



DATA SNAPSHOT

Consumer Channel Preferences and Priorities, 2025

Global Research Report

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Executive Summary

KEY FINDINGS IN THIS REPORT

As part of our most recent global consumer study, we asked nearly 24,000 consumers from 23 countries which of six channels (*chat with an automated system, self-service on mobile, self-service on computer, chat with a person on computer, talk with someone on the phone, or meet with someone in person*) they would prefer to use to complete nine common interactions. We also asked which elements of an experience they considered most important when using each of these channels. From their responses, we found that:

- + **Consumers prefer human channels.** On average across all countries and activities, 61% of consumers prefer using one of three human-mediated channels (*chat with a person on a computer, talk with someone on the phone, or meet with someone in person*). This preference is strongest among older (55+) consumers and Spanish consumers.
- + **Digital channels are most popular among Asian consumers.** Across all activities, digital channels (*self-service and chat with an automated system*) are most popular among Chinese (62%), South Korean (57%), Indian (48%), and Hong Kongese (47%) consumers.
- + **Chatbots are the least popular.** Consumers are least likely to prefer using *chat with an automated system*. Only 8% on average would prefer to use this channel to complete nine common interactions. This channel is most popular for consumers looking to *get status on an order* (12%) and *book an airline ticket* (10%).
- + **Consumers prioritize trust in their interaction channels.** Consumers did not deviate significantly when prioritizing the top two elements of channel experiences: *I trust the information provided* was the most important priority across all channels, followed by speed: *I complete the interaction quickly*.
- + **Empathy is a top priority in human channels.** When interacting with a company over the phone or in person, *I am treated with empathy* becomes consumers' #2 priority, ranking above speed and convenience, compared to the #4 priority during digital interactions (*self-service, chat*).

STUDY KEY FACTS

- Global consumer study
- Online panel study
- Conducted in Q3 of 2024
- 23,730 consumers
- 23 countries/regions

Channel Preferences and Priorities, 2025

STUDY OVERVIEW

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the third quarter of 2024. Using an online survey, XM Institute collected data from 23,730 consumers across 23 countries/regions: Australia, Brazil, Canada, China, Denmark, France, Germany, Hong Kong (China), India, Ireland, Italy, Japan, Mexico, the Netherlands, New Zealand, the Philippines, Singapore, South Korea, Spain, Sweden, the United Arab Emirates, the United Kingdom, and the United States.

XM Institute surveyed approximately 1,200 consumers from each of the countries except those listed below. To ensure that the data reflected the population within those countries, we set quotas for responses to match each country's gender, age, and income demographics.

The following countries' approximate sample sizes are as follows:

Hong Kong (China): 400. New Zealand: 600. the Philippines: 660. Ireland: 700. Denmark, Singapore, and the UAE: 800.

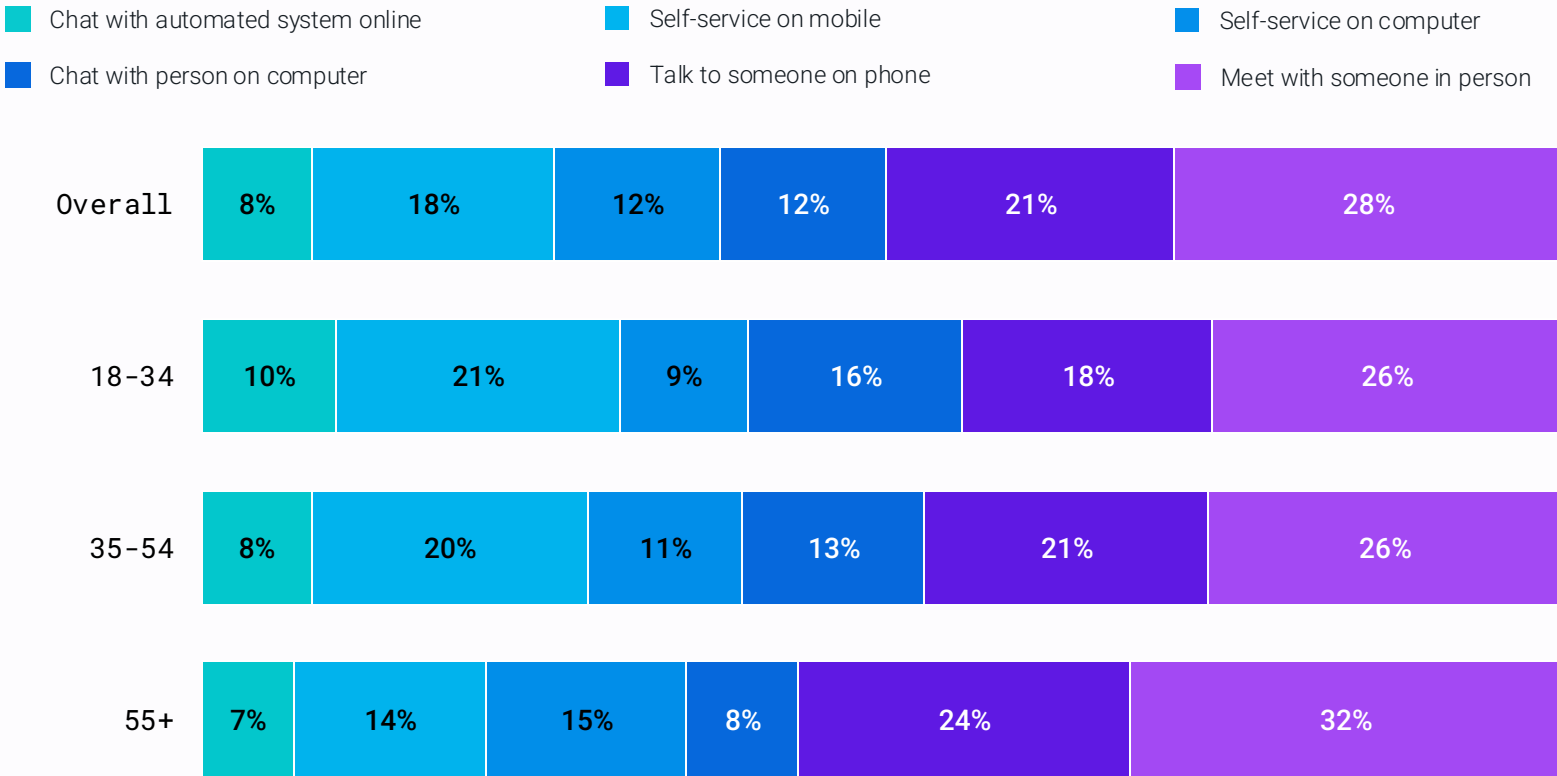
FIGURES IN THE REPORT

1. Channel Preferences by Age
2. Change in Channel Preferences from 2025
3. Channel Preferences by Country (Part 1)
4. Channel Preferences by Country (Part 2)
5. Consumer Priorities in Interactions (Part 1)
6. Consumer Priorities in Interactions (Part 2)
7. Consumer Priorities in Interactions (Part 3)
8. Get Technical Support (Part 1)
9. Get Technical Support (Part 2)
10. Resolve Billing Issues (Part 1)
11. Resolve Billing Issues (Part 2)
12. Book an Airplane Ticket (Part 1)
13. Book an Airplane Ticket (Part 2)
14. Buy a TV (Part 1)
15. Buy a TV (Part 2)
16. Get Order Status (Part 1)
17. Get Order Status (Part 2)
18. Select a Phone Plan (Part 1)
19. Select a Phone Plan (Part 2)
20. Apply for a Bank Account (Part 1)
21. Apply for a Bank Account (Part 2)
22. Schedule a Medical Appointment (Part 1)
23. Schedule a Medical Appointment (Part 2)
24. Receive Medical Advice (Part 1)
25. Receive Medical Advice (Part 2)

Methodology

Channel Preferences by Age

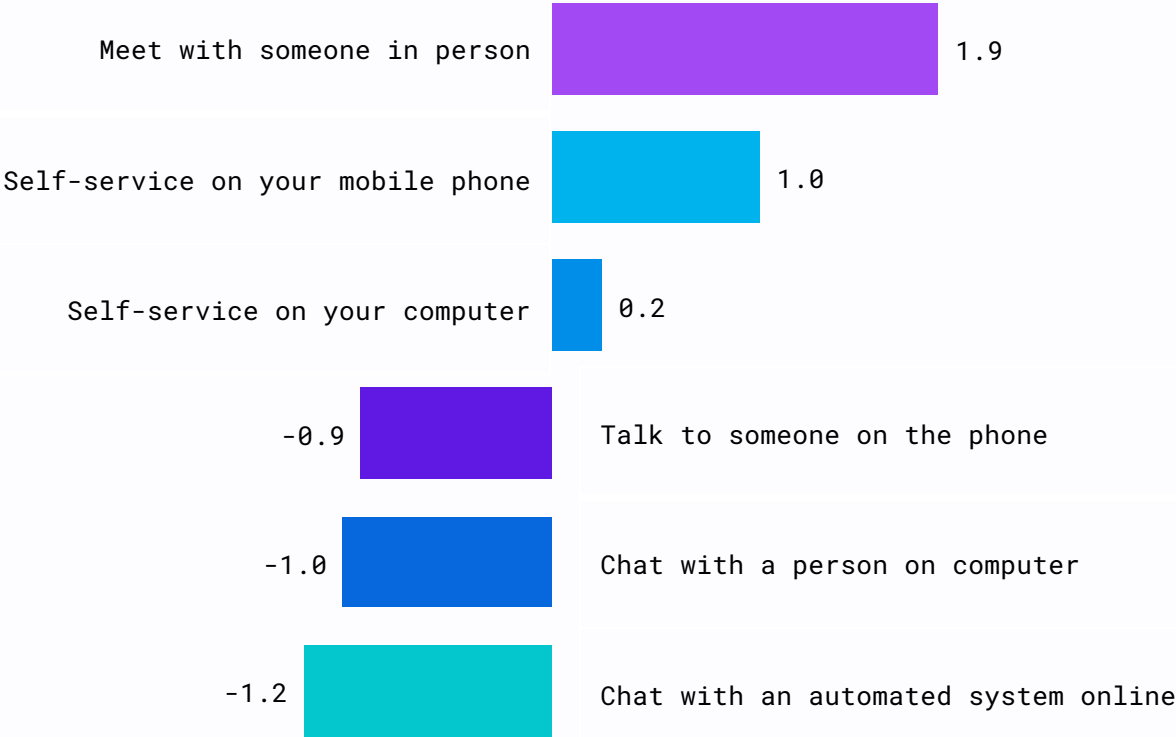
Channel Preferences across Nine Common Interactions by Age



Change in Channel Preferences from 2024

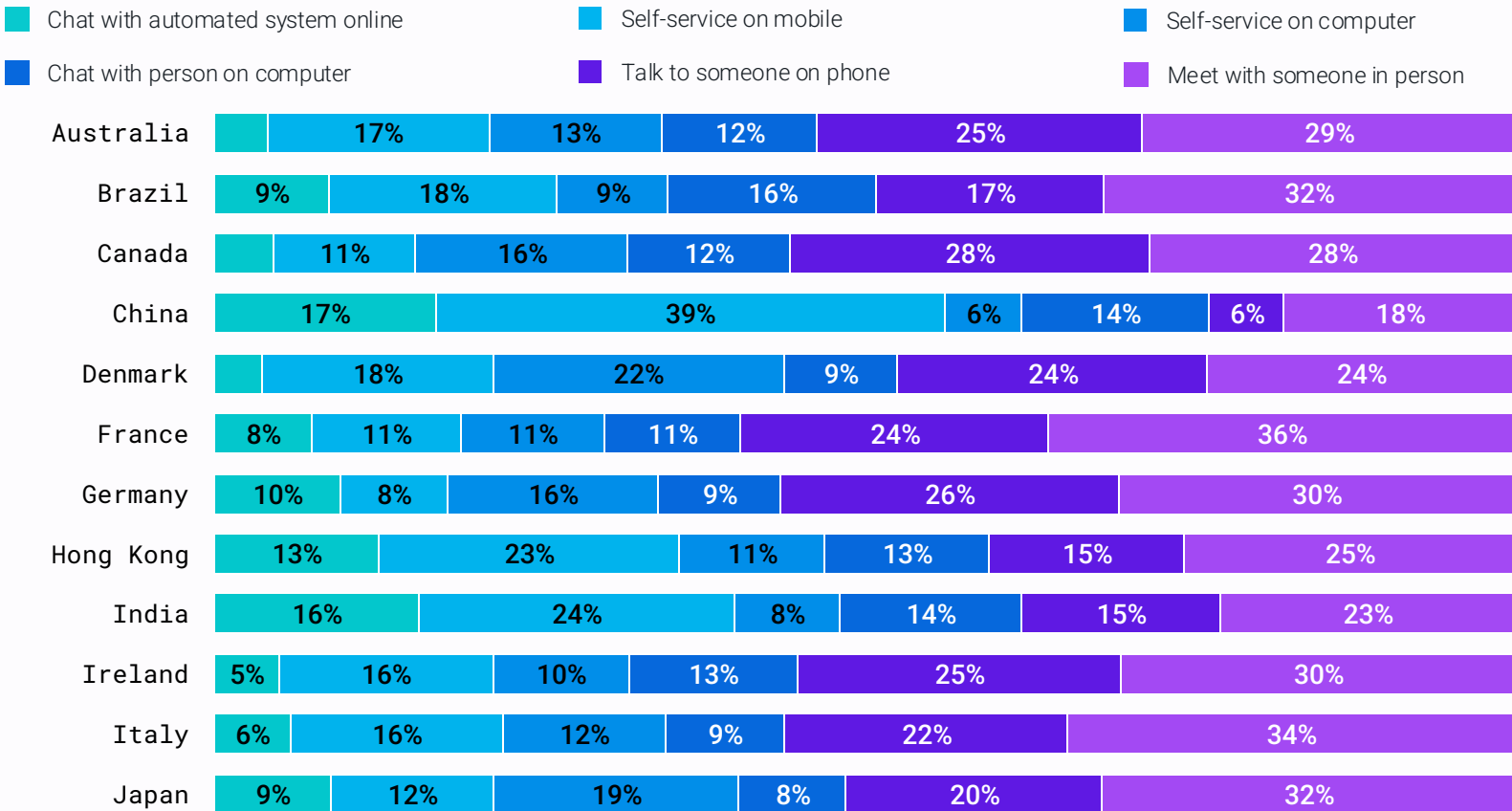
Change in Channel Preferences from 2024

(%-pt)



