

VONAGE GLOBAL CUSTOMER ENGAGEMENT REPORT 2024

AI and Great CX

In today's ultra-demanding marketplace, how can companies better serve customers, boost the experience, and separate from the pack? Read on to discover your must-have CX tools: communications channels with AI smarts.

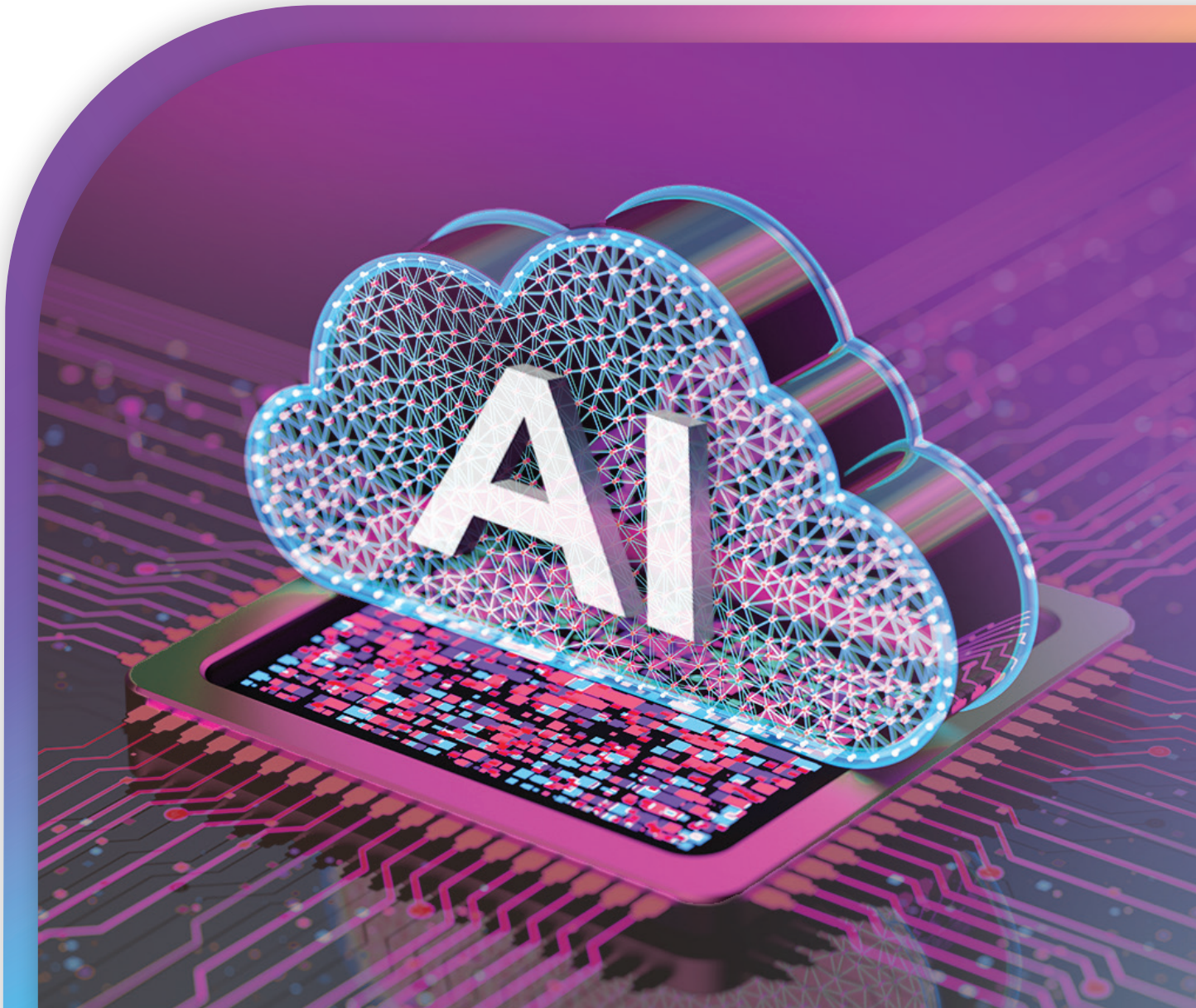


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Executive Summary

The Vonage Global Customer Engagement Report 2024 is your guide to customer communication trends. **This 12th annual report is our biggest yet**, with over 7,000 customers participating across 17 global markets. We're excited to share findings that detail:

Customer frustrations

Customers could be happier. To understand why, just think of when you've had your own poor experiences as a customer — like long wait times to speak to an agent or contacting customer service multiple times to resolve an issue — that still torment you.

Warming to AI

Customers have embraced AI to make things better. Here's a quick example: Nearly half of consumers cite better support through messaging or on company sites. This is how AI-powered chatbots can resolve complex issues — often without any human interaction — around the clock.

"A growing wave of consumer acceptance is poised to become a sea change as more people around the globe embrace AI for an improved customer experience. Businesses that align with and ride this invitation for innovation will win."

Joy Corso | CMO | Vonage

CX is your North Star

Here are more CX truths: Any pauses or instances for repetition are bad. Speed and comprehensive service are good. Although these seem obvious, the frustrations remain. And what's the result of a bad customer experience?

- **74%** of customers are likely to take their business elsewhere
- **46%** of customers only need one or two bad experiences before they leave

However, when presented with a great customer experience:

- **56%** of customers will give positive feedback on a survey
- **55%** of customers will tell friends and family
- **52%** of customers will become more loyal to company/provider
- **36%** of customers **WILL PURCHASE ADDITIONAL PRODUCTS**

That's what we call CX wins.

The right channels still matter

The need for customers to connect in whatever channel they choose isn't going away, as channel preferences remain fragmented and trends differ by variables like market, age, and gender. But a sound communications strategy goes beyond what channels customers like ... it's about *how* they prefer to communicate. Once you unlock that knowledge, you'll discover the AI channel-specific benefits that can enhance your CX strategy.

AI and Great CX

Enjoy the read as we identify ongoing customer frustrations, customer channel preferences, and how AI can help turn you into a 24/7 CX machine.

Facts About Today and Tomorrow

Only 42% of consumers are “very satisfied” when communicating with businesses.

Offering the right channel goes a long way toward a positive CX. But for many businesses, setting up and maintaining those channels are no easy effort. This is where AI can help.

Channel usage by region

Messaging/Texting

- 87% of consumers use at least one messaging/texting platform with businesses/service providers.
- WhatsApp and SMS are the most widely used platforms.
- The U.S. shows strong SMS usage.
- APAC (India, Indonesia, China, Singapore) and LATAM (Brazil and Mexico) lead in overall messaging app usage.

