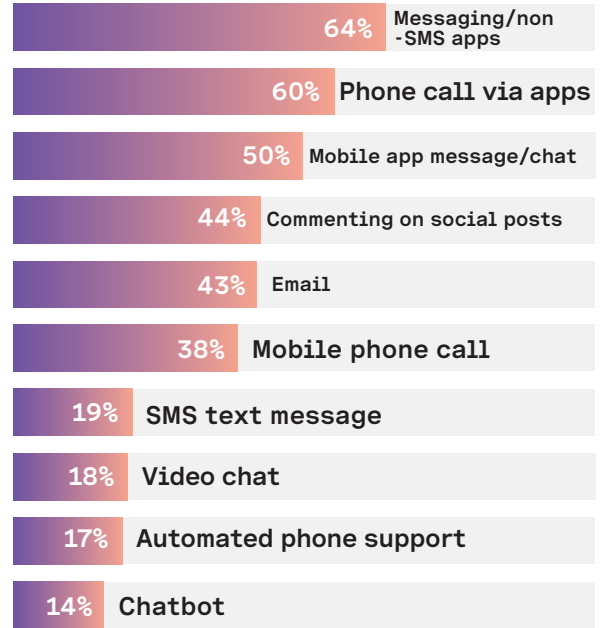
## Top channels Indonesia customers will use more in the next 6-12 months

- Phone call via apps, 68%
- Messaging/non-SMS apps, 64%
- Commenting on social posts, 50%
- Email, 47%
- Mobile app message/chat, 45%

## In addition to phone/messaging apps, these AI-enabled channels will soon get a boost, too

- Video chat, 38%
- Voice personal assistant, 29%
- Chatbot, 28%
- Automated phone support, 25%
- Call directly from webpage/app, 25%

## Current communication usage trends



# Japan Spotlight

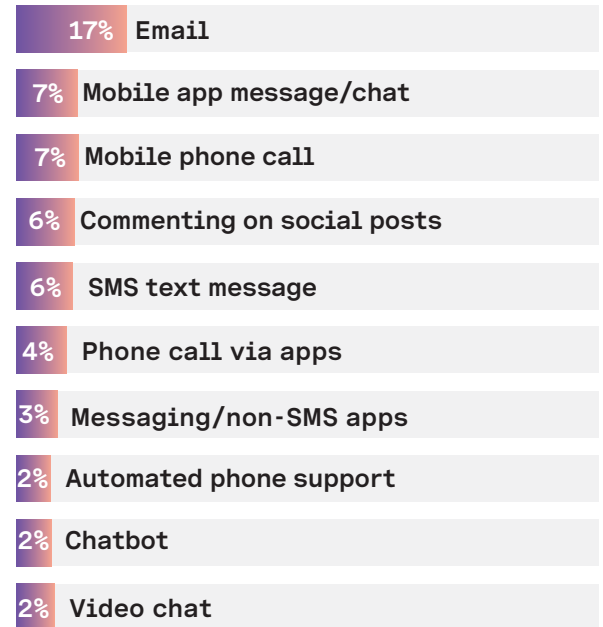
## Top channels Japan customers will use more in the next 6-12 months

- Chatbot, 13%
- Email, 10%
- Mobile app message/chat, 10%
- Commenting on social posts, 10%
- SMS text message, 9%
- Voice personal assistant, 9%

## In addition to chatbots and voice personal assistants, these AI-enabled channels will soon get a boost, too

- Phone call via apps, 8%
- Automated phone support, 8%
- Video chat, 8%
- Messaging/non-SMS apps, 6%
- Call directly from webpage/app, 6%

