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Global Study: Consumer Channel Preferences

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Global Study: Consumer Channel Preferences
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EXECUTIVE SUMMARY

This Data Snapshot examines which channels consumers prefer to use to complete a number of different interactions. This research is based on a study of 17,509 consumers from 18 countries: Australia, Brazil, Canada, France, Germany, Hong Kong, India, Indonesia, Japan, Malaysia, Mexico, the Philippines, Singapore, Spain, South Korea, Thailand, the United Kingdom, and the United States (see the methodology at the end of the report). Highlights from this study include:

+ **Consumers slightly prefer online channels.** Overall, 51% of consumers prefer to complete interactions through one of the three online channels (self-service on a computer, self-service on a mobile phone, or chat through a computer) rather than through one of the two offline channels (meet with someone in person or talk over the phone).

+ **Younger consumers are the least likely to prefer self-service through a computer.** Compared to the other two age groups, younger consumers are consistently the least likely to choose to complete activities using self-service through a computer.

+ **Indian and Thai consumers show the strongest preference for online channels.** An average of 64% of consumers from India and Thailand would prefer to use an online channel to complete interactions, while only an average of 37% of Spanish consumers say the same.

+ **Chat is the least popular channel**. Only 10% of consumers on average prefer to use chat through a computer to complete interactions, the least of any channel.

FIGURES IN THE REPORT

1. Channel Preferences: Average Across Interactions by Age
2. Channel Preferences: Average Across Interactions by Country
3. Channel Preferences: Get Technical Support by Age
4. Channel Preferences: Get Technical Support by Country
5. Channel Preferences: Resolve Issues with a Bill by Age
6. Channel Preferences: Resolve Issues with a Bill by Country
7. Channel Preferences: Book Airline Tickets by Age
8. Channel Preferences: Book Airline Tickets by Country
9. Channel Preferences: Purchase a TV by Age
10. Channel Preferences: Purchase a TV by Country
11. Channel Preferences: Get Order Status by Age
12. Channel Preferences: Get Order Status by Country
13. Channel Preferences: Select Mobile Phone Plan by Age
14. Channel Preferences: Select Mobile Phone Plan by Country
15. Channel Preferences: Apply for New Bank Account by Age
16. Channel Preferences: Apply for New Bank Account by Country
17. Channel Preferences: Schedule Medical Appointment by Age
18. Channel Preferences: Schedule Medical Appointment by Country

Methodology

Channel Preferences: Average Across Interactions by Age

KEY TAKEAWAYS

+ Consumers are slightly more likely to prefer completing interactions through one of the three online channels (51%) than through one of the two offline channels (49%).

+ Overall, meeting with someone in person was the most popular channel across all eight activities.

+ Younger consumers are most likely to prefer using their mobile phone to complete an activity and are least likely to prefer using their computer.

+ Older consumers show the strongest preferences for completing interactions through both self-service on their computer and talking to someone over the phone.

ABOUT
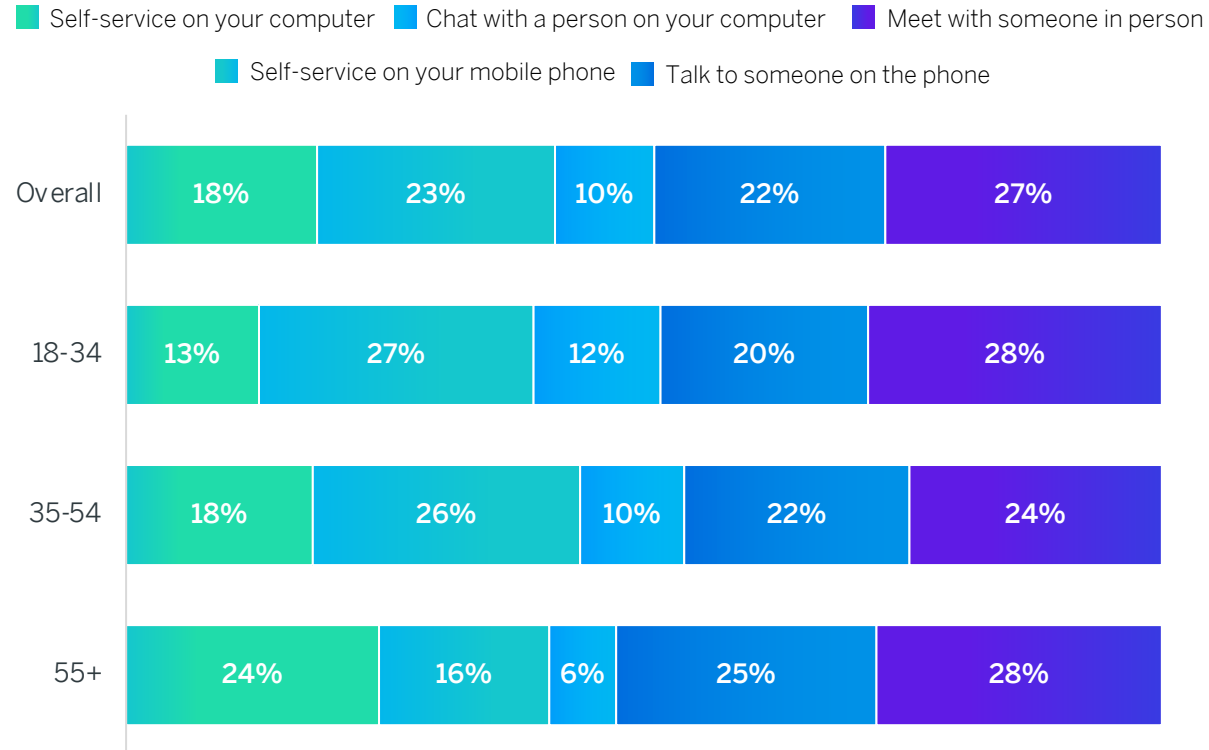
This chart shows which channels consumers across different age groups would prefer to use on average to complete eight common interactions: getting technical support, resolving issues with a bill, booking airline tickets, purchasing a TV, getting an order status, selecting a mobile phone plan, applying for a new bank account, and scheduling a medical appointment.

Average channel preferences for completing eight common interactions

- ■ Self-service on your computer
- ■ Chat with a person on your computer
- ■ Meet with someone in person
- ■ Self-service on your mobile phone
- ■ Talk to someone on the phone

	Self-service on your computer	Chat with a person on your computer	Self-service on your mobile phone	Talk to someone on the phone	Meet with someone in person
Overall	18%	23%	10%	22%	27%
18-34	13%	27%	12%	20%	28%
35-54	18%	26%	10%	22%	24%
55+	24%	16%	6%	25%	28%

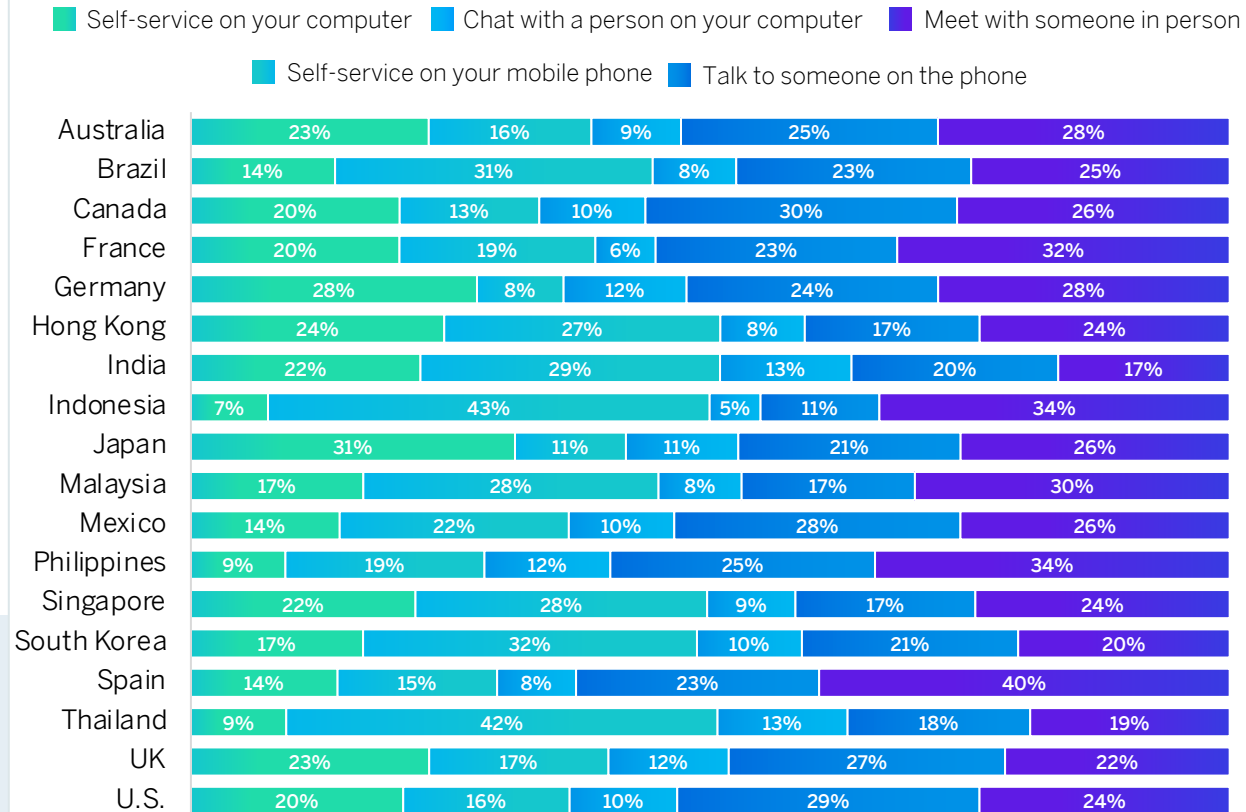# Channel Preferences: Average Across Interactions by Country

KEY TAKEAWAYS

+ Overall, consumers from India and Thailand show the strongest preference for completing interactions online, with 64% of respondents from each country choosing one of the three online channels.

+ Spanish consumers most strongly favor completing activities offline, with 63% selecting the phone or in-person option.

+ The most popular channels within a specific country are self-service on a mobile phone in Indonesia (43%), self-service on a mobile phone in Thailand (42%), and meeting someone in person in Spain (40%).

+ On average, 30% of Canadian consumers prefer to complete an interaction by talking over the phone – the most of any country.

ABOUT

This chart shows which channels consumers from 18 different countries would prefer to use on average to complete eight common interactions: getting technical support, resolving issues with a bill, booking airline tickets, purchasing a TV, getting an order status, selecting a mobile phone plan, applying for a new bank account, and scheduling a medical appointment.

