



Would You Rather... A Digital Experiences Survey



Decisions, Decisions

Today's digital consumers are inundated with choices. They have a growing array of channels at their disposal for making purchases, getting customer support and other needs. In addition, technologies like artificial intelligence (AI) and augmented reality (AR) have invented new ways to accomplish tasks.

These developments are making customer experiences simpler, quicker, smoother, richer or more memorable. But which of these qualities do consumers value most, if given the choice? This is important for businesses to know. After all, they're faced with their own decisions—which digital experiences to offer, invest in or prioritize based on what customers desire.





Which Digital Experiences Would Consumers Prefer?

We Asked Them.

CSG surveyed over 1,000 consumers in the U.S., the U.K. and Australia with a series of “would you rather” questions pertaining to customer experience. The scenarios implicated a variety of industries, and they ranged from metaverse use cases to digital billing.

We grouped the response data by country and age group. However, those factors (for the most part) proved insignificant in determining which scenarios respondents favored. But as you’ll see, we do mention a few instances throughout the report where a certain country or age group’s responses notably deviated from the aggregate percentage.

What did consumers say?

Takeaways & Trends

First, let's look at broad themes we saw across the survey data.

Consumers want the quick fix

Some of the more lopsided results occurred when respondents chose an immediate, real-time resolution to an issue rather than wait for assistance (see [p.7](#) and [p.10](#)). These quicker responses involved newly mainstream technology like conversational AI and AR, suggesting that consumers prioritized swift resolution over whatever hesitancy they might have with using these newer methods.

Saving money matters

When a scenario explicitly mentioned that consumers would save money, the majority chose it (the exception being [p.8](#), however that was between two cost-saving scenarios: receive discount offers vs. avoid hidden charges). The content services question on [p.12](#) seems to contradict conventional CX wisdom that consumers will pay a premium for more personalized experiences. Whether it was due to recent economic shifts, inflation or other factors, survey takers placed monetary value as a high priority.

It's great to automate

Respondents took to the scenarios that removed the decision-making from menial tasks: automatic bill pay was an overwhelming preference ([p.11](#)) and the choice between using autonomous vehicles or drones resulted in a near-split decision ([p.6](#)). This also tracks with how the vast majority preferred "worry-free" phone service: experiences that required less time or thought had the edge.

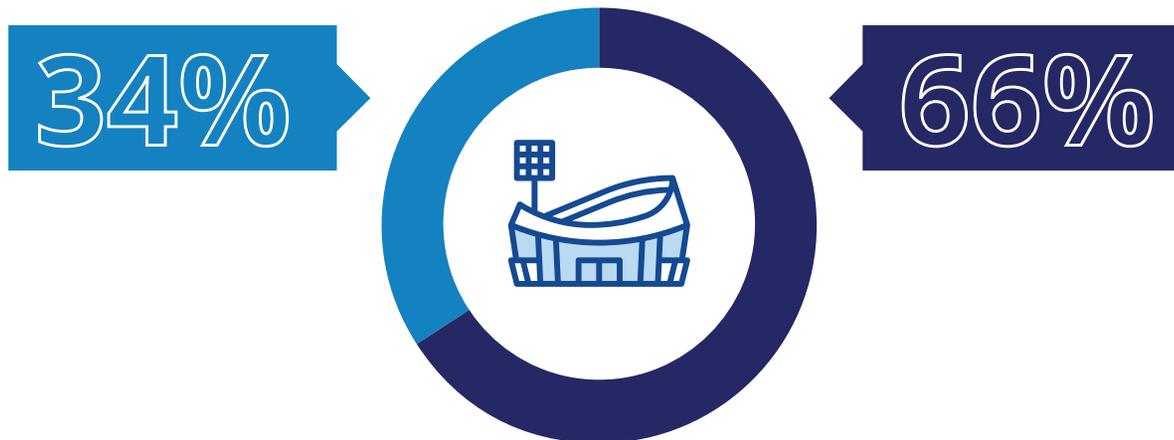
Now for the results.

