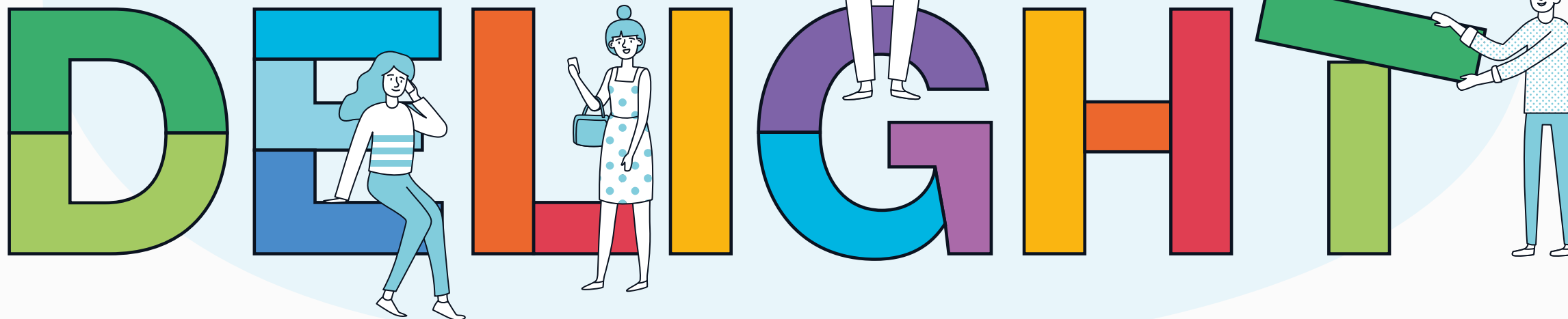


Deconstructing



Introduction

New consumer research explores the complexity of modern consumer expectations around the world in 2021.

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Section 1

Low customer expectations for delight underscore a business opportunity.

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Consumers expect brands to understand their personal values, and not waste their time.

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Consumers have complicated needs, and are quick to cancel.

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Methodology

The research was conducted by Opinium, on behalf of Freshworks.

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About Freshworks

Freshworks makes it fast and easy for businesses to delight their customers and employees.

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New consumer research explores the complexity of modern consumer expectations around the world in 2021. Companies now have a unique opportunity to delight their customers through thoughtful, speedy and personalized communications that reflect customer values and offer the human touch.

Our research found that:



Consumers have low expectations to be wowed – marking a major opportunity for companies to delight



They expect companies to share their values and will exchange a range of data for a better company experience



Consumers are complicated and even contradictory at times, but still lean toward the human touch

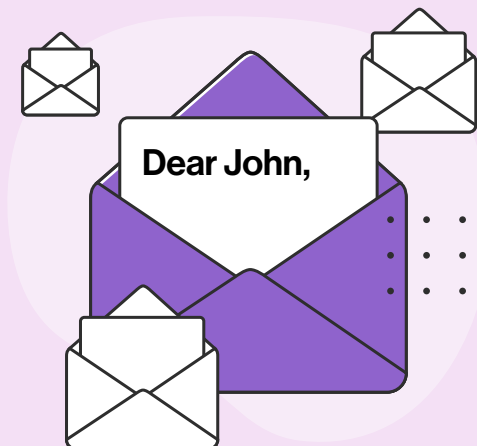
Low customer expectations for delight underscore a business opportunity

Consumers around the world revealed they have low expectations when it comes to the experience interacting with brands – confirming that the market is ripe for a fresh approach.

Consumers expect their service experience to align to the brand's promise – a big opportunity for improvement.