Average channel preferences for completing eight common interactions

■ Self-service on your computer   ■ Chat with a person on your computer   ■ Meet with someone in person

■ Self-service on your mobile phone   ■ Talk to someone on the phone

Country	Self-service on your computer	Self-service on your mobile phone	Chat with a person on your computer	Talk to someone on the phone	Meet with someone in person
Australia	23%	16%	9%	25%	28%
Brazil	14%	31%	8%	23%	25%
Canada	20%	13%	10%	30%	26%
France	20%	19%	6%	23%	32%
Germany	28%	8%	12%	24%	28%
Hong Kong	24%	27%	8%	17%	24%
India	22%	29%	13%	20%	17%
Indonesia	7%	43%	5%	11%	34%
Japan	31%	11%	11%	21%	26%
Malaysia	17%	28%	8%	17%	30%
Mexico	14%	22%	10%	28%	26%
Philippines	9%	19%	12%	25%	34%
Singapore	22%	28%	9%	17%	24%
South Korea	17%	32%	10%	21%	20%
Spain	14%	15%	8%	23%	40%
Thailand	9%	42%	13%	18%	19%
UK	23%	17%	12%	27%	22%
U.S.	20%	16%	10%	29%	24%

Channel Preferences: Get Technical Support by Age

KEY TAKEAWAYS

+ Consumers prefer to get technical support through the offline channels – over the phone and in-person.

+ Overall, consumers most prefer getting technical support by talking to someone over the phone. This is especially true for older consumers.

+ Younger consumers are most likely to prefer getting technical support in person.

+ Middle-aged consumers show the strongest preference for getting technical support through one of the three online channels.

ABOUT

This chart shows which channels consumers across different age groups would prefer to use to get technical support for a computer.

"In which of the following ways would you most prefer to get technical support for a computer?"

■ Self-service on your computer   ■ Chat with a person on your computer   ■ Meet with someone in person

■ Self-service on your mobile phone   ■ Talk to someone on the phone

	Self-service on your computer	Self-service on your mobile phone	Chat with a person on your computer	Talk to someone on the phone	Meet with someone in person
Overall	15%	13%	17%	29%	26%
18-34	12%	15%	19%	25%	29%
35-54	14%	14%	19%	29%	23%
55+	14%	15%	9%	38%	23%

Base: 17,509 consumers across 18 countries
Source: Qualtrics XM Institute Q1 2021 Global Consumer Study
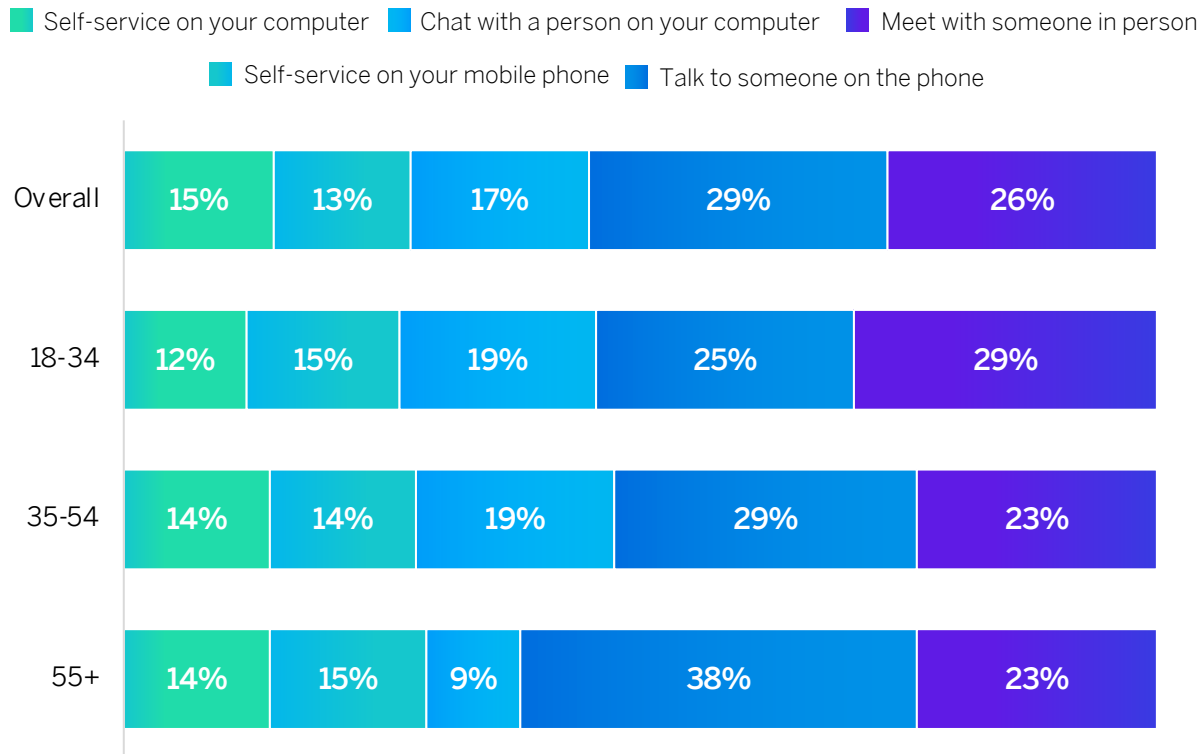
Channel Preferences: Get Technical Support by Country

KEY TAKEAWAYS

+ Thai consumers have the strongest preference for receiving technical support through one of the three online channels (65%), closely followed by South Korean (64%) and Indian (62%) consumers.

+ Almost half of Spanish and Indonesian consumers prefer to get technical support by meeting with someone in person.

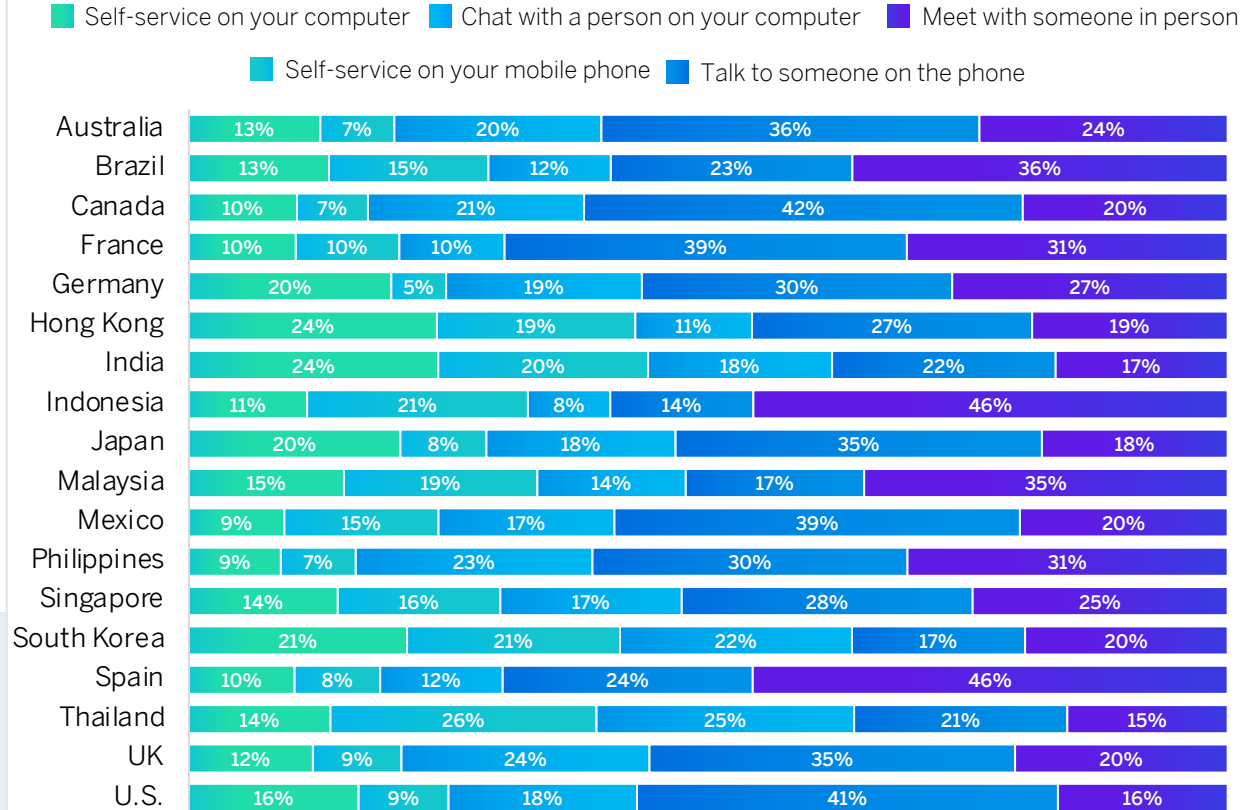+ Canadian and American consumers are the most likely to prefer to receive technical support by talking to someone on the phone, at 42% and 41%, respectively.

+ Consumers from Spain and France are least likely to get technical support through an online channel.

ABOUT

This chart shows which channels consumers from 18 different countries would prefer to use to get technical support for a computer.

"In which of the following ways would you most prefer to get technical support for a computer?"

- Self-service on your computer
- Chat with a person on your computer
- Meet with someone in person
- Self-service on your mobile phone
- Talk to someone on the phone

Country	Self-service on your computer	Chat with a person on your computer	Self-service on your mobile phone	Talk to someone on the phone	Meet with someone in person
Australia	13%	7%	20%	36%	24%
Brazil	13%	15%	12%	23%	36%
Canada	10%	7%	21%	42%	20%
France	10%	10%	10%	39%	31%
Germany	20%	5%	19%	30%	27%
Hong Kong	24%	19%	11%	27%	19%
India	24%	20%	18%	22%	17%
Indonesia	11%	21%	8%	14%	46%
Japan	20%	8%	18%	35%	18%
Malaysia	15%	19%	14%	17%	35%
Mexico	9%	15%	17%	39%	20%
Philippines	9%	7%	23%	30%	31%
Singapore	14%	16%	17%	28%	25%
South Korea	21%	21%	22%	17%	20%
Spain	10%	8%	12%	24%	46%
Thailand	14%	26%	25%	21%	15%
UK	12%	9%	24%	35%	20%
U.S.	16%	9%	18%	41%	16%

Base: 17,509 consumers across 18 countries
Source: Qualtrics XM Institute Q1 2021 Global Consumer Study

Channel Preferences: Resolve Issues with a Bill by Age

KEY TAKEAWAYS

+ Overall, consumers prefer to resolve an issue with their bill by speaking to someone over the phone.

+ Younger consumers are the least likely to resolve an issue with a bill over the phone and the most likely to prefer doing so in person or through their mobile phone.

+ Older consumers show the strongest preference speaking to someone over the phone to resolve an issue with their bill.