Sporting events are ripe for innovation to enhance the fan experience.

Would You Rather...

Watch your favorite team in a metaverse stadium and interact with players, fans and friends in real time?

Watch your favorite sports team at the stadium and get exclusive offers on your phone?



What It Means

Most consumers preferred in-person attendance to the possibilities of the metaverse, but either experience can be enriched by connected commerce.

Sports leagues and teams are investing in private 5G networks to give fans a unique and frictionless experience. For example, in the U.S., Verizon and the Phoenix Suns NBA team have partnered to use 5G and multiaccess edge computing for touchless payments, tickets and even real-time wagering. Pulling it off requires multi-partner ecosystems that can interoperate seamlessly, creating a dynamic interaction between fans and multiple businesses. Think of an exclusive deal for a gameday shirt sent via text to fans in the stadium, or a QR code scan from their seat to order food and have it delivered so they don't have to wait in line.

For the metaverse, the same dynamics apply, but now you've opened the door to unlimited possibilities that can lead a virtual fan to explore products, services and experiences that may not be accessible in a physical format. (For example, 360-degree views of the action that can be sponsored by brands to unlock different experiences.)

Two emerging technologies could each change the way we buy a carton of eggs.

Would You Rather...

Have a self-driving vehicle take you to and from the grocery store?

Order groceries online and have them delivered by a drone or autonomous robot?



What It Means

Drone delivery edged out autonomous vehicle rides when it came to simplifying grocery shopping. This close call doesn't tell us, however, whether respondents were clearly more comfortable with one method or the other, or if the in-person shopping vs. online delivery dynamic would be a deciding factor.

How do businesses make either scenario a reality? Autonomous drones and vehicles each require complex ecosystems to operate, as well as communication systems to notify customers of order confirmations, arrival times, etc. Ecosystems also would provide the seamless hand-offs customers expect between stores, vehicles and consumers.

A helpful customer service rep is often worth waiting for. But AI-powered assistance keeps getting better.

Would You Rather...

Hit "0" and wait on hold for an undefined amount of time to speak with an agent when you have a problem?

Use a virtual assistant app that recognizes who you are to resolve your issue?



What It Means

Consumers are increasingly comfortable interacting with automated technology in customer service settings. In this scenario, the key to the virtual assistant's appeal is that it knows the customer. That requires businesses to maintain a comprehensive view of their customers so that when one reaches out, the breadcrumbs of their preferences, previous interactions, etc. are all connected. With this complete view, smart technologies can predict customers' needs and have the relevant context to resolve it faster.

Contact center reps can know the customer, too, in a way that improves the human-to-human interactions 36% of respondents still prefer. The same customer profile data a virtual assistant uses can be presented to human agents, giving them a head start on resolving the call.



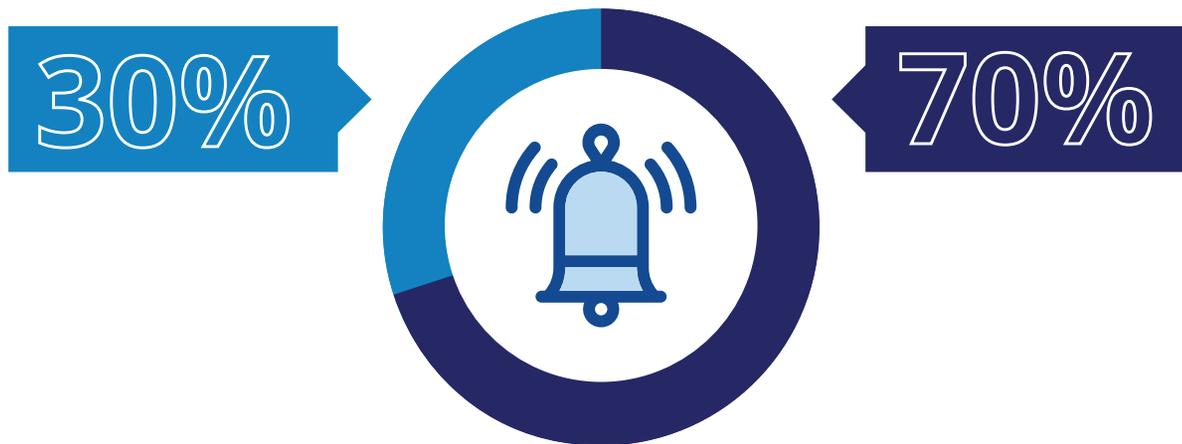
Older generations didn't shy away from AI. Respondents 45 and older were as likely as their younger counterparts to choose virtual assistance.

