



Millennials vs. Boomers – Are There Any Differences?

Before We Begin...

FAQs:



The presentation will be made available after the webinar



A recording will be available on the [24]7 website



There will be a short Q&A period after the presentation



Today's Presenter:

Graham Knowles

Enterprise Solution Architect






[24]7



Boomers: The Generation That Built the Internet

The internet ranks as the most popular source to learn more about a topic of interest

Top 5 sources used

#1		Internet	83%
#2		Friends and family	77%
#3		Television	65%
#4		Magazines/newspapers	52%
#5		Brochures/catalogues	36%



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Khan Academy on the Gates Notes

From [khanacademy](#) | October 21, 2010 | 323,584 views

Bill Gates talks about the Khan Academy on the Gates Notes



Biology

8 hours ago

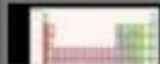
more info



Linear Algebra

22 hours ago

more info



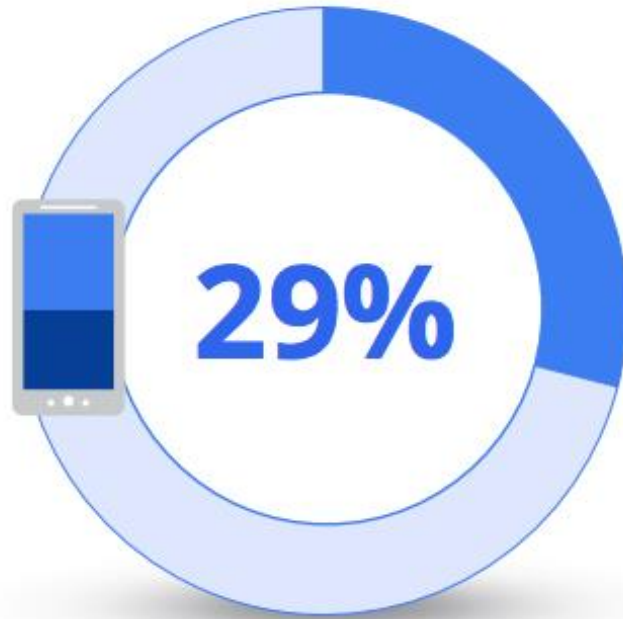
Chemistry

8 hours ago

more info

44.6% of views in
the US last month
from people 45+

Mobile usage is still developing among boomers and seniors



*Use a smartphone
regularly*

vs. 48% of general pop

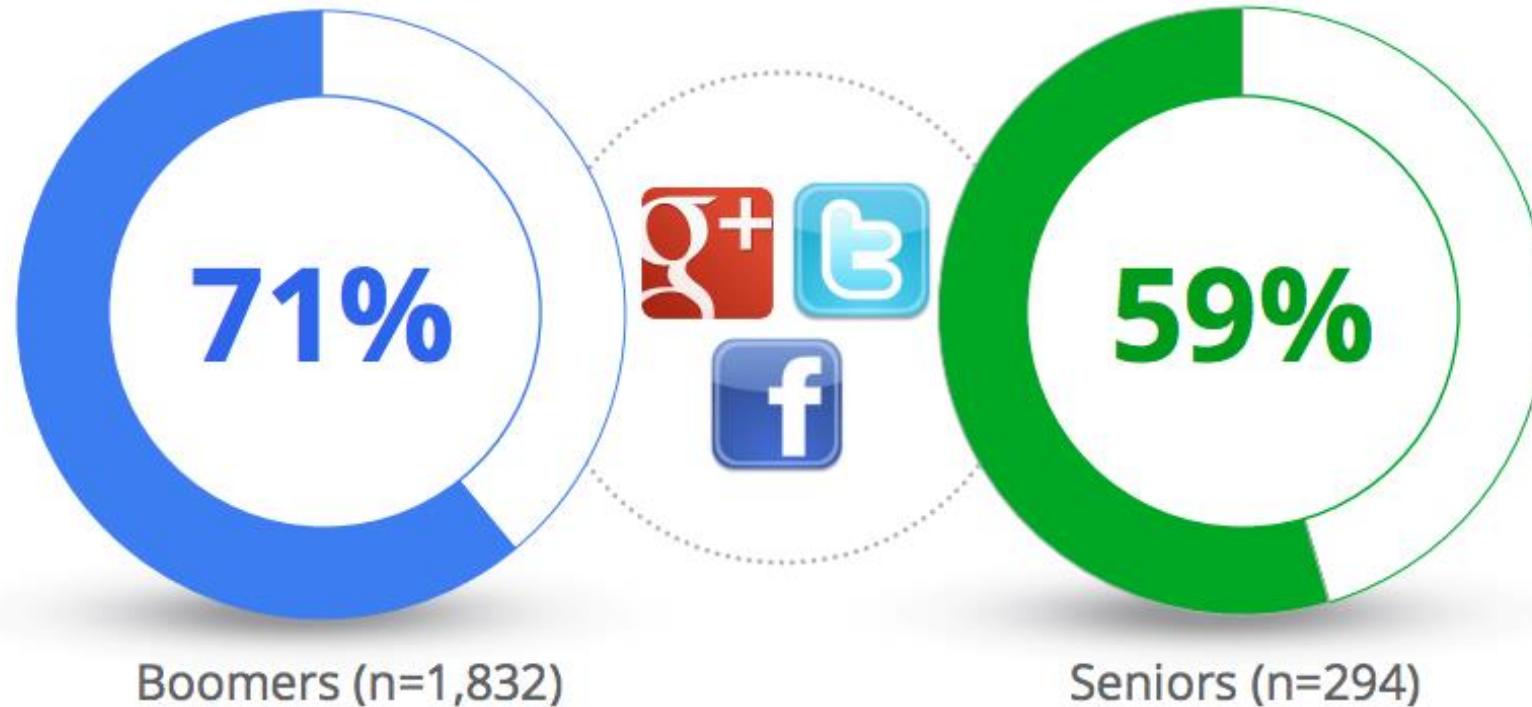


*Use a tablet
regularly*

vs. 25% of general pop

Social networking sites used daily by most boomers and seniors

Daily use of a social networking site



Quiz Question 1



In What Year is the
Millennial Population
Expected to Peak?

Quiz Question 1



In in **2036** at 81.1 million



Bonus Question

In terms of influence on purchasing decisions, what percentage of millennials say that comments on social media have the most influence?



Bonus Question





Millennials: The Generation the Internet Built

MILLENNIALS ARE **MOBILE & VERY SOCIAL**



81% → 110x
are mobile phone users
they can check their phone up to
a day, that is 10 times an hour

Source Ipsos and Ipsos OTX, May, 2013.

vs. 29%



88% → 65%
have a social profile
update it daily

Source Forrester Technologies Q2 2012.

vs. 71%

A young man with short brown hair and black-rimmed glasses is sitting on a concrete ledge. He is wearing a white t-shirt and a blue patterned backpack. He is looking down at a yellow smartphone in his hands. The background is a plain, light-colored wall. An orange banner with white text is overlaid across the middle of the image.

