



Press release

INRC International Customer Relationship Barometer Edition 2018 Survey conducted by Praxidia

**The use of digital channels is growing rapidly.
But to achieve excellence, the human aspect remains essential.
And face-to-face relationships are still the best way to create a sense of delight.**

The INRC (Institute for Customer Relationships) publishes the results of the International Customer Relationship Barometer, which provides an overview of the impact of technological changes and highlights best practices in 9 Countries (France, Germany, Spain, Great Britain, Italy, USA, Japan, China, Brazil).

Conducted by the international Customer Experience consulting firm Praxidia, this barometer confirms that in the digital age, companies and public services are faced with this **double challenge: invest in digital to gain efficiency and “humanize” this relationship to gain excellence.**

Among the 9 key insights to retain, it should be noted that the quality of Customer Relationships has improved in all business sectors, but that there is still room for improvement to achieve this excellence.

With 90% of customers saying that they have a good relationship with businesses, France is a front runner in the quality of Customer Relationships; it shares this leadership with the USA, China and Japan (Europe: 85%, outside of Europe: 84%).

But there are still too few customers stating that they have a very good relationship, whether in France (12%), Europe (13%) or outside of Europe (23%).

The new digital channels are coming up rapidly. **But to achieve excellence, the human aspect remains essential. And face-to-face relationships are still the best way to create a sense of delight.**

In one out of two cases in France, the best Customer Experiences in 2018 were created by face-to-face relationships (Europe: 48%, outside of Europe: 43%). And human relationships remain the main reason for enjoying a quality experience.

The 9 key insights to retain from this study

1. **In 2018, customers are generally satisfied with their relationships with businesses. But there is still a lot of room for improvement.** France is a front runner in the quality of Customer Relationships. This leadership is shared with the USA, China and Japan.
2. **The quality of Customer Relationships has improved in all business sectors** (up to 25 percentage points in some sectors). The hotel industry remains in first place for all countries (excluding China). Telecom and Media companies are among the least well judged.
3. **Face-to-face relationships remain the most satisfactory contact channel in all countries for nearly 9 out of 10 customers**, even while digital channels are coming up rapidly. The new channels evaluated in 2018 (app, chat advise, social networks and instant messaging) obtain satisfaction levels comparable to that of phone calls. On the other hand, the chatbot, the first application of Artificial Intelligence in Customer Relationships, is not yet at the performance level of other channels.
4. **Customer Experience in the hospitality industry is often the best** and that in Telecom and Media is often the most difficult.
5. **Every step of the Customer Journey is important:** a negative Customer Experience can occur regardless of the reason of contact.
6. Face-to-face Customer Relationships are the easiest contact channel to create a sense of delight. **In Europe, 48% of the best Customer Experiences were face-to-face.**
7. **The human aspect takes precedence over the quality of the customer relationship:** it is the main factor that positively influences the perception of the relationship. Conversely, the lack of customization and long processing times contribute strongly to a bad Customer Experience.
8. **The quality of the relationship with the researched Public Services is overall best perceived in Great Britain.**
9. **The French have a more positive outlook on the efficiency of their employment services and the relevance of their professional training than other Europeans.**

Survey Methodology

The online survey was conducted by PRAXIDIA between November 13th and December 4th 2018, with representative samples of 6,000 people (2008 in France, 500 in Germany, 500 in Spain, 504 in Great Britain, 500 in Italy, 501 in Brazil, 501 in the United States, 500 in China and 500 in Japan). The section on Public Services has only been evaluated in Europe.

About INRC

The INRC was launched in 2014 by large enterprises (ENGIE, BNP Paribas, Orange, Groupe Babilou, Teleperformance), in collaboration with social partners, as a prolongation of a project supported by the French government (2008-2012). Its role is to imagine, experiment and promote the content, tools and methods of tomorrow to create the conditions for differentiating Customer Relationships and value creation. The INRC is based on a human-centered approach that takes the areas of employment, education and social performance into account. Its strategic consulting team is composed of members of the Executive Committees of the different founding enterprises.

About Praxidia

Praxidia, Teleperformance's Customer Experience Consulting subsidiary, is dedicated to Consulting, Marketing Research, Enterprise Feedback Management and Predictive Analytics, specializing in the transformation and optimization of Customer Experience and Employee Engagement.

Our mission is to provide our clients with innovative solutions across the Customer Experience value chain at every step of the Customer Journey.

Our approach is pragmatic and operational, centered on the human - the Customer and the Employee – and backed by behavioral statistical models, enabling the generation of Customer Satisfaction and a true ROI.

Press contact

Jeanne Moneyron: Jeanne.moneyron@institut-rc.fr