What's important to consumers when they're on the go?

When Traveling, Would You Rather...

Receive personalized notifications (texts or emails) on local deals that are relevant to you?

Have worry-free phone service (call, text, internet) with no hidden charges?



What It Means

Personalized offers or simplified phone service? These experiences aren't mutually exclusive (we could imagine consumers saying, "Why not both?"), but if consumers had to choose, one seemed more important to a convincing majority.

We hardly think twice when we land in a new place about how our mobile phone service will work. But there's a lot at play behind the scenes to make that seamless experience happen and to ensure we know what we're being charged without surprises.

As for providing personalized, local deals, that capability takes location services to another level. Businesses need to update and interpret customer data in real time to deliver the kinds of offers that appeal to travelers in the right place, at the right time.



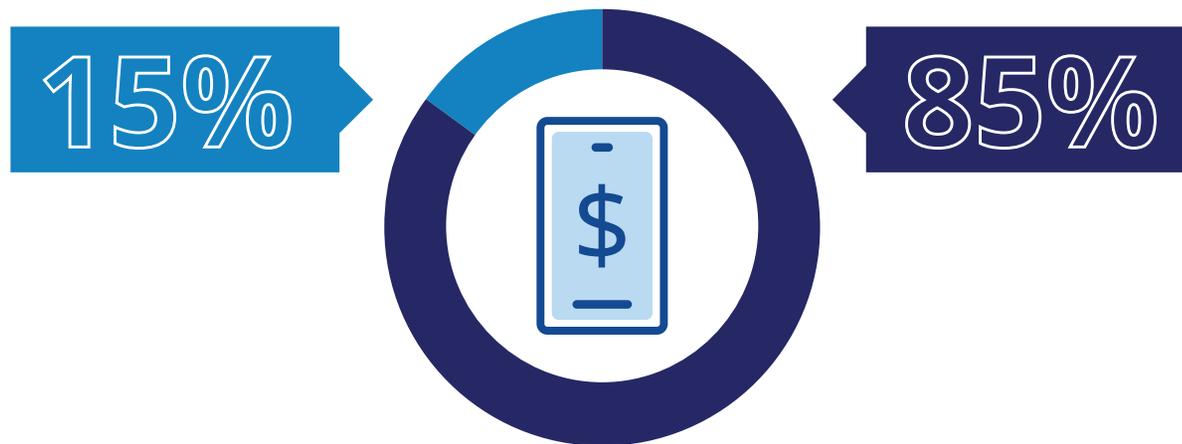
The groups most likely to favor personalized offers over worry-free phone service were Aussies 65 and older (50%) and Gen Z Brits (41%).

Would saving money convince more consumers to adopt digital wallets?

Would You Rather...

Pay a 3% convenience fee to pay your rent/mortgage automatically with a credit card?

Use your digital wallet (Apple Pay, Google Pay, etc.) to pay each month with no extra charges?



What It Means

Many companies that process payments add an upcharge to cover processing fees charged by credit card companies. As we can see from the survey results, most consumers would rather avoid paying that if given another digital payment alternative.

