



Global Study: Consumer Engagement Best Practices for 2020



Methodology

In partnership with Lawless Research, Twilio surveyed 2,500 consumers in the US, UK, Germany, and Australia about their communications preferences and experiences.

Respondents all owned a smartphone or mobile phone and had been the recipient of communication from a business via a variety of channels including email text message, messaging app, social media, phone, or a company's mobile app.



Executive Summary

Despite an explosion of new channels, email and text are still the preferred channels for consumers when talking to businesses.

Over the past decade, the number of ways consumers communicate with one another has dramatically increased. With a slew of new channels rising in popularity, businesses are presented with the challenge of figuring out how to interact with their customers on all these new mediums. According to Twilio's research, while most consumers are annoyed by communications from businesses, they will also reward businesses who listen to their preferences and communicate with them in the right way.



Email is king, but text if urgent





83%

of consumers prefer
to receive
communications from
businesses over email

Text is

2.5x

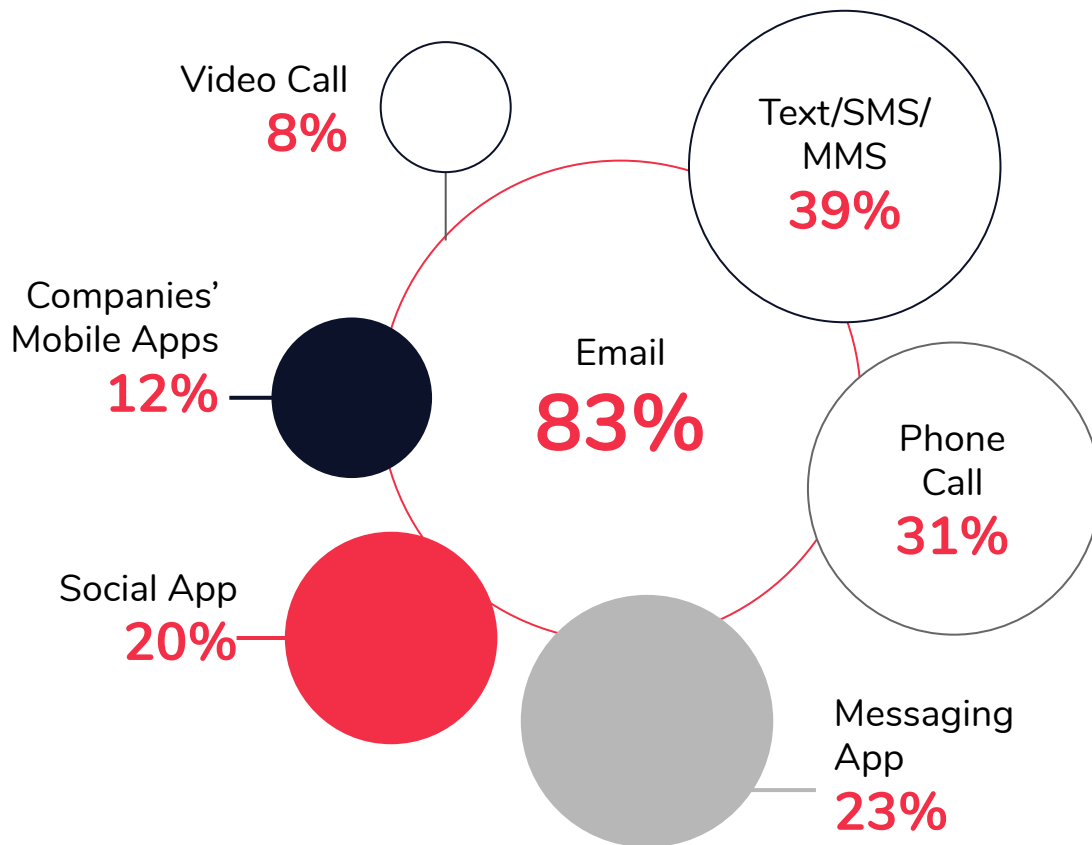
more preferred than
email for urgent
communications





Email is still the preferred way to receive messages from businesses

In general, what digital communication methods or channels do you prefer when receiving communications from businesses? Select all that apply.

