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Do Customers Want A Digital Experience?

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More companies are using digital technology to improve the customer experience, but not all consumers are on board, according to a new study from IBM. For example, 70% of consumers who have tried to explore products with interactive in-store displays, virtual reality or voice command-operated devices, were disappointed with the experience.

Age makes a difference, too. Nearly a quarter (24%) of Millennials use mobile apps to find products while shopping, compared to just 8% of Baby Boomers. In addition, between 70% and 80% of Baby Boomers said they were aware of companies' digital customer experience offerings but haven't tried them because they're not interested. Here's a look at the top reasons consumers are disappointed with digital customer experiences:

- Didn't work as expected
- Not convenient
- Hard to use
- Too confusing **GP**