+ Middle-aged consumers are least likely to prefer meeting with someone in person to resolve an issue with a bill.

ABOUT

This chart shows which channels consumers across different age groups would prefer to use to resolve an issue with a bill.

"In which of the following ways would you most prefer to resolve an issue with a bill?"

- ■ Self-service on your computer
- ■ Chat with a person on your computer
- ■ Meet with someone in person
- ■ Self-service on your mobile phone
- ■ Talk to someone on the phone

	Self-service on your computer	Self-service on your mobile phone	Chat with a person on your computer	Talk to someone on the phone	Meet with someone in person
Overall	10%	18%	11%	39%	21%
18-34	7%	22%	14%	31%	25%
35-54	10%	20%	11%	39%	19%
55+	12%	13%	8%	48%	20%

Base: 17,509 consumers across 18 countries
Source: Qualtrics XM Institute Q1 2021 Global Consumer Study
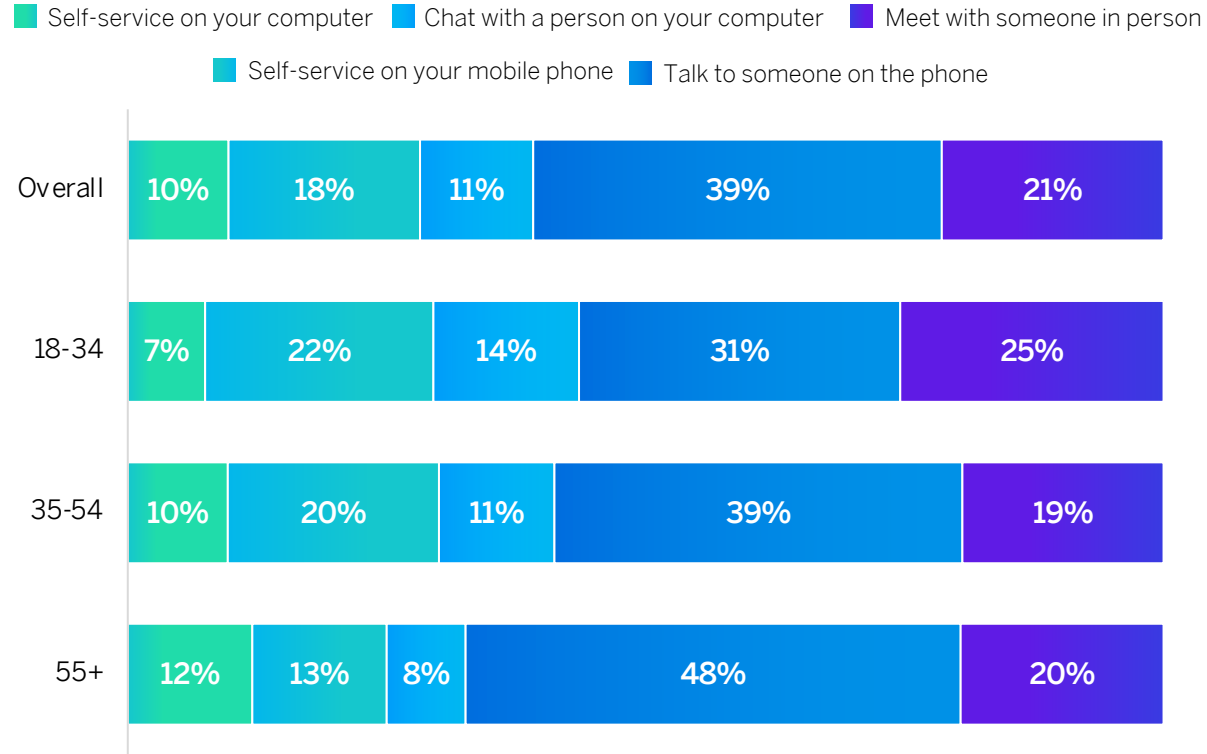
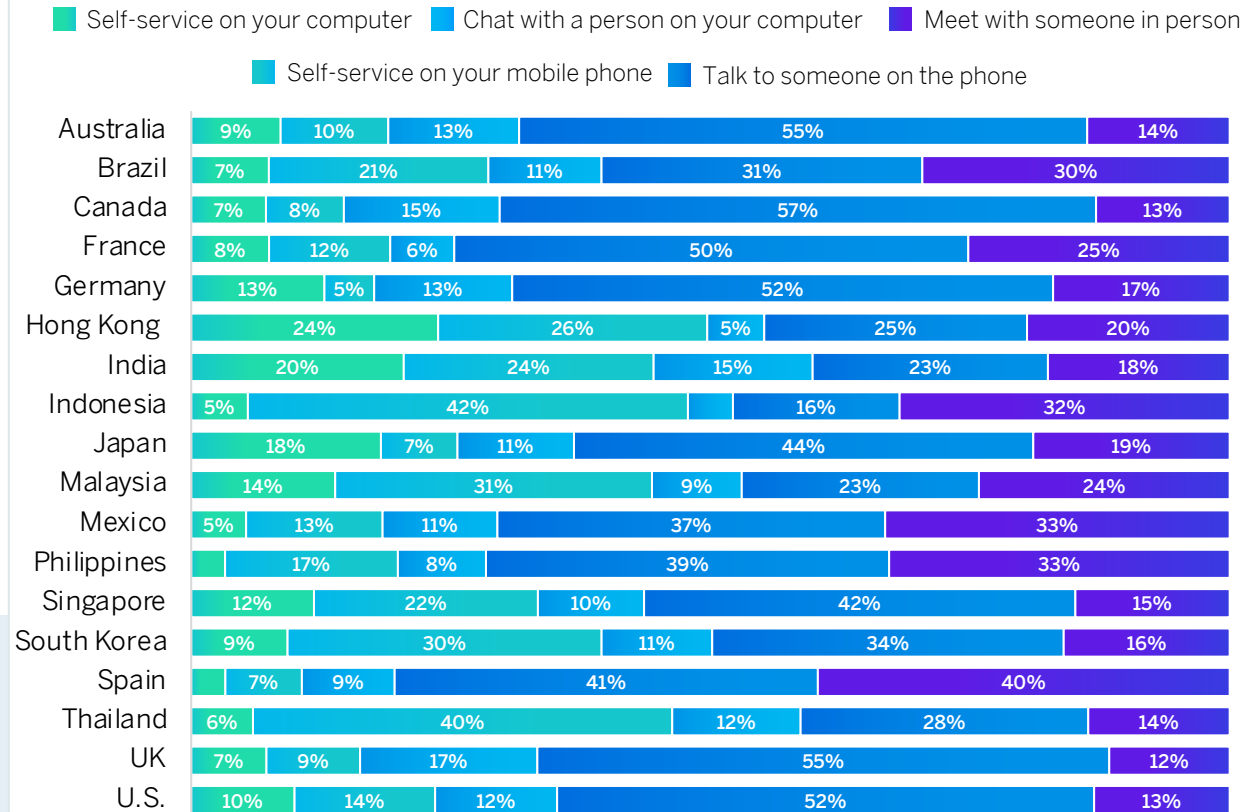# Channel Preferences: Resolve Issues with a Bill by Country

KEY TAKEAWAYS

+ Indian consumers have the strongest preference for resolving issues with a bill through one of the online channels (59%).

+ More than 50% of consumers from six countries (Canada, the UK, Australia, the U.S., Germany, and France) prefer to speak with someone over the phone to fix an issue with their bill.

+ Forty percent of Spanish consumers would choose to resolve an issue with their bill by meeting with someone in person – the most of any country.

+ Indonesian consumers are most likely to resolve an issue with their bill through their mobile phone (42%), closely followed by Thai consumers (40%).

ABOUT

This chart shows which channels consumers from 18 different countries would prefer to use to resolve an issue with a bill.

"In which of the following ways would you most prefer to resolve an issue with a bill?"

- Self-service on your computer
- Chat with a person on your computer
- Meet with someone in person
- Self-service on your mobile phone
- Talk to someone on the phone

Country	Self-service on your computer	Self-service on your mobile phone	Chat with a person on your computer	Talk to someone on the phone	Meet with someone in person
Australia	9%	10%	13%	55%	14%
Brazil	7%	21%	11%	31%	30%
Canada	7%	8%	15%	57%	13%
France	8%	12%	6%	50%	25%
Germany	13%	5%	13%	52%	17%
Hong Kong	24%	26%	5%	25%	20%
India	20%	24%	15%	23%	18%
Indonesia	5%	42%	16%		32%
Japan	18%	7%	11%	44%	19%
Malaysia	14%	31%	9%	23%	24%
Mexico	5%	13%	11%	37%	33%
Philippines		17%	8%	39%	33%
Singapore	12%	22%	10%	42%	15%
South Korea	9%	30%	11%	34%	16%
Spain		7%	9%	41%	40%
Thailand	6%	40%	12%	28%	14%
UK	7%	9%	17%	55%	12%
U.S.	10%	14%	12%	52%	13%

Base: 17,509 consumers across 18 countries
Source: Qualtrics XM Institute Q1 2021 Global Consumer Study
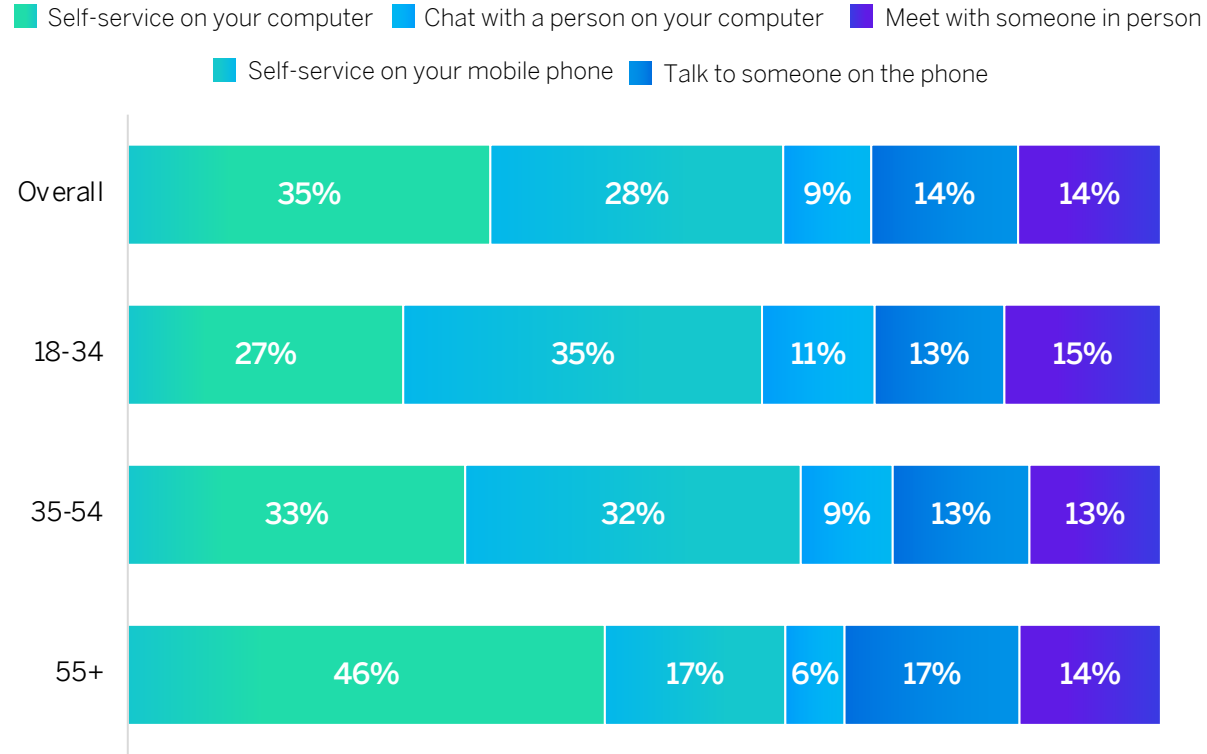
Channel Preferences: Book Airline Tickets by Age

KEY TAKEAWAYS

+ Overall, consumers prefer to book airline tickets through self-service on the computer.

