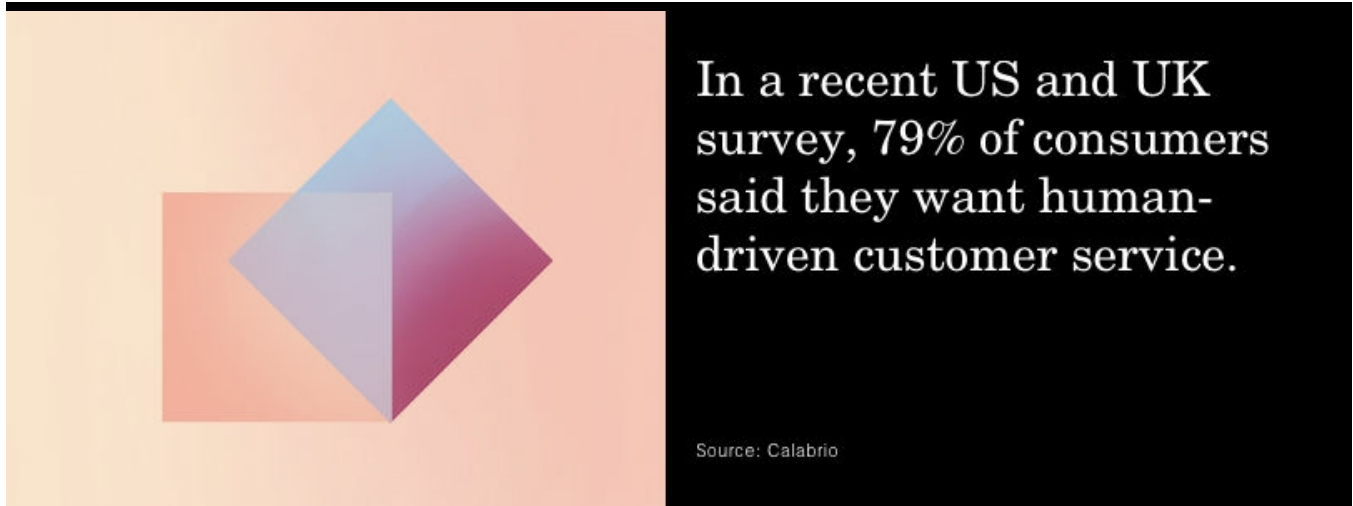


# CUSTOMERS STILL DESIRE HUMAN SERVICE

By Holly Friend and Livvy Houghton

12 : 07 : 2018 Customer Experience : Technology : Digital



According to a recent study by analytics software firm Calabrio, customers are placing greater importance on human service than the digital tools companies have been investing in, such as chatbots and self-service machines.

However, customers appreciate the choice that both types of service offer. Of those surveyed, 74% said they would be more loyal to a business that gives them the option to speak to a human rather than businesses that rely solely on digital channels.

As more retailers roll out digital services to automate their stores, the future is undoubtedly heading towards ultra-convenience. However, with human touch still key to any business, there lies an opportunity to **reposition this level of service as a luxury**.