Just **14%** of consumers expect to be wowed by a company



Only **14%** expect personalization



56% said a brand's customer service often doesn't match the image they portray



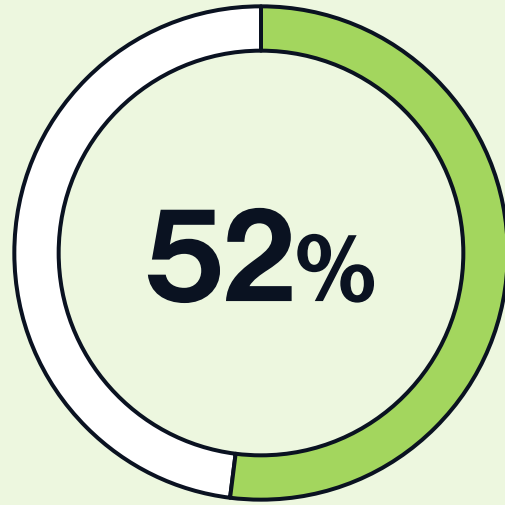
80% want brands to be more honest

Consumers expect brands to understand their personal values, and not waste their time

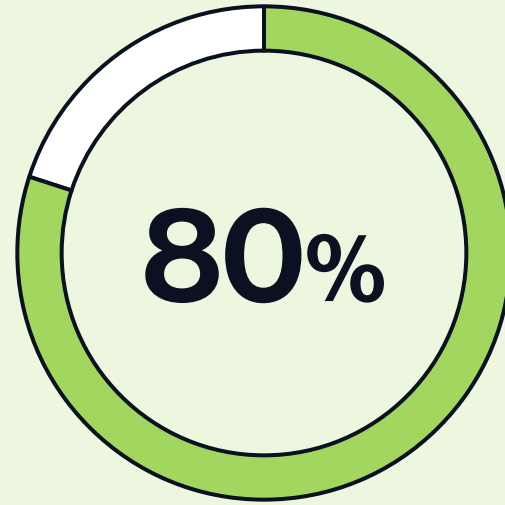
Value alignment and responsiveness reign supreme. To help achieve a closer tie between the two, customers are willing to be open about themselves and their lives.



Speed matters



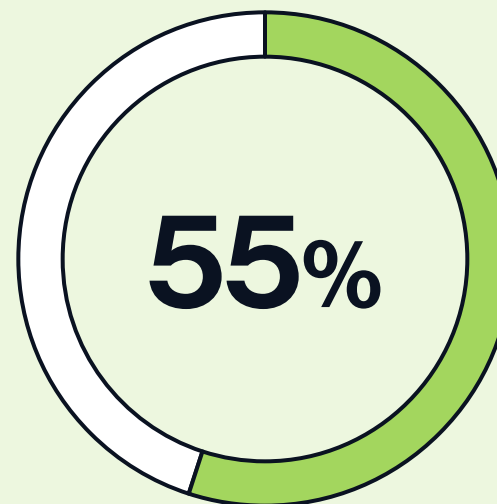
52% expect a quick resolution



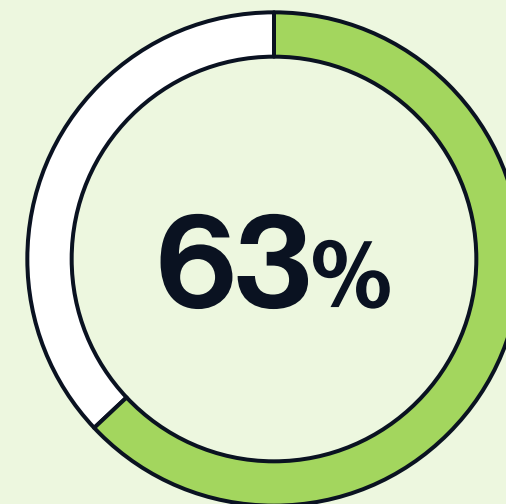
80% said they want quicker responses from companies