+ Older consumers are most likely to prefer booking airline tickets through a computer and are least likely to prefer booking through their mobile phones or chat.

+ Only 28% of all consumers prefer to book tickets offline, either by talking to someone over the phone or meeting with them in person.

+ Younger consumers are show the strongest preference for using self-service on their mobile phone or chatting with someone to book an airline ticket.

ABOUT

This chart shows which channels consumers across different age groups would prefer to use to book an airline ticket.

"In which of the following ways would you most prefer to book an airline ticket?"

- ■ Self-service on your computer
- ■ Chat with a person on your computer
- ■ Meet with someone in person
- ■ Self-service on your mobile phone
- ■ Talk to someone on the phone

Age	Self-service on your computer	Self-service on your mobile phone	Chat with a person on your computer	Talk to someone on the phone	Meet with someone in person
Overall	35%	28%	9%	14%	14%
18-34	27%	35%	11%	13%	15%
35-54	33%	32%	9%	13%	13%
55+	46%	17%	6%	17%	14%

Base: 17,509 consumers across 18 countries
Source: Qualtrics XM Institute Q1 2021 Global Consumer Study
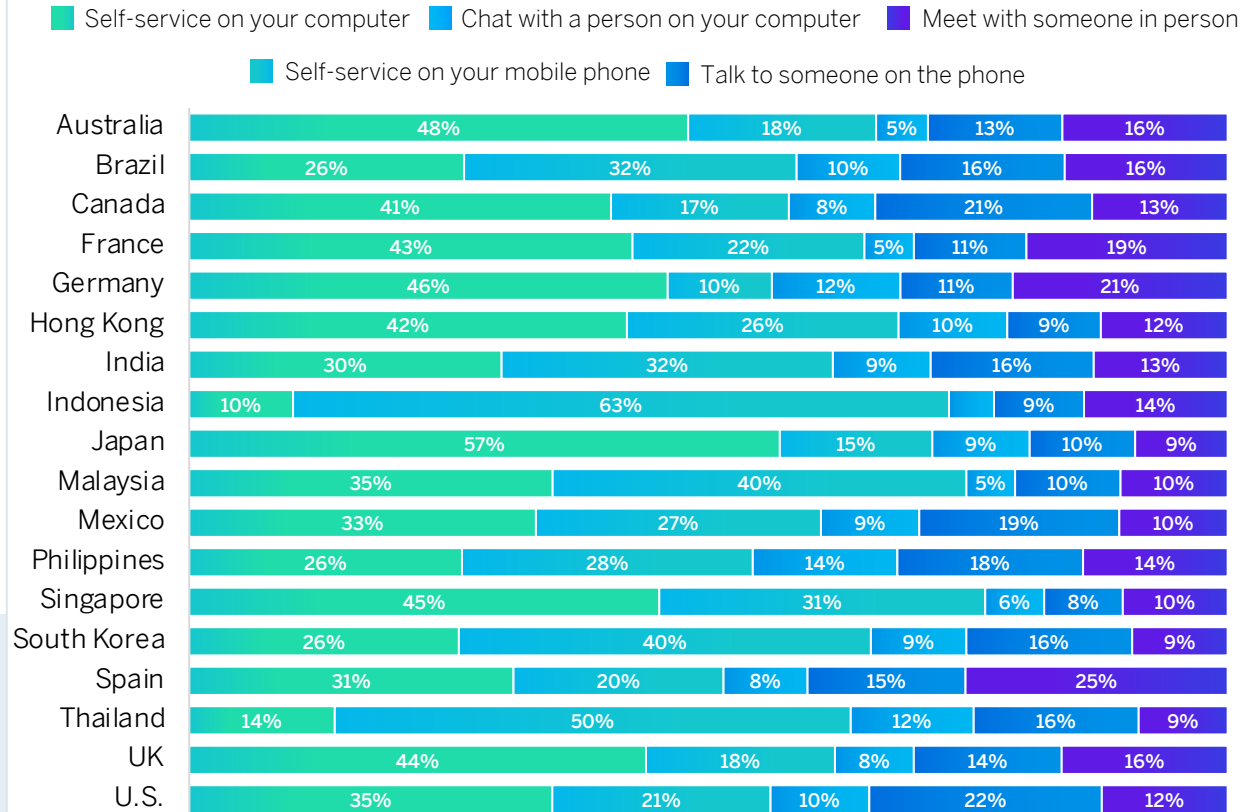
Channel Preferences: Book Airline Tickets by Country

KEY TAKEAWAYS

+ Japanese consumers show the strongest preference for booking airline tickets through their computer (57%).

+ Consumers in Indonesia are most likely to prefer booking an airline ticket using self-service on their mobile phone.

+ One-fourth of Spanish consumers say they would prefer to meet with someone in person to book an airline ticket – the most of any country.

+ 82% of Singaporean consumers prefer to book airline tickets using one of three online channels, closely followed by Japanese consumers at 81%.

ABOUT

This chart shows which channels consumers from 18 different countries would prefer to use to book an airline ticket.

"In which of the following ways would you most prefer to book an airline ticket?"

- Self-service on your computer
- Chat with a person on your computer
- Meet with someone in person
- Self-service on your mobile phone
- Talk to someone on the phone

Country	Self-service on your computer	Chat with a person on your computer	Self-service on your mobile phone	Talk to someone on the phone	Meet with someone in person
Australia	48%	18%	5%	13%	16%
Brazil	26%	32%	10%	16%	16%
Canada	41%	17%	8%	21%	13%
France	43%	22%	5%	11%	19%
Germany	46%	10%	12%	11%	21%
Hong Kong	42%	26%	10%	9%	12%
India	30%	32%	9%	16%	13%
Indonesia	10%	63%		9%	14%
Japan	57%	15%	9%	10%	9%
Malaysia	35%	40%	5%	10%	10%
Mexico	33%	27%	9%	19%	10%
Philippines	26%	28%	14%	18%	14%
Singapore	45%	31%	6%	8%	10%
South Korea	26%	40%	9%	16%	9%
Spain	31%	20%	8%	15%	25%
Thailand	14%	50%	12%	16%	9%
UK	44%	18%	8%	14%	16%
U.S.	35%	21%	10%	22%	12%

Base: 17,509 consumers across 18 countries
Source: Qualtrics XM Institute Q1 2021 Global Consumer Study
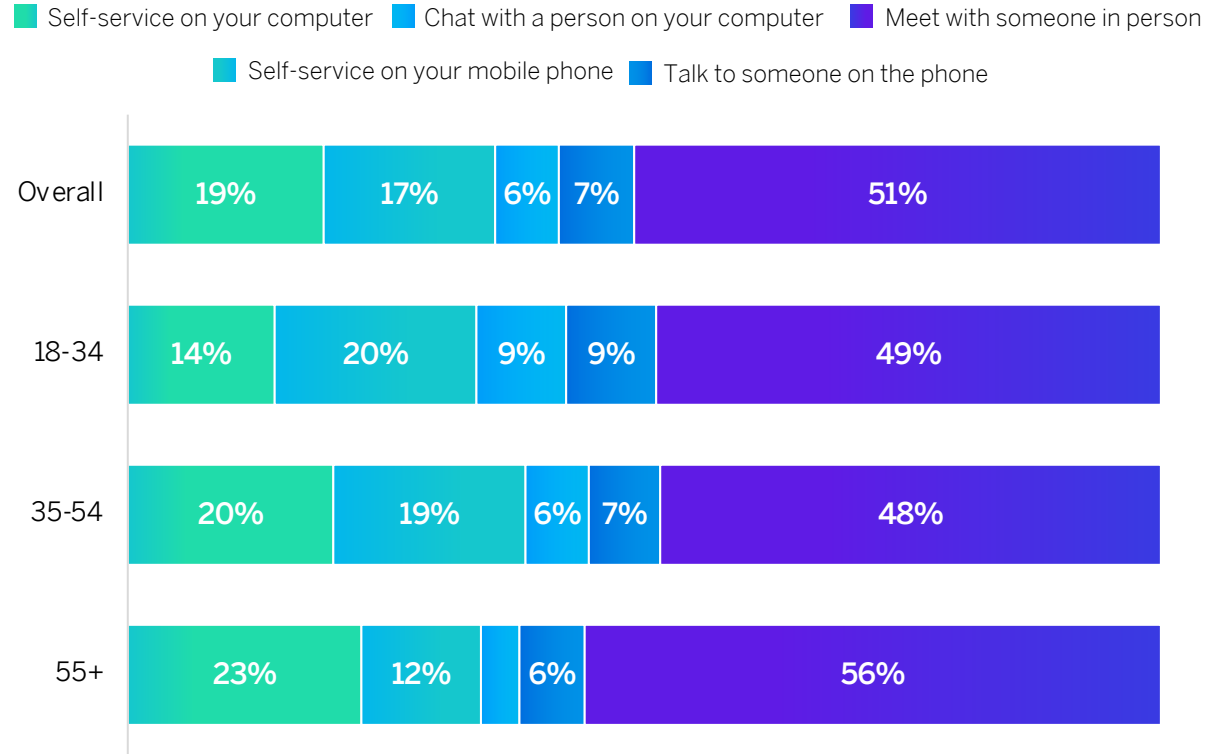
Channel Preferences: Purchase a TV by Age

KEY TAKEAWAYS

+ Overall, consumers show a significant preference for buying a new TV in person, with over half of respondents favoring this channel.