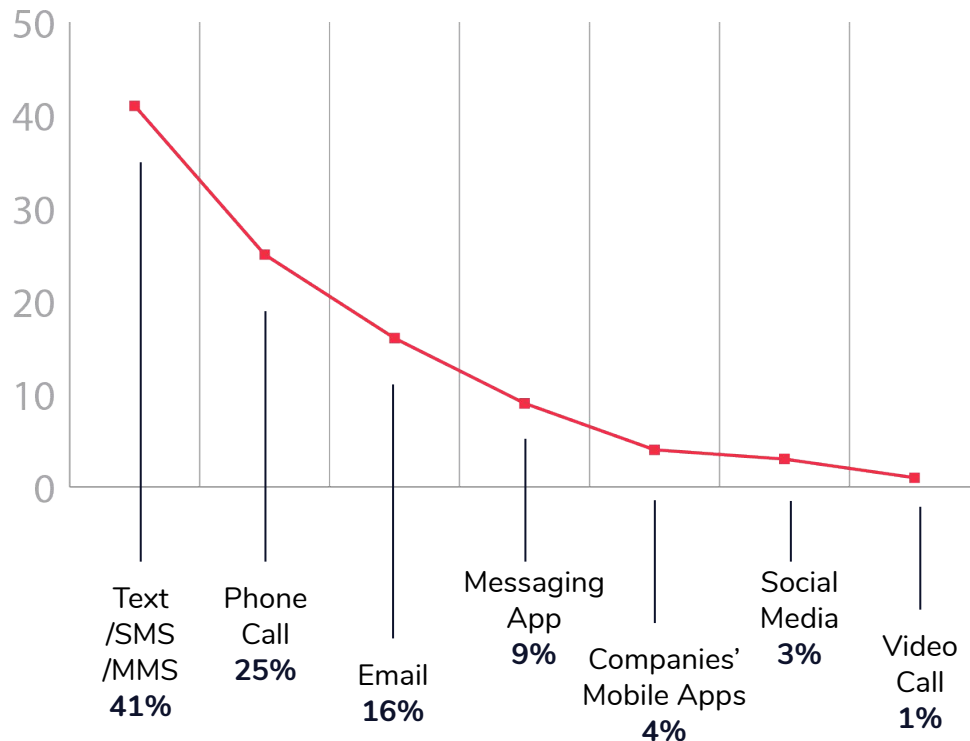




However, texts are over twice as popular as email when receiving urgent communications from businesses

Text/SMS is **2.5X** more preferred than email for urgent communications (41% vs. 16%)