Channel Preferences by Country (Part 1)

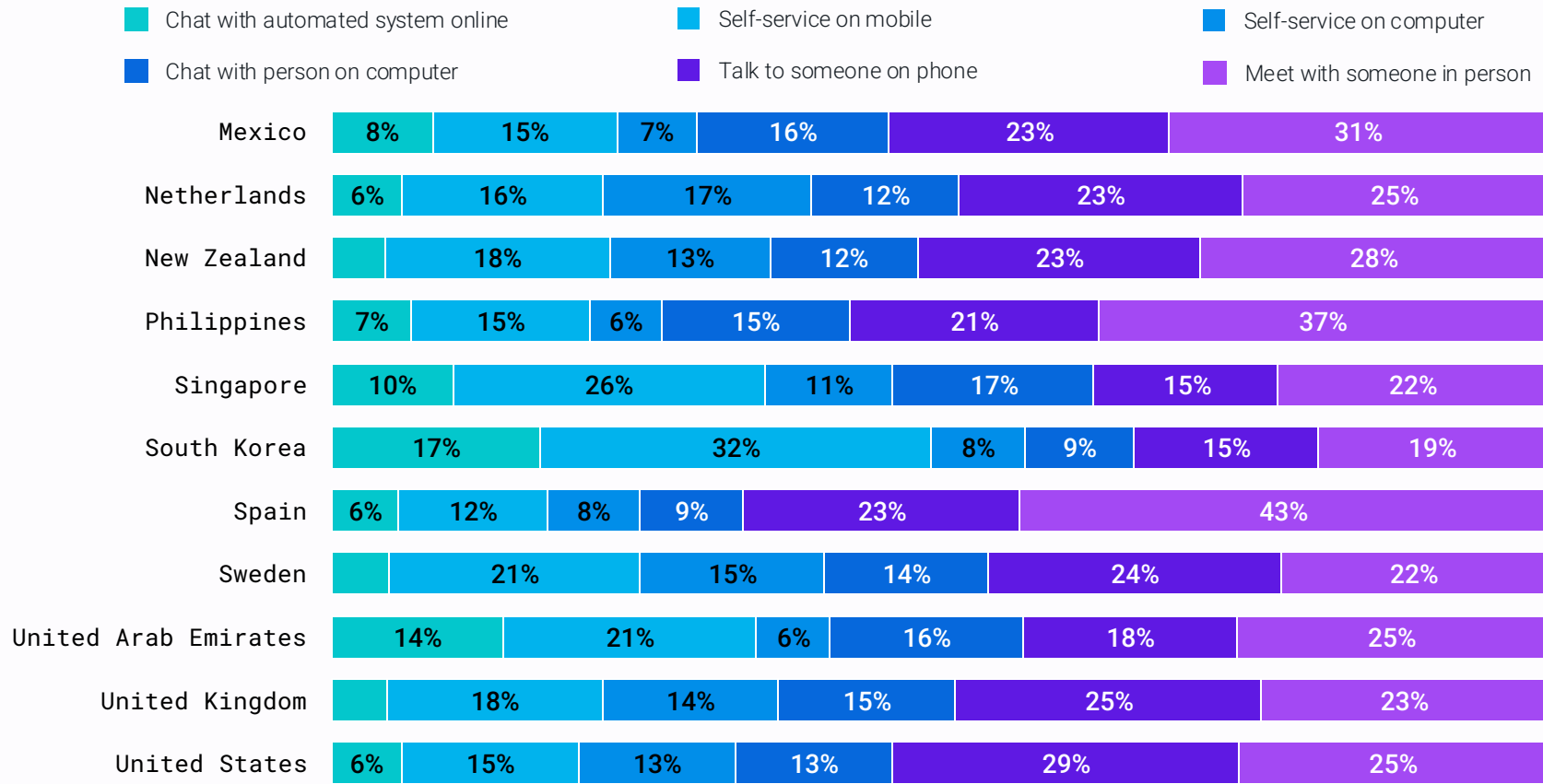
Channel Preferences across Nine Common Interactions by Country



Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Channel Preferences by Country (Part 2)

Channel Preferences across Nine Common Interactions by Country



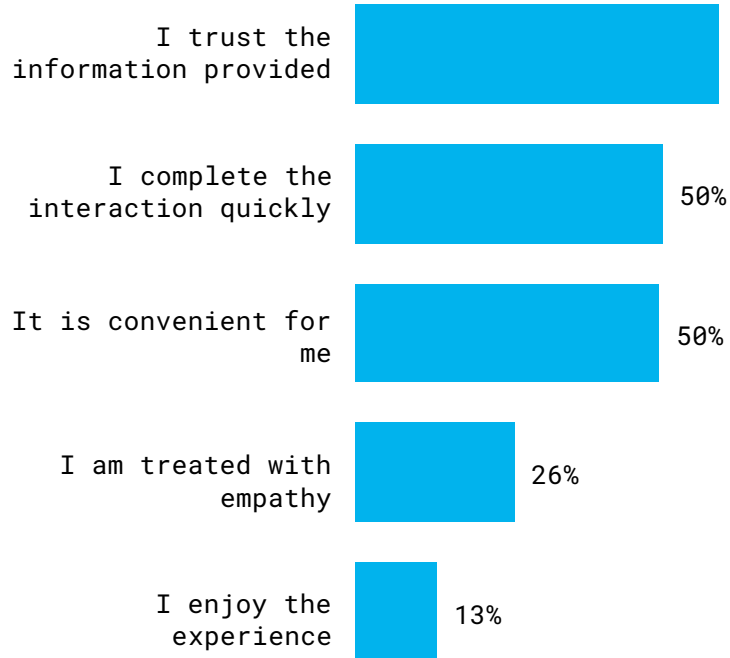
Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Consumer Priorities in Interactions (Part 1)

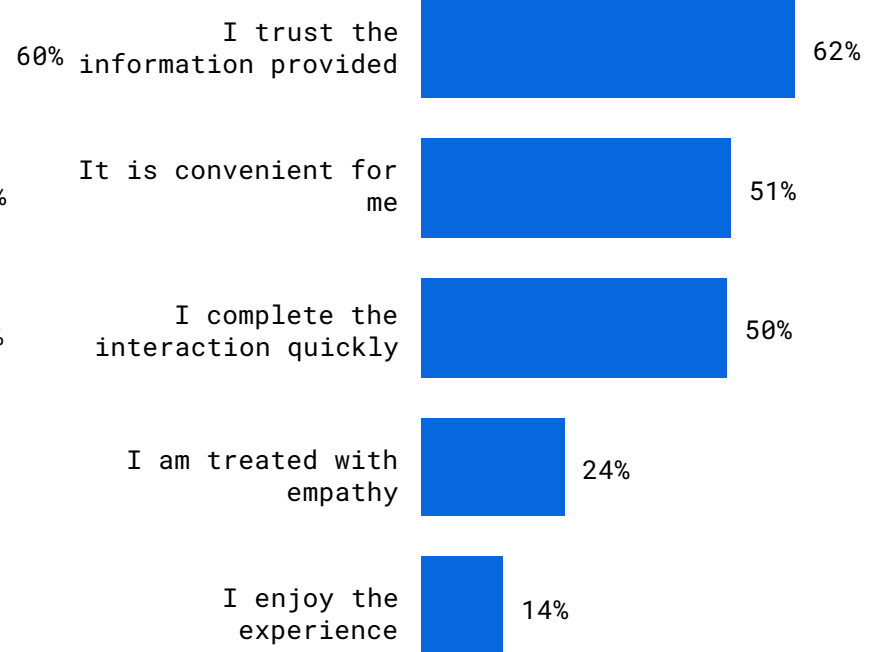
When I interact with a company through [x] it is most important to me that...

(select top 2 priorities)

SELF-SERVICE ON MOBILE



SELF-SERVICE ON YOUR COMPUTER

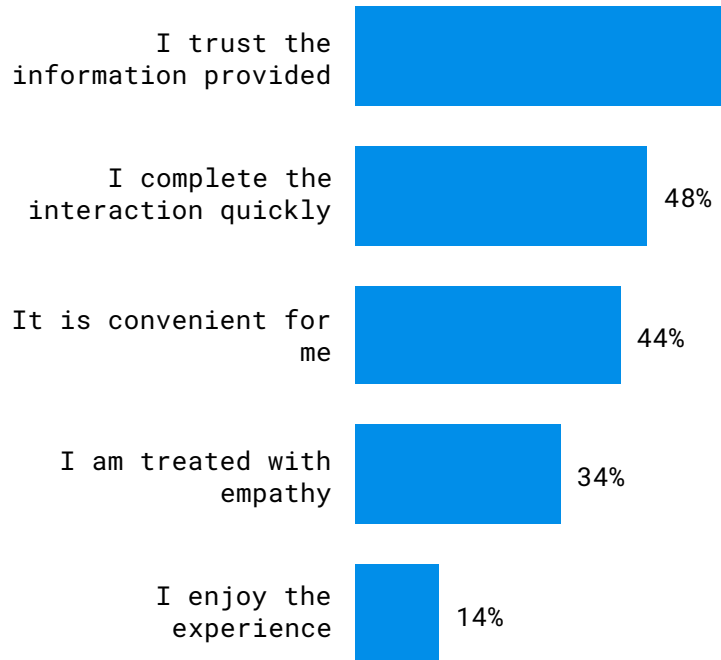


Consumer Priorities in Interactions (Part 2)

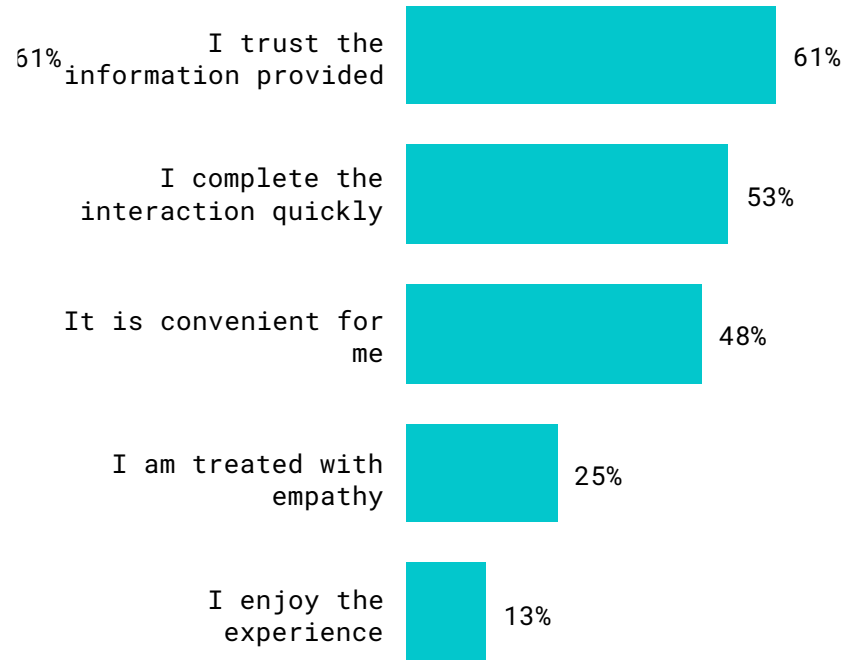
When I interact with a company through [x] it is most important to me that...

