

Press Release



November 27, 2024
transcosmos inc.

80% of consumers want 3 step problem solution process; pre-search, self-service on official websites, and a handoff to human support to ensure successful resolution

Quality of pre-purchase services and reputation of post-purchase services capture new customers

transcosmos hereby announces that the company has published the results of “Consumer to Business Communications Trend Survey 2024-2025.” By improving customer service communication including pre-purchase advice and post-sale support services, businesses can enhance customer experience (CX), and ultimately increase earnings as well as competitiveness. In this report, transcosmos introduces survey results and analytical methods that will help clients achieve their goals. Please download the survey report on “transplus,” the company-owned media (no translation available). We hope you find this report valuable in developing your initiatives for optimizing your CX.



■Survey overview

- Designed by: transcosmos inc.
- Objective: Understanding the consumer to business communications trend
- Period: July 31 to August 5, 2024
- Method: Online survey
- Download here (no translation available): <https://www.trans-plus.jp/data/2024cx>

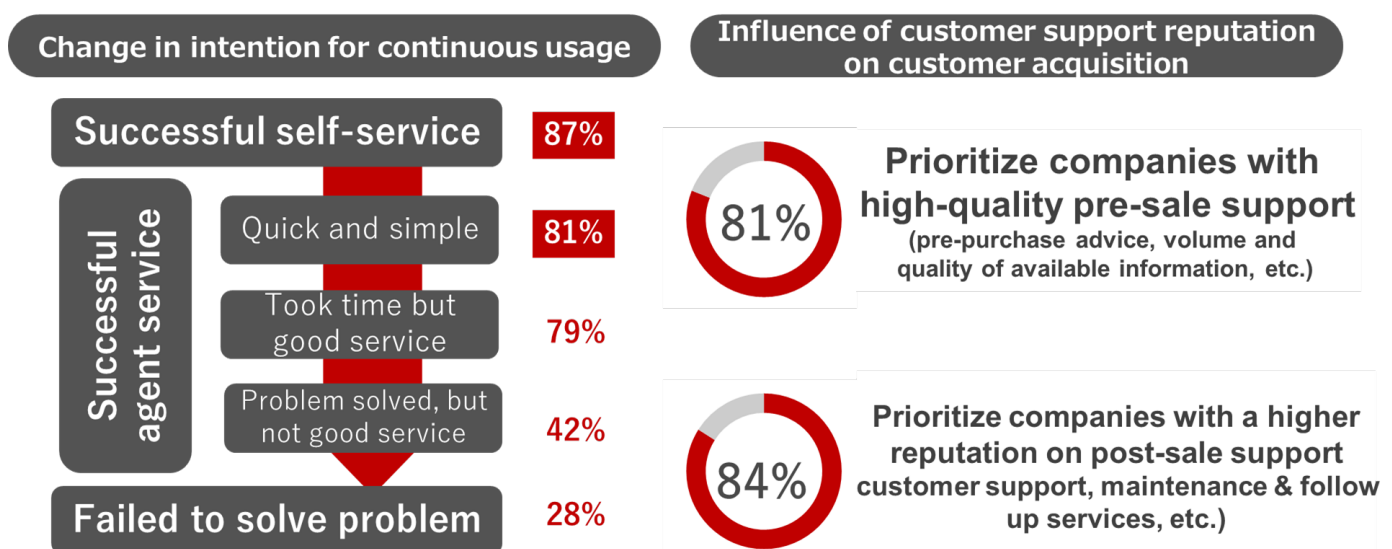
Download survey
result here



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. Under the theme of CX, the Com Survey 2024-2025 analyzes how consumers use communication channels including chat support, official websites, and AI auto-response generators, as well as analytical methods for measuring CX metrics and deriving priorities for improvement.

■Key findings

1. Text-based communication is on an upward trend. In particular, consumer intention to use chat is high at 55%, significantly exceeding the usage experience of 28%.
2. About 60% of consumers have already used a communication channel powered by generative AI. However, about 50% of those are dissatisfied with the service.
3. 65% of consumers prefer a hybrid chat service, a combination of self-service and chat agent support, and 50% want the same for AI-powered auto response.
4. 83% of consumers go through a three-step process; **1) website search, 2) self-service options on official corporate websites, and 3) a handoff to human support to ensure a successful resolution.**
5. When self-service options work, 87% of consumers intend to use the option again, however, the rate gradually decreases as they shift to human support, and finally drops as low as 28% when they fail to solve their problems. **Businesses not only need to improve the self-service completion rate, but also need a hybrid support channel that ensures a successful problem solution.**
6. **81% of prospective customers prioritize companies based on the quality of pre-sale support including pre-sale advice and estimate services,** while **84% prioritize companies** with a higher reputation on **post-purchase support such as after-sales service, maintenance and follow up services.**



You can find the report on transcosmos owned media, transplus, which covers many more valuable findings. Use the evaluation items that break down pre-and post-purchase communication experience to conduct a competitive analysis to identify specific points for improvement, and enhance your earnings and further differentiate you from others. Please visit and download the survey report.

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 182 bases across 35 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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