## Current communication usage trends





# Singapore Spotlight

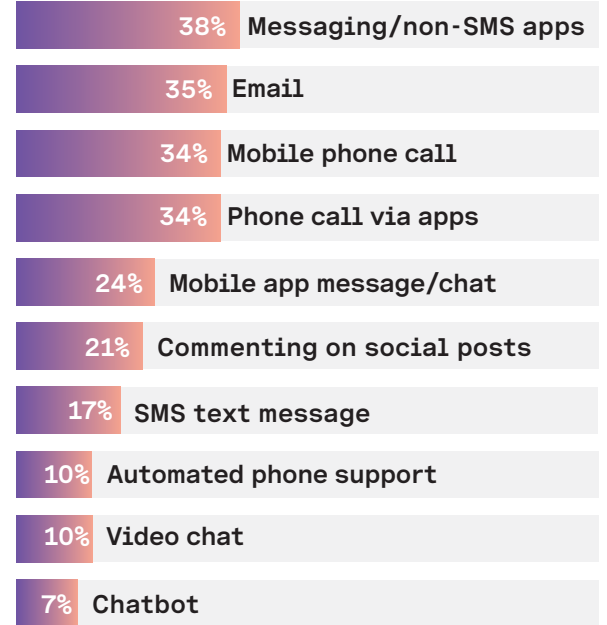
## Top channels Singapore customers will use more in the next 6-12 months

- Messaging/non-SMS apps, 37%
- Phone call apps, 35%
- Mobile phone call, 30%
- Email, 28%
- Mobile app message/chat, 27%

## In addition to phone/messaging apps, these AI-enabled channels will soon get a boost, too

- Chatbot, 23%
- Call directly from webpage/app, 23%
- Video chat, 21%
- Automated phone support, 19%
- Voice personal assistant, 16%

## Current communication usage trends



# South Korea Spotlight

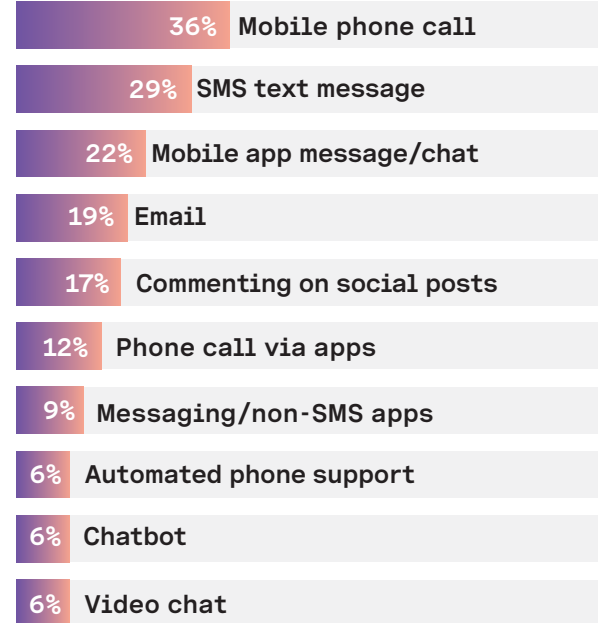
## Top channels South Korea customers will use more in the next 6-12 months

- Mobile phone call, 33%
- SMS text message, 30%
- Mobile app message/chat, 30%
- Chatbot, 25%
- Commenting on social posts, 24%

## In addition to chatbots, these AI-enabled channels will soon get a boost, too

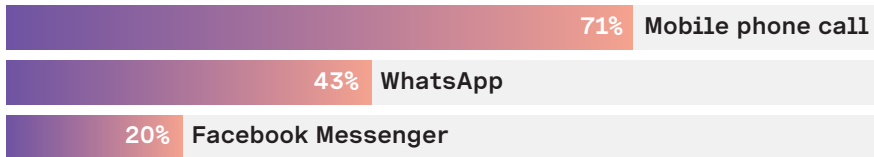
- Phone call via apps, 20%
- Video chat, 20%
- Voice personal assistant, 20%
- Automated phone support, 18%
- Call directly from webpage/app, 18%
- Messaging/non-SMS apps, 16%