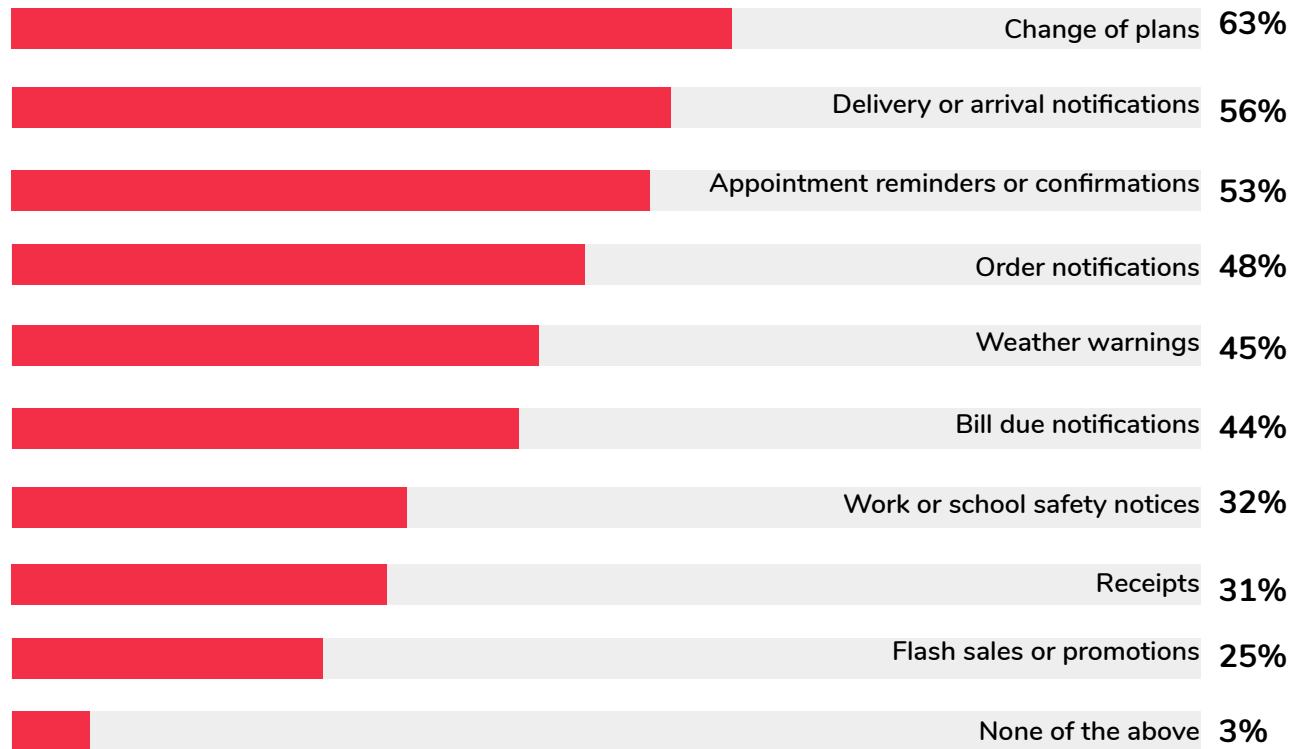
What method is best for receiving communications that are urgent or require an immediate response?
Choose one.





Messages about change of plans are considered most urgent

What types of communications do you want to receive immediately? Select all that apply.





Majority of consumers want to receive the following communications immediately:

Majority of consumers want to receive the following communications immediately:

63%

Change of plans



56%

Delivery notifications



54%

Appointment reminders/confirmations





Only 12% of consumers prefer a company's mobile app for receiving communications.



7 out of 10 consumers curate their home screens



Email, browser and messaging apps are the most popular home screen apps.



Less than half of consumers say they put corporate mobile apps on their home screen.



Communicate correctly and reap the rewards





75%

of consumers have rewarded
businesses that communicate
in the way they prefer

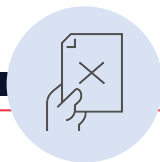


Businesses that communicate using the right frequency and channels enjoy higher consumer goodwill, including:





7 in 10 consumers have penalized a business for using the wrong frequency and channel



**Most common method
is unsubscribing**

(41%)

**Least common method is
posting a negative review**

(8%)



When a business did not communicate with you in the way you prefer - did you do any of these in the past year?