Values matter more



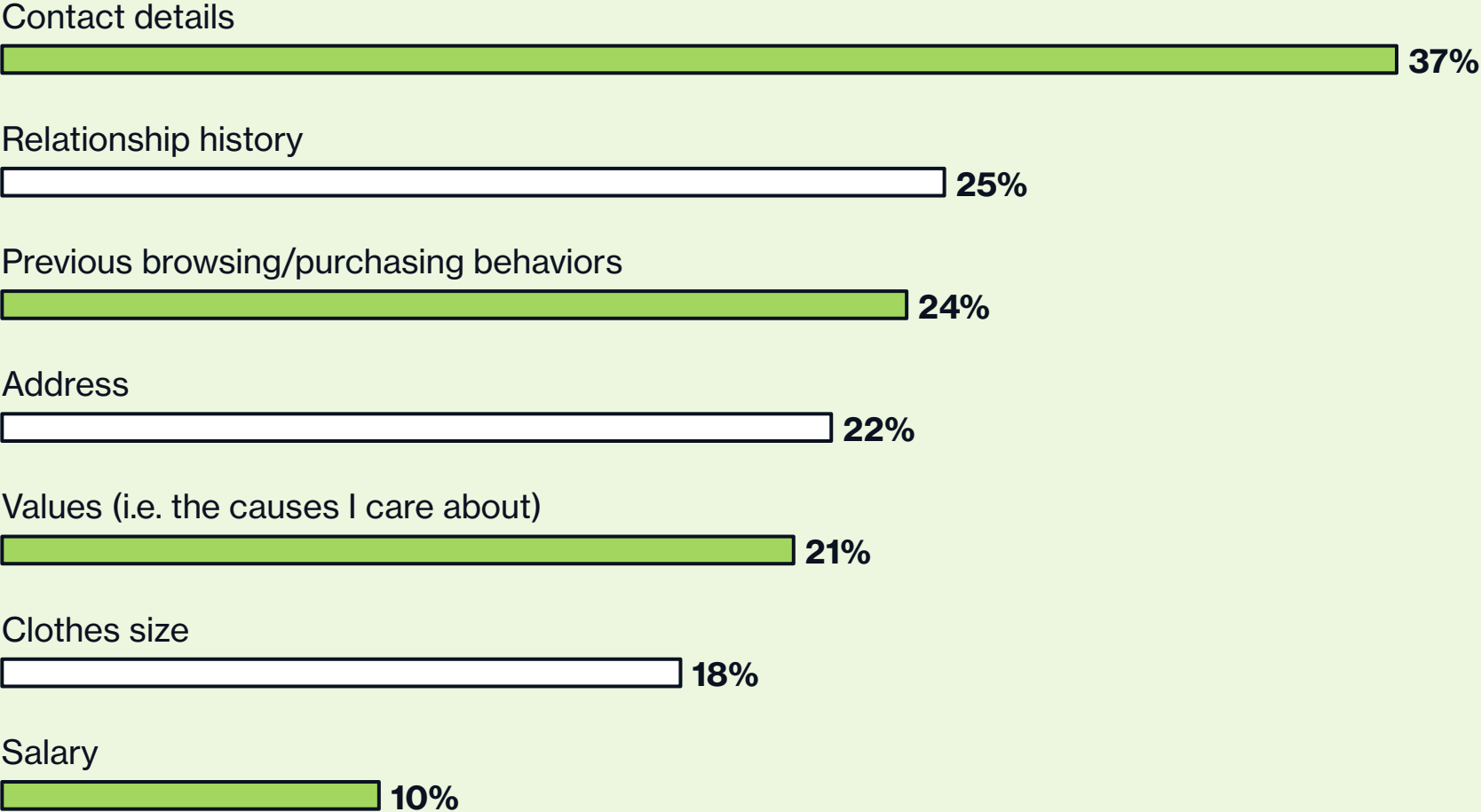
want companies they
care about to know more
about them



