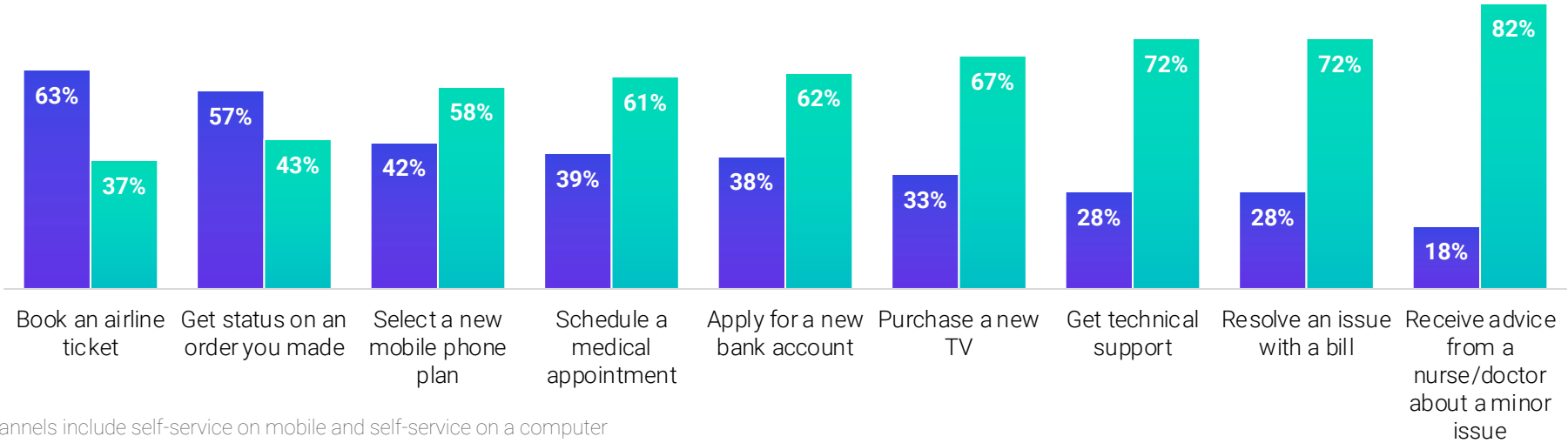


Customers Prefer Human Interaction Channels

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

■ Self-service* ■ Human-assisted**



*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