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Digital disconnect in customer engagement:

The 11th annual Global Consumer Pulse Research (GCPR) identifies the need to rebalance digital and traditional investments in order for companies to improve loyalty, differentiate themselves and drive growth

Has our collective reliance on digital channels...become over-reliance?

Increasingly, signs are pointing to the benefits of **multi-channel** approaches for both companies and consumers.

It's not that any one channel reigns supreme. Customers prefer a mix of digital and physical channels, switching between the two to get to the outcomes they want through the path of least resistance. And companies see increased sales – and loyalty – from customers who use more than one channel.

That means companies need to:

#1—Put the human and physical elements back into customer services:

The focus should be on delivering satisfying, integrated customer experiences – not just methods of interaction.

#2—Make it easy for customers to switch channels to get the experiences they want: Make sure customers can fluidly move from digital to human interaction to get the outcomes they desire.

#3—Root out toxicity: Identify the most difficult customer experiences across all channels and use them to guide your investment strategy.

To learn more about how to rebalance your channel strategy visit [Accenture.com/GlobalConsumerPulseResearch](https://www.accenture.com/GlobalConsumerPulseResearch)

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