

CUSTOMER CARE 2025

Global Study on the Service of the Future

Millennials and Gen Z value excellence in customer service more than any other generation before

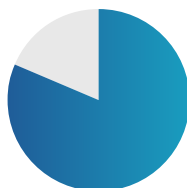


81.0% stopped buying from a brand due to a poor customer service experience

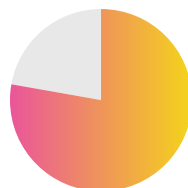


84.2% would change their brand preference if another brand would offer better customer service

The DIY trend becomes very relevant for customer service: Millennials and Gen Z prefer to fix issues on their own



81.6% prefer to diagnose and fix software related issues with the help of a Virtual Assistant or AR / VR



78.0% prefer to repair hardware related issues with the help of DIY repair kits supported with step-by-step tutorials

Source: Global Online Survey; N = 1,704 Smartphone Owners; Age < 31; Countries = China, Germany, India, Indonesia, Mexico, US

Zero tolerance: Instant access to customer service and lightning speed are everything in the mind of a Millennial or Gen Z



For **49.5%**, Google Search is the very first action when help is needed



49.9% would prefer to communicate with a bot because bots don't ask annoying questions



For **43.7%**, not being able to reach customer service is the single most mentioned experience killer