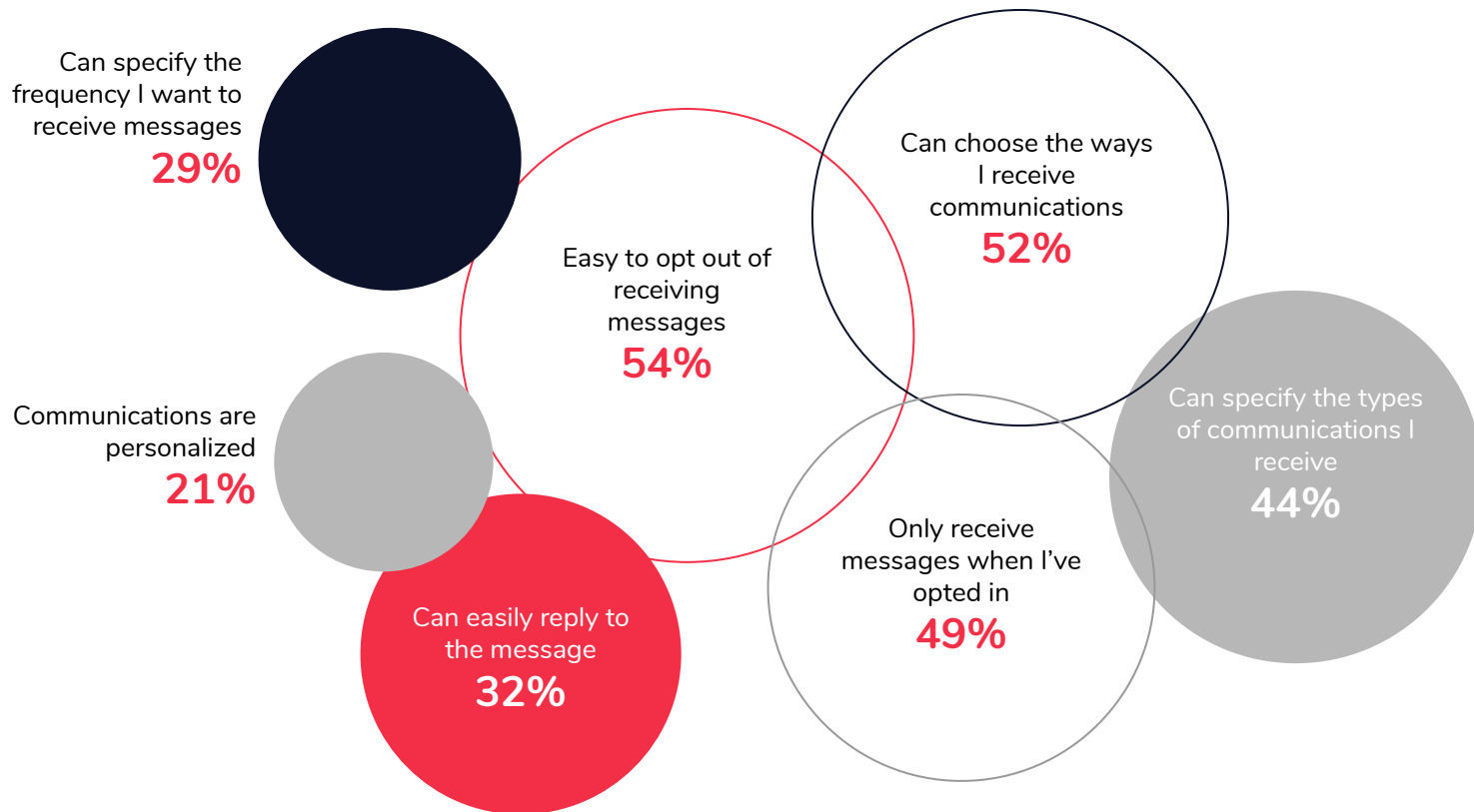


Give consumers contact control





What is most important to you when a business communicates with you?





54%

of consumers want
businesses to make it
easy to opt out

52%

of consumers want the
option to choose the
channel where they
receive messages from
businesses





Personalization is key, especially for younger generations





If you want to reach younger generations, you need to meet your customers where they are.

Younger generations want to be able to receive communications on more channels than **older generations (3 vs 2)**.

Gen Z and Millennials want communications to be **personalized** and want a choice of the **time of day** of when messages are received.

Millennials prefer to receive **promotions/sales messages more frequently** than Baby Boomers.

While they are open to more frequent communications, younger generations are more likely than older generations to penalize companies for **poor communication experiences**.

Personalization is more important to Gen Z and Millennials



Compared to older generations,
Gen Z and Millennials want
personalization and a **choice of
the time of day** of when messages
are received.