now expect brands to
consider their personal
values when communicating

The great exchange

77%
are willing
to exchange
personal data
for a superior
experience

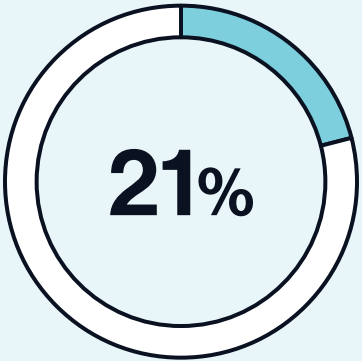
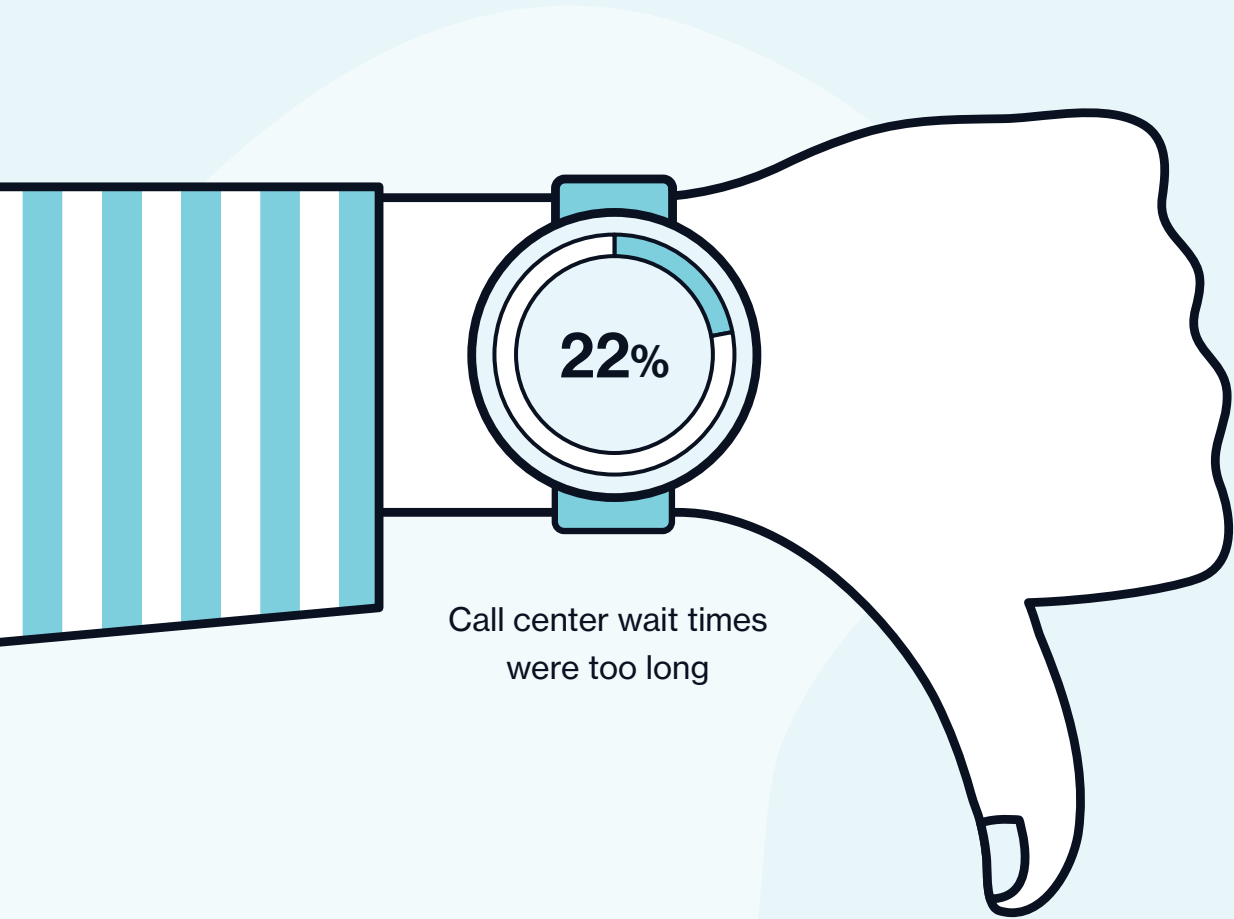


Consumers have complicated needs, and are quick to cancel

52% of customers stopped buying from a company during the pandemic as a result of their communications. Why?



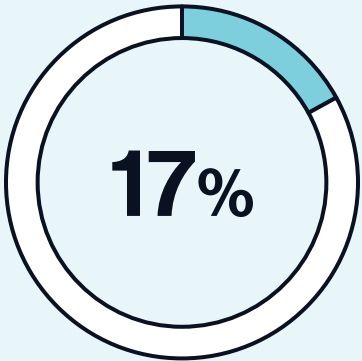
Hate the wait or tone deaf



Couldn't get a response to their query



A competitor responded to the pandemic more effectively



Insensitive communications

Multiple channels to delight

About half of consumers **(49%)** want to hear more from the brands they buy from, and delightful service experiences can be created through human interactions or technology-first responses.