## Current communication usage trends

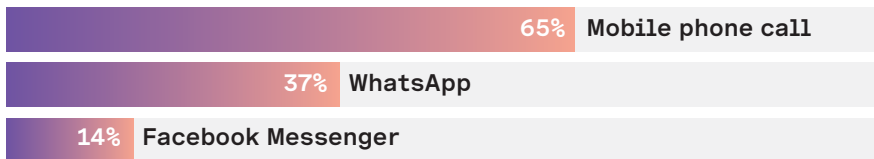


# Voice Use

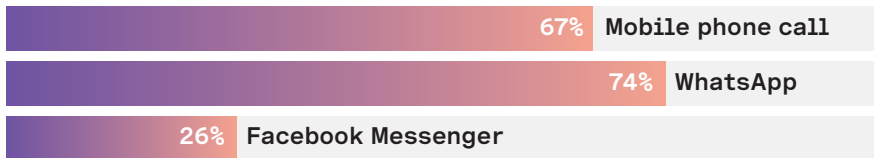
## APAC



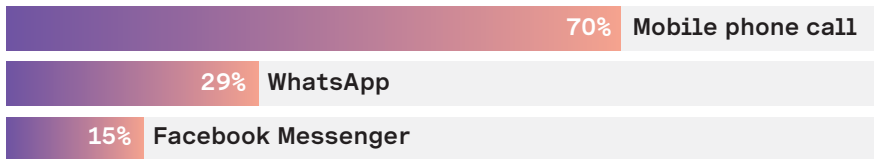
## EMEA



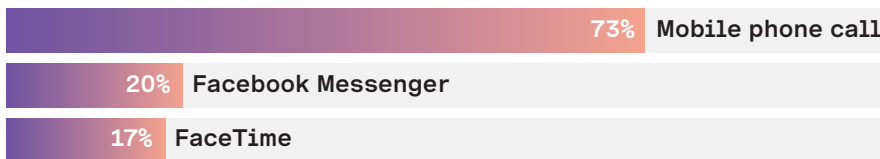
## LATAM



## UK



## U.S.



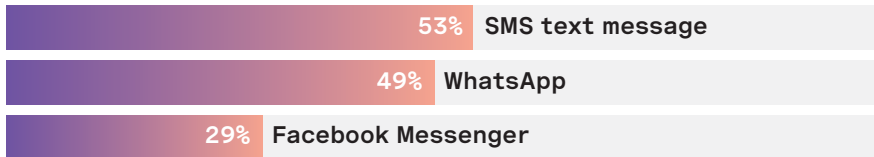
The mobile phone call is the top choice for all regions except LATAM, where WhatsApp is preferred. However, WhatsApp is a distant second in APAC, EMEA, and the UK. Facebook Messenger is the second choice in the U.S.

### Survey question

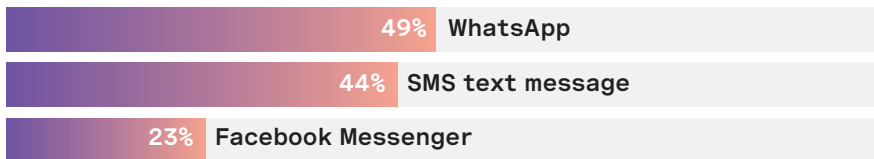
Which of the following do you use for VOICE CALLS with businesses or service providers?

# Messaging/SMS Use

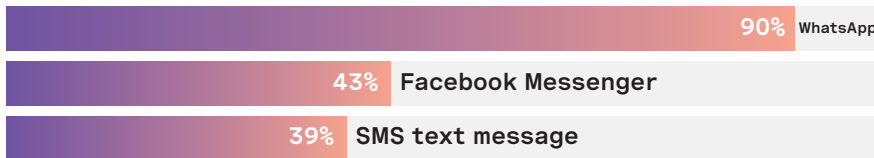
## APAC



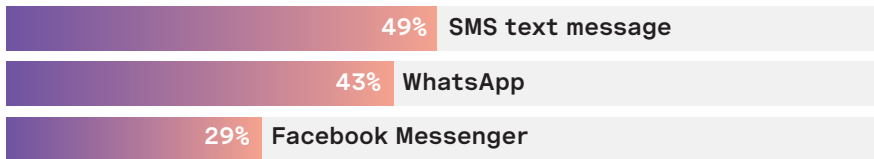
## EMEA



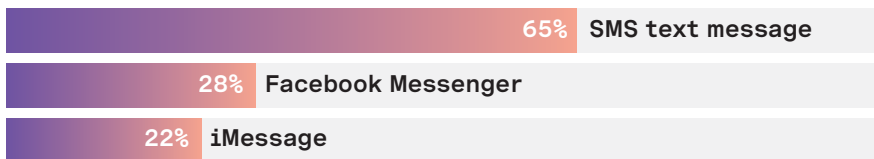
## LATAM



## UK



## U.S.



The once-dominant SMS text message is giving way to WhatsApp in APAC, EMEA, and the UK. WhatsApp and SMS remain the top choice in LATAM and the U.S., respectively.