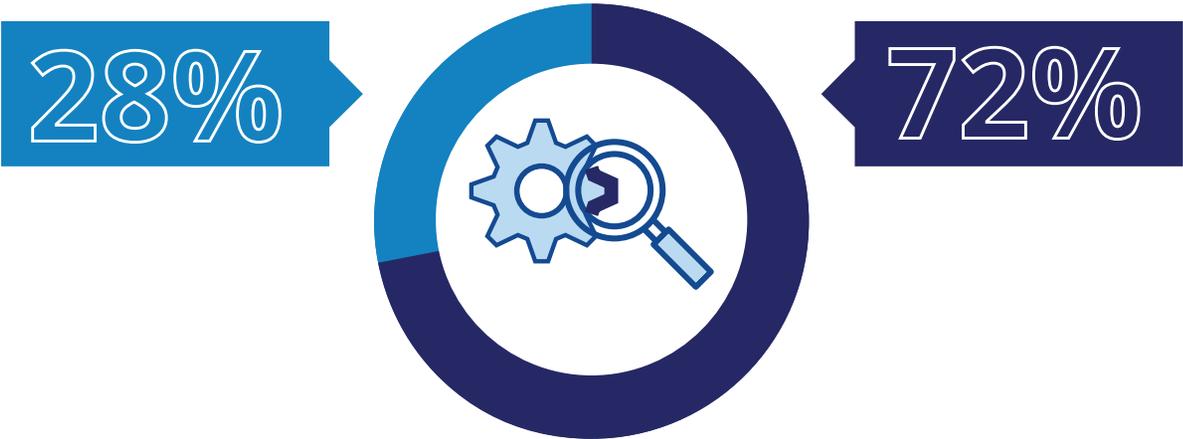
It's a rare individual who leaves their home without their mobile phone, which is why turning our phones into our wallets has been such a natural segue. Moving beyond everyday purchases like groceries and fuel, people want to digitally pay for bigger line items in their budget like rent and mortgages. For landlords and financial institutions to meet their customers where they are, they need to embrace the many ways people want to pay and enable those options both securely and cost-effectively.

Recent technology makes it easier for customer care reps to get eyes on a customer's issue.

During a Cable/Internet Outage, Would You Rather...

Wait for a technician to come to your home to address the issue?

Use an AR app on your phone with the help of a customer service rep to walk you through troubleshooting?



What It Means

Remote visual troubleshooting gained traction during the pandemic when cable/telco companies needed ways to fix customer device issues without having technicians enter homes. AR solutions, which let customers show techs and contact center agents what they're looking at, helped companies reduce costly truck rolls. Respondents overwhelmingly preferred this experience to the truck roll, so win-win.

Still, there are plenty of customers who feel the in-home option is worth the wait. Companies can make that experience as positive as possible with optimized technician scheduling to offer customers more same-day appointments, real-time updates on tech arrival times, and other CX-boosting capabilities.



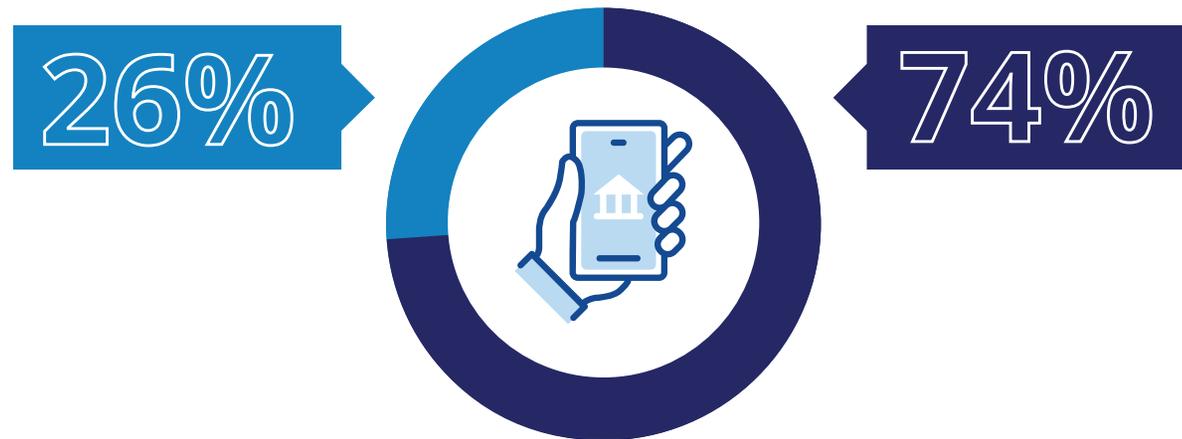
Aussies and Americans aged 35-44 were the least likely to wait for a service call at 14% and 19% respectively.