Voice Calls

- 92% of consumers use at least one voice channel with businesses/service providers.
- Mobile phone calls continue to be the most widely used voice communication method, followed by WhatsApp.
- Voice call usage is very high in most markets, particularly India, Indonesia, China, and South Korea.
- Mobile phone usage is strong across most markets, including the U.S., though Brazil and Indonesia prefer WhatsApp.

Video

- 74% of consumers use video chat/call platforms with businesses/service providers.
- Over 40% use WhatsApp.
- Zoom has solid usage in most markets.
- Indonesia, India, China, Brazil, and Mexico lead in video usage.

Social Media

- 78% of consumers use social media platforms with businesses/service providers.
- WhatsApp, Facebook/Messenger, and Instagram remain the dominant platforms.
- WhatsApp, Facebook, Instagram, and YouTube have solid usage across markets — except for China and Japan.
- Social media usage is very high in LATAM and several APAC markets.

See the Appendix: **Current Communications by Country.**

AI usage is on the rise

You'll find detailed analysis, including regional- and channel-specific consumer insights, in the **Appendix**. The following are the top highlights we see for 2024 — such as the trend of those using chatbots also being more likely to use automated phone support, voice personal assistants, and in-app calling and video chat. These emerging methods all have an AI element (more on that in a bit).

Businesses/service providers

► Chatbot:

10% currently use daily

23% will increase in next 6-12 months

► Video chat:

13% currently use daily

26% will increase in next 6-12 months

Messaging via non-SMS apps:

31% of customers currently use daily

31% will increase in next 6-12 months

Mobile phone call:

36% currently use daily

33% will increase use in next 6-12 months

Phone calls via messaging apps:

29% currently use daily

33% will increase in next 6-12 months

Commenting on social posts:

26% currently use daily

29% will increase in next 6-12 months

Email:

20% currently use daily

23% will increase in next 6-12 months

SMS text message:

22% currently use daily

22% will increase in next 6-12 months

Key takeaways



Time-tested phone calls and emails are still popular.



Phone calls through messaging apps and messaging through non-SMS apps offer a new spin on the old favorites.



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.



Speed and availability are CX differentiators. And exponential improvements in AI can resolve complex issues – often without any human interaction. So it's no surprise that customers will more than double their engagement with AI-enabled chatbots.



Customers may only have a quick or routine ask of the chatbot – but the 24/7 element is an ideal way to nurture customers from the start.



Increase in video chat is a great chance to use AI capabilities and machine learning to anticipate a customer call and prompt responses for help 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.

Want more next steps?
See **AI Is a Great Place to Start.**



Emerging Methods That Customers Love

Generally, communications with businesses fall into two clusters based on shared usage patterns:

- Established methods with mostly wider adoption
- Emerging methods with lower usage levels that tend to occur among the same consumers
- *Note: Those in the last list are unrelated to the other channels.*



Established methods

- Mobile phone call
- Messaging via non-SMS apps
- Phone call via messaging apps
- SMS text messaging
- Email
- Commenting on social posts



Emerging methods

- Chatbot
- Automated phone support
- Voice personal assistant
- Voice call from webpage or within app
- Video chat



Usage independent of other methods

- Live chat / messaging within app
- Push notifications

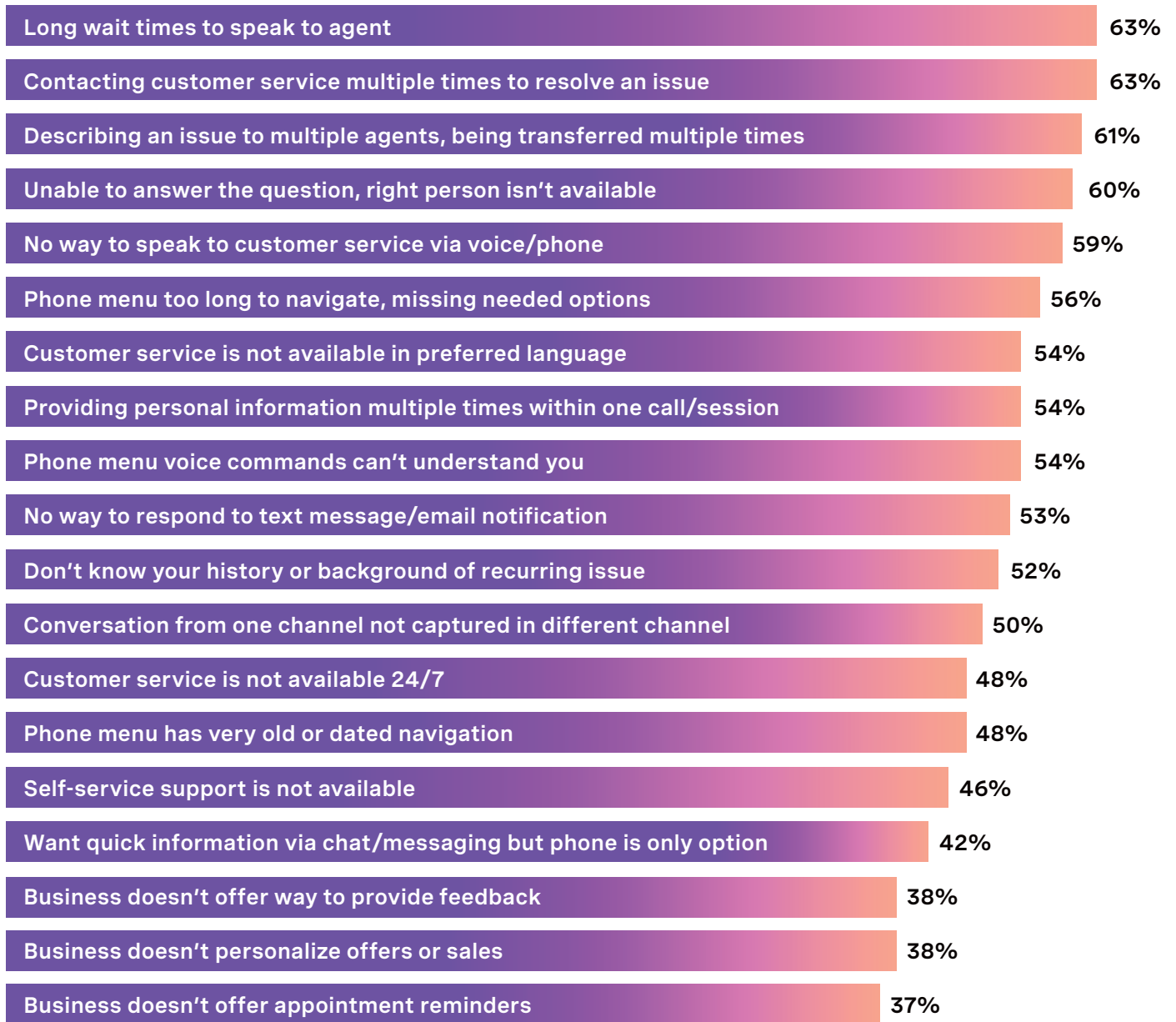
For example, consumers using chatbots are also more likely to use automated phone support, voice personal assistants, and in-app calling and video chat. **Why is this important? Because the emerging methods all have an AI element.**

Key takeaways

- Customers actively choose to engage with AI. Use this to your advantage.
- Rather than going with off-the-shelf options, enjoy the control and integration by using communications APIs – with AI insights that tie to your CRM and back office – to build your solution.

