

ONLINE CUSTOMER SERVICE AS A KEY ELEMENT

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EUROFORTIS, LATVIA





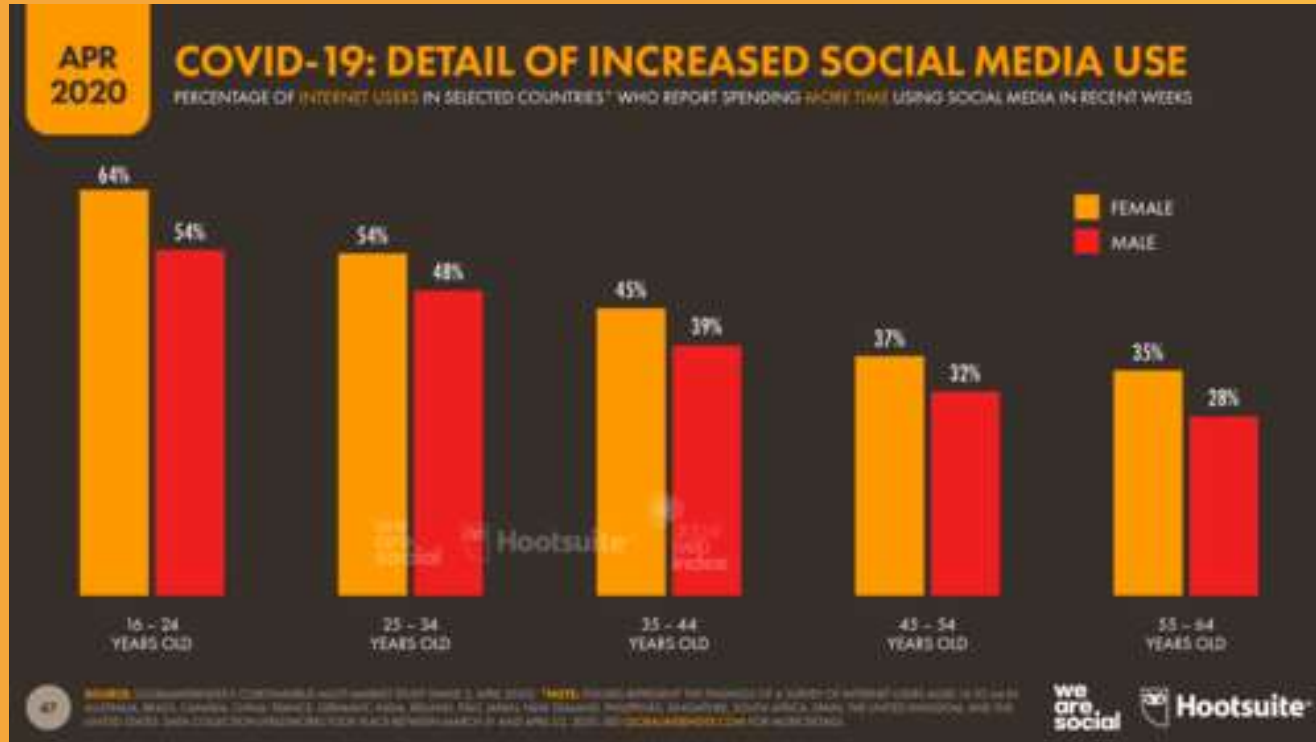
HELLO!

