

# The Rise of "Human-less" Customer Services

High performance. **Delivered.**



**83%** of Singapore consumers prefer dealing with human beings over digital channels to solve customer services issues.



**US\$26 billion** the estimated cost of customers switching due to poor service in Singapore.



**68%** switched providers in the past year.



**81%** would have been impacted by better live/in-person customer service.



**52%** won't go back after switching.



To improve loyalty, differentiate themselves and drive growth, companies need to rebalance their digital and traditional customer services investments.