Customer Frustrations

Old communications issues have now become endless frustrations. Equally frustrating is that these issues are difficult to solve manually. Luckily, there's more than one AI fix.



Q: How frustrating is experiencing each of the following types of communications issues with businesses or service providers?

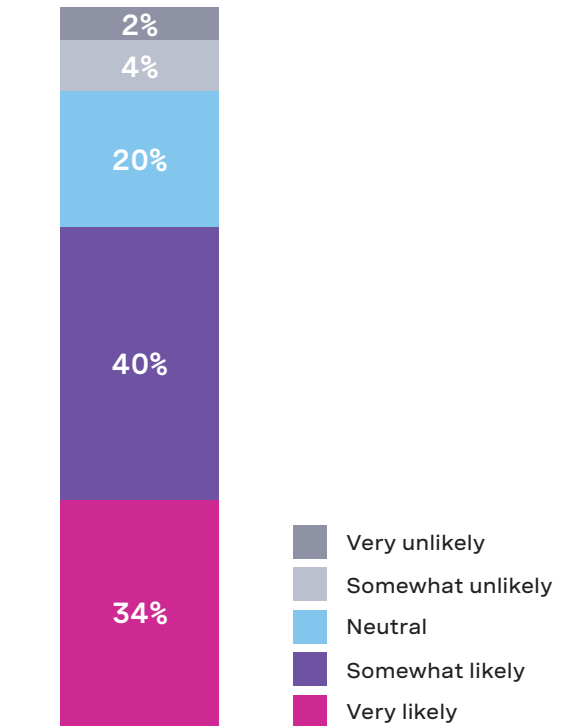
Ready for the fix? See **AI Is a Great Place to Start.**

Frustrations

- **Nearly 75% of consumers will stop buying products/services** as a result of repeated communications issues with businesses/service providers.
- **The impact is strong across markets** and most pronounced in LATAM.
- **Older consumers (ages 40+) are more likely to react** to communications problems compared to those ages 18-34.

Q: Overall, how likely would you be to STOP BUYING from a business or stop using their services as a result of repeatedly experiencing these types of communications issues?

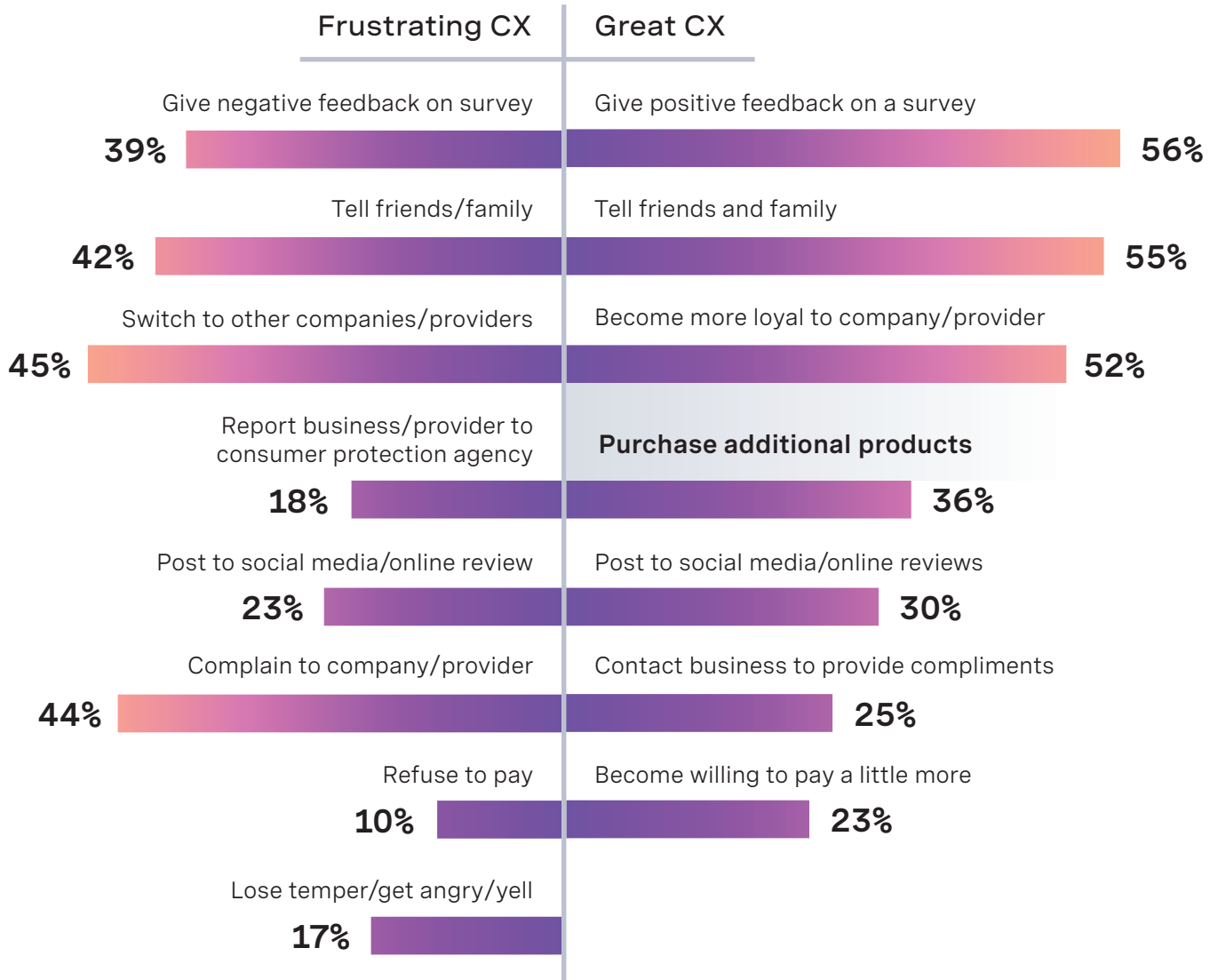
Very/Somewhat Likely to Stop Buying		%
Age	18 to 39	72
	40 to 74	75
Gender	Female	74
	Male	73



All Respondents



Customer Reactions to Negative and Positive CX



Q: When you are FRUSTRATED in your communications with a business or service provider, what do you typically do?