Being Mobile-first and Social are keys to brand interaction

Millennials are self reliant

Grew up with the internet at their fingertips
40% *prefer* self-service to human contact

Things you need:

Virtual agents (chatbots)

Things to prepare:

FAQs

Troubleshooting guides

Community forums

Video walkthroughs

It's a cost-effective method since you can cut back on customer service reps.



Millennials want it now

Grew up with a wealth of information at their fingertips
Grew up with smartphones and access to responses in real-time

25% of millennials expect a response within 10min after reaching out to customer service via social media or text messaging

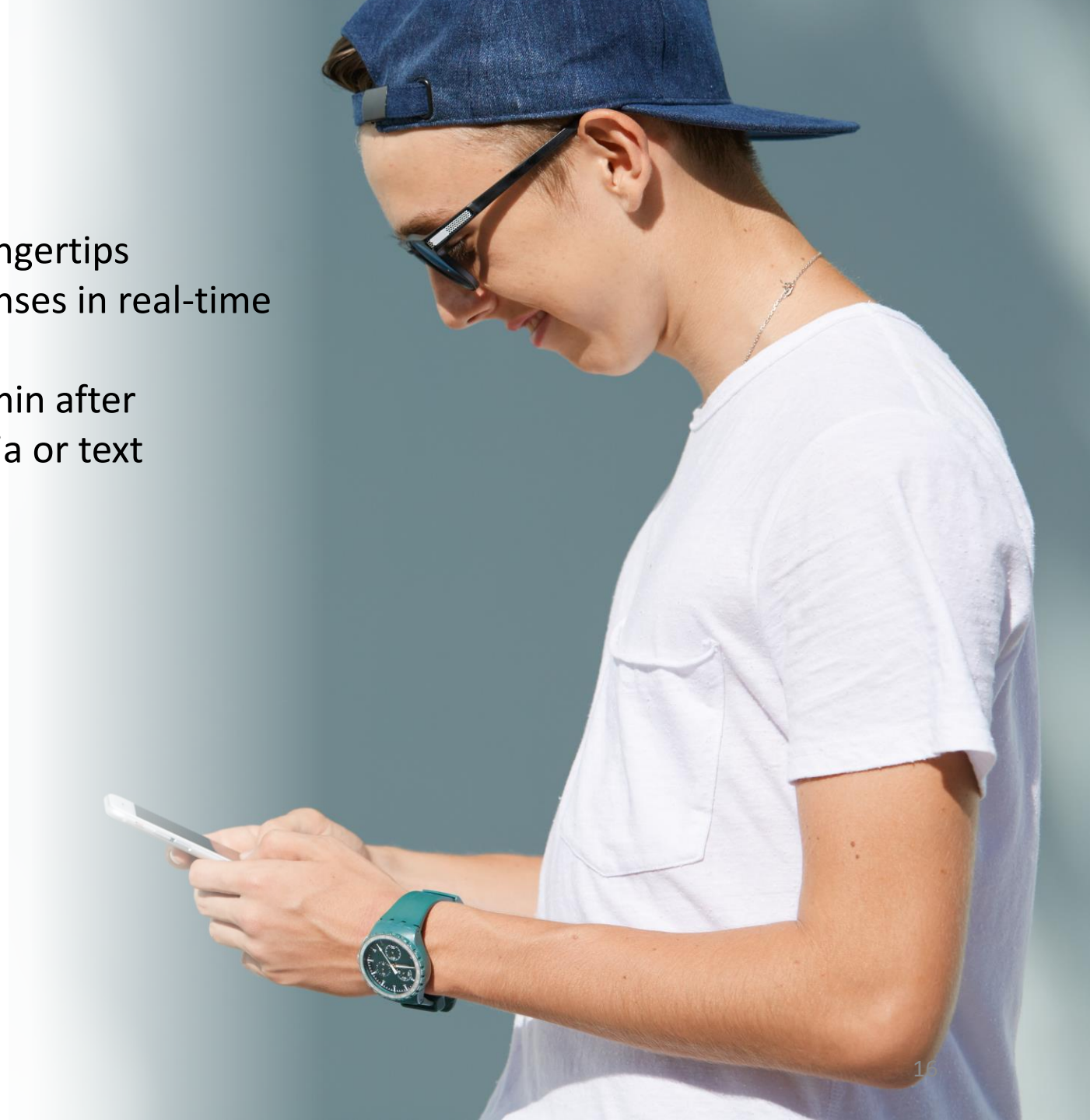
Things you need:

A messaging strategy (**Chat**)

Things to prepare:

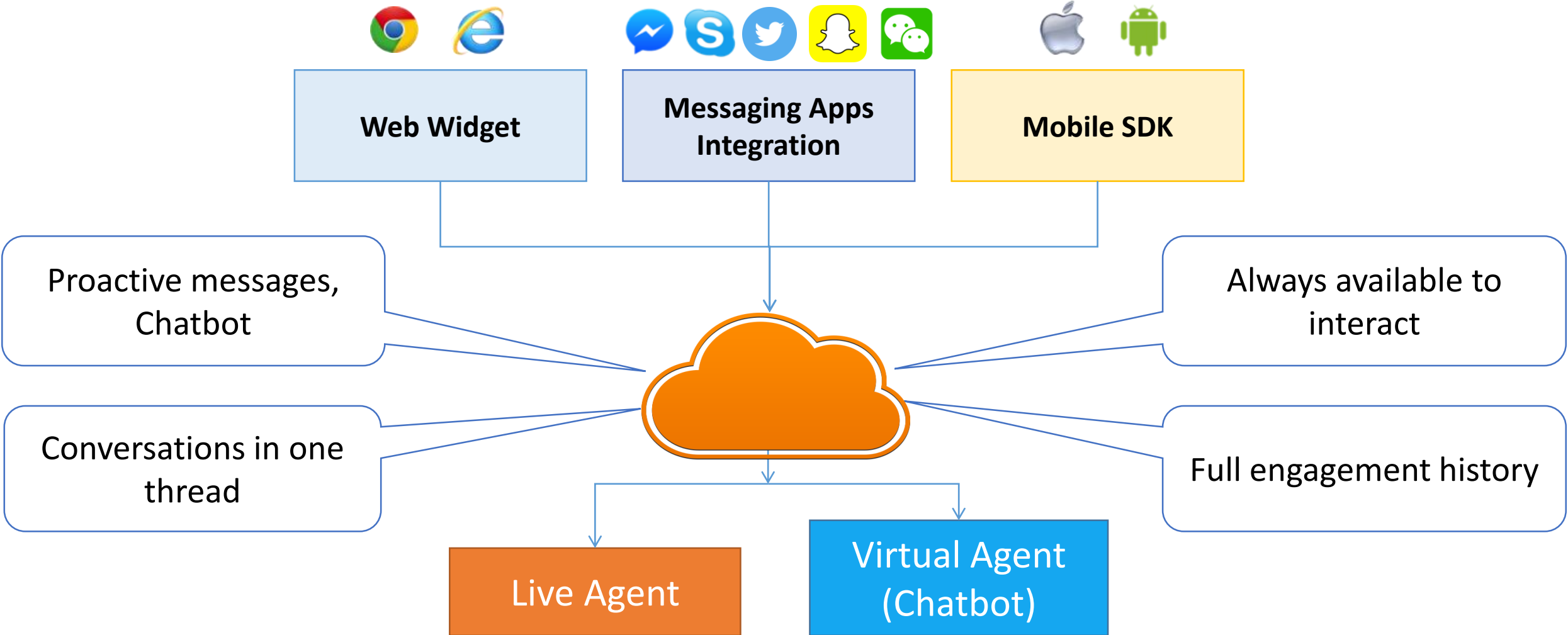
Virtual Agent-to-Chat

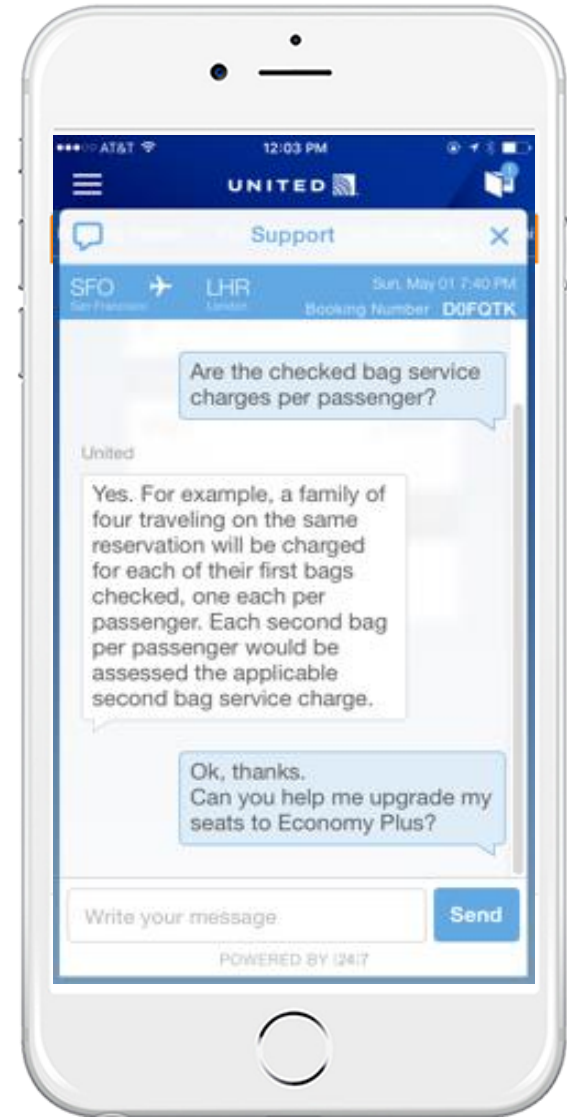
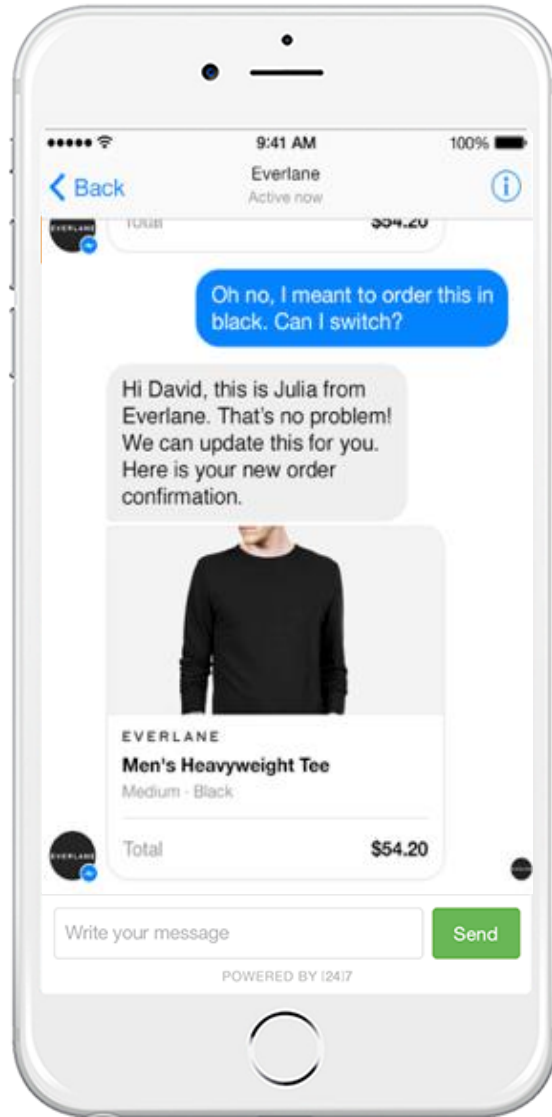
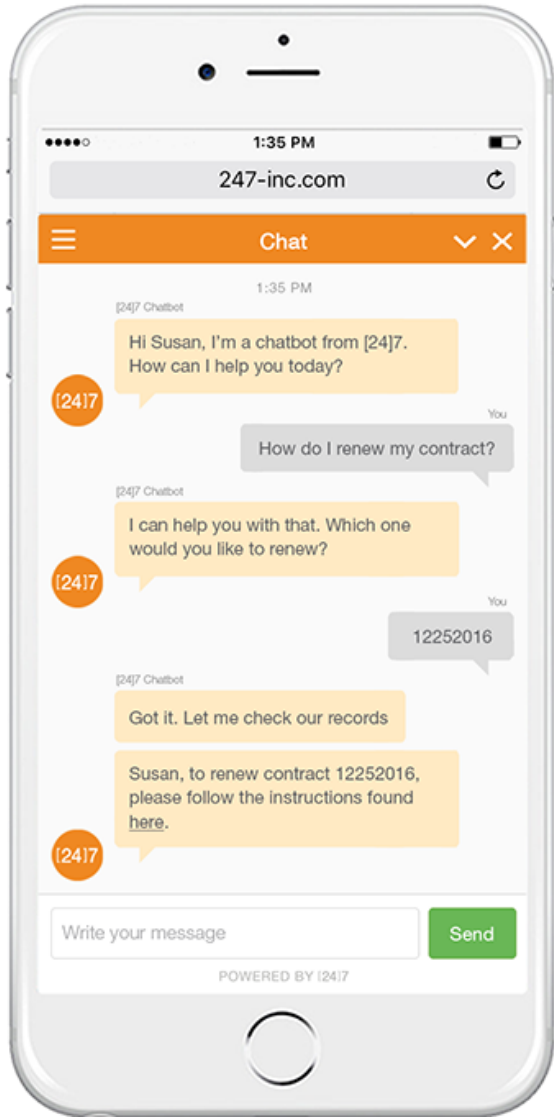
A social customer care strategy



Chat and Messaging are the same, but different

Deploy across many channels – agile for future channels





Chatbot

Millennials are on multiple channels and devices

Switch between laptops, smartphones and TV on avg. 27X/hr
Expect brands to be on multiple social channels

Facebook is the preferred social site, but millennials expect brands to be on multiple social channels

Things you need:

Tagging strategy

Things to prepare:

A multi-device strategy

Responsive design to access from any device

A unified messaging strategy



Millennials are easy to track

Tags let us model behavior and predict intent



Tagging every web page, including those on which chat or self service is not offered, allows the solution to continuously learn and improve, even from pages where interactions are not initiated.

