

Consumer Buzz

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Consumers Say Phooey to Phone Calls

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About four in 10 (42%) of shoppers think it would be helpful if a brick-and-mortar store knew about their online product research so store associates could better assist them, according to a survey from cloud-computing enterprise Salesforce Inc. In terms of customer service, consumers only want to use the phone as a last resort. Preferred methods of contact include online chat, customer forums or search engines. When it comes to social media, Facebook is the top platform shoppers want to use to interact with customer service. **GP**