Q: On the other hand, when you have a GREAT customer experience with a business or service provider, what do you typically do?

Key takeaways

- 74% of customers are likely to take their business elsewhere after a negative experience
- 46% of customers ONLY NEED ONE OR TWO BAD EXPERIENCES BEFORE THEY LEAVE

AI Is a Great Place to Start

From streaming suggestions to driving directions to completing texts, consumers across demographics and regions have embraced AI. What's common among these examples? They are seamless. Customers don't need to know the why or how. But they care when AI produces a better experience. And they'll definitely let you know when things become a block.

Customers are comfortable with AI

Reach live customer service



Receive customer service callbacks



Variety of ways to communicate with company



24/7 customer service



Virtual agents for fast problem resolution



■ Must have ■ Nice to have ■ Not important

Q: To win your business and/or keep you as a satisfied customer, how important is it for a business or service provider to offer...?

Key takeaways

- More than 60% want live customer service.
- The ability to receive callbacks, a wide variety of communications options, and 24/7 customer service are "must haves."
- There is a strong desire for virtual agents.

AI attitudes and experiences



■ Very positive ■ Somewhat positive ■ Neutral ■ Somewhat negative ■ Very negative

Q: What is your overall opinion about companies using more artificial intelligence (AI) tools to improve the customer experience?

AI-powered chatbots and virtual assistants

Consider these methods your AI front-line to meet and engage customers:

- **AI-powered chatbots** are rules-based software solutions designed to replicate conversations, either through text or speech.
- **AI-powered virtual assistants**, as the name implies, help customers with various tasks. These employ conversational AI to start the customer conversation, evaluate the need, and then initiate the appropriate action.




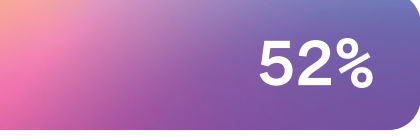
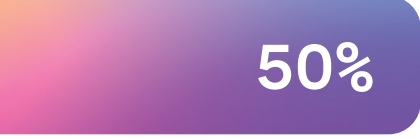

Both use AI smarts to engage customers in natural language, use sentiment analysis to escalate issues, collect metrics, and more.

Key takeaways

- Most consumers have positive feelings about companies using AI tools to improve the customer experience.
- About 80% of consumers report recent use of some AI-assisted tools, such as AI-powered search engines and AI-assisted messaging.

Customer frustrations and how AI can help

It's never been easier to fix the frustrations that have plagued businesses. Thank you, AI.

	Frustration	AI Solution
VOICEBOTS & IVRS 	Long wait times to speak to agent	AI powers virtual assistants to eliminate long hold times for common requests, plus smart IVR and chatbots for initial call triage.
	Phone menu voice commands can't understand you	Voicebots and IVRs help guide customers , while speech-to-text — enhanced with natural language understanding and accurate transcription — quickly solves common customer problems and provides CX insights.
	Phone menu too long to navigate, missing needed options	Voicebots and IVRs help guide customers , while speech-to-text — enhanced with natural language understanding and accurate transcription — quickly solves common customer problems and provides CX insights.
	Phone menu has very old or dated navigation	Voicebots and IVRs help guide customers , while speech-to-text — enhanced with natural language understanding and accurate transcription — quickly solves common customer problems and provides CX insights.
CRM INTEGRATION     	No way to speak to customer service via voice/phone	AI-powered chatbots use enhanced natural language understanding , plus sentiment analysis, to route customers to live agents as needed. AI extracts data from CRM to ensure verification and quickly provide customer history, so agents have the full context before starting the call.
	Providing personal information multiple times within one call/session	AI extracts data from CRM to ensure verification and quickly provide customer history
	Don't know your history or background of recurring issue	AI extracts data from CRM to ensure verification and quickly provide customer history.
	Conversation from one channel not captured in different channel	AI extracts customer data from CRM to provide context to staff.
	Business doesn't offer appointment reminders	AI extracts data from CRM and can automatically send appointment reminders to the customer's preferred channels.

AI VIRTUAL ASSISTANT & LIVE AGENT ASSIST	Frustration	AI Solution
63%	Contacting customer service multiple times to resolve issue	AI virtual assistant delivers enhanced self-service, initiates initial triage to route customer to the appropriate person, and ensures high volumes of inbound calls are addressed during peak business hours or busy seasonal periods.
61%	Describing issue to multiple agents, being transferred multiple times	Skills-based routing connects customers with an agent best suited to handle the call.
54%	Customer service is not available in preferred language	An AI virtual assistant engages callers in natural language .
24/7 & STAFF COVERAGE		
48%	Customer service is not available 24/7	AI operates 24/7 through virtual assistants and conversational commerce – with a focus on information, automation, and self-service – to engage customers with minimal human involvement.
46%	Self-service support is not available	AI operates 24/7 through virtual assistants and conversational commerce – with a focus on information, automation, and self-service – to engage customers with minimal human involvement.
CONVERSATIONAL COMMERCE		
60%	Unable to answer your question, right person isn't available	<p>A conversational commerce workflow:</p> <ul style="list-style-type: none"> • Adds information, automation, and self-service to conversations: e.g., provide front-end FAQs, authenticate users, and authorize payments • Offers another option for customers to engage, share insights, or request follow up • Uses a message campaign builder to enable one-to-one messaging at scale
53%	No way to respond to text message/ email notification	<p>Conversational commerce uses AI smarts for two-way messaging, which engages customers in the moment in the channel of their choice.</p> <p>A message campaign builder enables one-to-one messaging at scale.</p>

CONVERSATIONAL
COMMERCE

42%

Frustration

Want quick information via chat/messaging but phone is only option

AI Solution

AI-powered chatbots can quickly engage customers and answer questions or route to a live agent.

Conversational commerce workflow adds information, automation, and self-service to conversations: e.g., provide front-end FAQs, authenticate users, and authorize payments.

38%

Business doesn't offer way to provide feedback

A conversational commerce workflow offers options for customers to engage, share insights, or request follow up.

A message campaign builder enables one-to-one messaging at scale.

38%

Business doesn't personalize offers or sales

A conversational commerce workflow references customer profile to offer personalized shopping experiences and drive sales through AI-powered chatbots.

A message campaign builder enables one-to-one messaging at scale.

AI and verification: Don't break the flow

Customers like choices ... so if you offer the channel, they'll use it. This is true of customer verification, where over 71% of consumers feel more confident when shopping on sites that use online authentication. They are comfortable using codes sent by SMS/text, email, and phone call, not to mention authentication apps. The key is ease of use and scalability. AI can help with automation and minimal customer interaction that doesn't disrupt their flow (meaning they spend more time on your site to shop and do business).