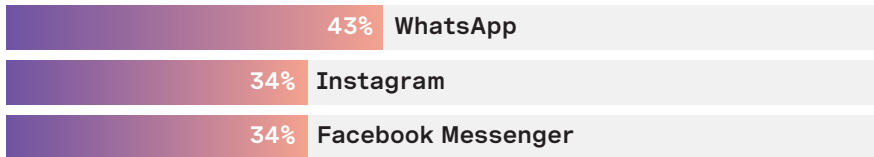
### Survey question

Which of the following do you use for MESSAGING/TEXTING with businesses or service providers?

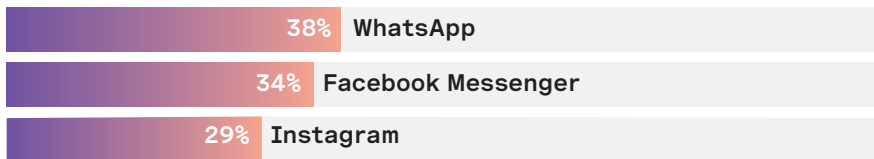


# Social Media Use

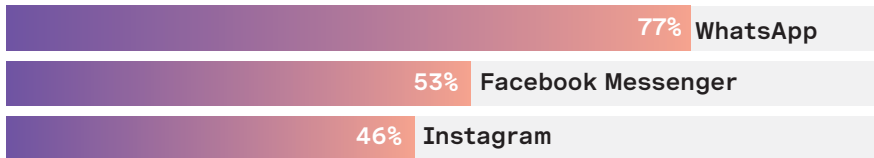
## APAC



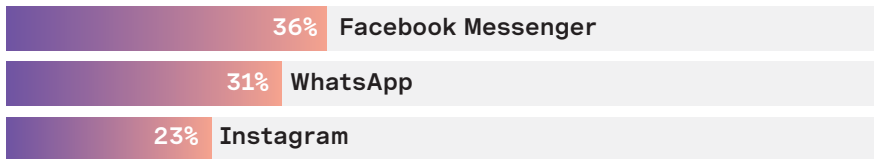
## EMEA



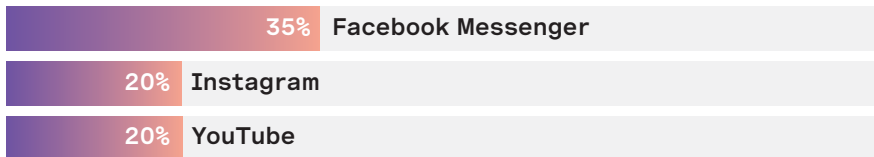
## LATAM



## UK



## U.S.



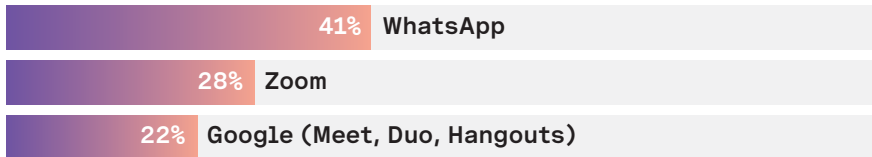
Facebook Messenger holds global appeal, though it trails WhatsApp in LATAM. WhatsApp is also popular across regions except the U.S., where Instagram and YouTube are the second and third choices respectively.

### Survey question

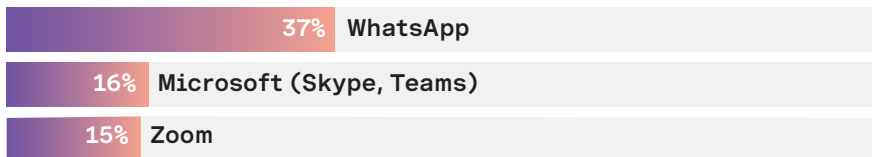
Which of the following SOCIAL MEDIA platforms do you use for communicating with businesses or service providers (e.g., to chat, post comments, etc.)?