One of the most basic consumer questions: how do you want to pay your bill?

Would You Rather...

Get your statement in the mail to prompt you to pay?

Set up online bill payment through your bank to automate paying for expenses?



What It Means

This is another case where the choices aren't mutually exclusive (many consumers with automatic payments still like receiving printed statements). But convenience is king when it comes to paying our bills, and it doesn't get any easier than set-it-and-forget-it bill payment.

Still, businesses can't overlook the portion of their customers who prize their paper statements. There's tremendous opportunity for brands to optimize the "real estate" of these bills to give consumers the information they need to know (how much do I owe and when is it due) and allow customers to discover new opportunities (new/better pricing for existing services, new promotions, etc.).



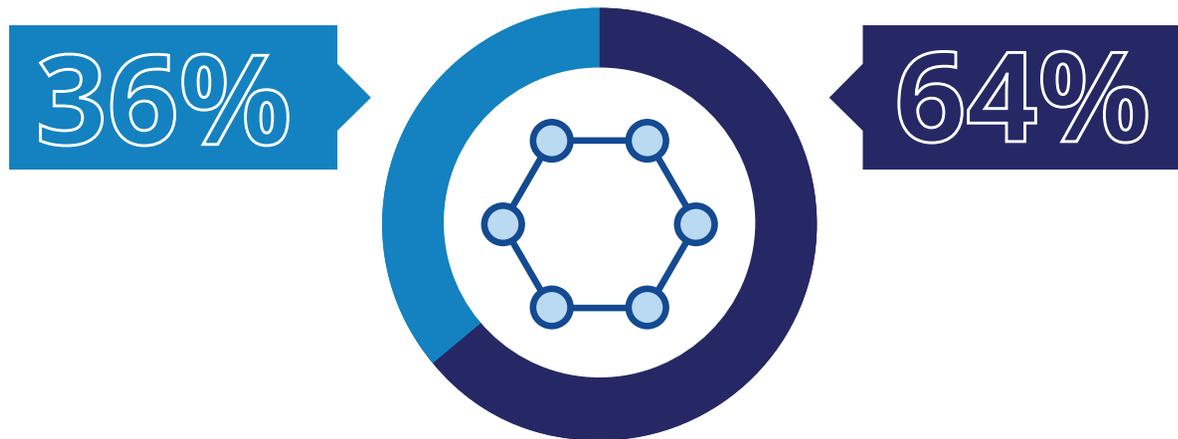
Brits felt the most comfortable with setting up automatic payments at 83%—12 points higher than their counterparts in the US and Australia.

To cater to customers, cable/ broadband packages often have to balance personalization and price.

Would You Rather...

Pay a premium price so you can pick and choose your online content services to personalize your bundle?

Choose between standard bundles that are discounted?



What It Means

For years, consumers clamored for a la carte content services. Now that they're here, and there are so many, fatigue and cost barriers are starting to add up. Nearly two-thirds of all respondents would rather buy a standard content bundle that is discounted (remember the days of the "Triple Play?") than pay a premium price to pick and choose their online content services. Déjà vu anyone? There's a lot of conversation now around the "Great Rebundling," and Disney is a prime example of this with the Disney Bundle of Hulu, Disney+ and ESPN+.



Gen Z Aussies were the group most likely to prefer premium a la carte content at 52%.

Now Let's Turn the Question to You



Consumers have plenty of choices, and switching brands is easier for them than ever. Three-quarters of consumers changed brands, products or buying methods during the pandemic, according to a McKinsey & Co. study. Another recent survey found 72% of consumers would switch brands after just one bad experience. Customer loyalty sits on a razor's edge.