See the Appendix for additional details



"The true opportunity of AI is not in mimicking human intelligence, but in augmenting and amplifying it – driving smarter, faster, and more personalized customer experiences."

Savinay Berry | EVP, Product & Engineering | Vonage

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.

Get Started

Vonage Communications APIs
[Learn more](#) | [Contact us](#)

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

Vonage Business Communications
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Vonage Conversational Commerce
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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.

Appendix

Q: How often do you connect with any business or service provider using each of the following?

Current Communications by Country

Use Daily with Business/ Service Providers (%)	Base size	Mobile phone call	Messaging /non-SMS apps	Phone call via apps	Email	Social posts	Mobile app message/ chat	SMS text message	Push notification	Call from webpage /app	Voice personal assistant	Video chat	Automated phone support	Chatbot
TOTAL	7,078	36	31	29	29	26	24	22	20	15	14	13	12	10
US	505	32	27	22	29	20	17	33	23	12	16	15	14	9
Brazil	404	47	50	51	39	46	38	24	35	22	23	21	17	15
Mexico	406	38	37	30	24	32	29	15	19	17	13	11	14	8
UK	505	21	20	20	23	18	14	21	14	9	11	9	7	8
France	404	34	30	21	27	16	20	33	13	13	9	8	9	7
Germany	405	27	25	14	26	15	10	8	12	7	11	6	7	6
Italy	404	37	32	21	32	23	16	9	15	8	11	7	10	6
Spain	404	31	28	22	26	22	21	6	13	10	14	10	10	5
Sweden	405	28	20	17	23	19	15	27	15	11	8	10	9	8
Australia	404	25	19	18	23	19	11	24	16	9	12	8	9	5
China	405	46	15	40	9	43	36	17	20	18	17	22	17	9
India North	405	73	56	59	46	47	43	44	39	40	36	34	29	25
India South	405	71	57	59	50	47	38	46	37	31	30	27	23	25
Indonesia	404	38	64	60	43	44	50	19	28	21	12	18	17	14
Japan	405	7	3	4	17	6	7	6	10	5	4	2	2	2
Singapore	404	34	38	34	35	21	24	17	23	15	10	10	10	7
S. Korea	404	36	9	12	19	17	22	29	16	9	6	6	6	6

Key takeaways

U.S.

- Country shows high usage across most communication methods.

LATAM

- Brazil has the highest usage of most communication methods.
- Mexico shows the lightest usage.

EMEA

- France and Italy have the highest usage of most communication methods.
- Germany shows the lightest usage.

UK

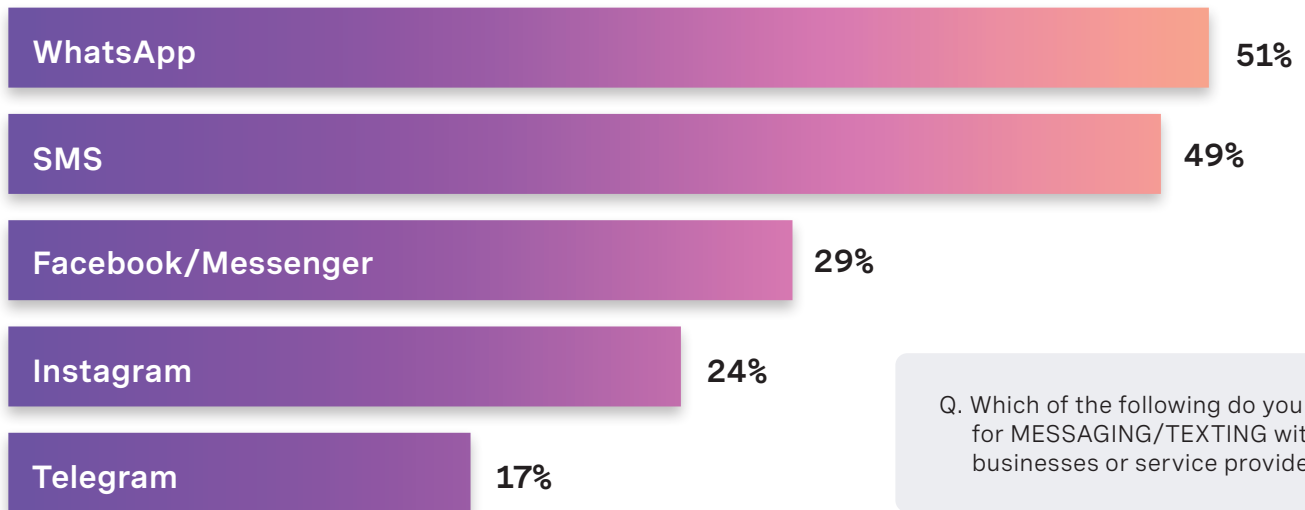
- Country shows light usage.

APAC

- India, Indonesia, and China have the highest usage of most communication methods.
- Japan and South Korea show the lightest usage.

Please see the following pages for regional breakdowns of messaging/texting, voice calls, video, and social media usage.

The Channels: Messaging/Texting




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

Overview

- Nearly 90% of consumers use at least one messaging/texting platform.
- WhatsApp and SMS are the most widely used platforms.
- The U.S. shows strong SMS usage with businesses/service providers.
- APAC (India, Indonesia, China, Singapore) and LATAM (Brazil and Mexico) lead in overall messaging app usage with businesses/service providers.
- Japan, Germany, and Sweden trail in usage.