40% of Millennials have made a purchase as a result of being communicated with in their preferred way

When a business communicated with you in the way you prefer (eg., using the right frequency and channels), which of the following did you do in the past year? Select all that apply.

23%

of Millennials

Would recommend a business, whereas only

11%

of Baby Boomers

would do the same

22%

of Gen Z's

Would post a positive review online, whereas only

12%

of Gen Xers

would do the same



Younger generations more likely than older generations to penalize companies for poor communication experiences

As a result of a poor communication experience, Gen Zs and Millennials are more likely than Gen Xers and Baby Boomers to:

1

Have a lower opinion of the company
(33% vs. 27%)

2

Stop doing business with the company
(23% vs. 16%)

3

Purchase less
(23% vs. 16%)

4

Recommend against business
(15% vs. 7%)

5

Post a negative review
(12% vs. 5%)



Meet consumers on the right channel with the right message





94%

of consumers are annoyed by
communications from businesses



Annoyances include:

56%

Content is
not relevant

41%

Don't remember
opting in

33%

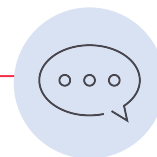
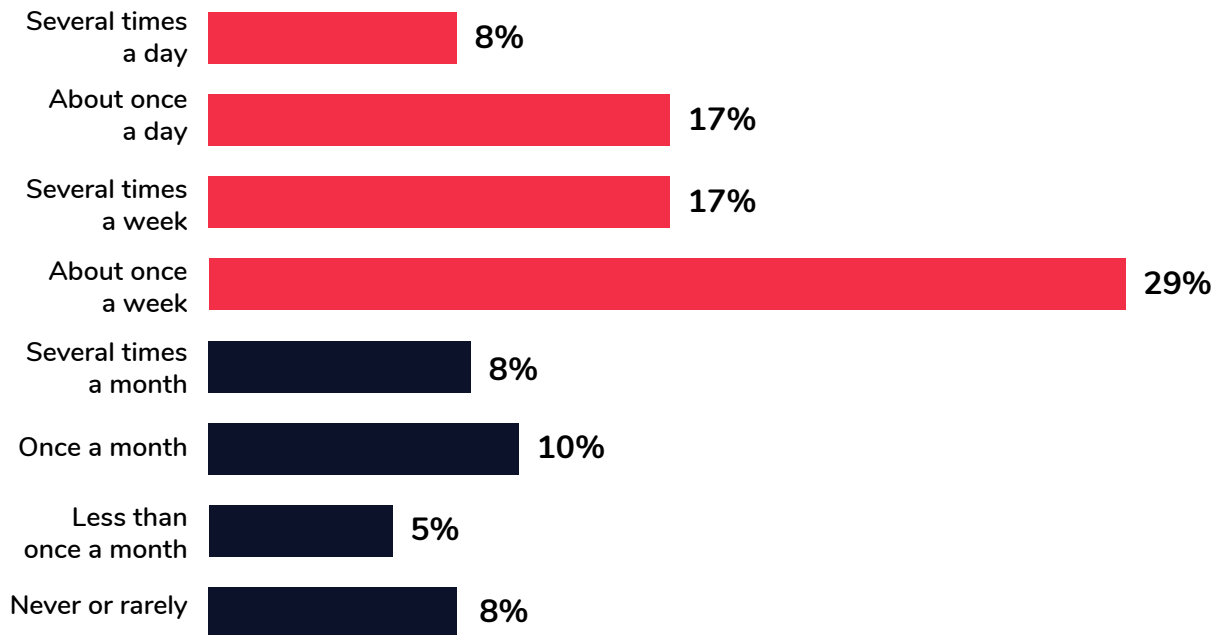
Being contacted in the wrong
communication channel





7 in 10 consumers prefer receiving messages about promotions or sales once a week or more

How often do you prefer to receive messages about promotions, sales or discounts from individual businesses?