(select top 2 priorities)

CHAT WITH A PERSON ON COMPUTER



CHAT WITH AUTOMATED SYSTEM ONLINE

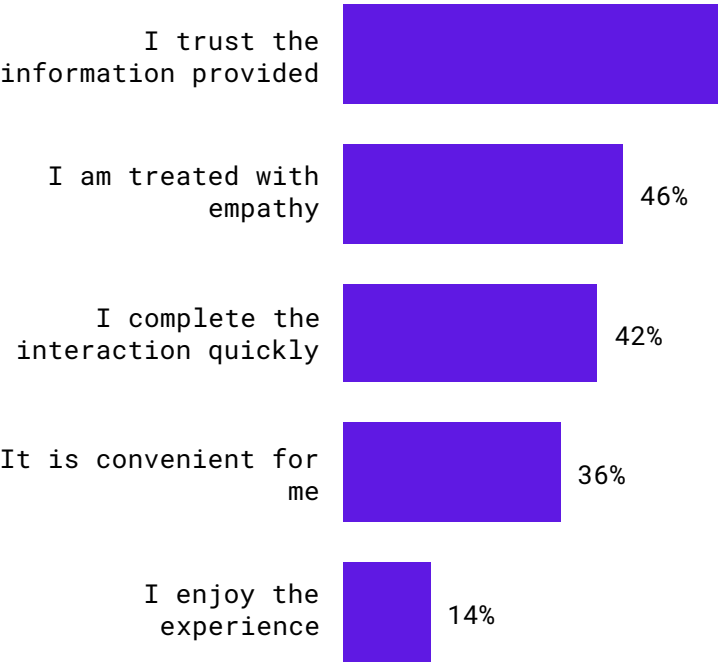


Consumer Priorities in Interactions (Part 3)

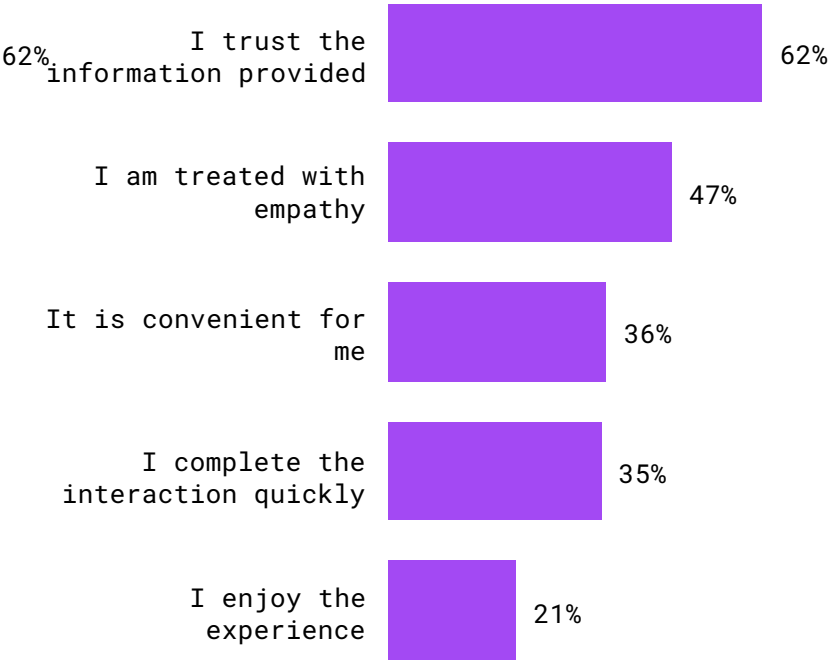
When I interact with a company by [x] it is most important to me that...

(select top 2 priorities)

TALKING WITH SOMEONE ON THE PHONE

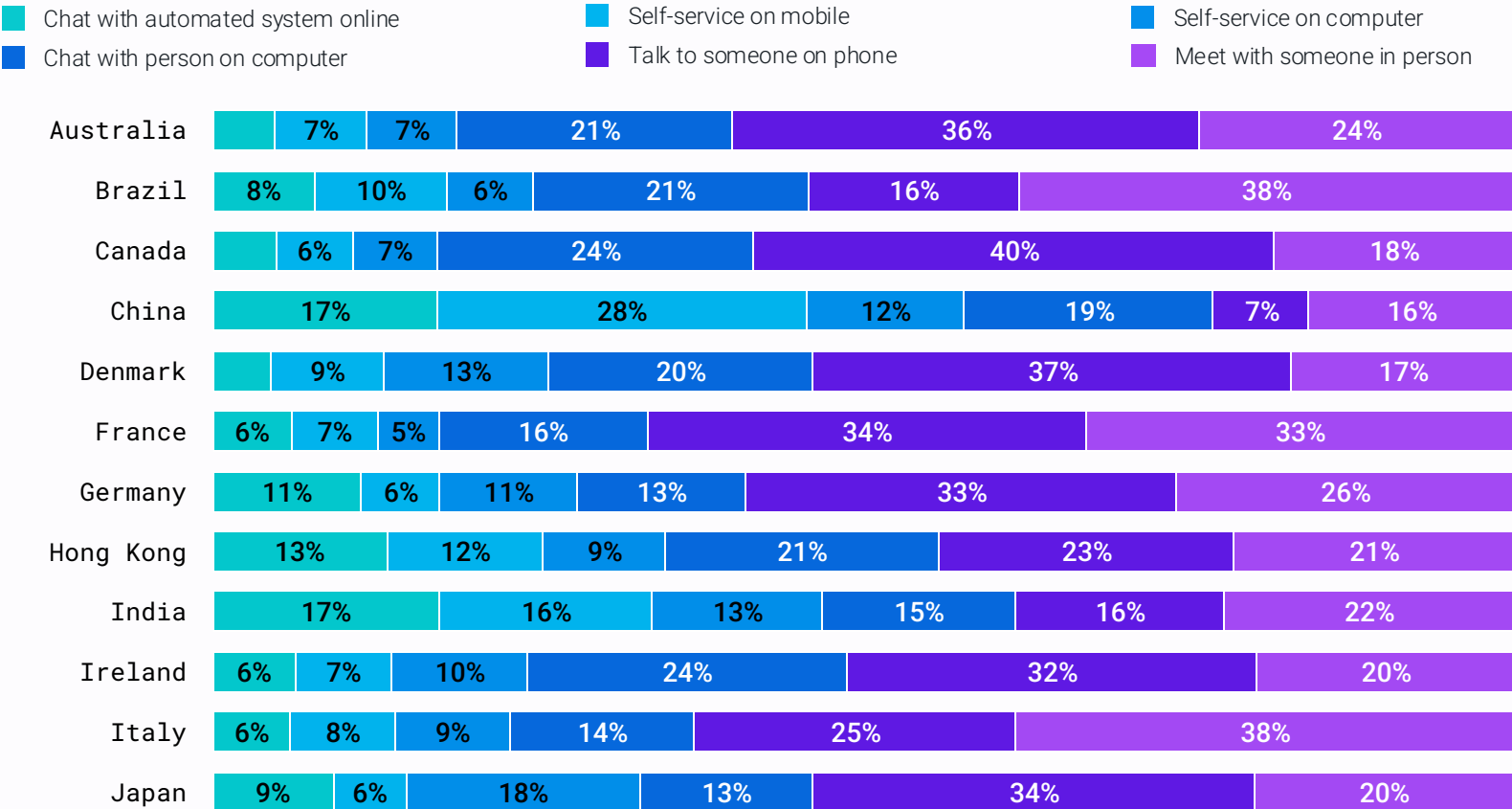


MEETING WITH SOMEONE IN PERSON



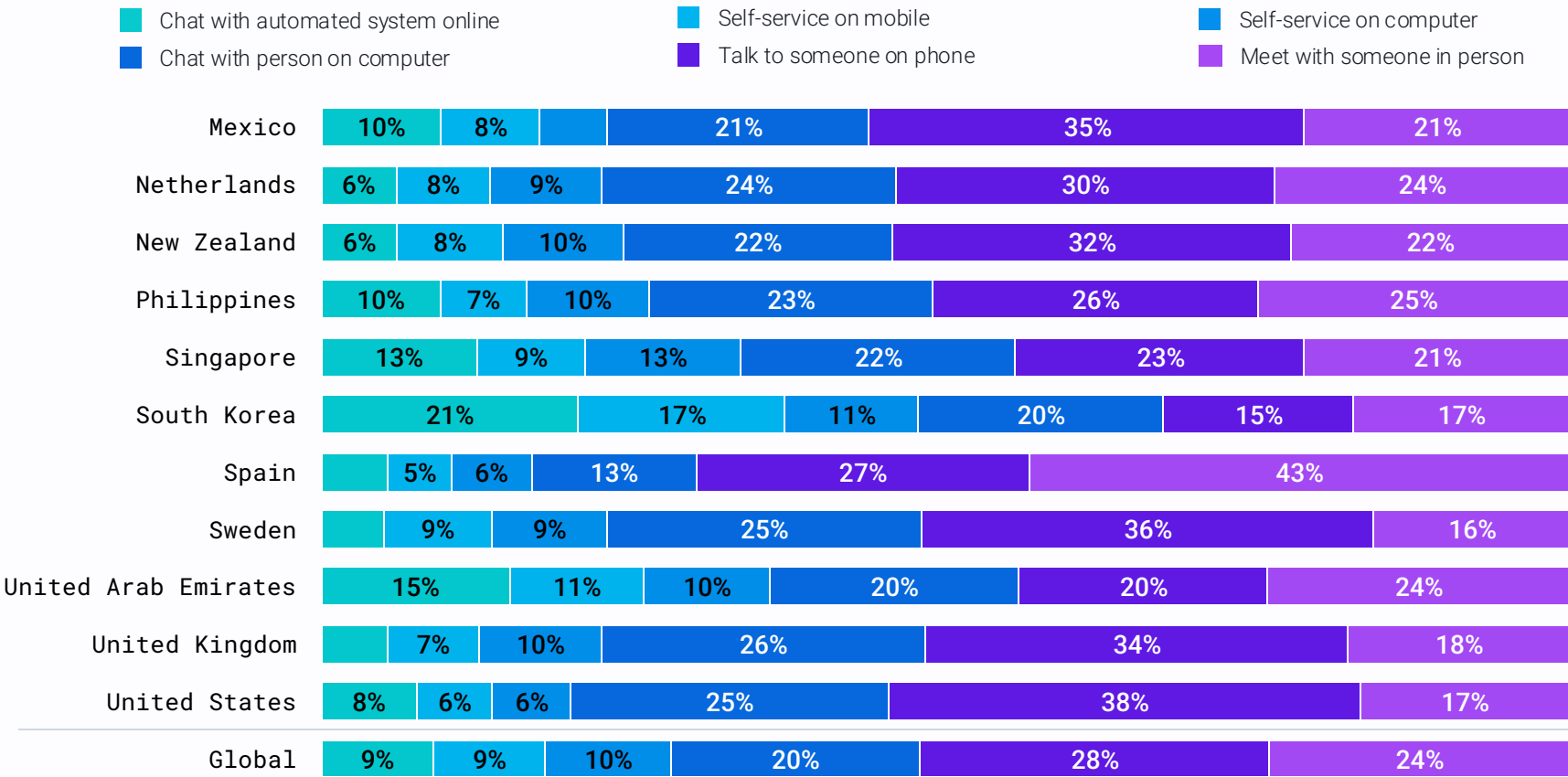
Get Technical Support (Part 1)

Channel Preferences when Getting Technical Support for a Computer



Get Technical Support (Part 2)