# Video Chat Use

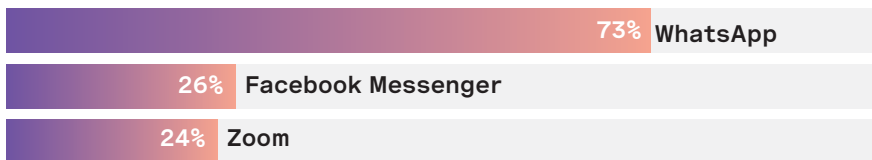
## APAC



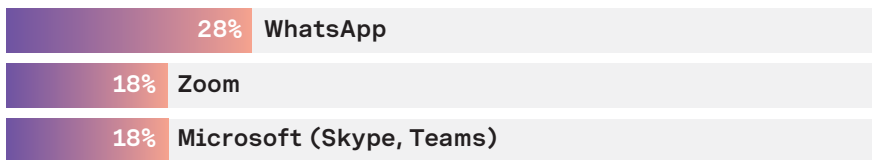
## EMEA



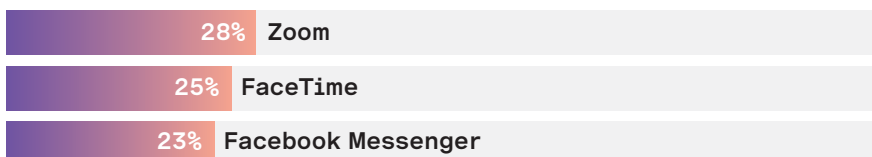
## LATAM



## UK



## U.S.



WhatsApp is the preferred choice for most regions except the U.S., where Zoom slightly leads over FaceTime.

### Survey question

Which of the following do you use for VIDEO CHAT/ CALLS with businesses or service providers?

### AI Is Not a Trend

AI can help you capitalize on these trends:

- In-app usage is up. Be sure to integrate AI into your apps to further service customers by answering quick questions, routing to a live agent, or even closing a sale.
- Exponential improvements in AI can resolve complex issues – often without any human interaction.
- Increase in video chat is a great chance to use AI capabilities and machine learning to anticipate a customer call and prompt responses for service agents. For example, AI can conduct real-time sentiment analysis to escalate a call as needed. When agents join the video call, they can reference AI-generated insights to quickly resolve a customer concern.

# How Vonage Can Help

Vonage is a wholly owned subsidiary of Ericsson, an industry leader in 5G networks. The Vonage Communications Platform brings a unique combination of communications APIs, contact center, conversational commerce, AI, and more.

**Vonage AI** enables the creation of intelligent customer engagement at scale while optimizing workflows.

**Vonage Communications APIs** help you quickly build best-in-class communications solutions at scale with programmable messaging, voice, video, and more.

**Vonage Contact Center** (VCC) enables your customer service agents to deliver a secure conversational CX through a configurable, straightforward, telephony-agnostic platform.

**Vonage AI Studio** is a low-code conversation designer that empowers developers and non-developers to create and deploy customer engagement experiences that operate in natural language on any channel.

**Vonage Protection Suite** is a comprehensive set of tools that simplify end-to-end protection. Mix and match tools to meet your needs and guard your business against fraud.

**Vonage Business Communications** (VBC), our unified communications solution, integrates with VCC so your agents can collaborate with experts across your entire organization.

**VBC and VCC integrate with Salesforce** to enable features such as advanced routing to the best available associate or agent, customized dashboards, and more.

**Vonage Conversational Commerce, powered by Jumper.ai**, enables businesses to create AI-powered omnichannel experiences and turn conversations into sales.

Vonage offers flexible plans that scale to meet your business needs. It's easy to choose **pay-per-use pricing** or add just the services you need, like hands-on support and consulting expertise.

## Get Started

**Vonage Communications APIs**

[Learn more](#) | [Contact us](#)

**Vonage Contact Center**

[Learn more](#) | [Contact us](#)

**Vonage Business Communications**

[Learn more](#) | [Contact us](#)

**Vonage Conversational Commerce**

[Learn more](#) | [Contact us](#)

## Methodology

The findings reported were sourced from October to November 2023 from in-market research panels – across 17 global markets – comprising 7,078 customers, ages 18–74. The survey was conducted in each market's leading language or languages, and the average completion time was 15 minutes. To ensure spreads in age, gender, and household income, quotas were set in each market, with the reported data weighted to represent actual age/gender proportions among the target populations. Panel members who self-identified as being the last among their friends and family to adopt new technology – approximately 5 percent – were omitted. Vonage was not identified as the survey's sponsor.