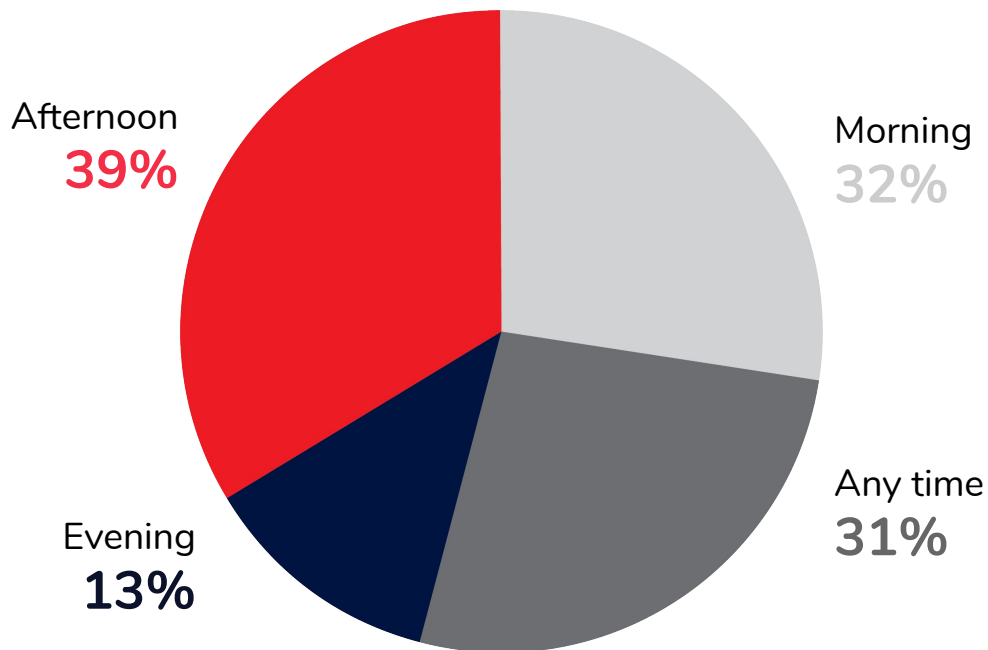


Millennials want to receive promotion communication more often than baby boomers



Afternoons are the preferred contact time by consumers.

In general, what time of day do you like to receive communications from businesses? Select all that apply.



Time of day matters and preferences vary by individual, so it's best to ask consumers when they want to receive messages

Afternoons are preferred by more consumers (39% afternoons only, 70% afternoons or any time)

Only 13% of consumers prefer to be contacted in the evening



Best Practices

Don't treat every customer the same. While generations have specific preferences, we are in the time of uber personalization, so getting communications right for the consumer should be the goal. Let customers identify what communications they want and when they want them in order to build a lasting relationship.

Embrace different channels for different purposes. Consumers have different reasons for using different channels and want businesses to be able to adapt. It's no longer enough to know channel preferences of your customers, you now need to map the power of each channel to the type of communication you are sending them.

Consider the urgency of the message when selecting the channel. Be clear about what communications are urgent and don't abuse channels that customers prioritize for immediate needs.

Embrace an omnichannel approach and make it easy for customers to customize where they want to be reached. Consumers prefer experiences where they can control the frequency and channel when they hear from you. If you reach customers in the right channel, at the right time, they are more likely to reward you by purchasing more or leaving a positive review.

Know the demographics of your audience and tailor your communication to match. Research shows that younger generations are open to more channels and higher frequency of communication but want control and personalization.



About Twilio

Twilio powers the future of business communications.

Millions of developers around the world have used Twilio to unlock the magic of communications to improve any human experience. Twilio has democratized communications channels like voice, text, chat, video, and email by virtualizing the world's communications infrastructure through APIs that are simple enough for any developer to use, yet robust enough to power the world's most demanding applications.

By making communications a part of every software developer's toolkit, Twilio is enabling innovators across every industry — from emerging leaders to the world's largest organizations — to reinvent how companies engage with their customers.

<https://www.twilio.com/>

