

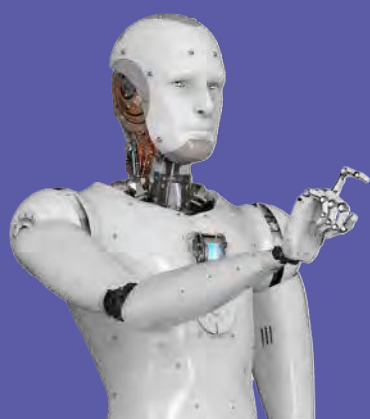
Why is the human touch so important in customer service?

As technology advances at a phenomenal rate, many businesses are embracing automated customer service solutions.

However, with 75% of customers still preferring to speak to a real person, a more human approach to your customer strategy shouldn't be overlooked.

The rise of automated customer service

The last four years have seen a huge shift toward digitalisation in customer services. Although automated solutions have been around for years, the growing need for easily available customer assistance, paired with the advancement of AI technology, has led to more and more companies leaning on digital solutions.



Why automated services?



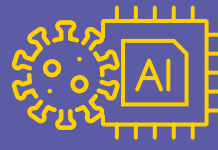
Increased efficiency.



Solves skill shortages.

65% prefer

self-service for simple matters.



Covid sped up AI implementation for 52% of companies.

However, **83%** of customers still expect direct agent interaction.

Human-centric customer service is essential for...

Personalised assistance

Complex problem solving

Managing emotional situations

Spotting vulnerability

Assessing customers' needs

Customers contacting help services have always sought a personalised, competent, and proactive response. However, in the current landscape of economic uncertainty, it's extra important that customers (especially those who are struggling) are met with empathy, understanding, and human interaction.



The value of a human approach

Automated digital services might seem like an efficient solution at first glance, but real people are paramount to creating a quality customer service experience. Here's why:

Loyalty

74% of customers are more loyal to companies that use human customer service

Satisfaction

Over 50% of customers prefer talking to a human being on the phone in any circumstance.

Lasting relationships

81% of top customer service teams prioritise relationship-building in their interactions.



Company values

Human operators can represent values like honesty, fairness, and community spirit – and 86% of customers are more likely to spend on a brand with shared principles.

Empathy

Particularly in the financial sector, customers require interactions with real people who empathise and understand their problems.

I'm not using an automated digital solution... is my customer service human enough?

If you want to adopt a more human approach in your customer service strategy, automated solutions aren't the only obstacle. Inexperienced, unprofessional, or inadequately trained staff can lead to a service that lacks both empathy and knowledge.

We're experts in making sure companies' customer service is human enough, successfully building customer relationships, and generating customer loyalty and satisfaction. [Visit our website today to learn more.](#)

Discover the human approach with Sigma Connected.