Human-first

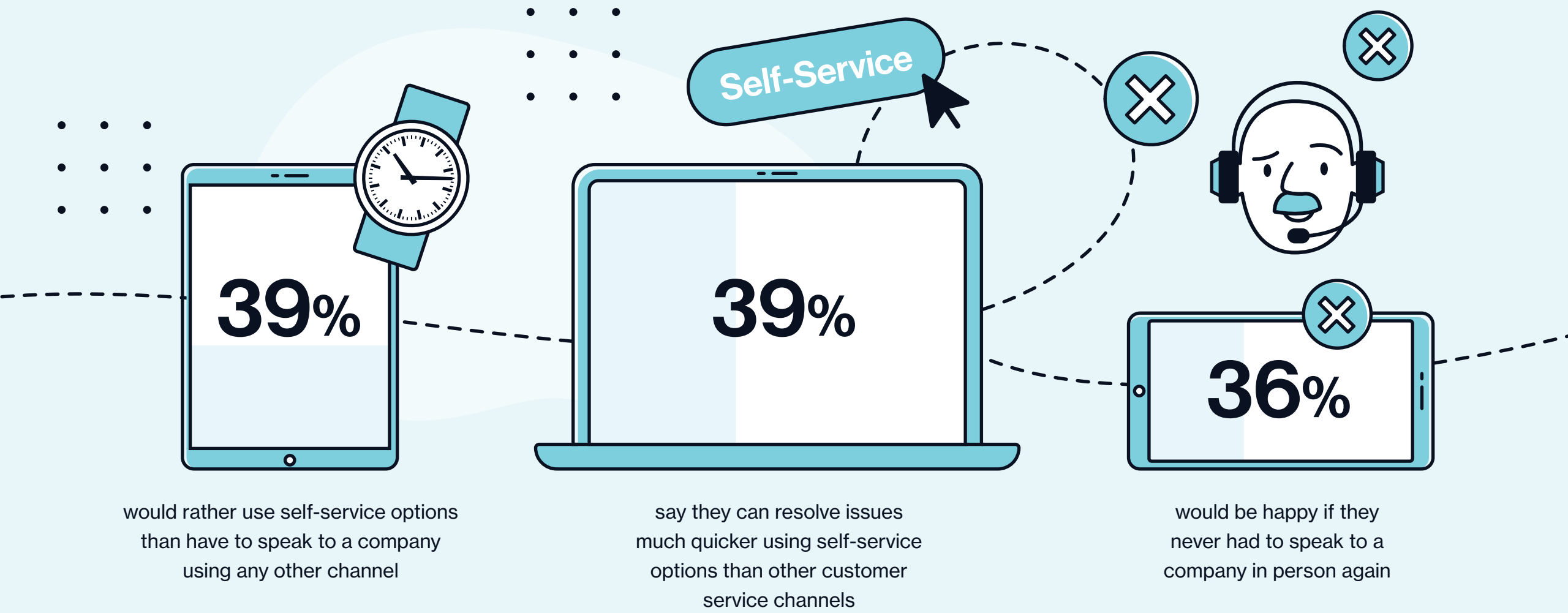


of consumers said they admire companies that use a smart mix of self-service and humans

