

Press Release



November 14, 2023
transcosmos inc.

Communication experience is the decisive success factor in CX. Self-service option is critical transcosmos releases Consumer to Business Communications Trend Survey 2023-2024 Results

transcosmos inc. (Representative Director, Co-presidents: Masaaki Muta, Takeshi Kamiya) hereby announces that the company has published the results of “Consumer to Business Communications Trend Survey 2023-2024.” Please download the survey report on “transplus,” the company-owned media (no translation available). We hope you find this report valuable in developing your digital strategies and initiatives for optimizing your customer experience (CX), and ultimately boosting corporate earnings.



2023-2024

Download the report here

URL : <https://www.trans-plus.jp/data/2023dec>



transcosmos began its proprietary annual Consumer to Business Communications Trend Survey in 2016. Since then, the report has been well-received by many clients, and is now popularly known as Com Survey. The Com Survey 2023-2024 analyzes how consumers use communication channels, problems they face as they go through call and chat channels, as well as their problem-solving processes. In addition, the report specifies the metrics to measure CX and areas of improvement, revealing the importance of communication throughout the entire CX process.



■Survey Overview

- Designed by: transcosmos inc.
- Objective: Understanding the consumer to business communications trend
- Period: July 28 to 31, 2023
- Method: Online survey
- Number of questions: 48
- Respondents: Men and women who have communicated with businesses in the past
- Valid respondents: 3,000

The results showed that a growing number of consumers use text-based communication channels such as LINE and chats. On the contrary, phone-based service users continued to drop for seven consecutive years to a level of only two in three, meaning roughly 20% of consumers “don’t mind customer service without phone-based support.” Recognizing the needs of today’s consumers, businesses must increase chat features and expand the scope of chat services, design user flows for their official websites to guide more users to self-service solutions, and make human support a last resort. Businesses need to build a hybrid support model combining automated response with the power of digital and live-agent support.

The survey also revealed that communication experience has a significant weight as a customer satisfaction factor, impacting total customer satisfaction by as much as 30%. To enhance communication experience, businesses must act on initiatives from two different angles at the same time; one from a digital experience perspective including actions to promote self-service solutions, and another from an operational excellence perspective such as to increase the first contact resolution rate.



The report covers many more valuable findings. Please visit and download the survey report on transplus, transcosmos’s owned media.

Building on the report findings, transcosmos will work with you in shifting your customer communication channels to online and setting your approach towards enhancing your CX strategies.

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(About transcosmos inc.)

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 164 bases across 27 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

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