Visitor-specific data	Page data	Virtual Agent Interaction data	Chat Interaction data
<p><i>Session ID, Session start time, Date, Time, IP Address, Geography, OS, OS Version, Browser, Browser Version, Time zone, Session end time, User language, Authentication status, User segment</i></p> <p><i>Visitor group ([24]7 defined), Visitor ID ([24]7 Defined), Past browsing details (pages)</i></p>	<p><i>Referrer URL, Time on page, Search in client domain, Search Query, Tracking On Page Event, Site Section, Page URL, Crumb (Navigation), Exit Link, Product Name, Product Rating, New purchase details</i></p>	<p><i>Asked Question, Mapped Question, Related Questions, Suggested Questions, Scale of Rating, Rating value submitted, Feedback Text</i></p>	<p><i>Chat Action (Accepted/ Declined/ Ignored), Rule ID, Invite ID, Form ID, Chat Text, Survey Results, Last interaction details (event, time, form ID)</i></p>

Millennials demand authenticity

The days of scripted customer service responses are over

Millennials expect brands to be authentic and have a more informal attitude when it comes to customer service

Things to prepare:

Flexible training for reps

Less call scripts

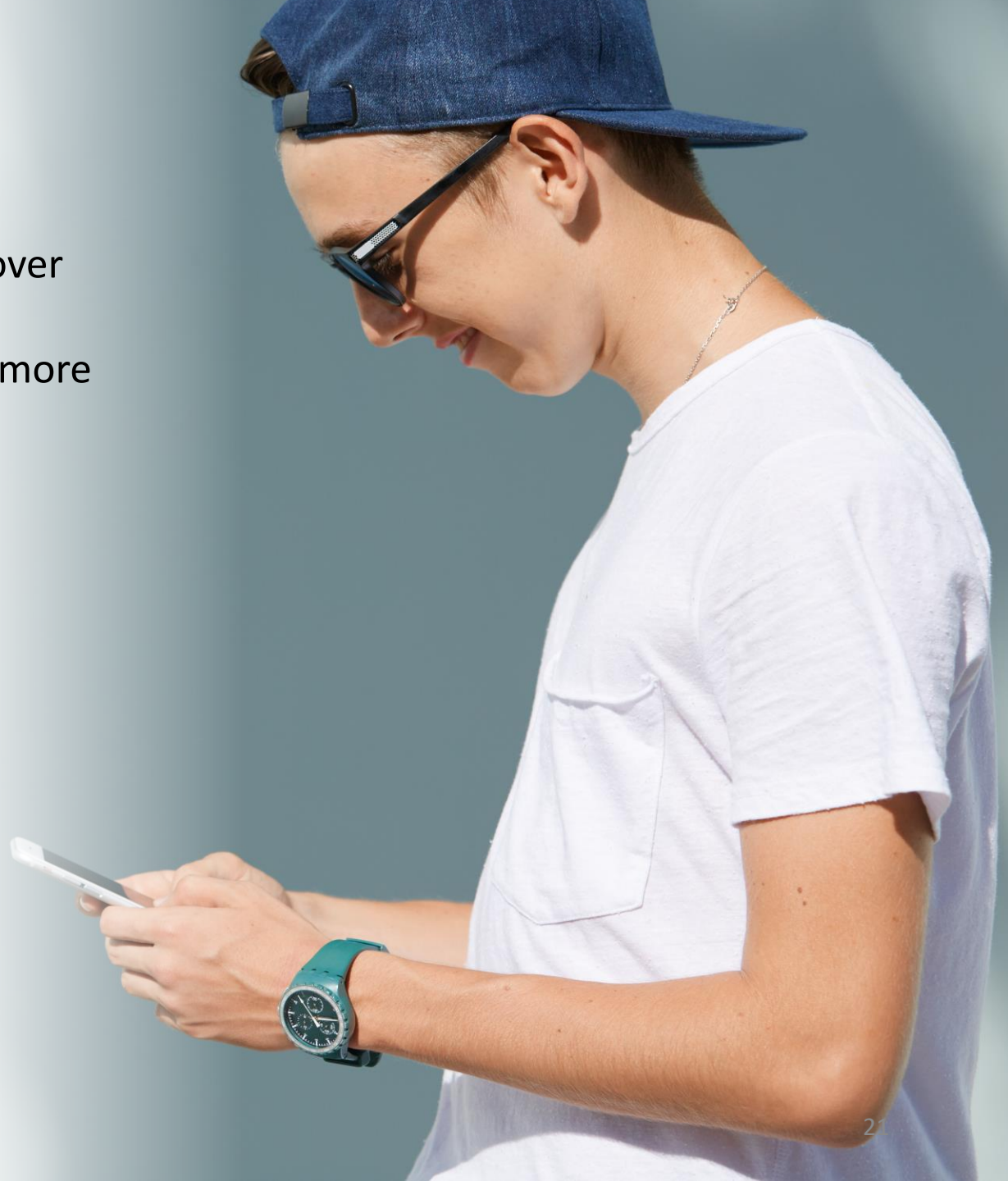
Honest recommendations

NPS strategy

Customer: “Yo, u got a cord for this?”

Company: “Totally, this one’s great: bit.ly/prod”

Customer: “Thx”



Millennials demand authenticity

But don't *try too hard*.



Millennials are not a fan of calling a rep

34% would rather have their teeth cleaned

Millennials want to choose how they're going to communicate with brands, which includes SMS and social

The days of face-to-face communication are over

Things you need:

Chat

Things to prepare:

Ability to authenticate via messaging/web

Ability to transact through messaging/web

A chat strategy in your contact center

Your best phone reps are *not* your best chat reps

Hiring and training need to evolve too!





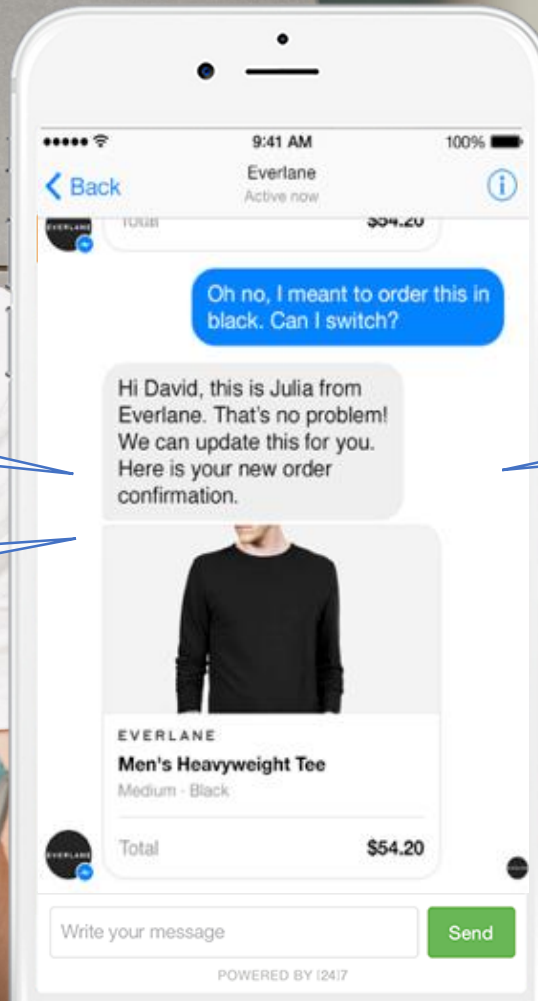
I have to call them... 😂 #fail



Summary for Millennials

Always available:
Virtual Agent
(chatbots)