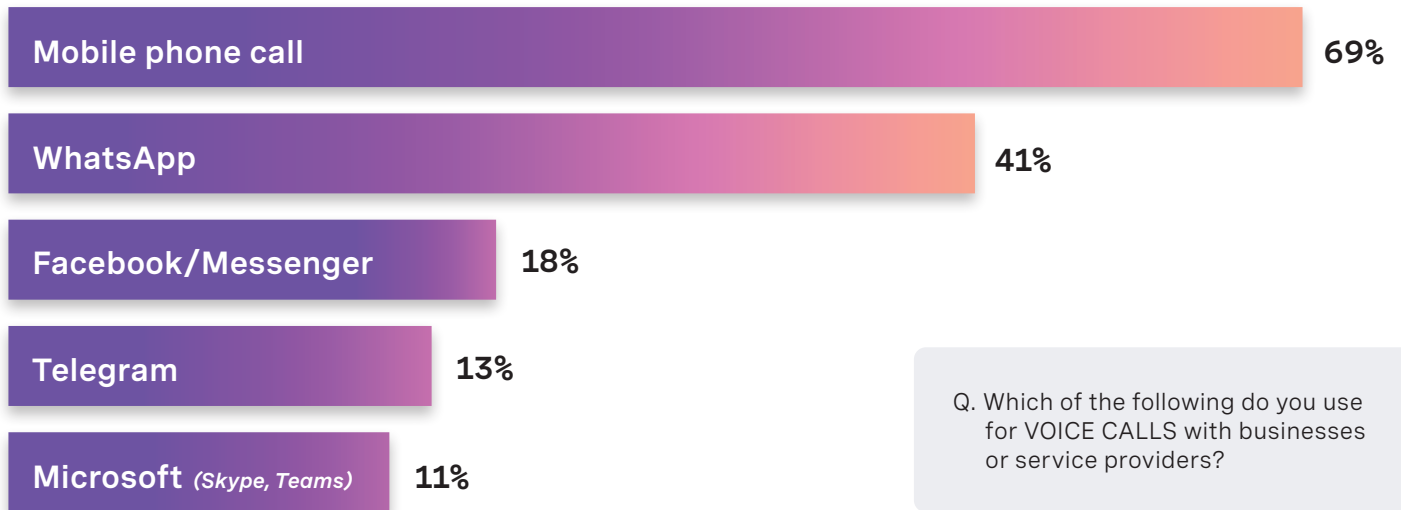
Next steps

- Messaging APIs link SMS, MMS, and popular social chat apps within a single build. No matter what channels your customers use, you have the context to cultivate a top-notch customer experience.



Want more next steps? See:
AI Is a Great Place to Start.

The Channels: Voice Calls



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

Overview

- 92% of consumers use at least one voice channel with businesses/service providers.
- Mobile phone calls continue to be the most widely used voice communication method, followed by WhatsApp.
- Voice call usage is very high in most markets, particularly India, Indonesia, China, and South Korea.
- Mobile phone usage is strong across most markets, including the U.S., though Brazil and Indonesia prefer WhatsApp.
- WeChat is a dominant platform in China.
- LINE is the most-used app in Japan.

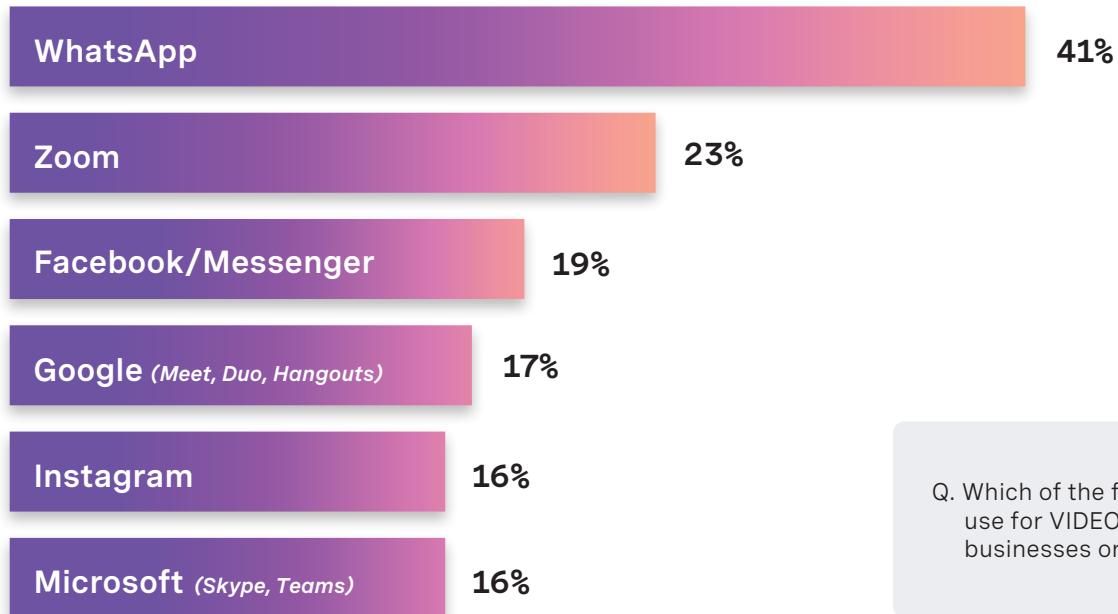
Next steps

- When customers call, they don't necessarily have to reach a human agent. A voice API brings interactive voice response (IVR) and conversational AI to enhance your CX efforts.

Want more next steps? See:
AI Is a Great Place to Start.



The Channels: Video



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

Overview

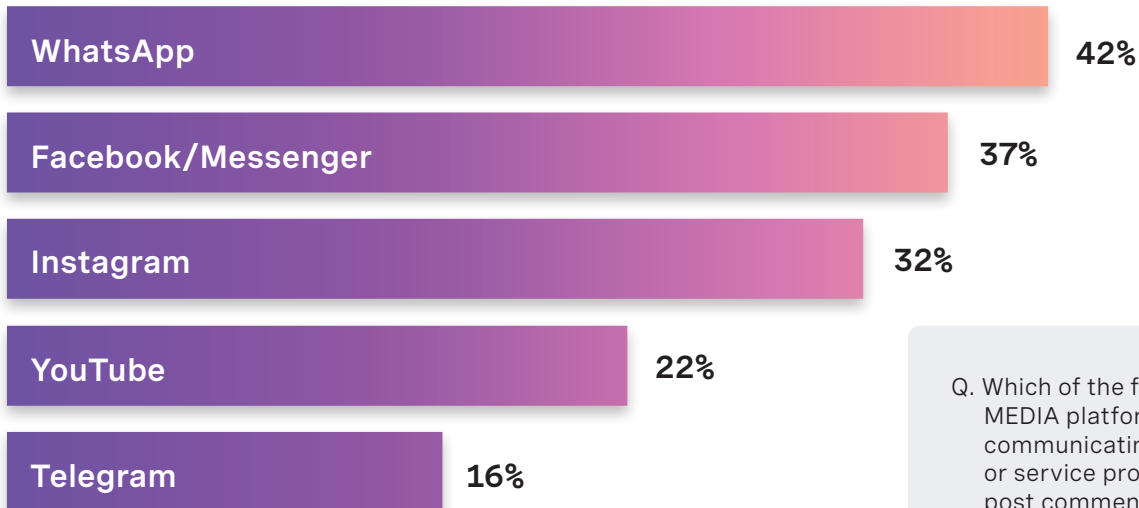
- 74% of consumers use video chat/call platforms with businesses/service providers.
- WeChat is by far the preferred choice in China with 81%.
- Zoom has solid usage in most markets.
- The U.S. market prefers Zoom, FaceTime, and Facebook/Messenger.
- Indonesia, India, China, Brazil, and Mexico lead in video usage.
- Japan, Australia, Germany, and UK trail in usage.

Next steps

- A video API provides face-to-face accessibility across your app, website, and other channels. It's a great way to engage customers in the moment.
- AI capabilities and machine learning can anticipate a customer call and prompt responses to help service agents. These tools can conduct real-time sentiment analysis to escalate a call as needed. Agents can then join the call and quickly reference AI-generated insights to resolve a customer concern.