+ Middle-aged consumers are most likely to choose one of the three online channels to purchase a new TV.

+ Younger consumers are least likely to prefer buying a new TV through their computer, but they're the most likely to prefer making the purchase through their mobile phone, chat, or talking with someone over the phone.

+ Older consumer have the strongest preference for buying a new TV both in-person and through their computer.

ABOUT

This chart shows which channels consumers across different age groups would prefer to use to purchase a new television.

"In which of the following ways would you most prefer to purchase a new television?"

Legend:
- ■ Self-service on your computer
- ■ Chat with a person on your computer
- ■ Meet with someone in person
- ■ Self-service on your mobile phone
- ■ Talk to someone on the phone

Age	Self-service on your computer	Chat with a person on your computer	Self-service on your mobile phone	Talk to someone on the phone	Meet with someone in person
Overall	19%	17%	6%	7%	51%
18-34	14%	20%	9%	9%	49%
35-54	20%	19%	6%	7%	48%
55+	23%	12%		6%	56%

Base: 17,509 consumers across 18 countries
Source: Qualtrics XM Institute Q1 2021 Global Consumer Study

Channel Preferences: Purchase a TV by Country
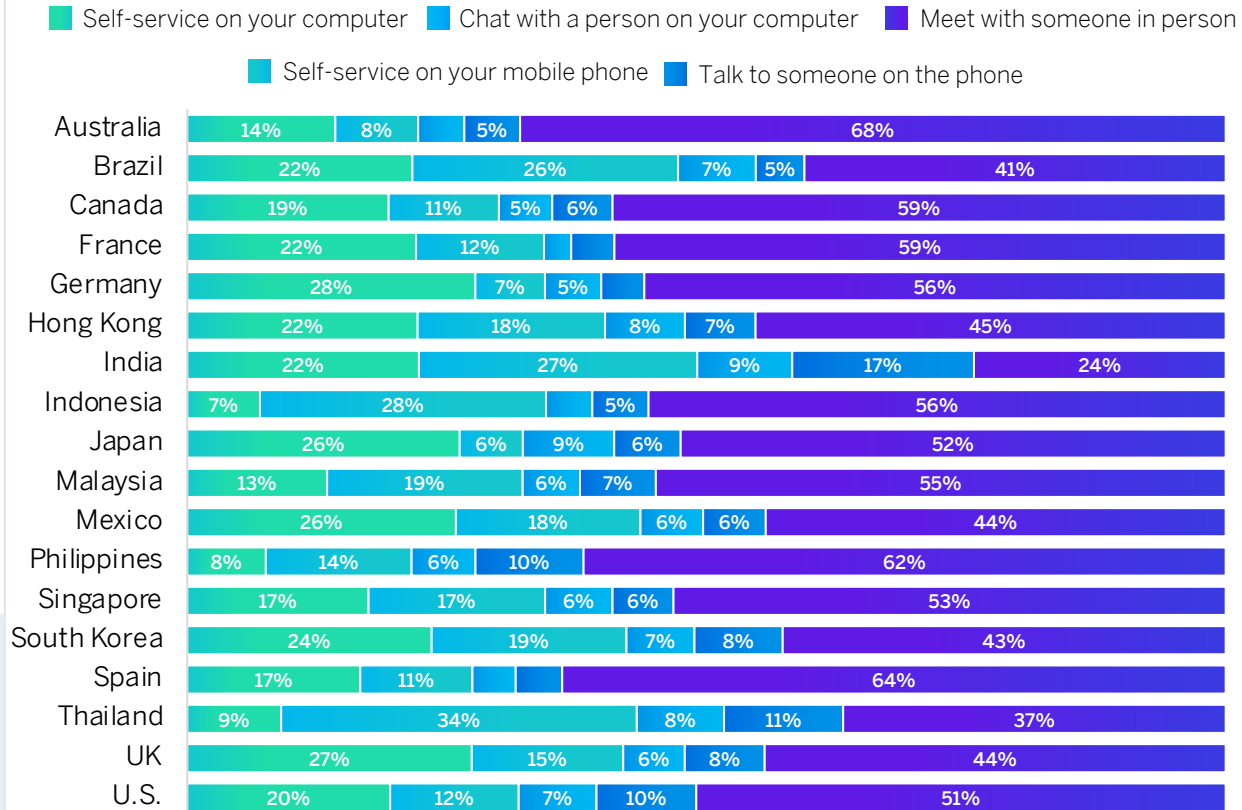
KEY TAKEAWAYS

+ Indian consumers are the least likely – by a significant margin – to purchase a new TV in-person; however, they are also by far the most likely to buy a TV by talking to someone over the phone.

+ Consumers from Australia show the strongest preference for purchasing a new TV in-person (68%) and are the least likely to buy it using one of the online channels.

+ Thai consumers are the most likely to prefer buying a TV through self-service on their mobile phone (34%).

+ Fewer than 10% of consumers from Indonesia, the Philippines, and Thailand say they would prefer to buy a TV through their computer

ABOUT

This chart shows which channels consumers from 18 different countries would prefer to use to purchase a new television.

"In which of the following ways would you most prefer to purchase a new television?"

- Self-service on your computer
- Chat with a person on your computer
- Meet with someone in person
- Self-service on your mobile phone
- Talk to someone on the phone

Country	Self-service on your computer	Chat with a person on your computer	Self-service on your mobile phone	Talk to someone on the phone	Meet with someone in person
Australia	14%	8%	5%		68%
Brazil	22%	26%	7%	5%	41%
Canada	19%	11%	5%	6%	59%
France	22%	12%			59%
Germany	28%	7%	5%		56%
Hong Kong	22%	18%	8%	7%	45%
India	22%	27%	9%	17%	24%
Indonesia	7%	28%		5%	56%
Japan	26%	6%	9%	6%	52%
Malaysia	13%	19%	6%	7%	55%
Mexico	26%	18%	6%	6%	44%
Philippines	8%	14%	6%	10%	62%
Singapore	17%	17%	6%	6%	53%
South Korea	24%	19%	7%	8%	43%
Spain	17%	11%			64%
Thailand	9%	34%	8%	11%	37%
UK	27%	15%	6%	8%	44%
U.S.	20%	12%	7%	10%	51%

Base: 17,509 consumers across 18 countries
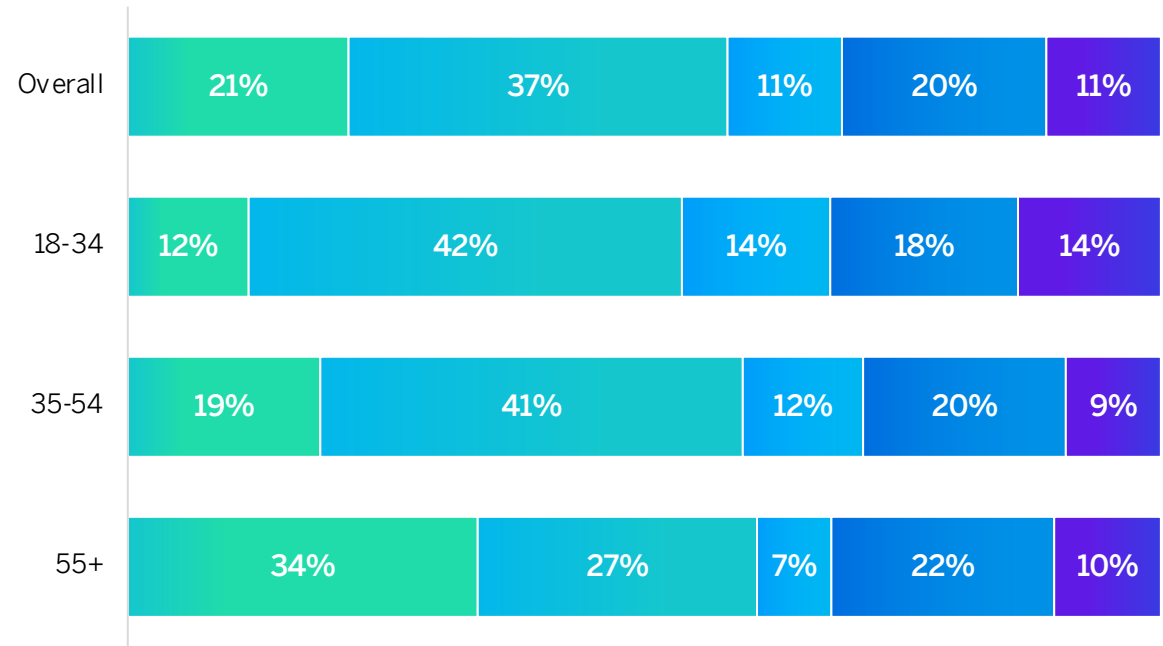Source: Qualtrics XM Institute Q1 2021 Global Consumer Study

Channel Preferences: Get Order Status by Age

KEY TAKEAWAYS

+ Overall, consumers prefer to check on the status of their order using self-service on their mobile phone.

+ Nearly four-fifths of all consumers would choose to get the status of their order through one of the three online channels.

+ While younger consumers show the strongest preference for checking order status through their mobile phone, they show the weakest preference for checking it through their computer.

+ Older consumers are least likely to use their mobile phone or chat to get the status of an order they've made.

ABOUT

This chart shows which channels consumers across different age groups would prefer to use to get the status of an order they made.

"In which of the following ways would you most prefer to get the status of an order you made?"