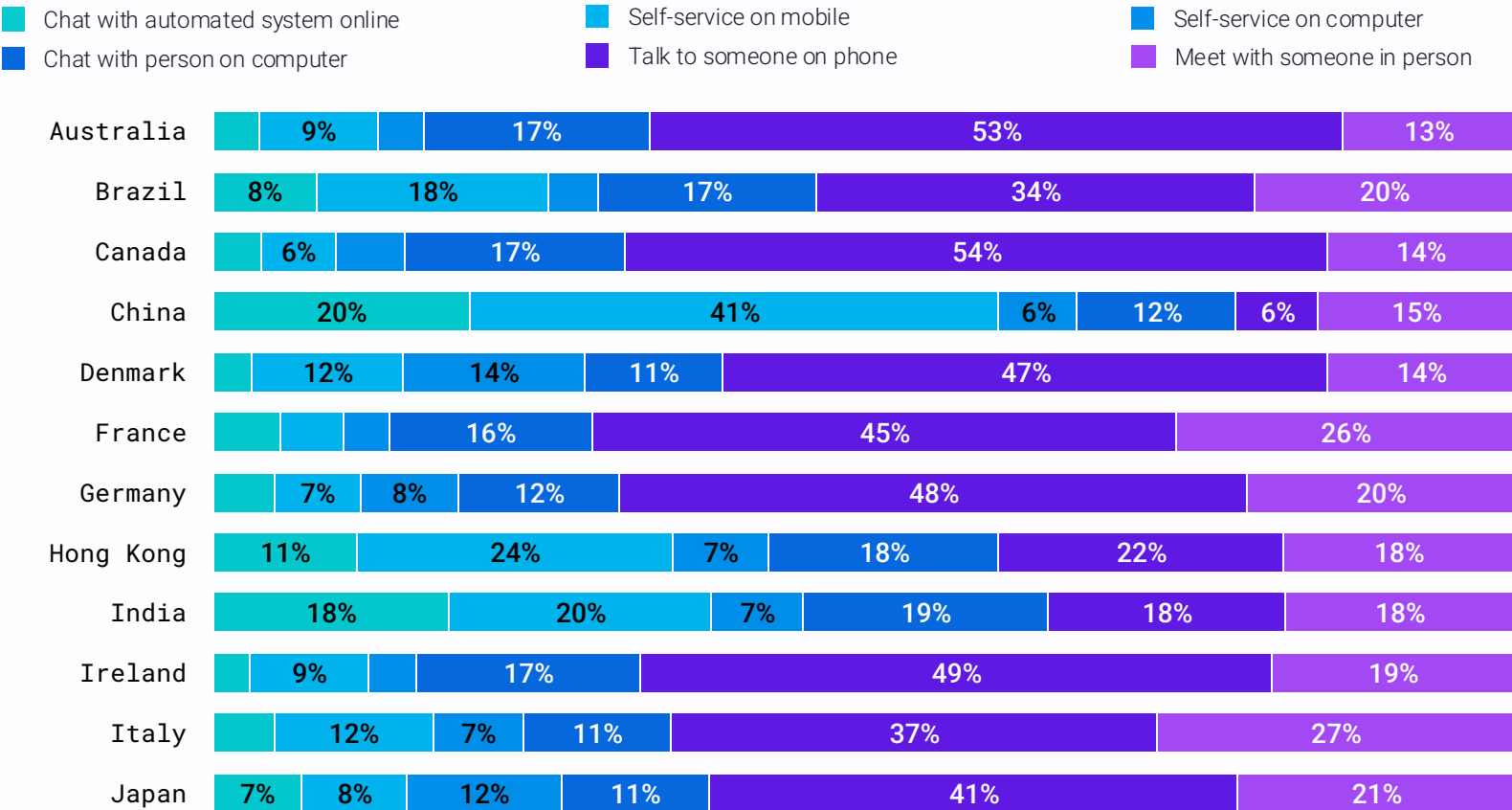
Channel Preferences when Getting Technical Support for a Computer



Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

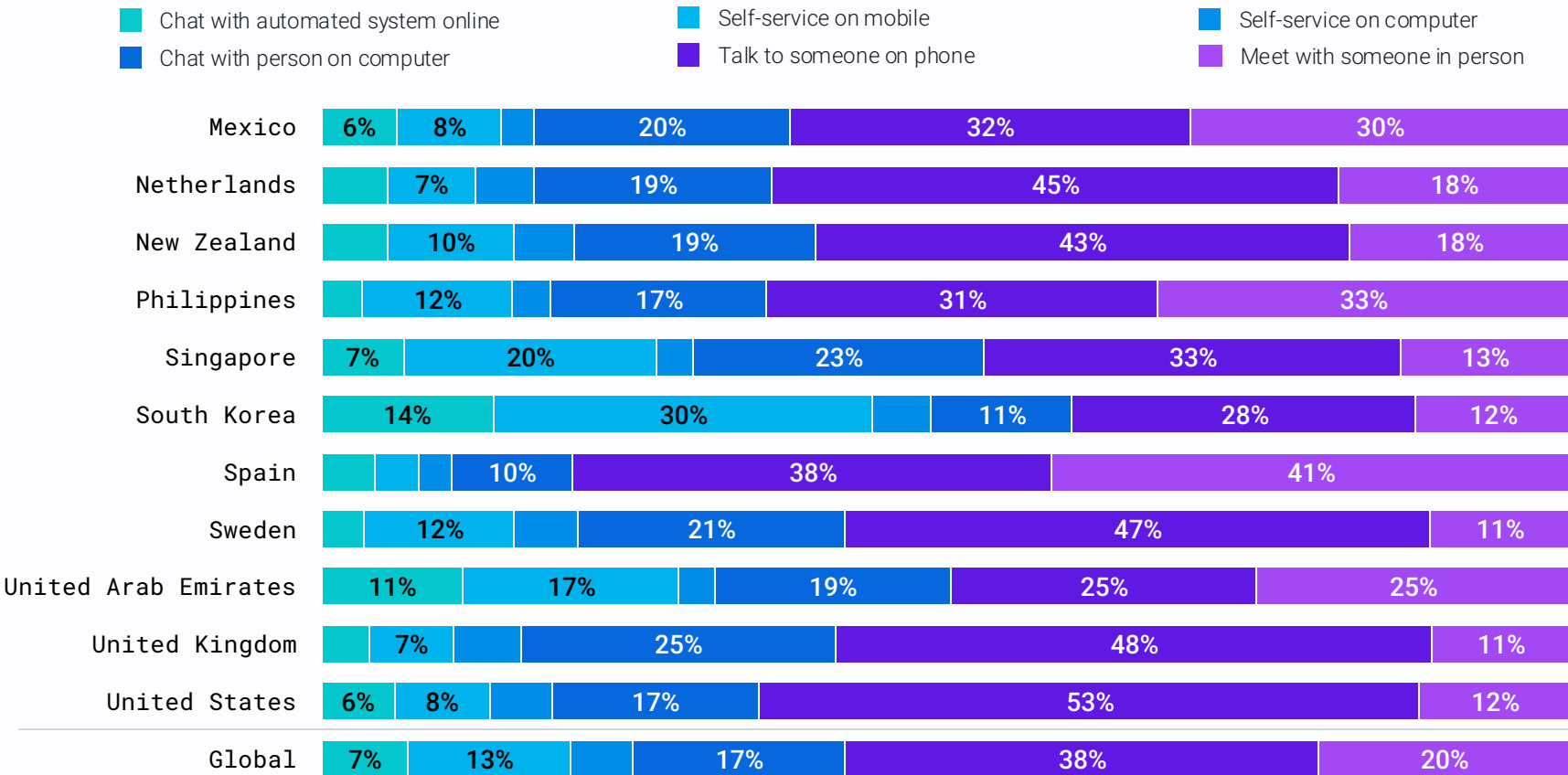
Resolve Billing Issues (Part 1)

Channel Preferences when Resolving an Issue with a Bill



Resolve Billing Issues (Part 2)

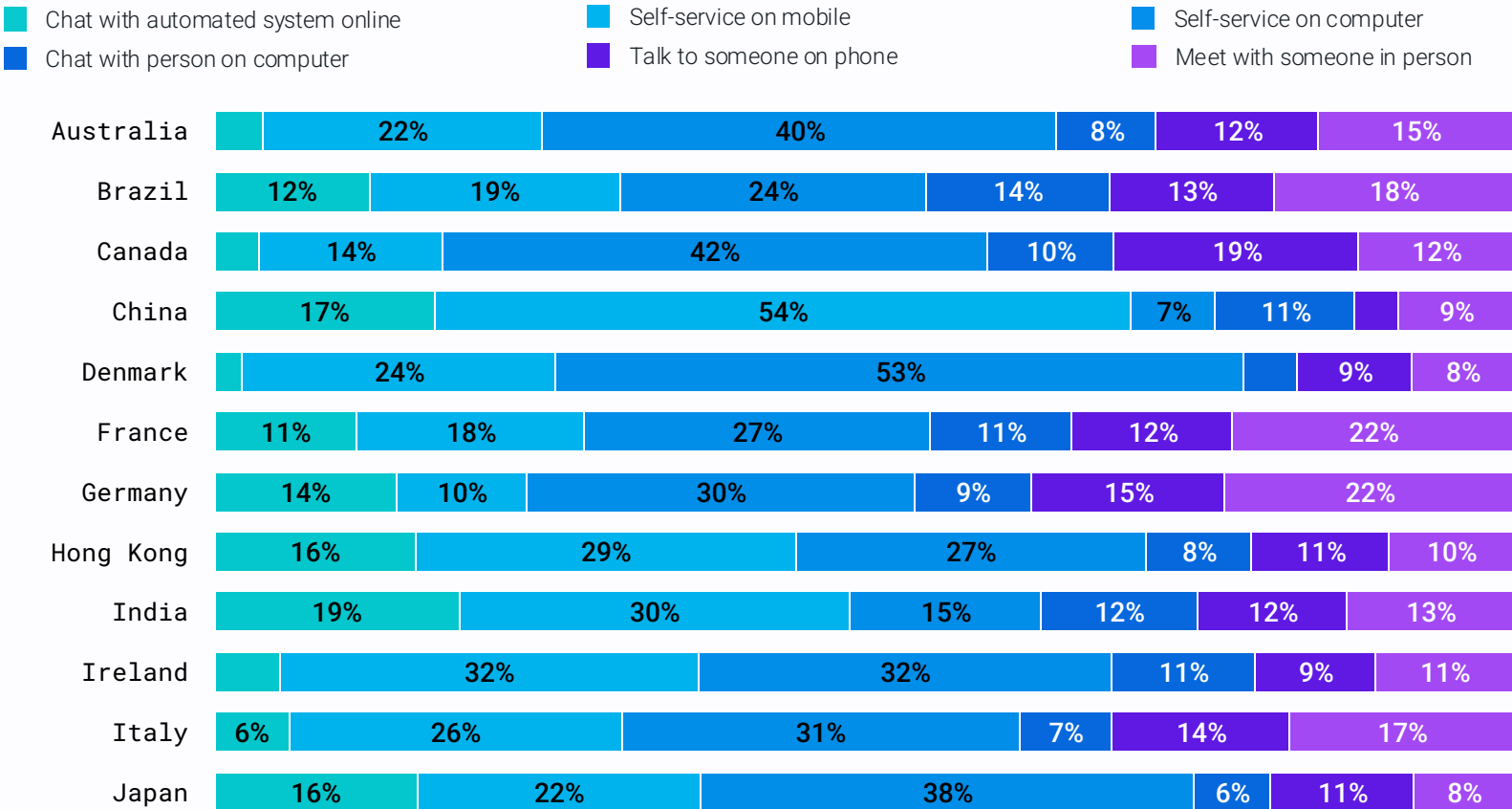
Channel Preferences when Resolving an Issue with a Bill



Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

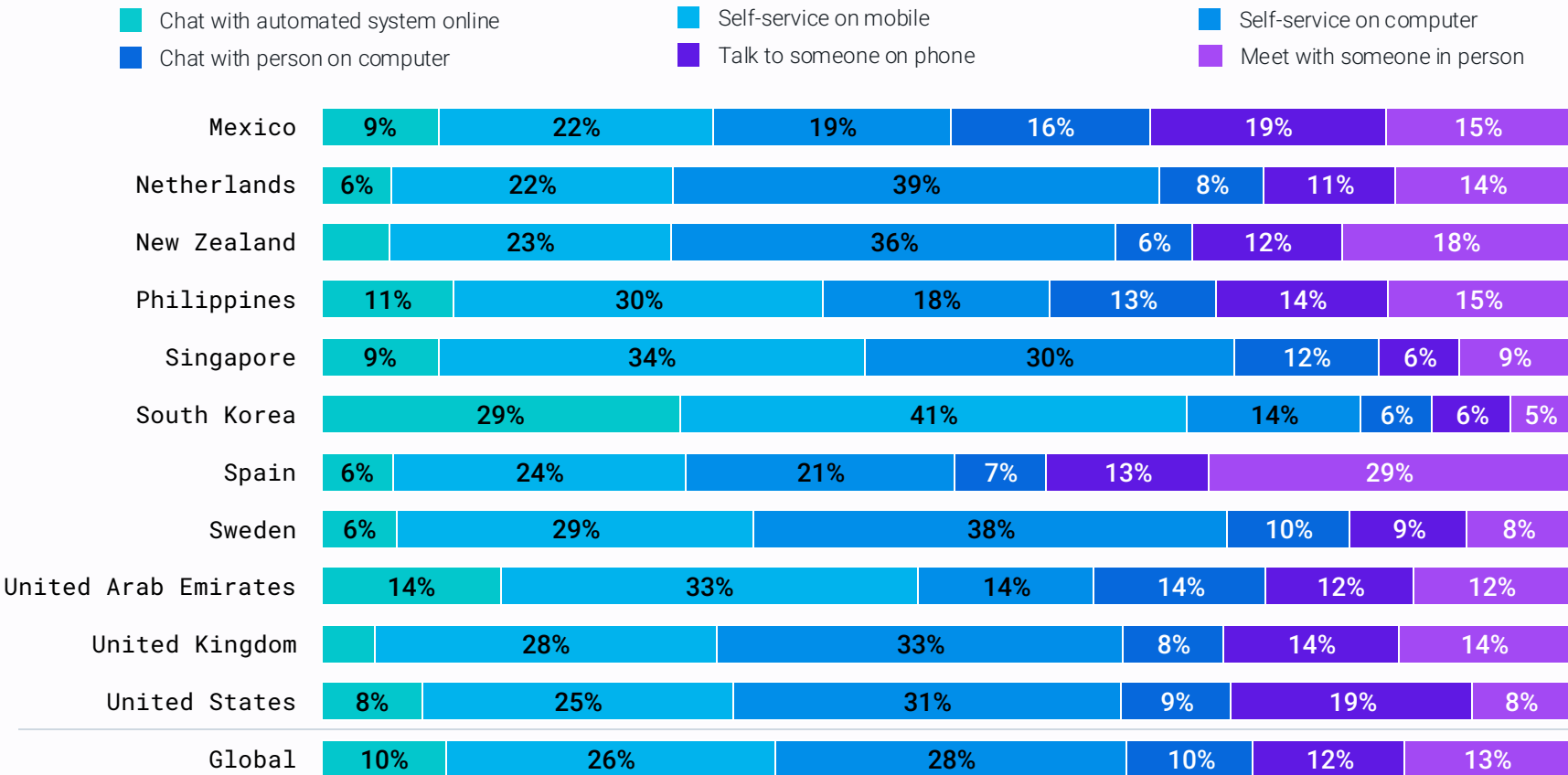
Book an Airplane Ticket (Part 1)

Channel Preferences when Booking an Airplane Ticket



Book an Airplane Ticket (Part 2)

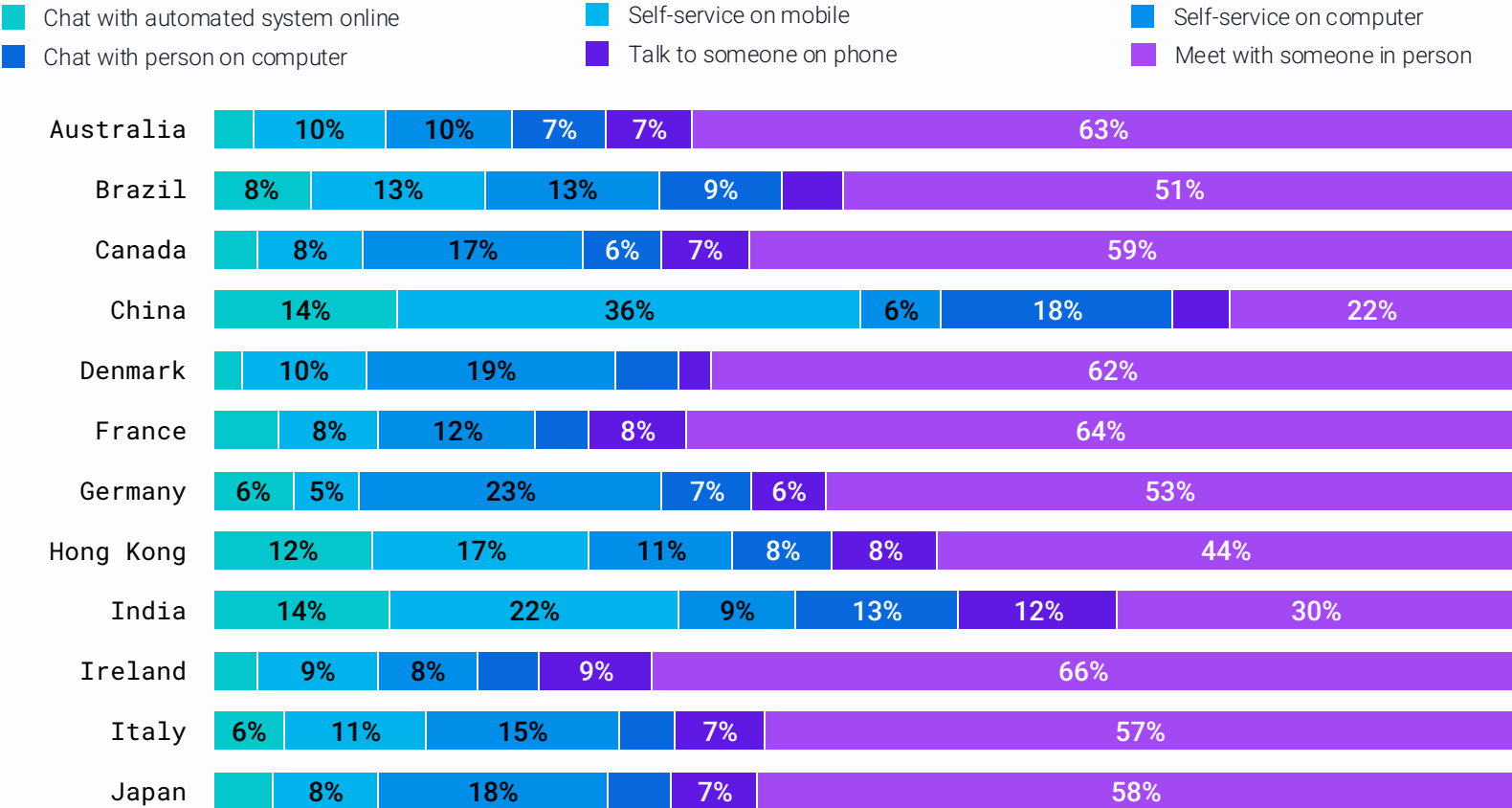
Channel Preferences when Booking an Airplane Ticket



Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

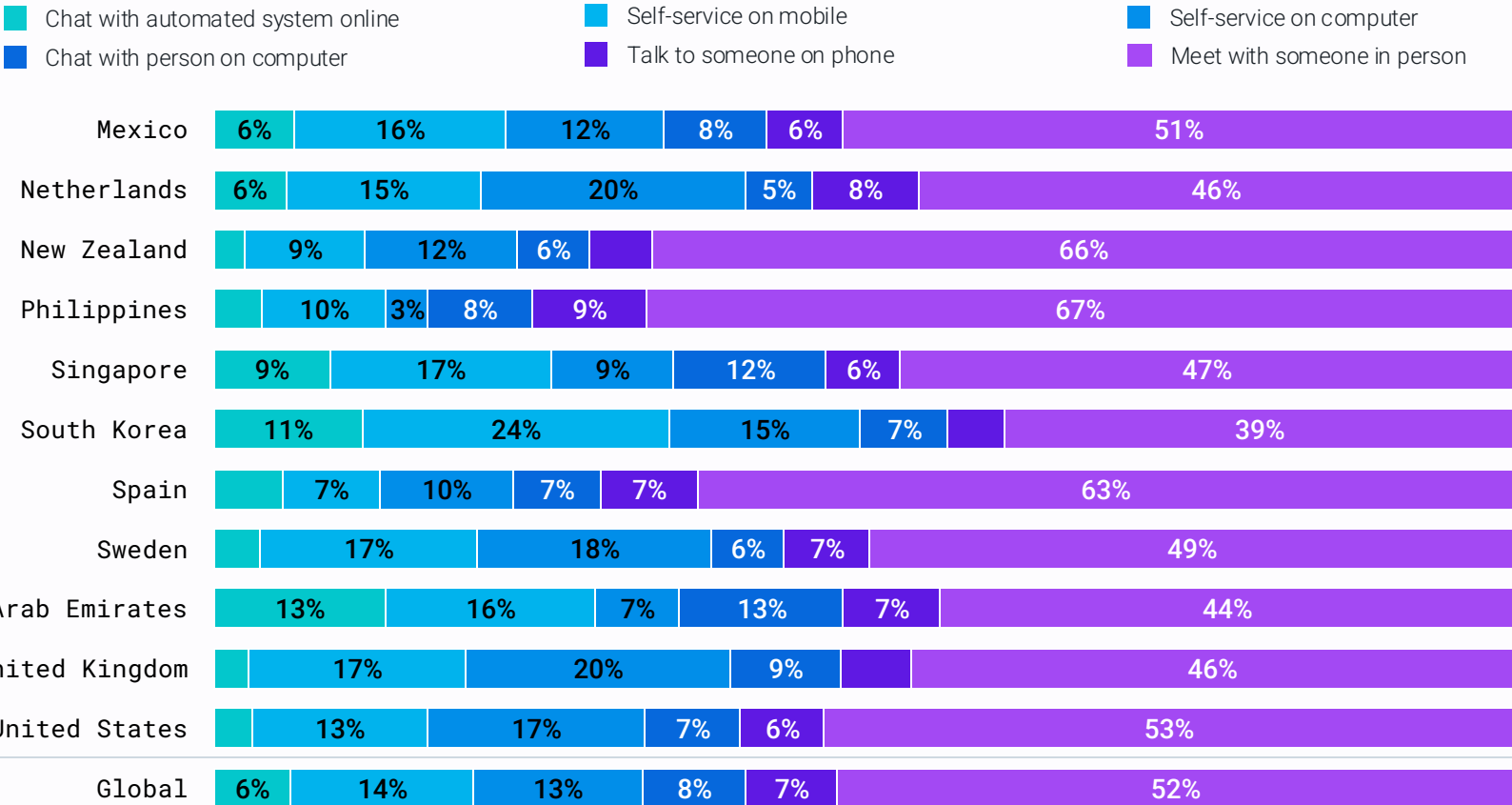
Buy a TV (Part 1)

Channel Preferences when Purchasing a New TV



Buy a TV (Part 2)

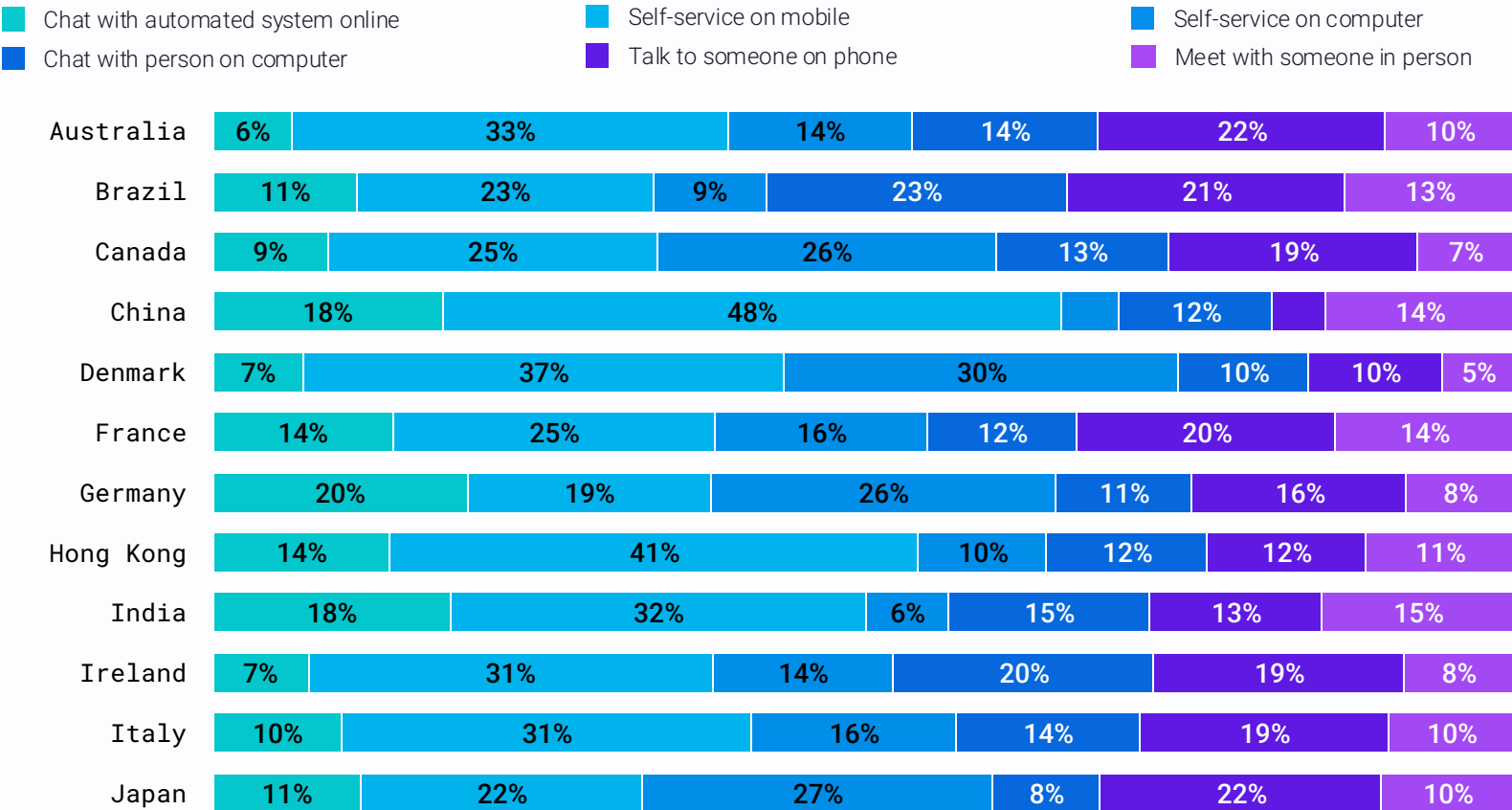
Channel Preferences when Purchasing a New TV



Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Get Order Status (Part 1)

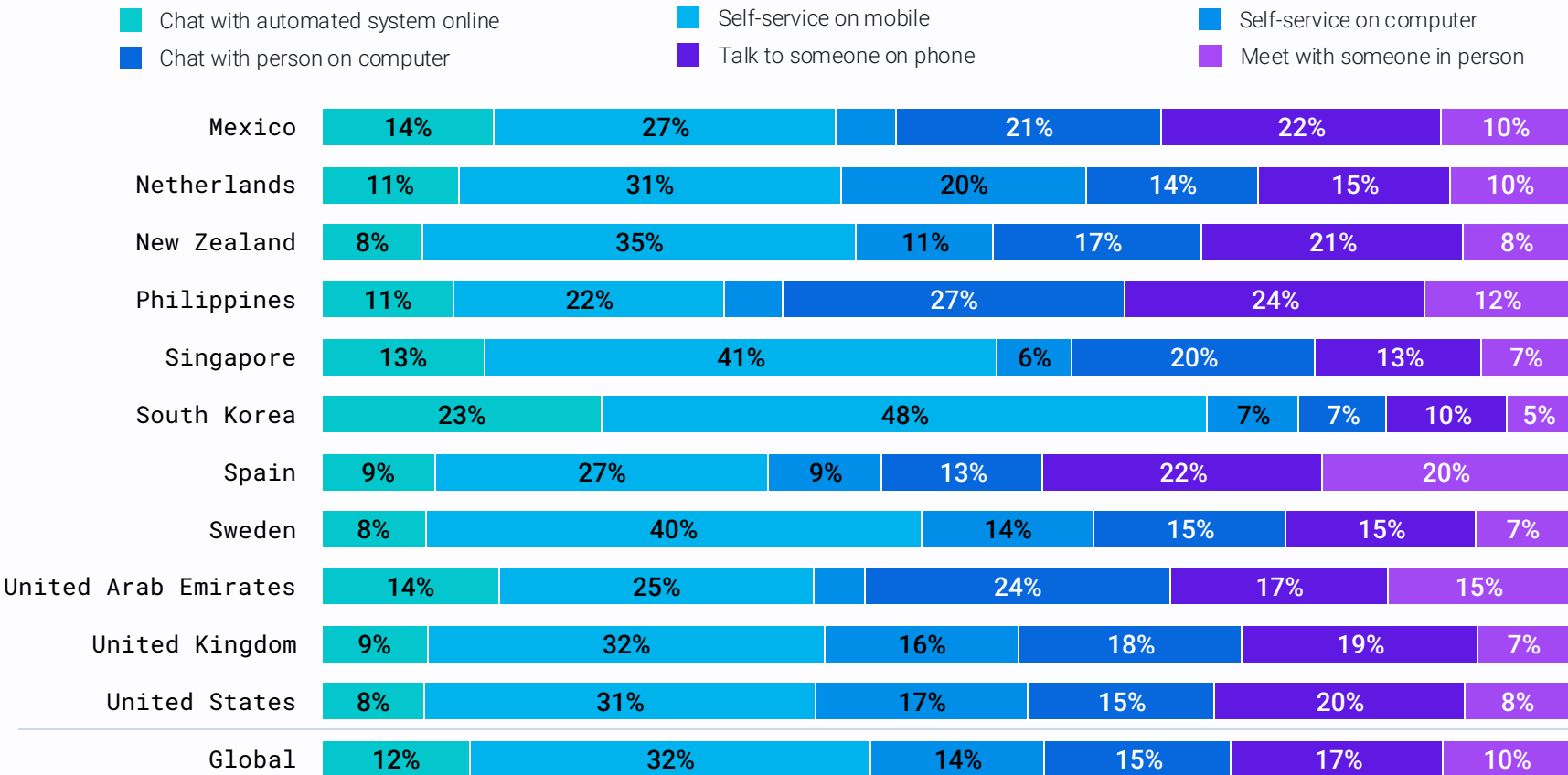
Channel Preferences when Getting Status on an Order You Made



Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Get Order Status (Part 2)

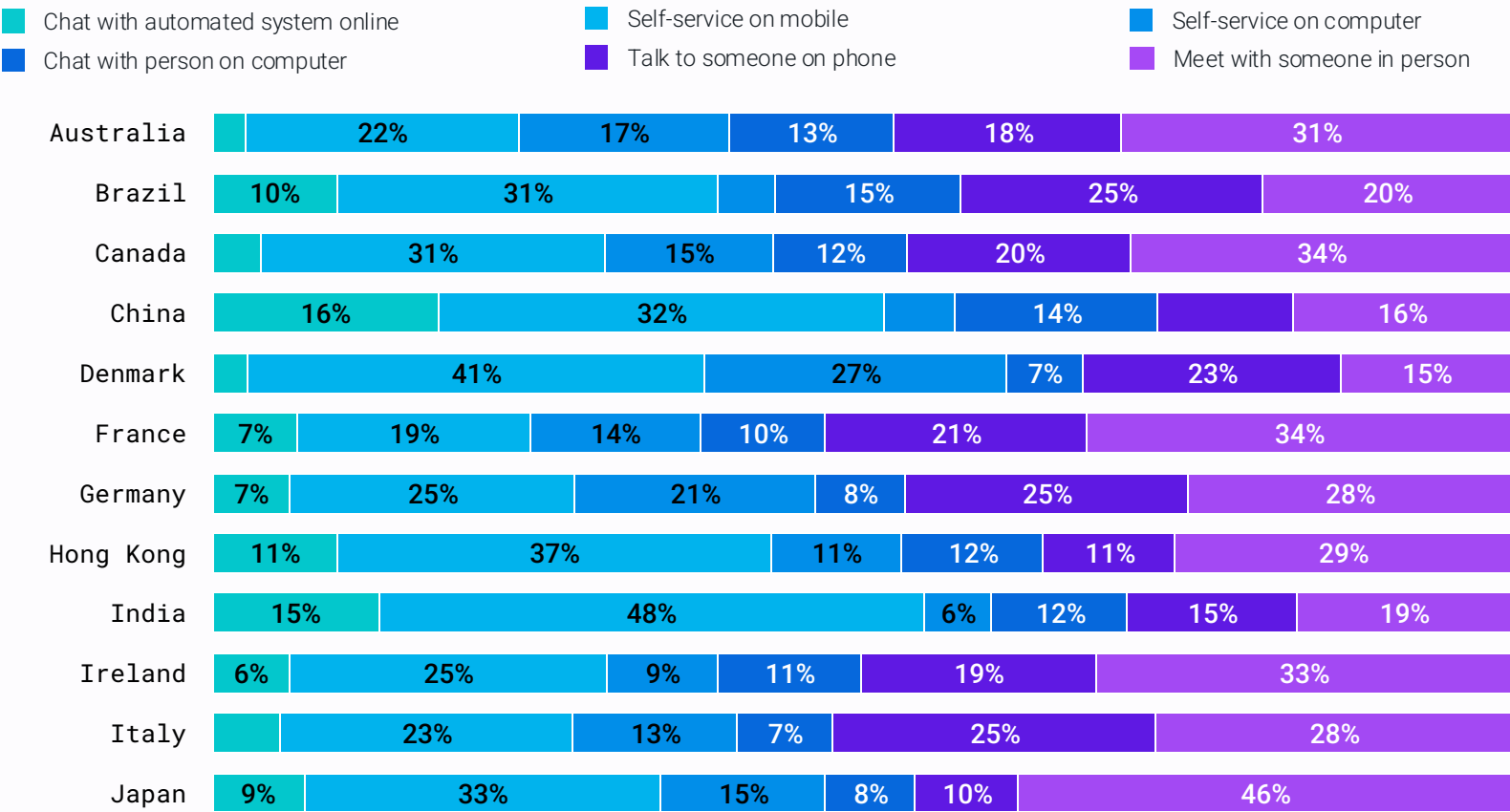
Channel Preferences when Getting Status on an Order You Made



Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Select a Phone Plan (Part 1)

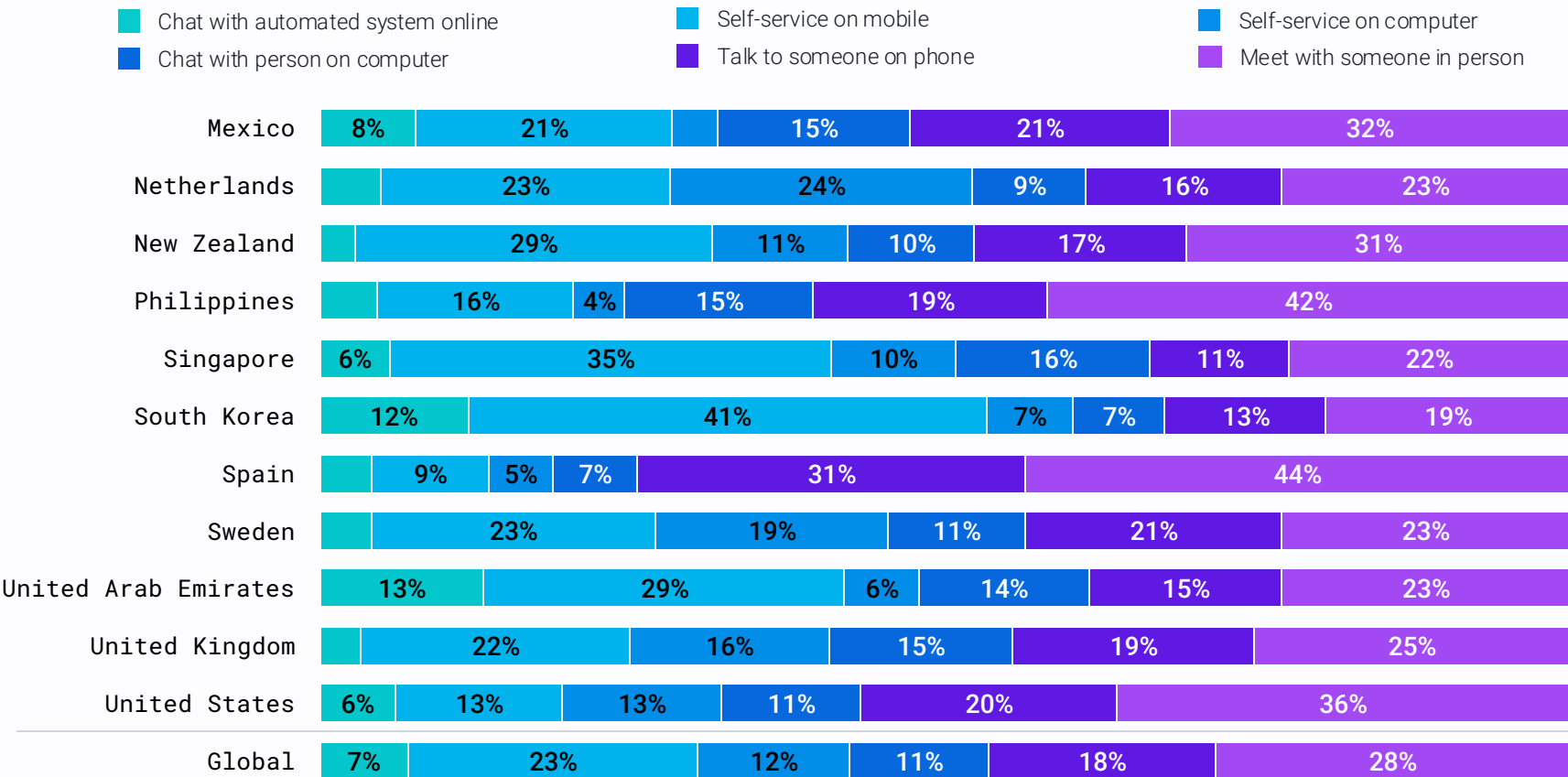
Channel Preferences when Selecting a New Mobile Phone Plan



Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Select a Phone Plan (Part 2)

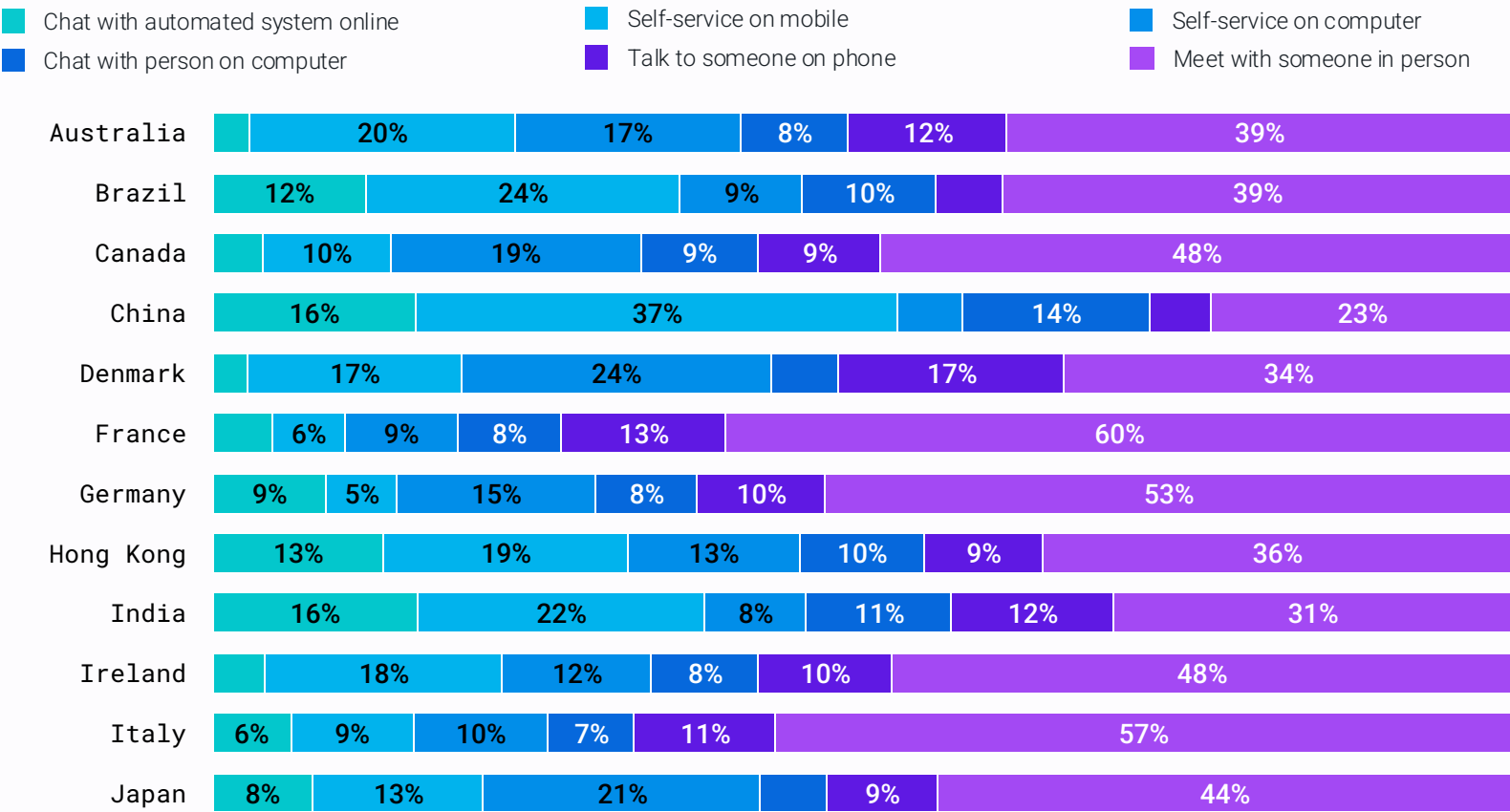
Channel Preferences when Selecting a New Mobile Phone Plan



Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Apply for a Bank Account (Part 1)

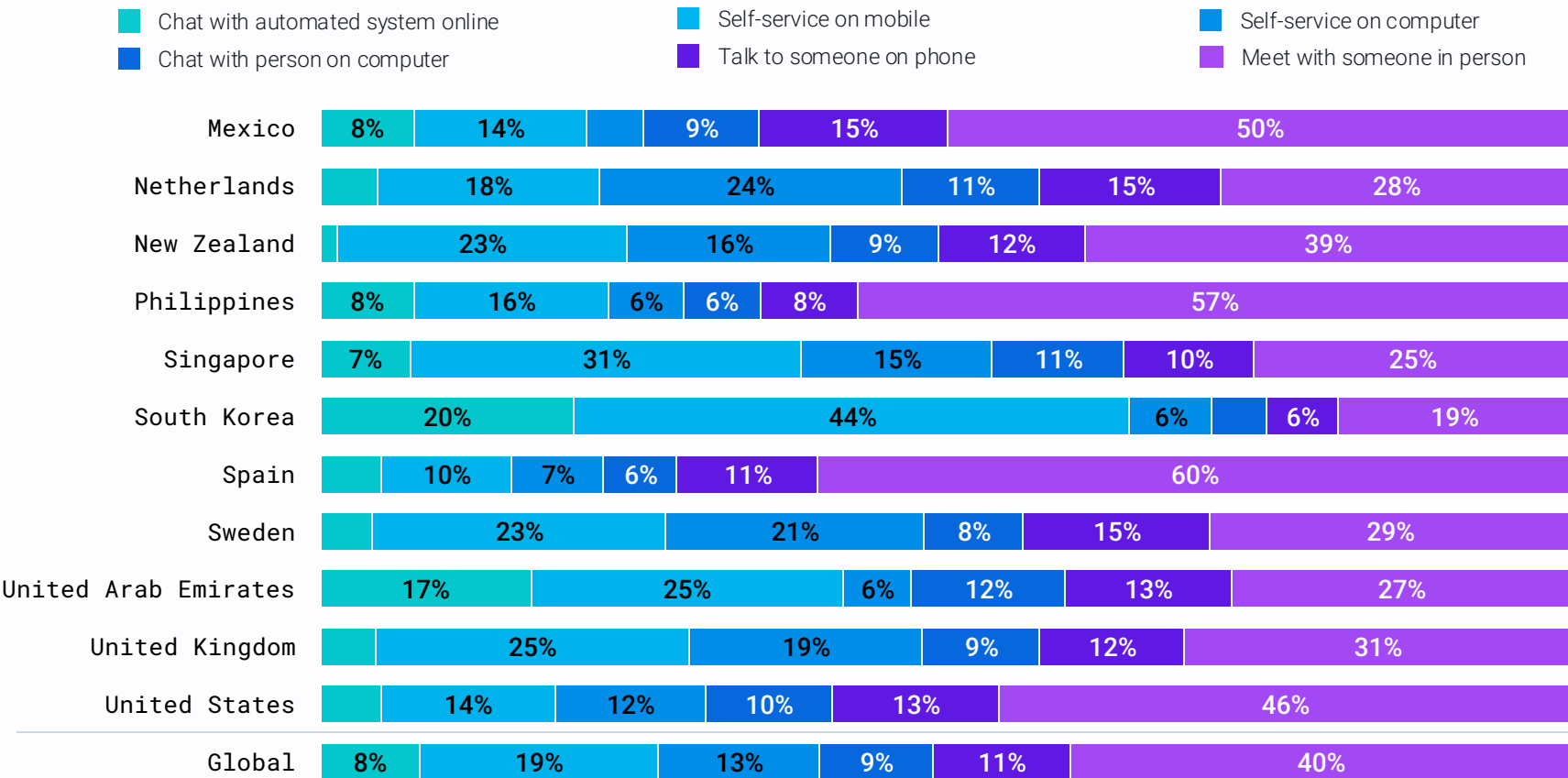
Channel Preferences when Applying for a New Bank Account



Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Apply for a Bank Account (Part 2)

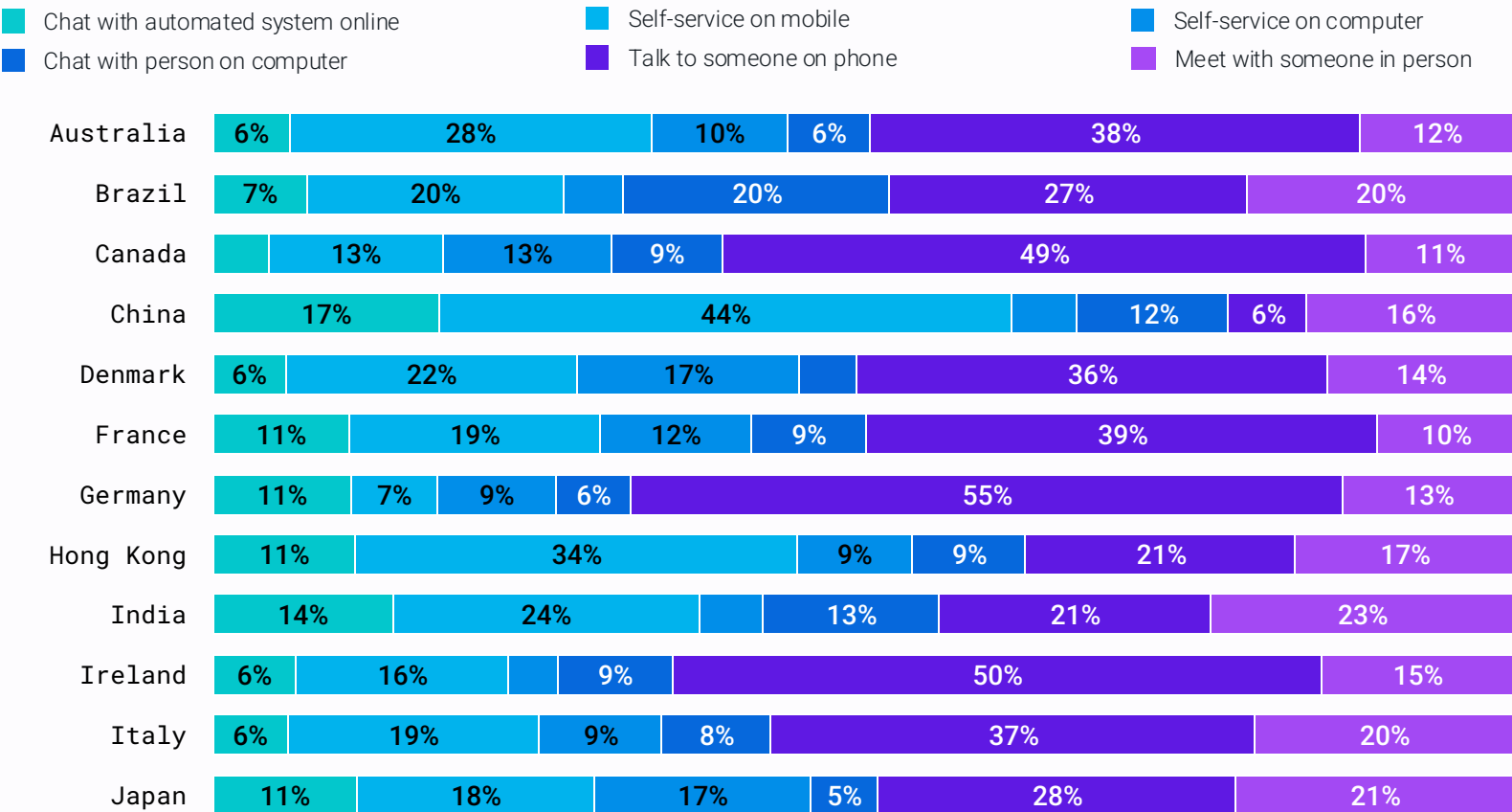
Channel Preferences when Applying for a New Bank Account



Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Schedule a Medical Appointment (Part 1)

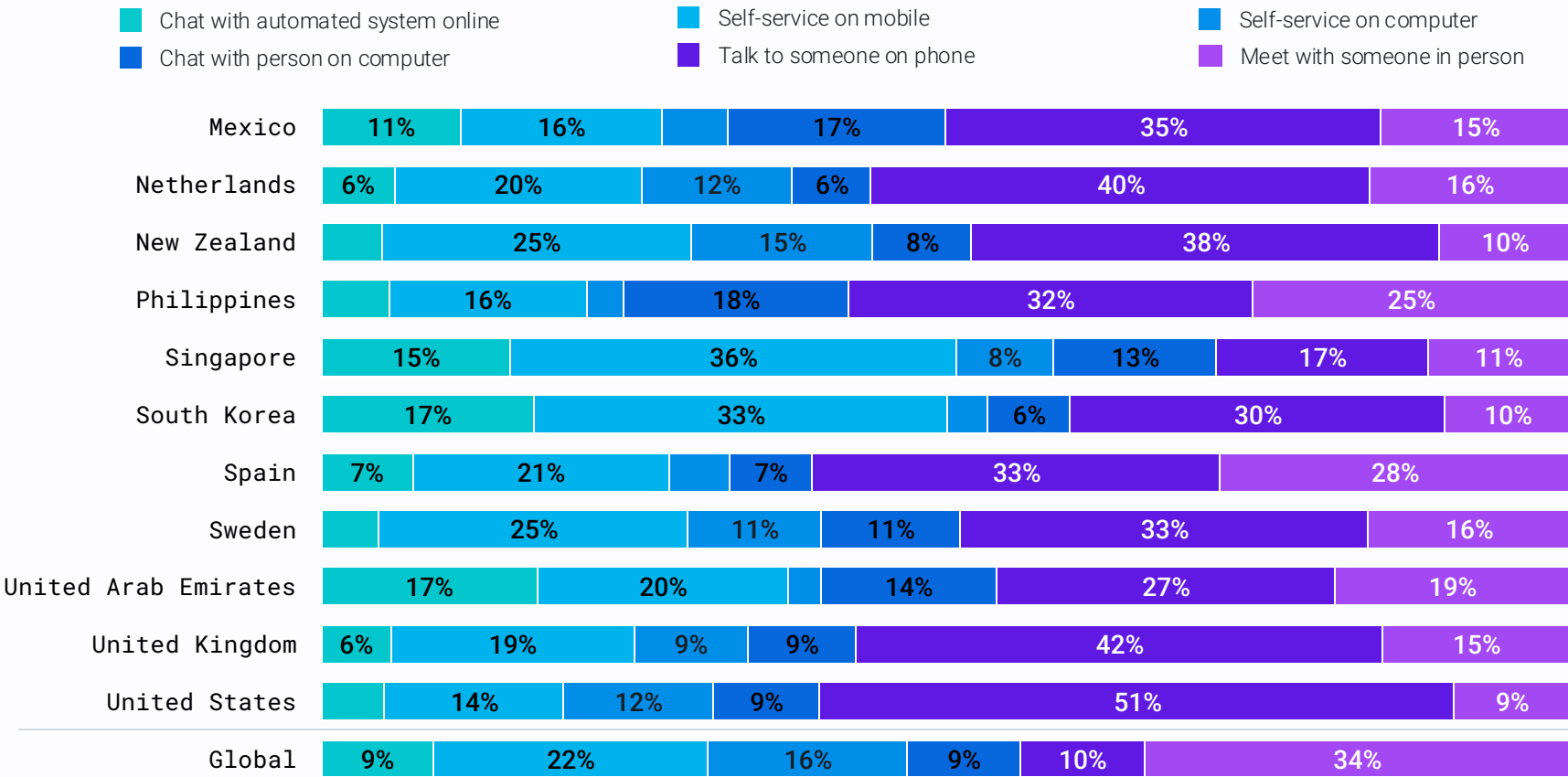
Channel Preferences when Scheduling a Medical Appointment



Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Schedule a Medical Appointment (Part 2)

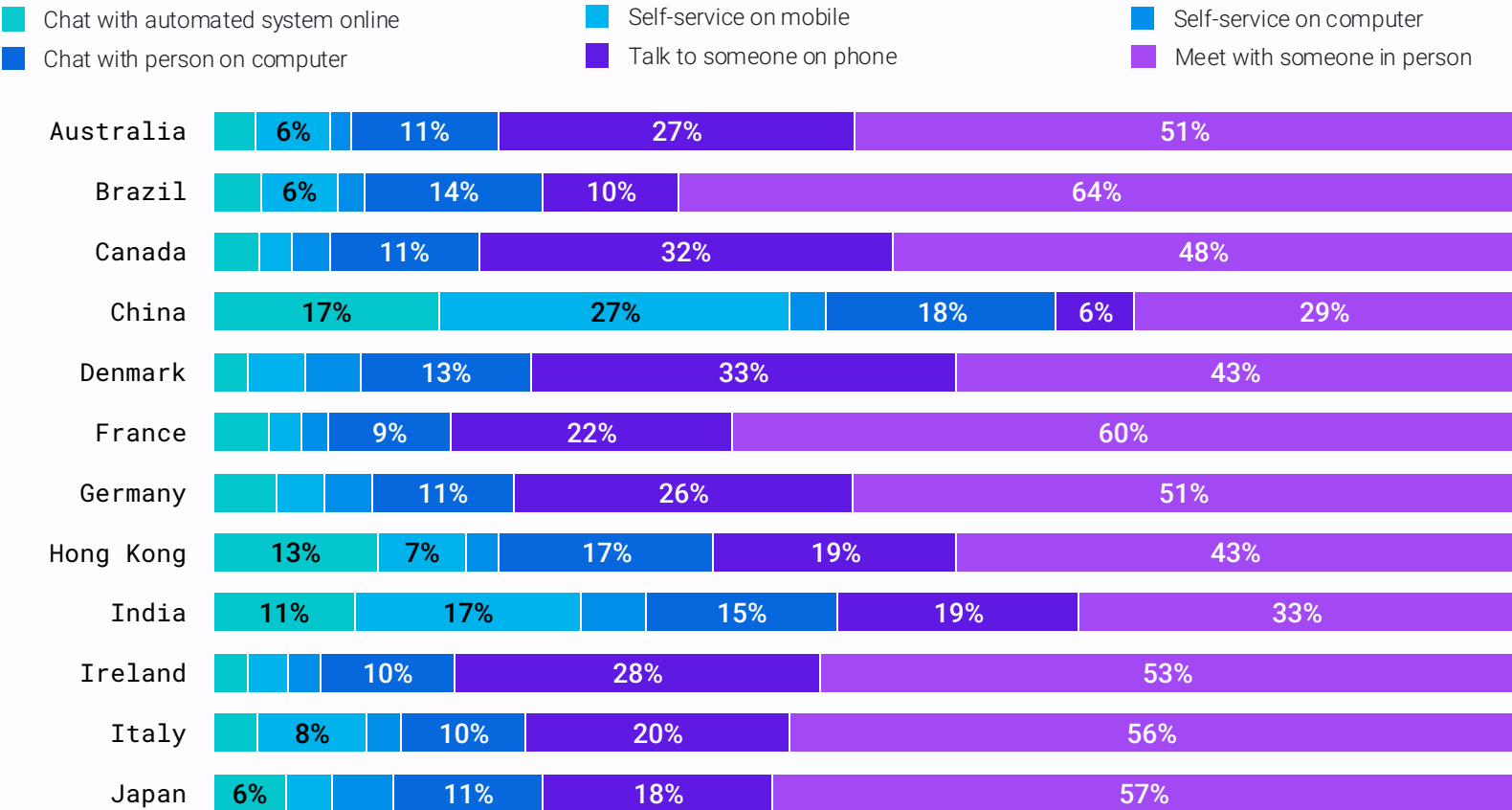
Channel Preferences when Scheduling a Medical Appointment



Base: 23,730 consumers across 23 countries
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Receive Medical Advice (Part 1)

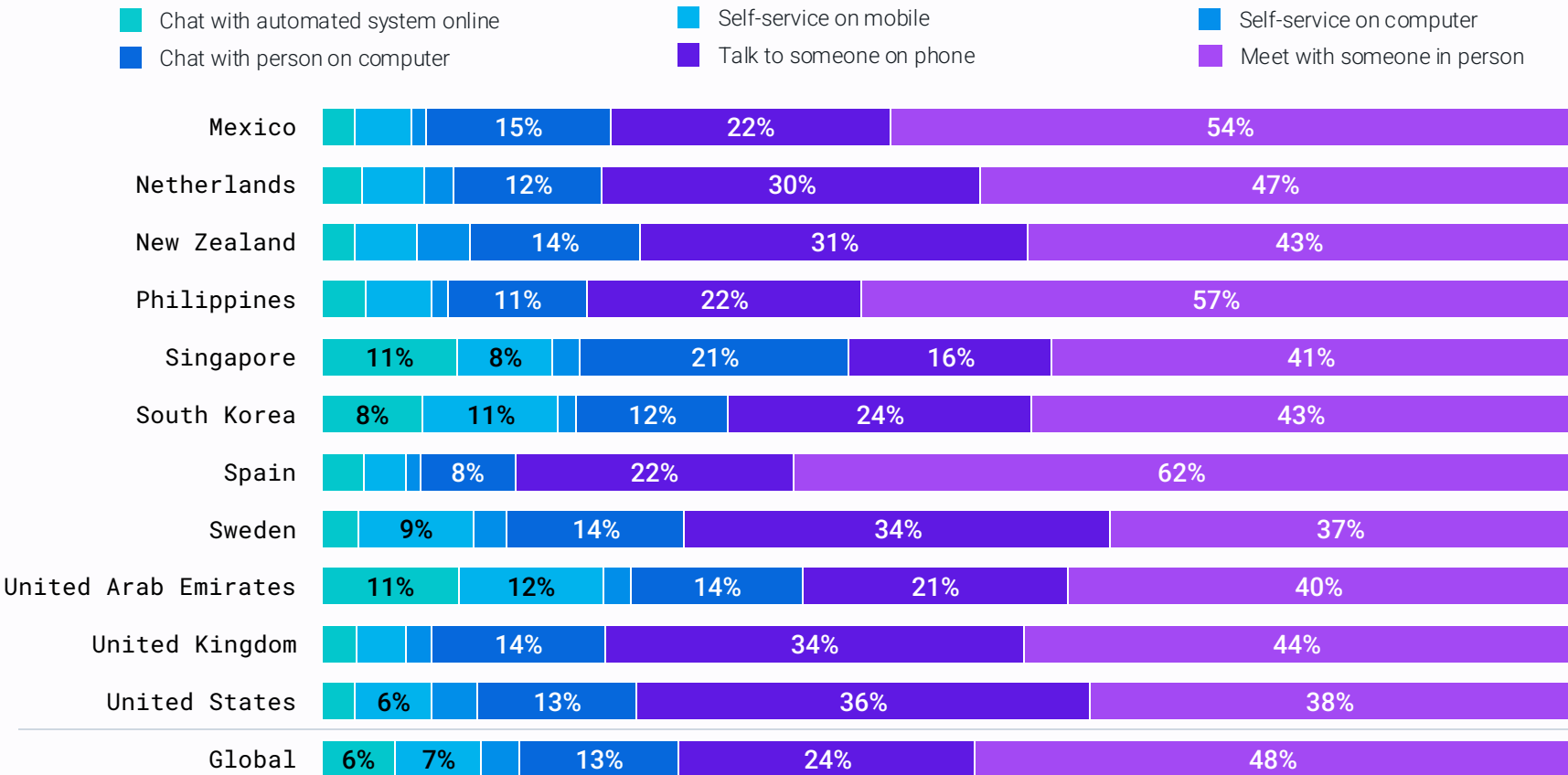
Channel Preferences when Receiving Advice from a Nurse/Doctor About a Minor Issue



Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Receive Medical Advice (Part 2)

Channel Preferences when Receiving Advice from a Nurse/Doctor About a Minor Issue



Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

DATA CALCULATION

Data is only reported on and analyzed from segments (e.g., country, age) with 100+ responses per country/region. Hong Kong did not have enough data for any age bracket. New Zealand did not have enough data to report on those below age 55. The Philippines and UAE did not have enough data to report on those 55+.

Year-over-year analysis only includes the 20 countries from which data was collected in 2023 and 2024, which does not include Denmark, Ireland, and Sweden.

Global figures (**Figures 1 – 7**) are an average across all included countries.

Data labels were not used for metrics <5% for clarity.

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