Want more next steps? See:
AI Is a Great Place to Start.

The Channels: Social Media



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

Overview

- 78% of consumers use social media platforms with businesses/service providers.
- WhatsApp, Facebook/Messenger, and Instagram remain the dominant platforms for social media communications with businesses/service providers.
- WhatsApp, Facebook/Messenger, Instagram, and YouTube have solid usage across markets – except for China and Japan.
- Japan is less likely to use social media to connect with businesses.
- The U.S., Australia, and Germany are below the global average.

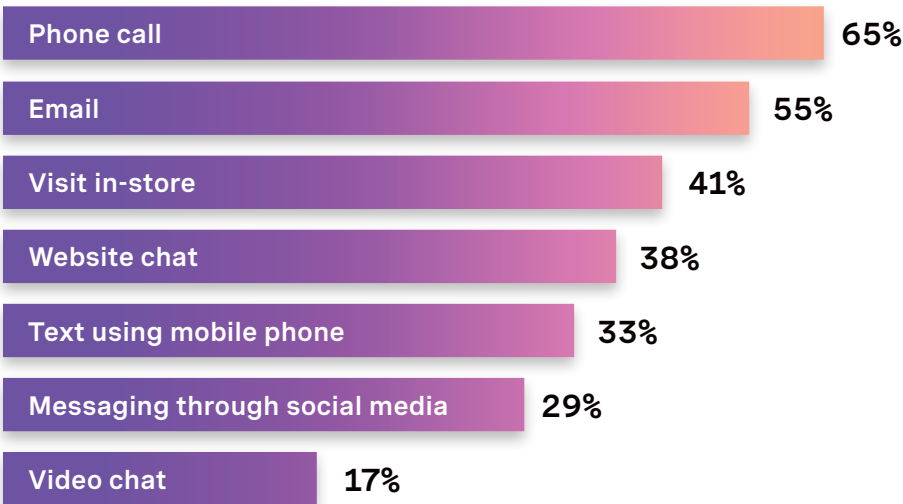
Next steps

- Customers like the spontaneous outreach over social channels. Thankfully for you, this doesn't require multiple systems to monitor multiple platforms. Instead, turn to communications APIs for a custom dashboard for full social integration.

Want more next steps? See:
AI Is a Great Place to Start.

Purchase Problems

Q. If you have a problem with your purchase, what methods are you willing to use to contact the business?

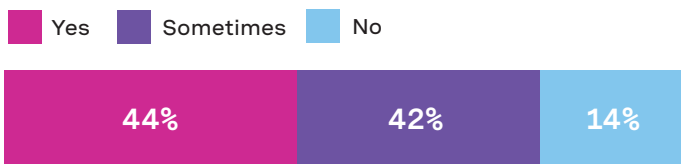


Key takeaways

- 65% of consumers are willing to contact businesses through phone calls about purchase problems.
- 55% of customers would use email to contact businesses about purchase problems.
- AI can automate responses around the clock over many of these channels.

Post-Purchase Follow Up

Q: In general, do you want companies to follow up with you after purchases (e.g., for feedback, reviews, etc.)?



Key takeaways

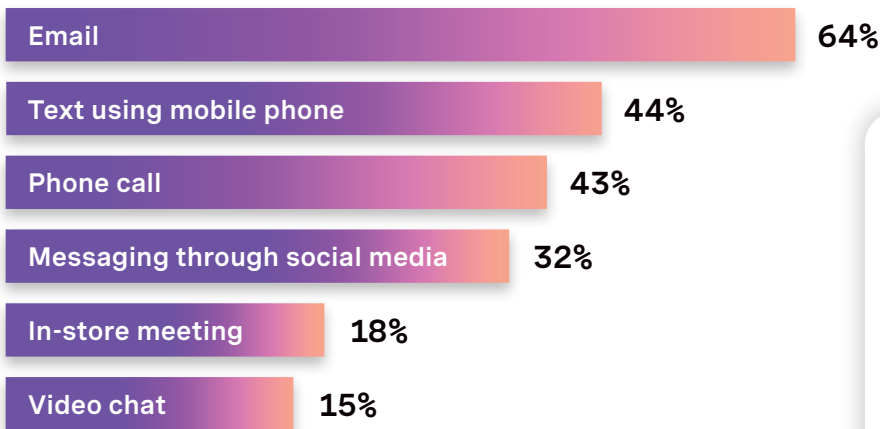
- 87% of consumers want occasional post-purchase follow up.
- 44% of consumers prefer the routine follow up after buying.
- Younger buyers (under 40) are the most likely to want post-purchase follow up.
- AI can automate responses around the clock over many channels.

		Yes	At least sometimes
Age	18 to 39	49%	72%
	40 to 74	40%	75%
Gender	Female	43%	74%
	Male	46%	73%

Preferences for Follow Up

Q: What are good ways for companies to follow up with you after purchases?

Preferred Methods for Follow up



Q: What do you want to be contacted about?

Preferred Topics for Follow Up



Key takeaways

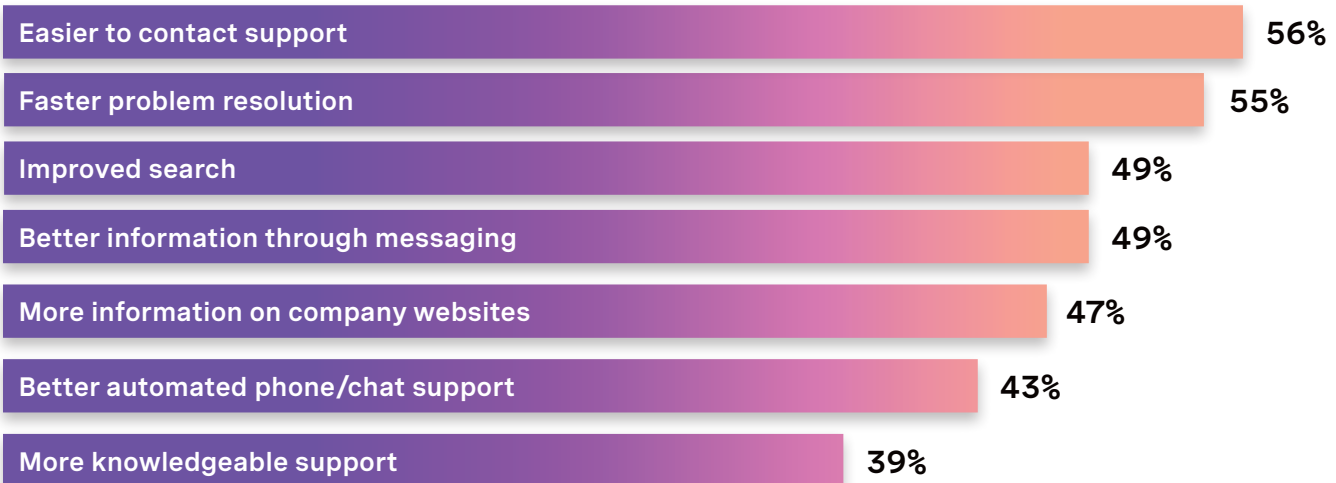
- Consumers prefer a follow-up from businesses to make sure purchases were completed successfully.
- Email remains the most preferred method for post-purchase follow-ups.
- Over 40% of consumers are open to receiving text messages, phone calls, or both.
- Over 40% are interested in loyalty programs, sales and events, and additional products.
- AI can automate responses around the clock over many channels.