■ Self-service on your computer   ■ Chat with a person on your computer   ■ Meet with someone in person
■ Self-service on your mobile phone   ■ Talk to someone on the phone

	Self-service on your computer	Self-service on your mobile phone	Chat with a person on your computer	Talk to someone on the phone	Meet with someone in person
Overall	21%	37%	11%	20%	11%
18-34	12%	42%	14%	18%	14%
35-54	19%	41%	12%	20%	9%
55+	34%	27%	7%	22%	10%

Base: 17,509 consumers across 18 countries
Source: Qualtrics XM Institute Q1 2021 Global Consumer Study

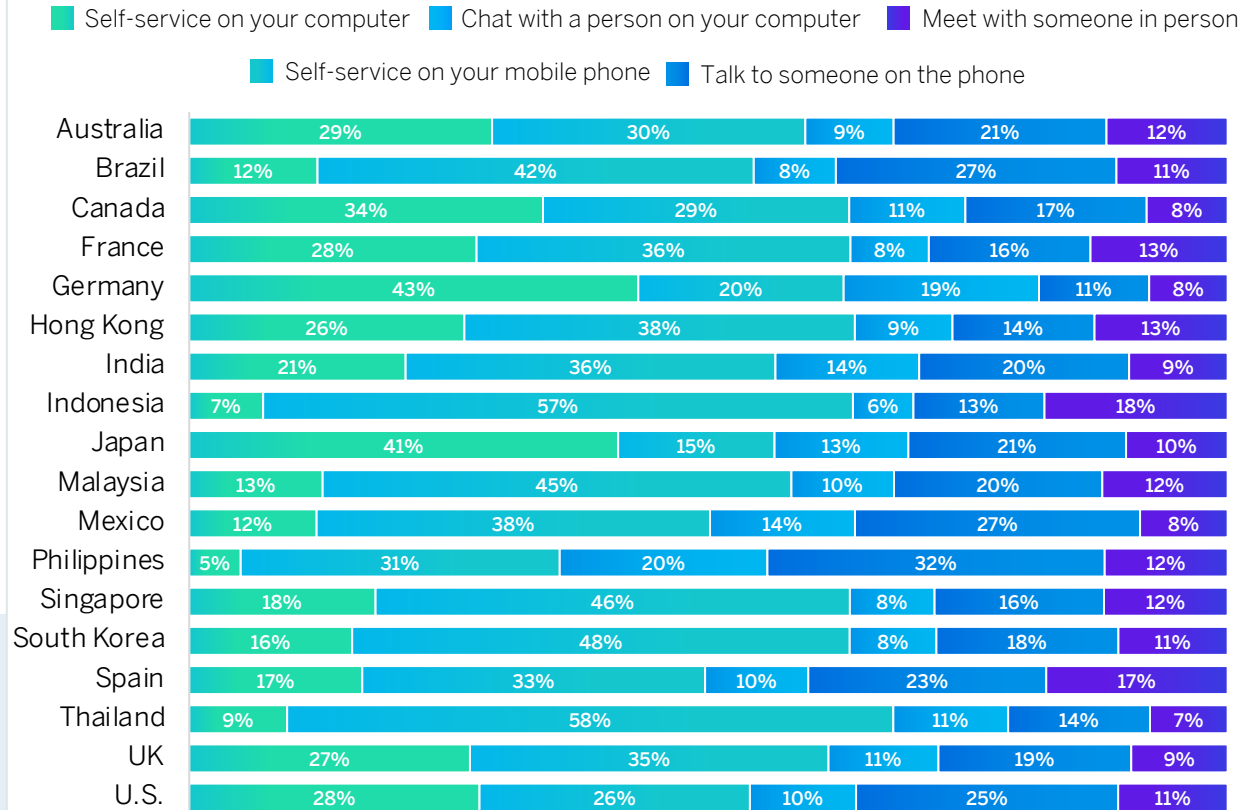# Channel Preferences: Get Order Status by Country

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KEY TAKEAWAYS

+ Consumers from Thailand and Indonesia show the strongest preference for checking an order status on their mobile phone, with 58% and 57% favoring this channel, respectively.

+ While Filipino consumers are most likely to choose to check their order status by talking to someone over the phone, they are the least likely to get their order status through self-service on their computer.

+ German consumers are the most likely to use one of the three online channels to get the status of their order (82%).

+ Indonesian and Spanish consumers have the strongest preference for checking on the status of an order in-person.

ABOUT

This chart shows which channels consumers from 18 different countries would prefer to use to get the status of an order they made.

"In which of the following ways would you most prefer to get the status of an order you made?"

■ Self-service on your computer   ■ Chat with a person on your computer   ■ Meet with someone in person
■ Self-service on your mobile phone   ■ Talk to someone on the phone

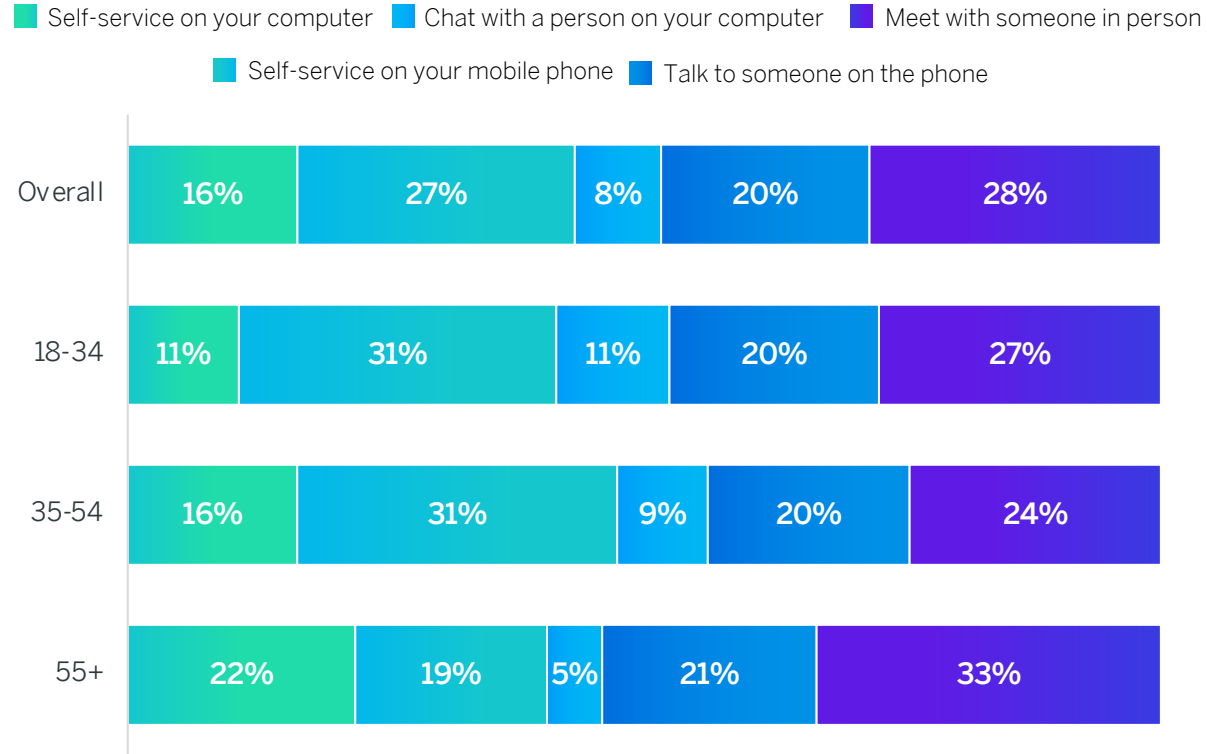| Country	Self-service on your computer	Self-service on your mobile phone	Chat with a person on your computer	Talk to someone on the phone	Meet with someone in person
Australia	29%	30%	9%	21%	12%
Brazil	12%	42%	8%	27%	11%
Canada	34%	29%	11%	17%	8%
France	28%	36%	8%	16%	13%
Germany	43%	20%	19%	11%	8%
Hong Kong	26%	38%	9%	14%	13%
India	21%	36%	14%	20%	9%
Indonesia	7%	57%	6%	13%	18%
Japan	41%	15%	13%	21%	10%
Malaysia	13%	45%	10%	20%	12%
Mexico	12%	38%	14%	27%	8%
Philippines	5%	31%	20%	32%	12%
Singapore	18%	46%	8%	16%	12%
South Korea	16%	48%	8%	18%	11%
Spain	17%	33%	10%	23%	17%
Thailand	9%	58%	11%	14%	7%
UK	27%	35%	11%	19%	9%
U.S.	28%	26%	10%	25%	11%

Channel Preferences: Select Mobile Phone Plan by Age

KEY TAKEAWAYS

+ Overall, consumers show a slight preference for selecting a new mobile phone plan in person (28%), closely followed by self-serving through a mobile phone (27%).

+ 51% of consumers would prefer to use one of three online channels to select a new mobile phone plan.

+ One-third of older consumers prefer to select a new mobile phone plan in-person – the most of any age group.

+ Younger consumers are least likely to use self-service on their computer to select a new mobile phone plan.

ABOUT

This chart shows which channels consumers across different age groups would prefer to use to select a new mobile phone plan.

"In which of the following ways would you most prefer to select a new mobile phone plan?"

■ Self-service on your computer   ■ Chat with a person on your computer   ■ Meet with someone in person
■ Self-service on your mobile phone   ■ Talk to someone on the phone

Age	Self-service on your computer	Chat with a person on your computer	Self-service on your mobile phone	Talk to someone on the phone	Meet with someone in person
Overall	16%	27%	8%	20%	28%
18-34	11%	31%	11%	20%	27%
35-54	16%	31%	9%	20%	24%
55+	22%	19%	5%	21%	33%

Base: 17,509 consumers across 18 countries
Source: Qualtrics XM Institute Q1 2021 Global Consumer Study

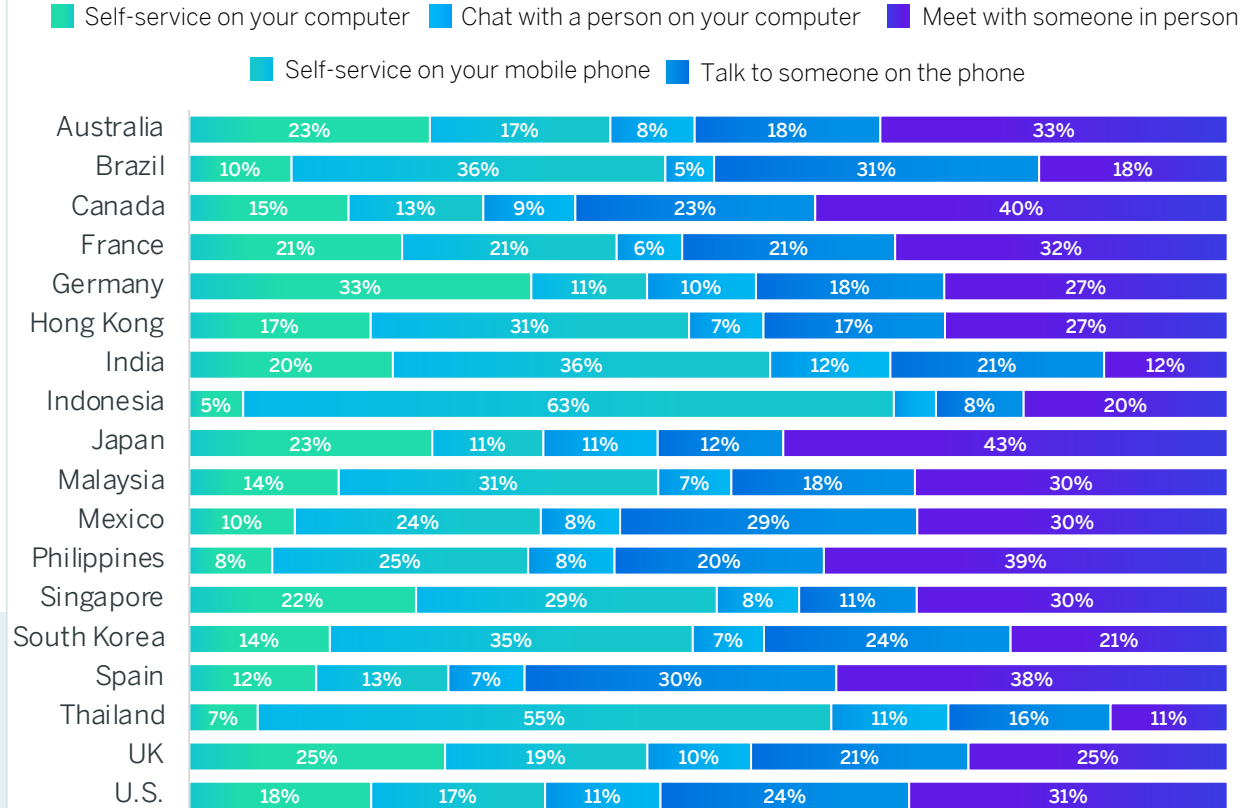# Channel Preferences: Select Mobile Phone Plan by Country

KEY TAKEAWAYS

+ While 63% of Indonesian consumers would prefer to select a mobile phone plan using self-service on their mobile phone, only 11% of Japanese consumers favor this channel.