Know me:
Tagging across devices



Communicate through
any chat platform:
1:n Chat



Reminder: My life is more important than your company's processes

Millennials aren't afraid to leave

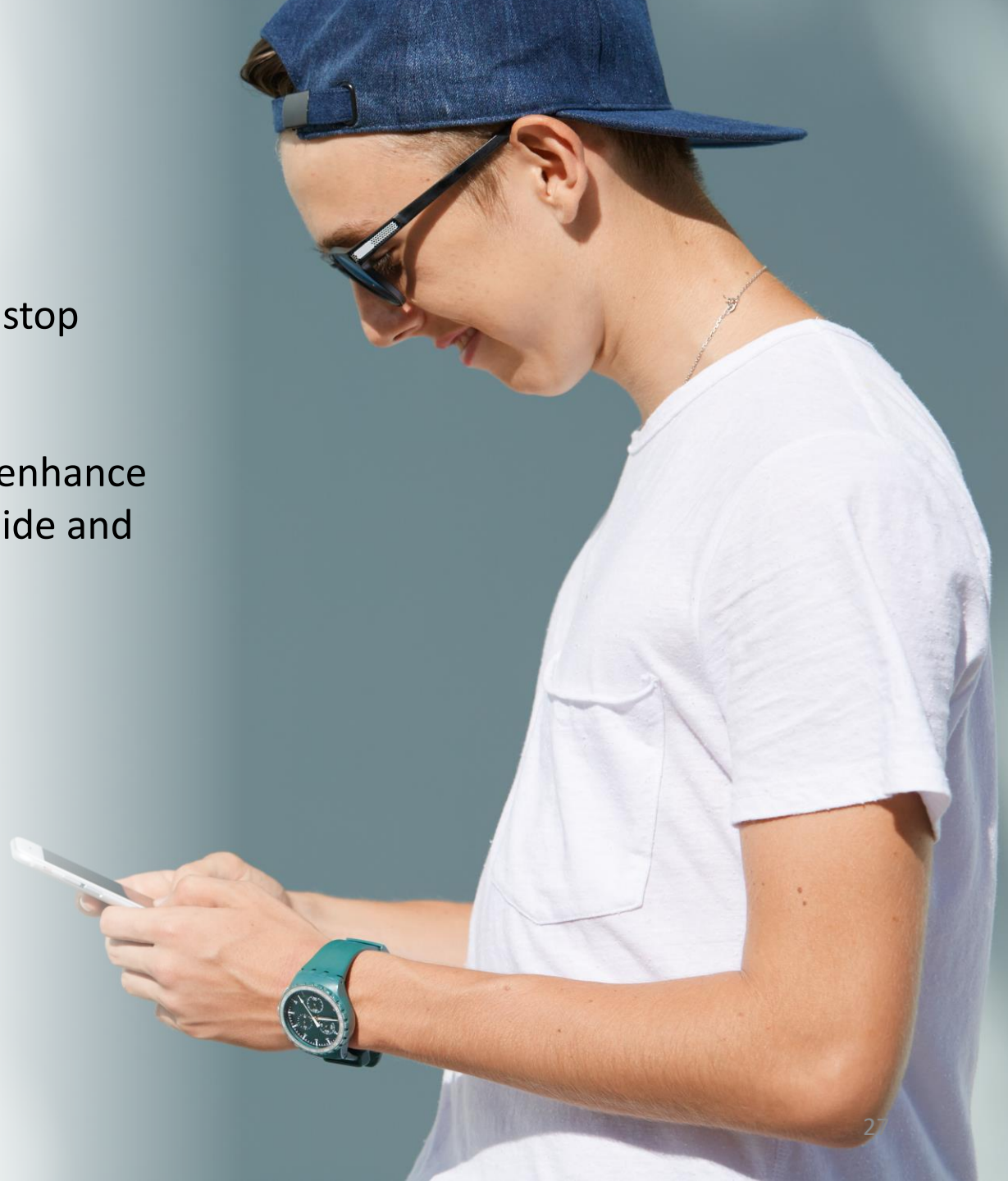
One quarter will leave after *one* bad experience
By the third bad experience, and astounding 82% will stop using a company

If you don't provide top-notch customer service, and enhance and change the customer experience, loyalty is put aside and they try a competitor

Things to prepare:

Recognize the Uber/Amazon-experience is *expected*, not exceptional

Work with the back office to improve processes, not just digitize them




A photograph of two men in conversation. The man on the left is younger, with a beard, wearing a blue denim shirt. The man on the right is older, with grey hair, wearing a white shirt and a grey vest. They are both smiling and looking at each other. Two orange speech bubbles are overlaid on the image, containing text.

Uber is the
future of
transportation!

I can afford a car.
Did I mention, we
spend \$3.2 trillion a
year (AARP)



So how can this strategy help Boomers?

A photograph of two men in a bar setting. On the left is a younger man with a beard, wearing a blue denim shirt, looking towards the right. On the right is an older man with grey hair, wearing a white shirt and a dark vest, smiling and looking towards the younger man. The background is a blurred bar with shelves and bottles.

We both start on the Internet

We both like to self-serve

We both like videos

We both leverage social media

We are both tech savvy

The image shows the four presidential faces of Mount Rushmore National Memorial. From left to right, they are George Washington, John Adams, Thomas Jefferson, and Abraham Lincoln. The stone is a mix of grey and brown tones, and the sky is a clear, bright blue.

Quiz Question 2

Who Was the First Baby Boomer to be Elected President of the USA?



Quiz Question 2

Bill Clinton

Super Difficult
Bonus Question

What Was the Name of the First
Baby Boomer?



Super Difficult
Bonus Question

Kathleen Casey Kirschling
(Born January 1, 1946)





Honey, pull up my FitBit results on the iPad

Boomers just want it to be easy

Go at their speed

Customer service is about ensuring satisfaction, it requires patience

Analogies go a long way in clarifying what can and can't be done

Things you need:

Virtual agents (chatbots)

Things to prepare:

FAQs

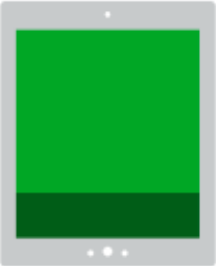
Troubleshooting guides

A simpler authentication strategy



Time spent on mobile devices and intent to purchase a device are both expected to grow

Among Americans 50+

	Average time spent per week	% plan to spend more time over next year	% plan to purchase in next 12 months
	5.0 hrs	+42%	+35%
	6.4 hrs	+51%	+34%

Boomers still prefer to call

Boomers don't want impersonal customer care
They are real people with real needs
High touch over high tech
70% start on web, but call to 'confirm' what they've read

Things you need:

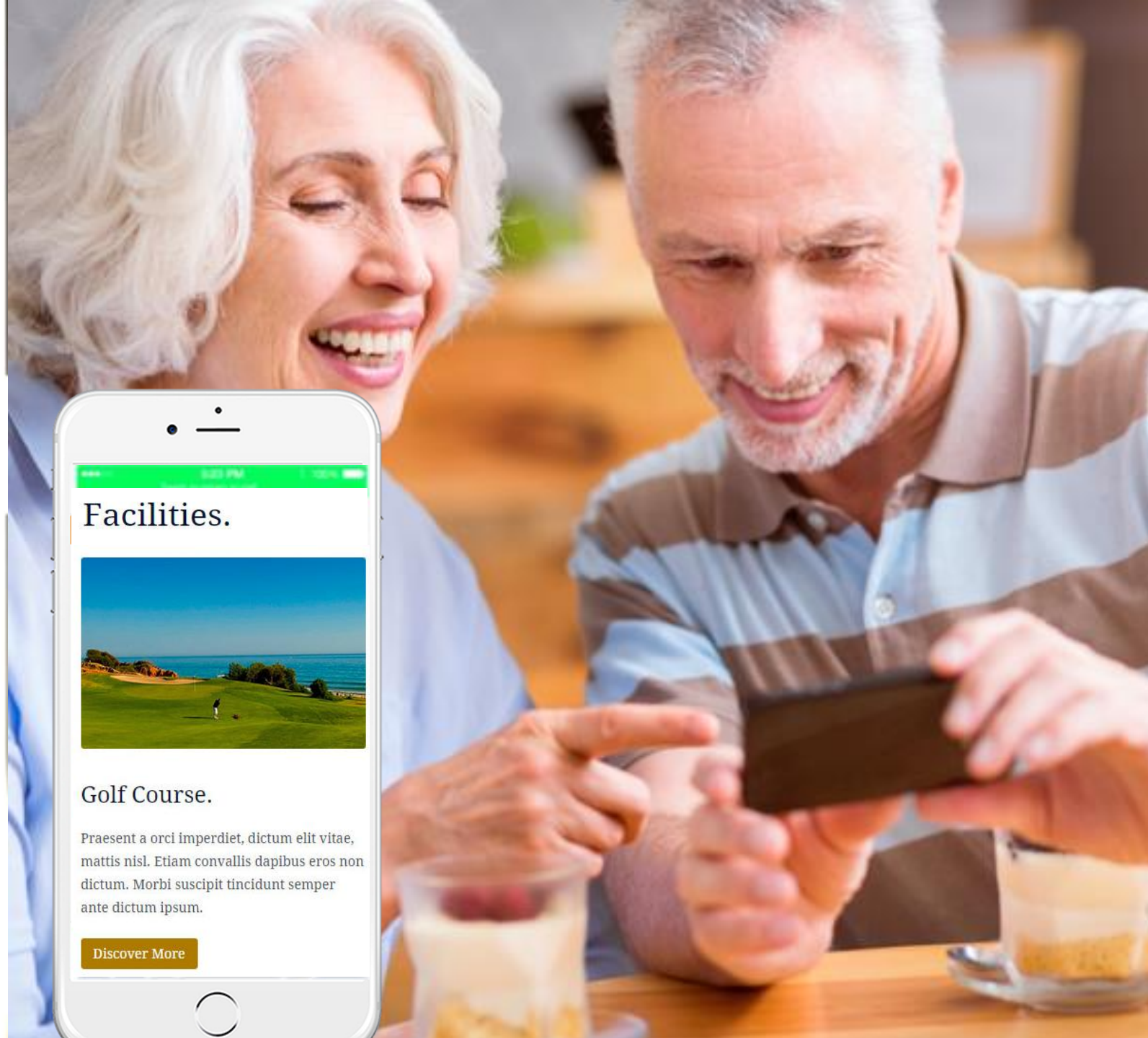
Smart, visual, media-rich IVR technology
Screen sharing tools for human agents

Things to prepare:

Recognize AHT isn't everything, take the time
A right-channeling solution based on customer profile
Rich, visual media

Boomers are impressed when you can use digital technology to help them in new ways





Things to prepare:

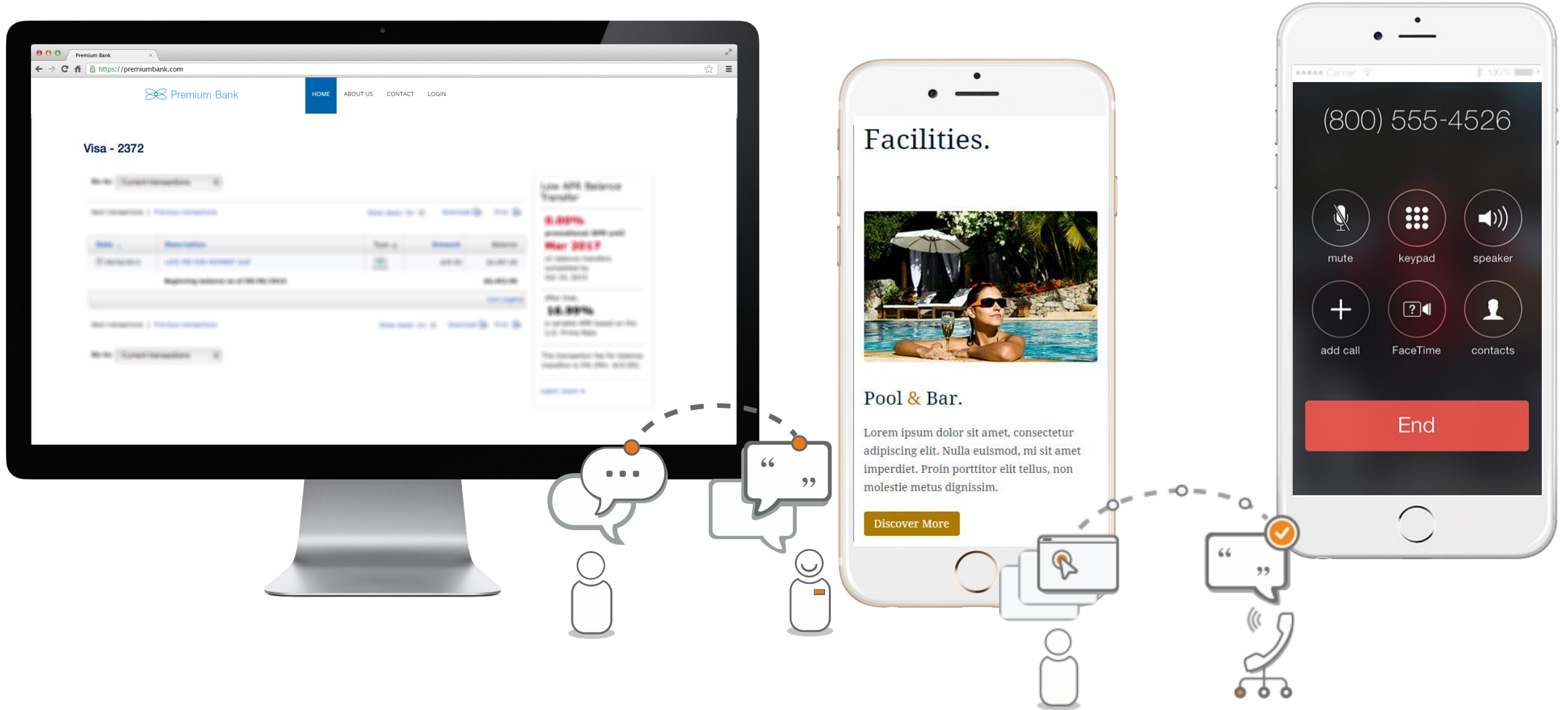
Active screen sharing

Machine learning prediction

Buyer profiles

Hi, I'm Aly, is this Murray?
Great, looks like you had
some questions about
your delivery.

