

# Customer Channel Preferences

Findings from the UKCSI report January 2020

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80% of customers used their preferred channel to contact an organisation; 5.2% did not; 14.8% have no preference

Customers have a wide spread of channel preferences, often favouring different channels for different types of experience

Offer a range of channels based on an understanding of customers' channel preferences, especially for making a complaint



Customers are the least likely to have used their preferred channel in the Utilities, Telecommunications and Media and Automotive sectors

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The leading preference is to make the complaint by phone, followed by webchat, an organisation's website or email

Would you like to find out more about how channel preferences differ between Generations?

Get in touch.

You can also read our short article on Gen Z and Centennials linked in the comments.

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