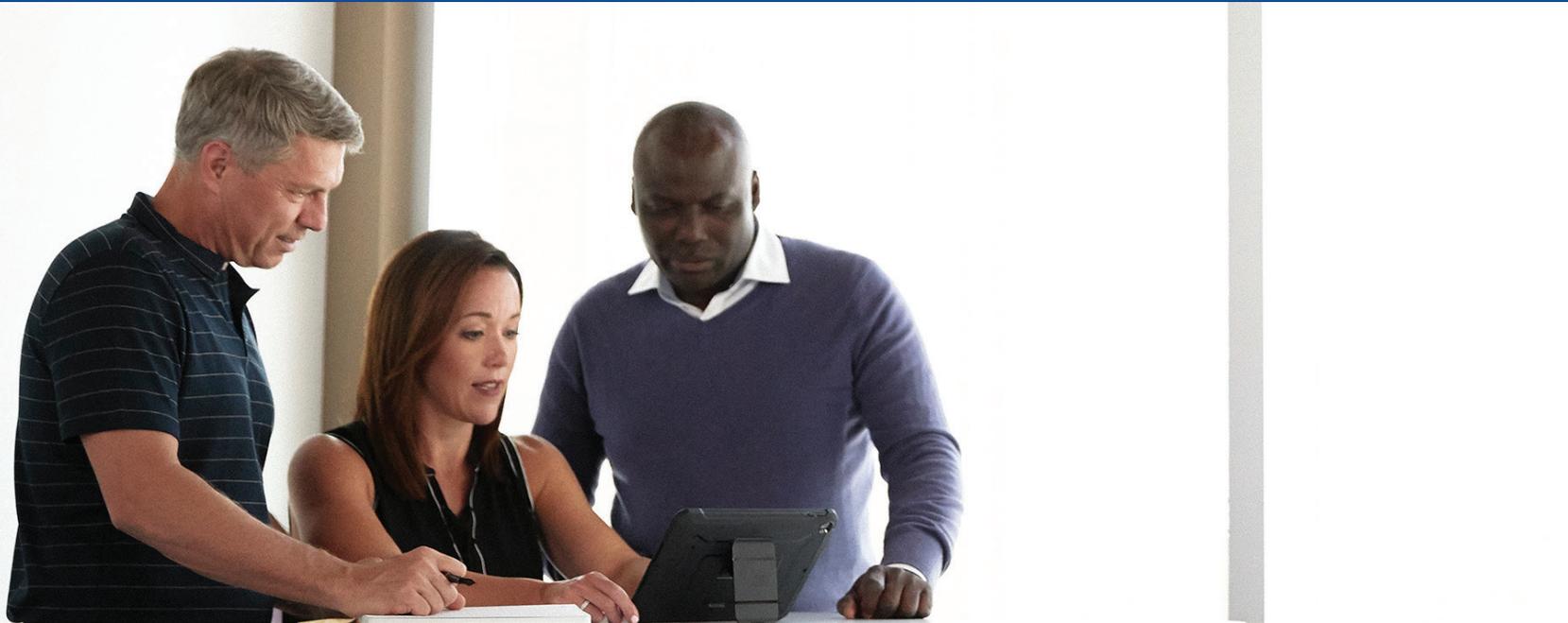
Brands have tough decisions to make. How do you not only create new digital experiences for consumers, but also monetize them? Which customer journeys will you prioritize to drive the most retention and revenue?

CSG can help. Whether you're looking to:

- Create loyalty-winning customer experiences,
- Become a B2B2X commerce leader or
- Simplify your digital payments

our industry-leading SaaS platforms help you deliver the experiences the market demands.

Where would you like to start?
Talk to us today.



About CSG

CSG empowers companies to build unforgettable experiences, making it easier for people and businesses to connect with, use and pay for the services they value most. Our customer experience, billing and payments solutions help companies of any size make money and make a difference. With our SaaS solutions, company leaders can take control of their future, and tap into guidance along the way from our more than 5k-strong experienced global team. Want to learn more about how to be a change maker and industry shaper like our 1,000-plus clients?

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