Follow Boomers across time and channel with context



Boomers want to get it right, the first time

Boomers are more likely to comparison shop
They don't like to return things, and so they shop more carefully

They grew up shopping with brick-and-mortar

Things you need:

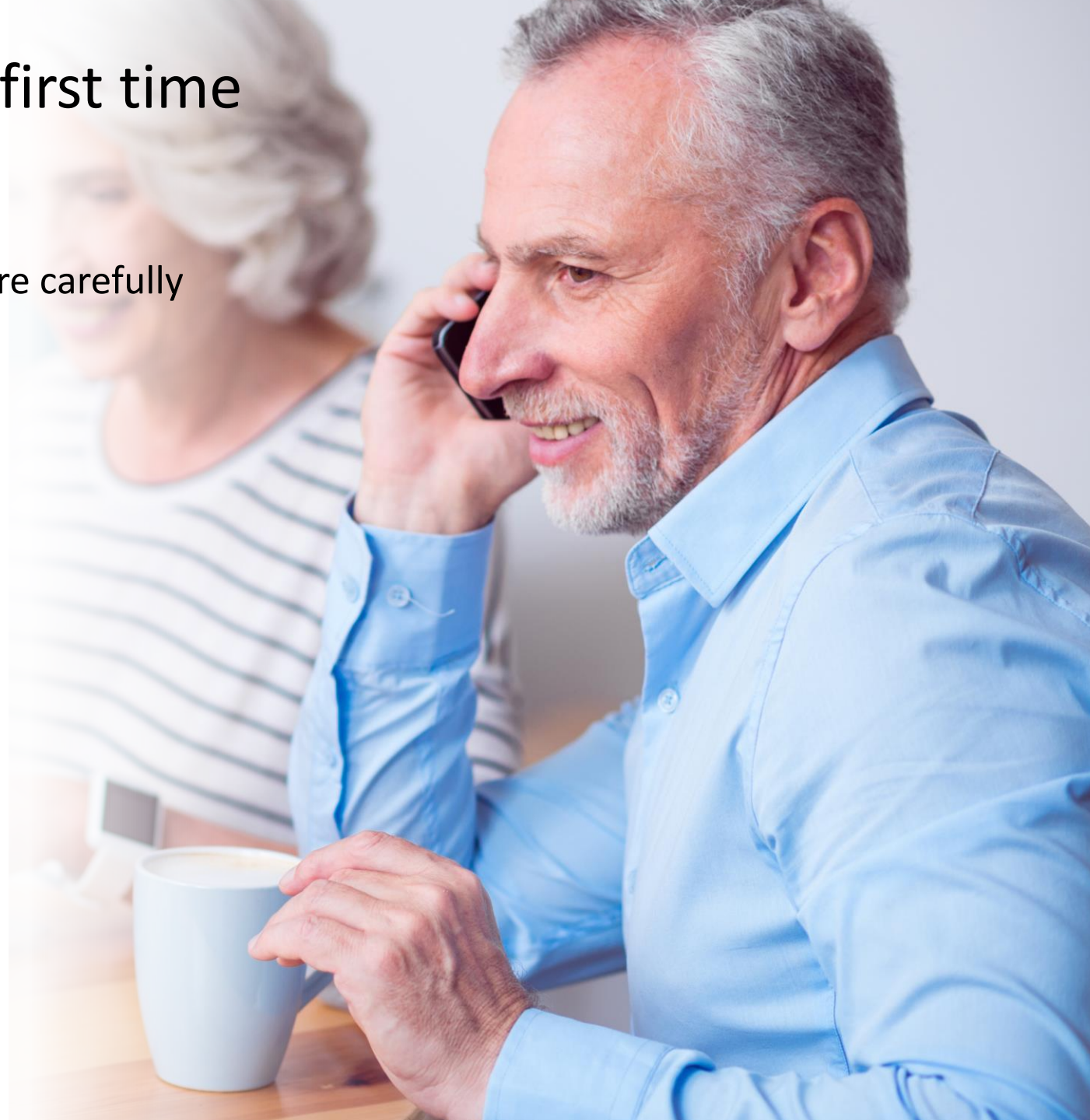
Tagging to understand intent

Things to prepare:

Skills-based agents

Ad retargeting

Rich visual content to share via phone or chat





...I'm glad we're rich.

We spend \$3.2 trillion a year (AARP)

Yes, I would like to book that \$15,200 trip to Australia.

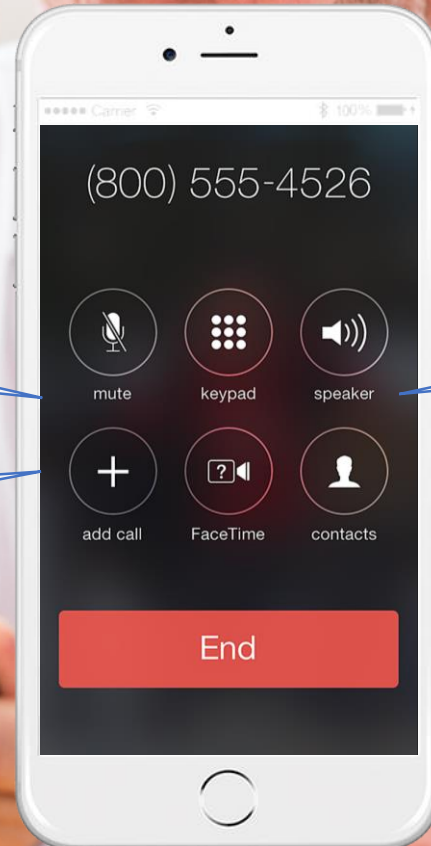
We account for 80% of luxury travel

Summary for Boomers

Self-service:
**Virtual Agent/
Smart IVR**

Know me:
Tagging across devices

Rich media and
content sharing:
Agent screen sharing



Things to think about:

Boomers account for 50% of consumer expenditure
10% of marketing dollars are targeted at 50+

Demographics have different needs
One-size-fits-all doesn't apply to customer service