miss being able to speak to companies when using self-service options

would much rather speak to a person than use self-service options

Technology-first

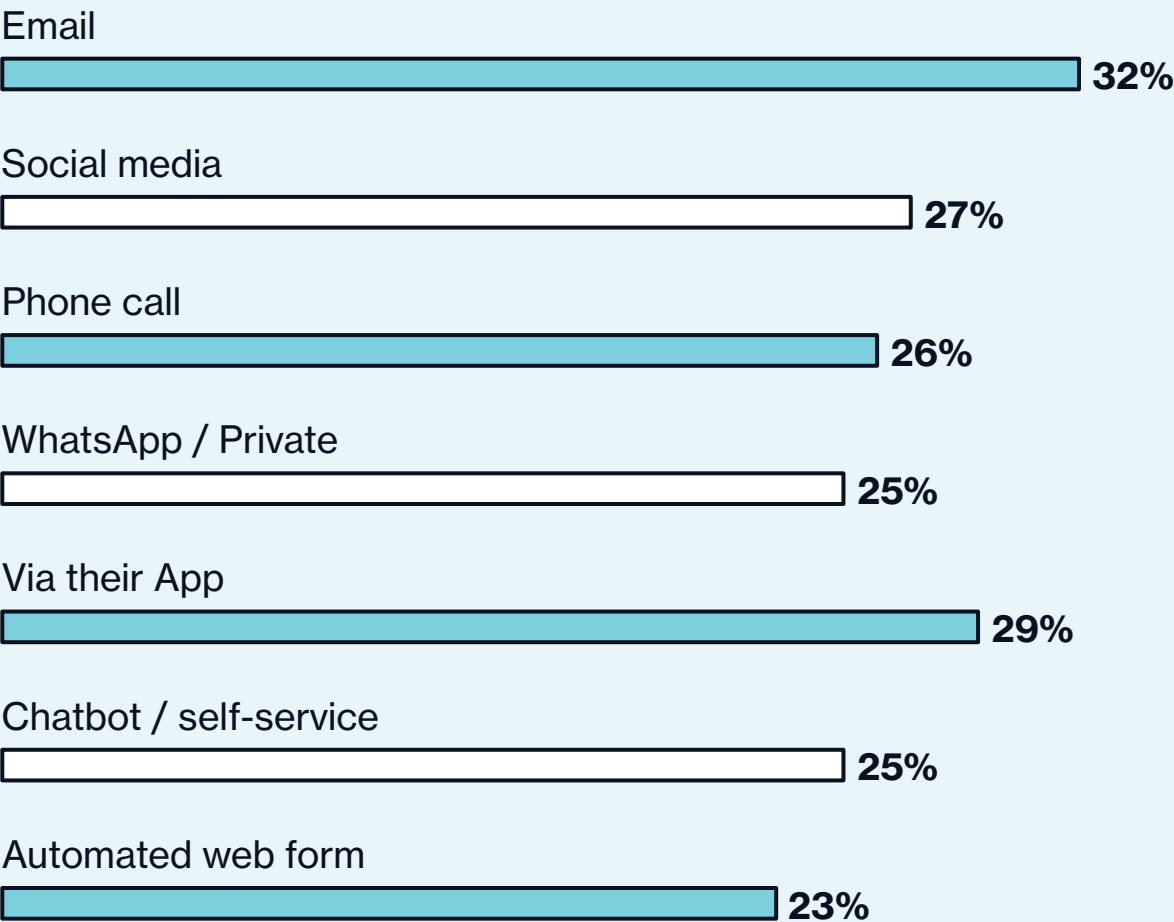


The demise of email has been greatly exaggerated

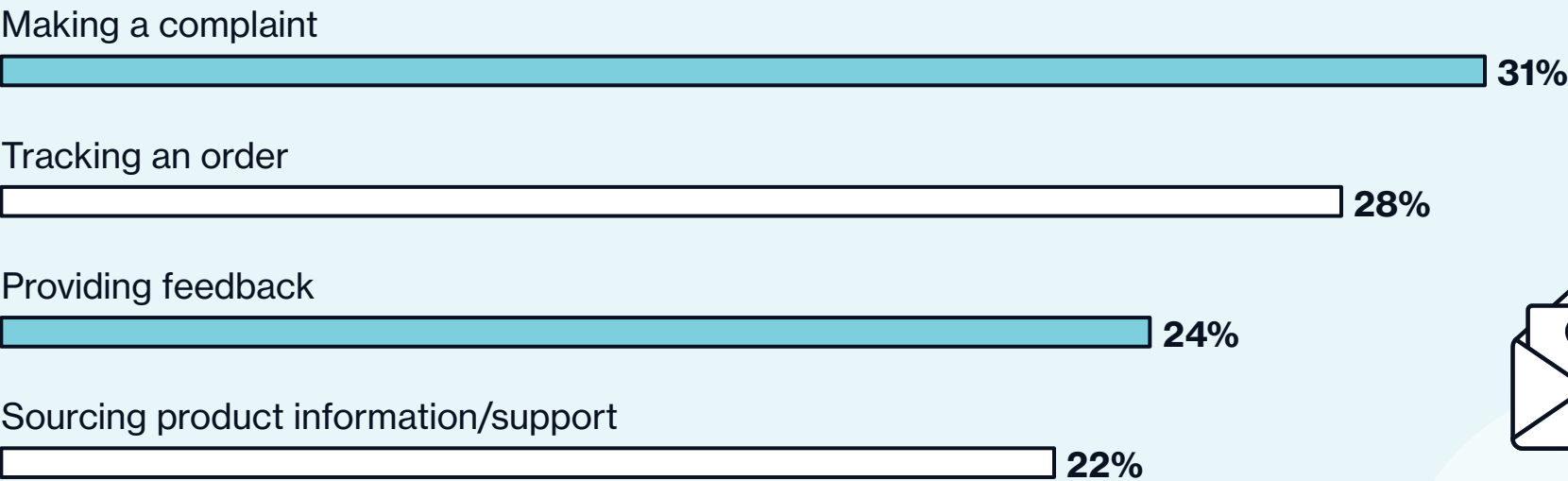
When asked how their use of communication channels has changed this year, the use of email among consumers has increased more than any other channel.



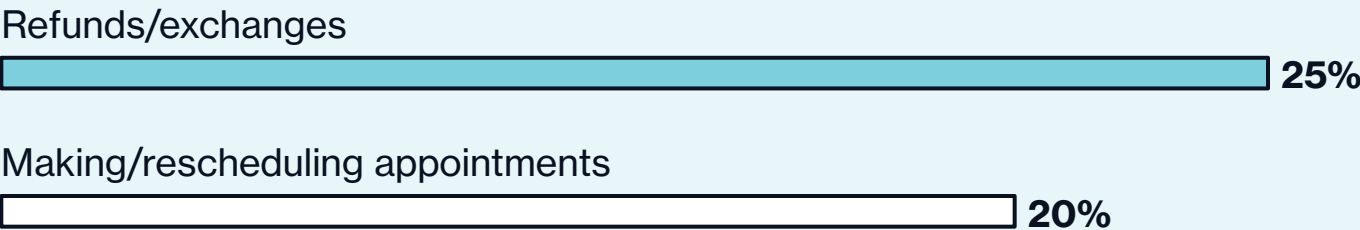
Increased



Customers selected email as their preferred tool for:



Email checked in as second for:





“Customers rule the world, and many of them have shown empathy by adjusting expectations for companies over the trials and tribulations of the last year. We are seeing now that many will exchange information about everything from personal values to salary information for personalized service that improves their experience. The takeaway for companies is that they can no longer separate their product from the customer experience; instead, it is a business imperative for companies to make it easy to delight their customers through thoughtful, easy and speedy interactions that reflect customer values.”

Stacey Epstein

Chief Marketing Officer, Freshworks

The research was conducted by Opinium, on behalf of Freshworks, who surveyed 11,502 global adults aged 18+, from Australia, Brazil, France, Germany, India, the Netherlands, Singapore, Sweden, the United Kingdom, and the United States. Data was collected from 1st – 7th June 2021.





Freshworks makes it fast and easy for businesses to delight their customers and employees. We do this by taking a fresh approach to building and delivering software that is affordable, quick to implement, and designed for the end user. Headquartered in San Mateo, California, Freshworks has a dedicated team operating from 13 global locations to serve 50,000+ customers including Bridgestone, Chargebee, DeliveryHero, ITV, Klarna, Multichoice, OfficeMax, TaylorMade and Vice Media. For more information visit freshworks.com

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