+ Spanish consumers are most likely to choose one of the two offline channels to select a new phone plan, whereas Indonesian consumers are most likely to choose one of the three online channels.

+ Consumers from Thailand and India are least likely to prefer meeting with someone in person to select a new mobile phone plan.

+ Brazilian consumers – closely followed by Spanish consumers – have the strongest preference for selecting a new phone plan over the phone.

ABOUT

This chart shows which channels consumers from 18 different countries would prefer to use to select a new mobile phone plan.

"In which of the following ways would you most prefer to select a new mobile phone plan?"

- ■ Self-service on your computer
- ■ Chat with a person on your computer
- ■ Meet with someone in person
- ■ Self-service on your mobile phone
- ■ Talk to someone on the phone

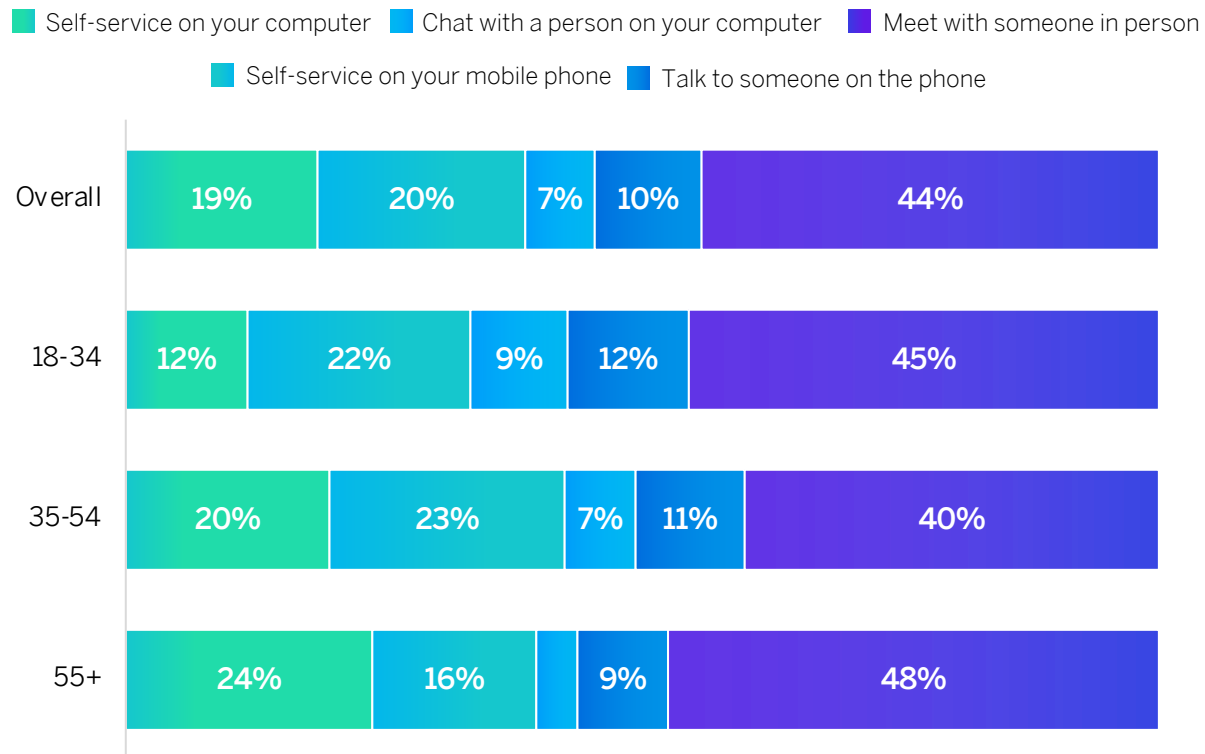| Country	Self-service on your computer	Chat with a person on your computer	Meet with someone in person	Self-service on your mobile phone	Talk to someone on the phone
Australia	23%	17%	8%	18%	33%
Brazil	10%	36%	5%	31%	18%
Canada	15%	13%	9%	23%	40%
France	21%	21%	6%	21%	32%
Germany	33%	11%	10%	18%	27%
Hong Kong	17%	31%	7%	17%	27%
India	20%	36%	12%	21%	12%
Indonesia	5%	63%		8%	20%
Japan	23%	11%	11%	12%	43%
Malaysia	14%	31%	7%	18%	30%
Mexico	10%	24%	8%	29%	30%
Philippines	8%	25%	8%	20%	39%
Singapore	22%	29%	8%	11%	30%
South Korea	14%	35%	7%	24%	21%
Spain	12%	13%	7%	30%	38%
Thailand	7%	55%	11%	16%	11%
UK	25%	19%	10%	21%	25%
U.S.	18%	17%	11%	24%	31%

Channel Preferences: Apply for New Bank Account by Age

KEY TAKEAWAYS

+ Overall, consumers prefer to apply for a new bank account in-person.

+ Only 46% of consumers would prefer to apply for a new bank account through one of the three online channels.

+ Older consumers show the strongest preference for using self-service on their computer to apply for a new bank account.

+ Younger consumers are the least likely to use self-service channels to apply for a new bank account.

+ Middle-aged consumers are least likely to meet with someone in-person to apply for a new bank account.

ABOUT

This chart shows which channels consumers across different age groups would prefer to use to apply for a new bank account.

"In which of the following ways would you most prefer to apply for a new bank account?"

■ Self-service on your computer ■ Chat with a person on your computer ■ Meet with someone in person
■ Self-service on your mobile phone ■ Talk to someone on the phone

Age	Self-service on your computer	Chat with a person on your computer	Self-service on your mobile phone	Talk to someone on the phone	Meet with someone in person
Overall	19%	20%	7%	10%	44%
18-34	12%	22%	9%	12%	45%
35-54	20%	23%	7%	11%	40%
55+	24%	16%		9%	48%

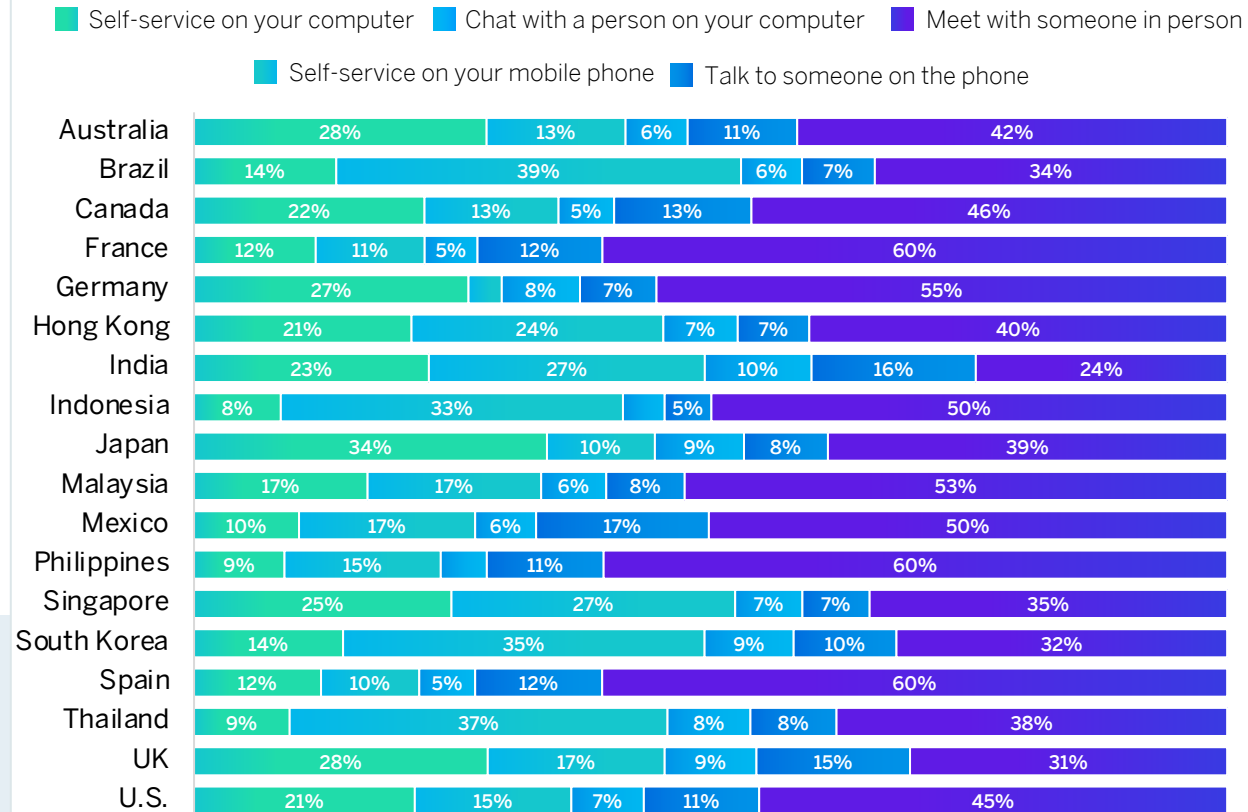# Channel Preferences: Apply for New Bank Account by Country

KEY TAKEAWAYS

+ Sixty percent of Spanish, Filipino, and French consumers would prefer to meet with someone in person to apply for a new bank account.

+ Indian consumers are most likely to prefer one of three online channels to apply for a new bank account (60%).

+ Spanish consumers are least likely to apply for a new bank account using one of three online channels.

+ Consumers from Mexico show the strongest preference for applying for a new bank account by speaking with someone over the phone (17%), closely followed by India (16%) and the UK (15%).

ABOUT

This chart shows which channels consumers from 18 different countries would prefer to use to apply for a new bank account.