Customer Service/Support

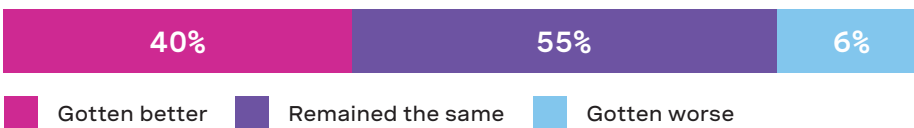
Q: How has service and support from companies gotten better?

How Customer Service/Support Has Improved



Q: In the past year, has the overall service and support companies offered to their customers...?

In Past Year, Customer Service/Support Has...

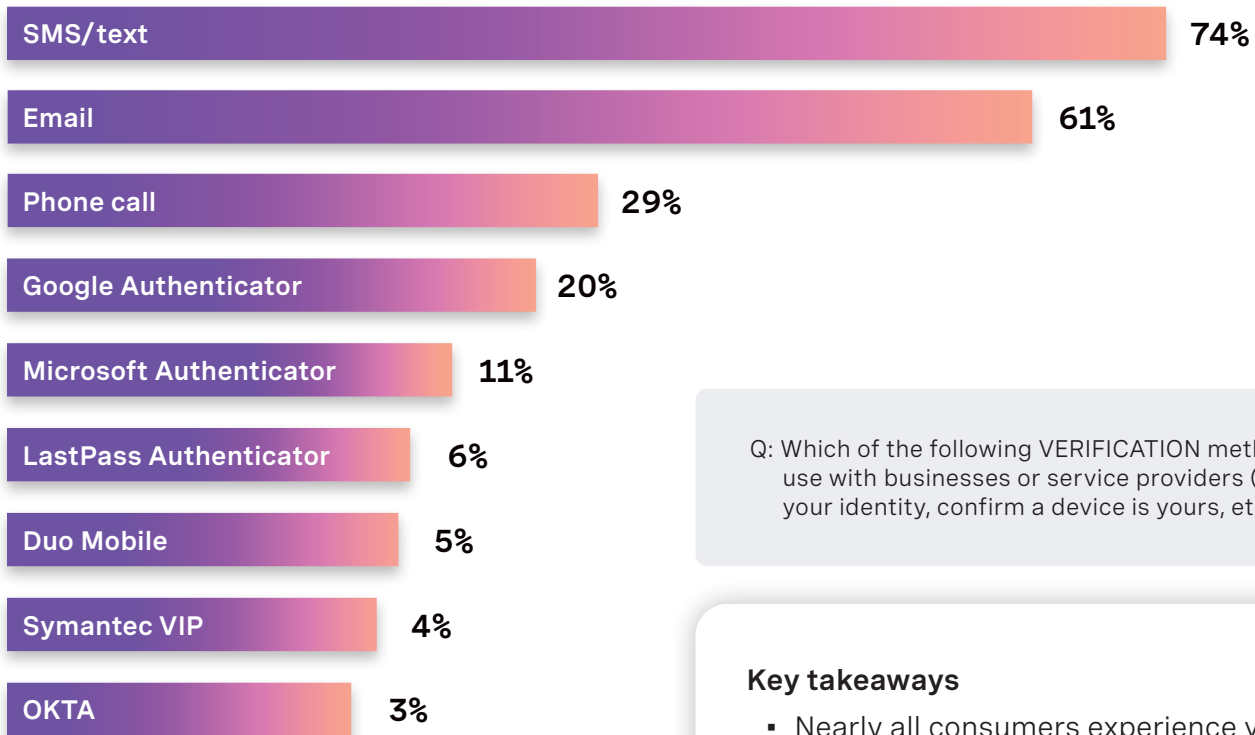


Key takeaways

- 40% of consumers feel that customer service/support has improved in the past year.
- Over 50% of consumers say it's easier to contact support and faster to resolve problems.
- Nearly 50% indicate better search results or improved information availability through messaging or on company websites.
- AI can automate responses around the clock over many channels.

Verification Methods Used

Verification Methods Used with Businesses/Service Providers



Q: Which of the following VERIFICATION methods do you use with businesses or service providers (e.g., to prove your identity, confirm a device is yours, etc.)?

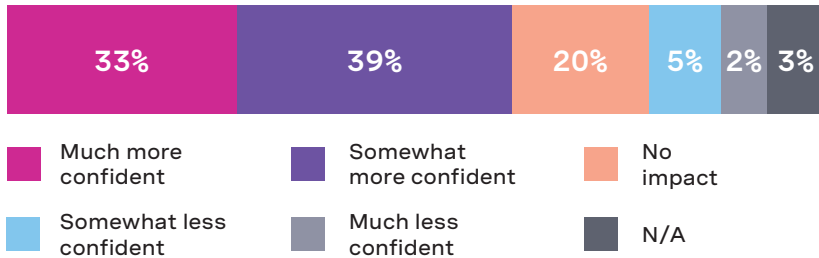
Key takeaways

- Nearly all consumers experience verification with businesses/service providers.
- Codes sent via SMS, email, or both are the dominant verification methods.
- Codes delivered by phone calls are used less widely.
- Verification app usage, led by Google and Microsoft, is relatively low.



Impact of Authentication

Impact of Authentication on Online Purchasing



Key takeaways

- Nearly all consumers have experienced online authentication.
- Over 71% of consumers feel more confident when shopping on sites that use online authentication.
- Few have negative attitudes toward online authentication.

Q: When online sites require authentication, how does that impact your confidence in purchasing through that site?

Comfort With Authentication Methods

Comfort with Each Authentication Method

SMS/text



Email



Phone call



Authenticator app



Silent authentication



Very comfortable Somewhat comfortable Not comfortable N/A

Key takeaways

- SMS and email verification are nearly universal.
- Usage and comfort are lower for verification by phone call and authentication apps.
- Silent authentication trails all other methods.

Q: How comfortable are you using each of these authentication methods when making online purchases?