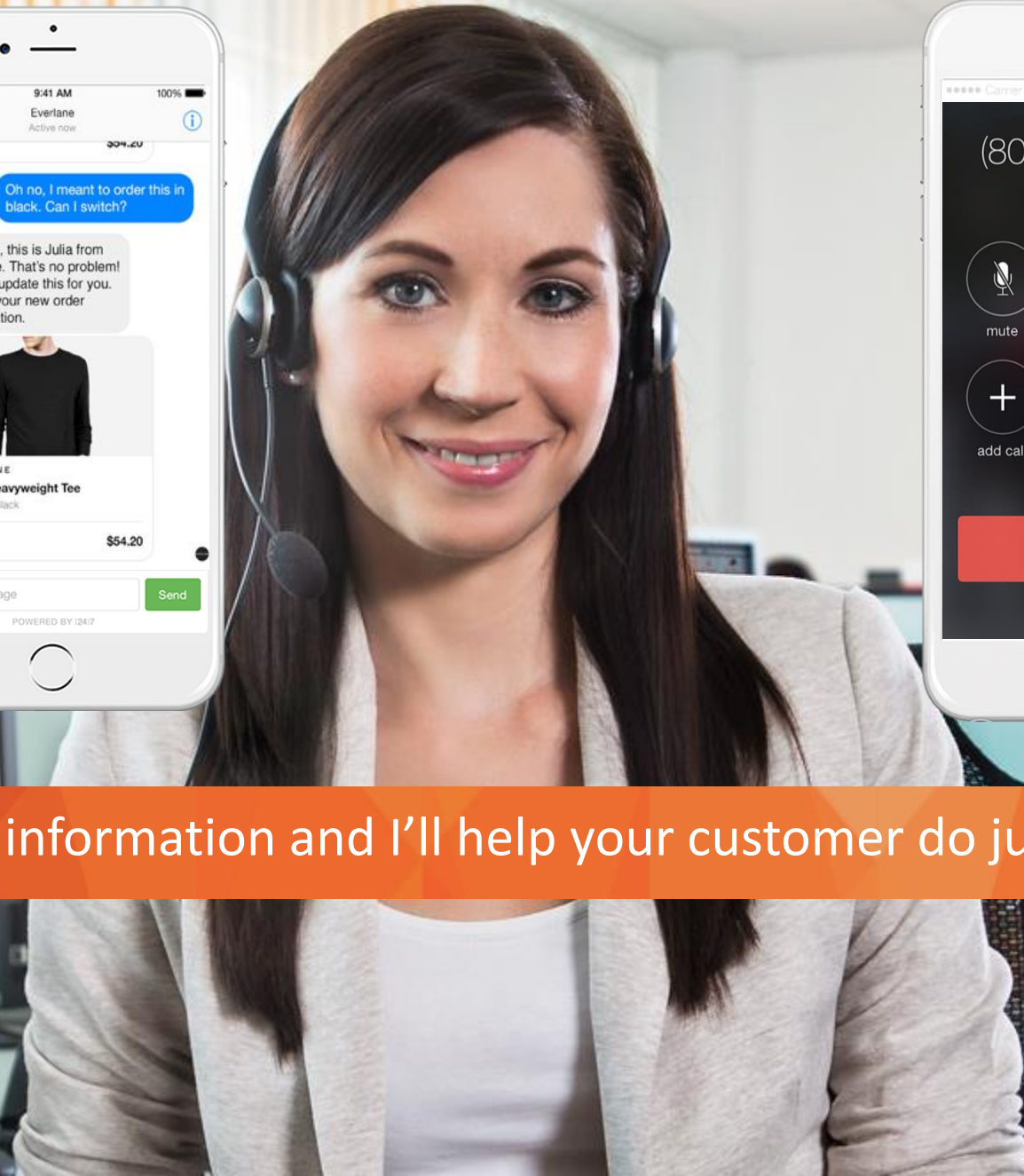
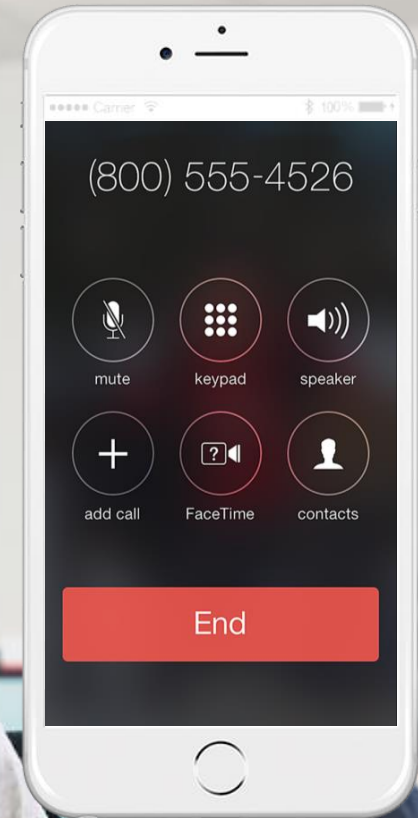
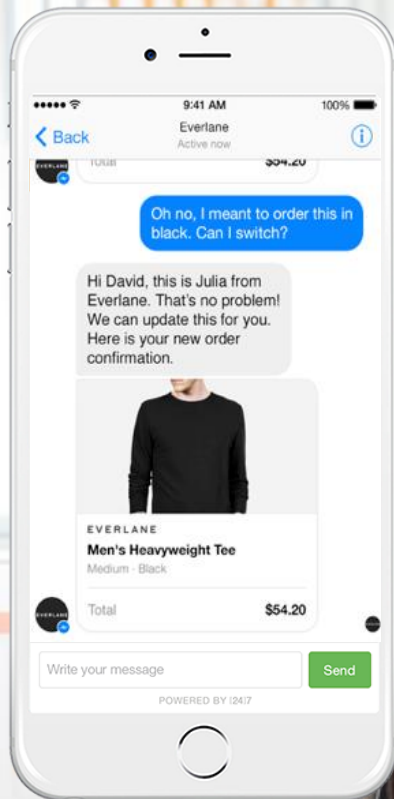
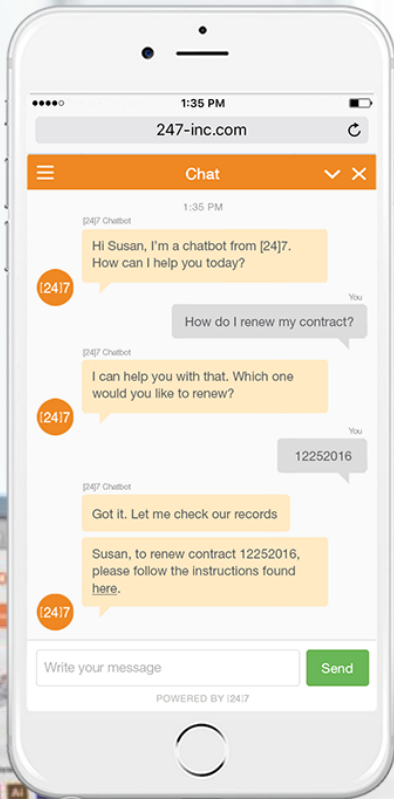
Gen X is once again stuck in the middle

Customer satisfaction is a leading indicator of a customer's intent to return for purchases or services

Yesterday's data isn't as important as today's intent

Your new hires bring digital skill sets to leverage





I still matter...give me enough information and I'll help your customer do just about anything


AMA*?
Questions?



*Ask Me Anything (reddit)

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