"In which of the following ways would you most prefer to apply for a new bank account?"

- Self-service on your computer
- Chat with a person on your computer
- Meet with someone in person
- Self-service on your mobile phone
- Talk to someone on the phone

Country	Self-service on your computer	Chat with a person on your computer	Self-service on your mobile phone	Talk to someone on the phone	Meet with someone in person
Australia	28%	13%	6%	11%	42%
Brazil	14%	39%	6%	7%	34%
Canada	22%	13%	5%	13%	46%
France	12%	11%	5%	12%	60%
Germany	27%		8%	7%	55%
Hong Kong	21%	24%	7%	7%	40%
India	23%	27%	10%	16%	24%
Indonesia	8%	33%		5%	50%
Japan	34%	10%	9%	8%	39%
Malaysia	17%	17%	6%	8%	53%
Mexico	10%	17%	6%	17%	50%
Philippines	9%	15%		11%	60%
Singapore	25%	27%	7%	7%	35%
South Korea	14%	35%	9%	10%	32%
Spain	12%	10%	5%	12%	60%
Thailand	9%	37%	8%	8%	38%
UK	28%	17%	9%	15%	31%
U.S.	21%	15%	7%	11%	45%

Base: 17,509 consumers across 18 countries
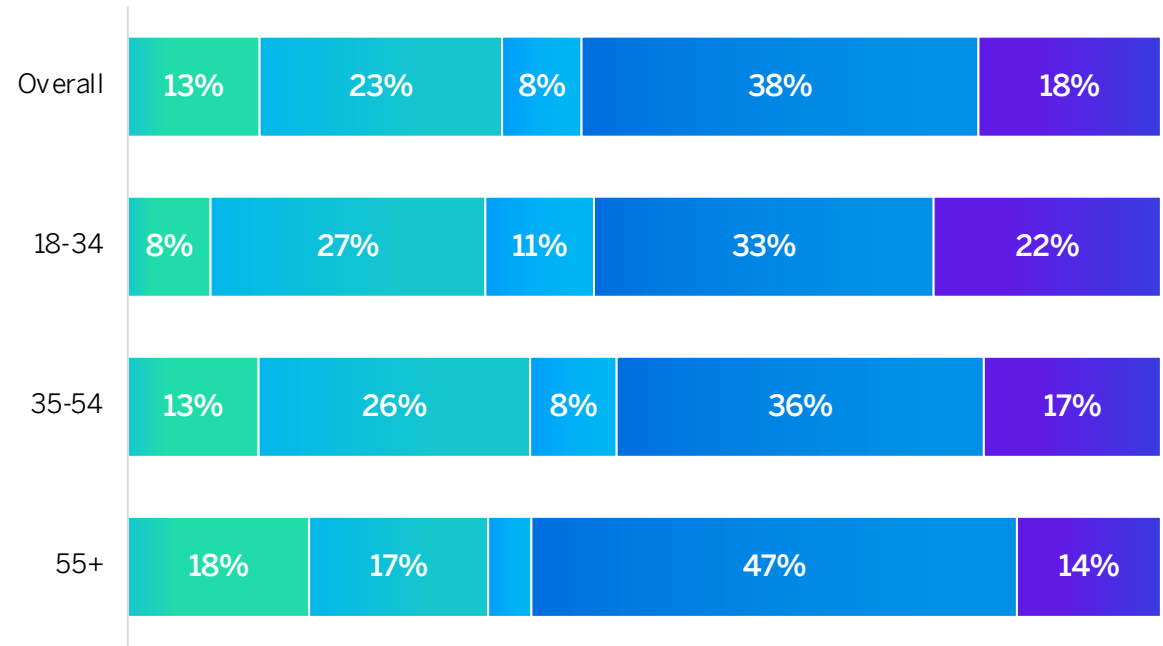Source: Qualtrics XM Institute Q1 2021 Global Consumer Study

Channel Preferences: Schedule Medical Appointment by Age

KEY TAKEAWAYS

+ Overall, consumers prefer to schedule medical appointments by talking to someone over the phone.

+ Younger consumes are the least likely to schedule medical appointments either through their computer or by talking to someone over the phone.

+ Older consumers are the least likely to choose to use one of three online channels to schedule a medical appointment.

+ Younger consumers show the strongest preference for scheduling a medical appointment by meeting with someone in-person.

ABOUT

This chart shows which channels consumers across different age groups would prefer to use to schedule a medical appointment.

"In which of the following ways would you most prefer to schedule a medical appointment?"

■ Self-service on your computer ■ Chat with a person on your computer ■ Meet with someone in person
■ Self-service on your mobile phone ■ Talk to someone on the phone

Age	Self-service on your computer	Chat with a person on your computer	Self-service on your mobile phone	Talk to someone on the phone	Meet with someone in person
Overall	13%	23%	8%	38%	18%
18-34	8%	27%	11%	33%	22%
35-54	13%	26%	8%	36%	17%
55+	18%	17%		47%	14%

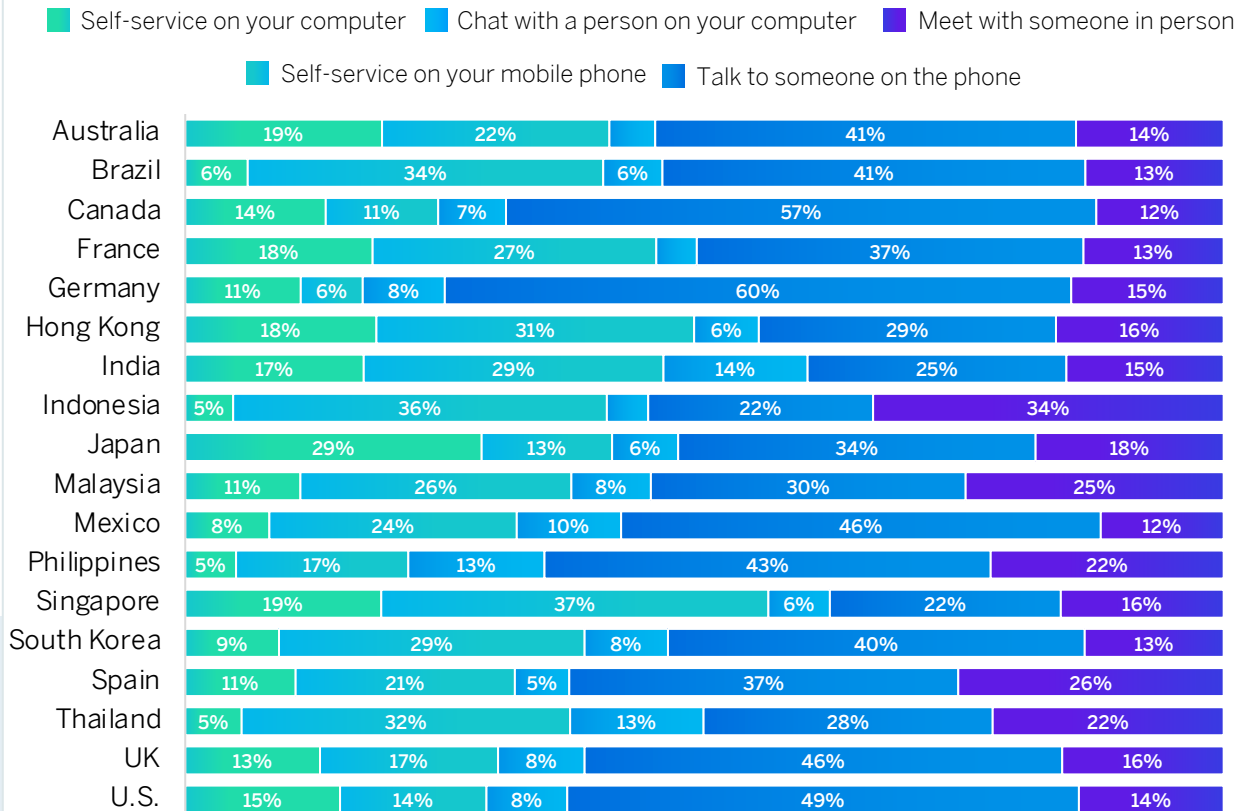# Channel Preferences: Schedule Medical Appointment by Country

KEY TAKEAWAYS

+ Indonesian consumers are the most likely to choose to speak with someone in-person to schedule a medical appointment (34%).

+ At 60%, German consumers show the strongest preference for scheduling medical appointments over the phone. They are also the least likely to choose one of the three online channels for this activity.

+ Sixty-two percent of consumers from Singapore prefer to use one of the three online channels to schedule medical appointments – the most of any country.

+ Consumers from Singapore and Indonesia are least likely to schedule a medical appointment over the phone, with only 22% from each country selecting this option.

ABOUT

This chart shows which channels consumers from 18 different countries would prefer to use to schedule a medical appointment.

"In which of the following ways would you most prefer to schedule a medical appointment?"

- Self-service on your computer
- Chat with a person on your computer
- Meet with someone in person
- Self-service on your mobile phone
- Talk to someone on the phone

Country	Self-service computer	Chat with person	Self-service mobile	Talk on phone	Meet in person
Australia	19%	22%		41%	14%
Brazil	6%	34%	6%	41%	13%
Canada	14%	11%	7%	57%	12%
France	18%	27%		37%	13%
Germany	11%	6%	8%	60%	15%
Hong Kong	18%	31%	6%	29%	16%
India	17%	29%	14%	25%	15%
Indonesia	5%	36%		22%	34%
Japan	29%	13%	6%	34%	18%
Malaysia	11%	26%	8%	30%	25%
Mexico	8%	24%	10%	46%	12%
Philippines	5%	17%	13%	43%	22%
Singapore	19%	37%	6%	22%	16%
South Korea	9%	29%	8%	40%	13%
Spain	11%	21%	5%	37%	26%
Thailand	5%	32%	13%	28%	22%
UK	13%	17%	8%	46%	16%
U.S.	15%	14%	8%	49%	14%

Base: 17,509 consumers across 18 countries
Source: Qualtrics XM Institute Q1 2021 Global Consumer Study

Methodology

DATA SOURCE

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the first quarter of 2021. Using an online survey, XM Institute collected data from 17,509 consumers across 18 countries: Australia, Brazil, Canada, France, Germany, Hong Kong, India, Indonesia, Japan, Malaysia, Mexico, the Philippines, Singapore, South Korea, Spain, Thailand, UK, and U.S.

XM Institute surveyed 1,000 consumers from each of the countries except for Hong Kong (556 respondents) and South Korea (952 respondents). To ensure that the data was reflective of the population within every country, we set quotas for responses to match the gender, age, and income demographics of each country.

DATA CALCULATION

Each figure was calculated by dividing the number of respondents who selected each channel per age group or country by the total number of respondents in their respective age group or country.

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