Customers Prefer Human Interaction Channels

Percentage of respondents who prefer to complete each activity through self-service or human-assisted channels:



*channels include self-service on mobile and self-service on a computer **channels include talking on the phone, meeting in person, and chatting on a computer

Base: 33,093 consumers across 29 countries Source: Qualtrics XM Institute Q3 2022 Global Consumer Trends Study Copyright © 2023 Qualtrics ® All rights reserved.

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