I am Evita Brilte

I am a millennials and represent instant
messaging generation

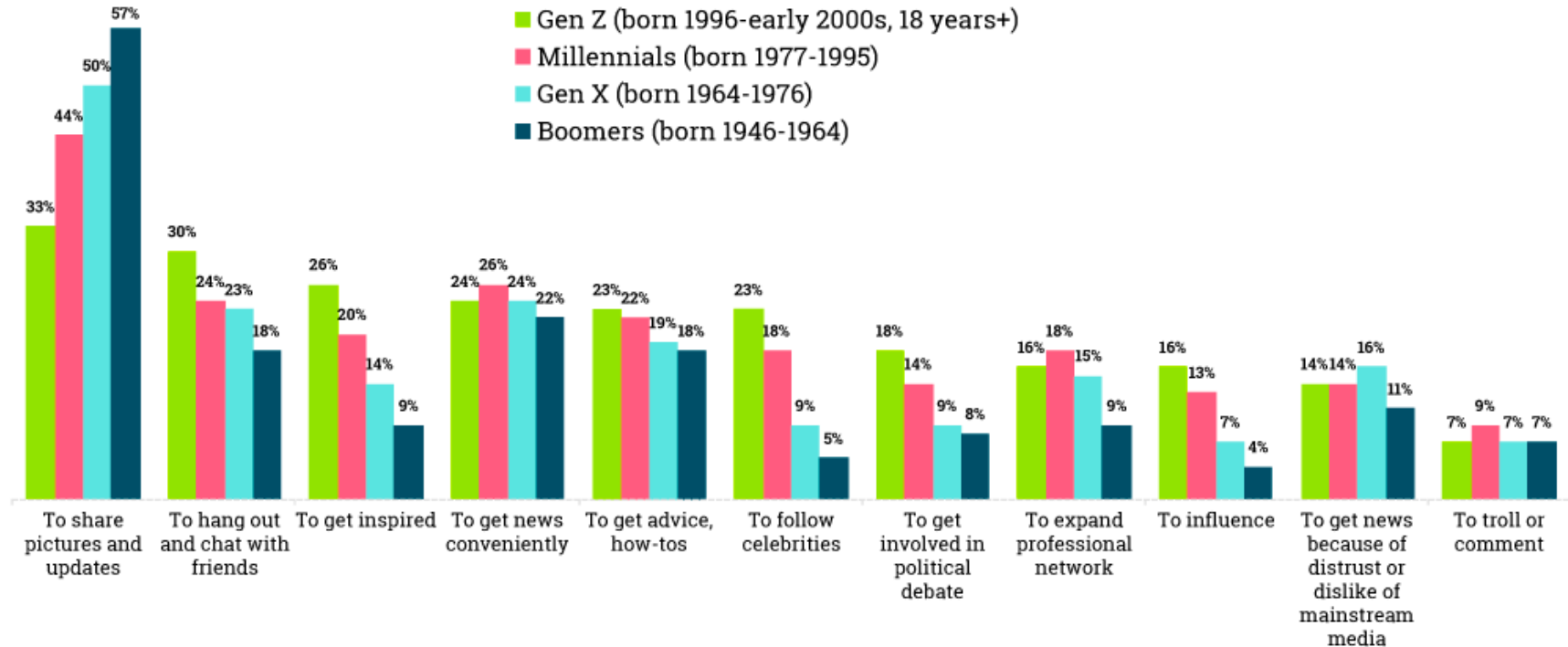


SOCIAL MEDIA USE DURING COVID



Social media for various age groups

Reasons for Using Social Networks, by Generation





LinkedIn



Aged 50-64



LinkedIn



Aged 30-49



YouTube



Millennials

ONLINE SEARCH FOR INFORMATION

Google



reddit

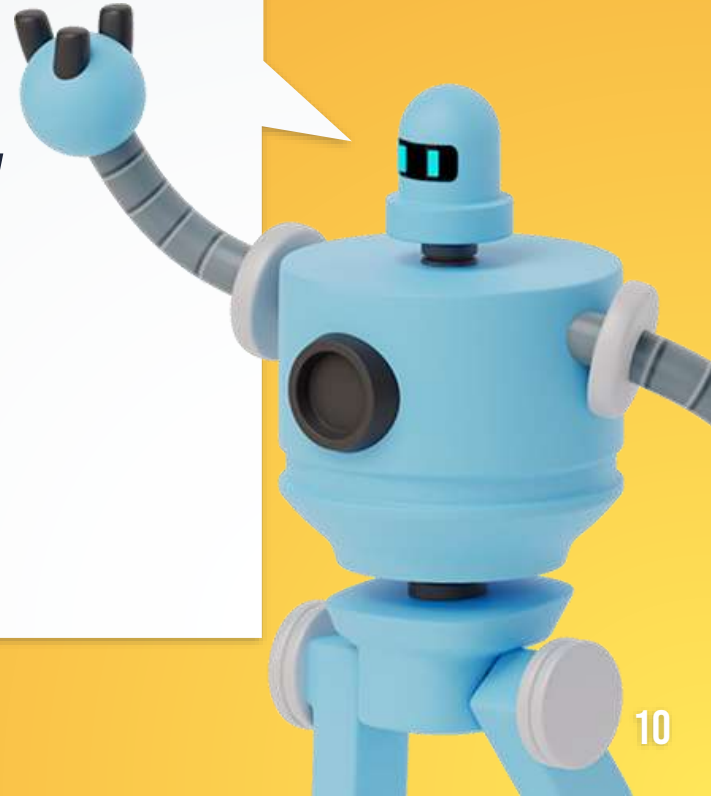
Quora



ONLINE SHOPPING DURING COVID



“75% of millennials would rather text than talk”.





Uber

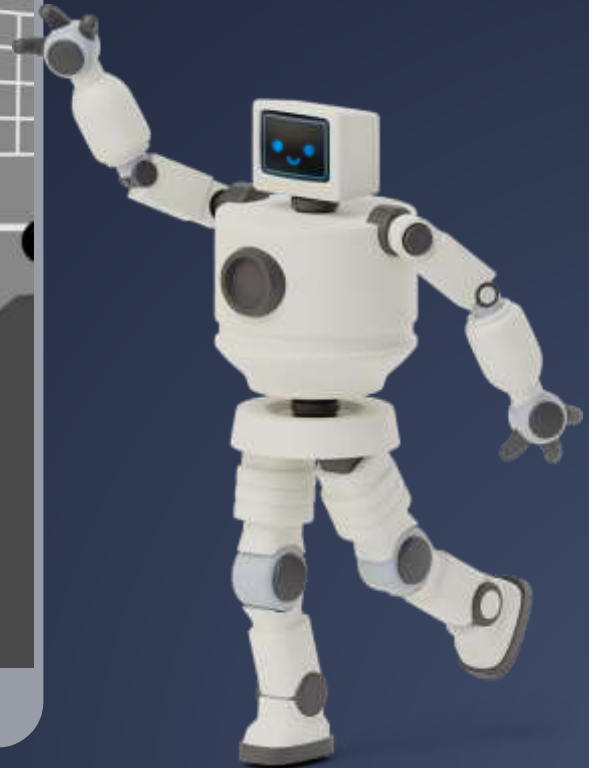




**CHANGE IN LIFESTYLES AND
HABITS..**

MOBILE AS A DEAL BREAKER

- Restaurant reservation
- Food delivery
- Black Friday purchase
- E-commerce purchase



EVEN WHEN...

You have a website, FAQ,
Facebook Shop, Instagram Shop,
Youtube tutorials

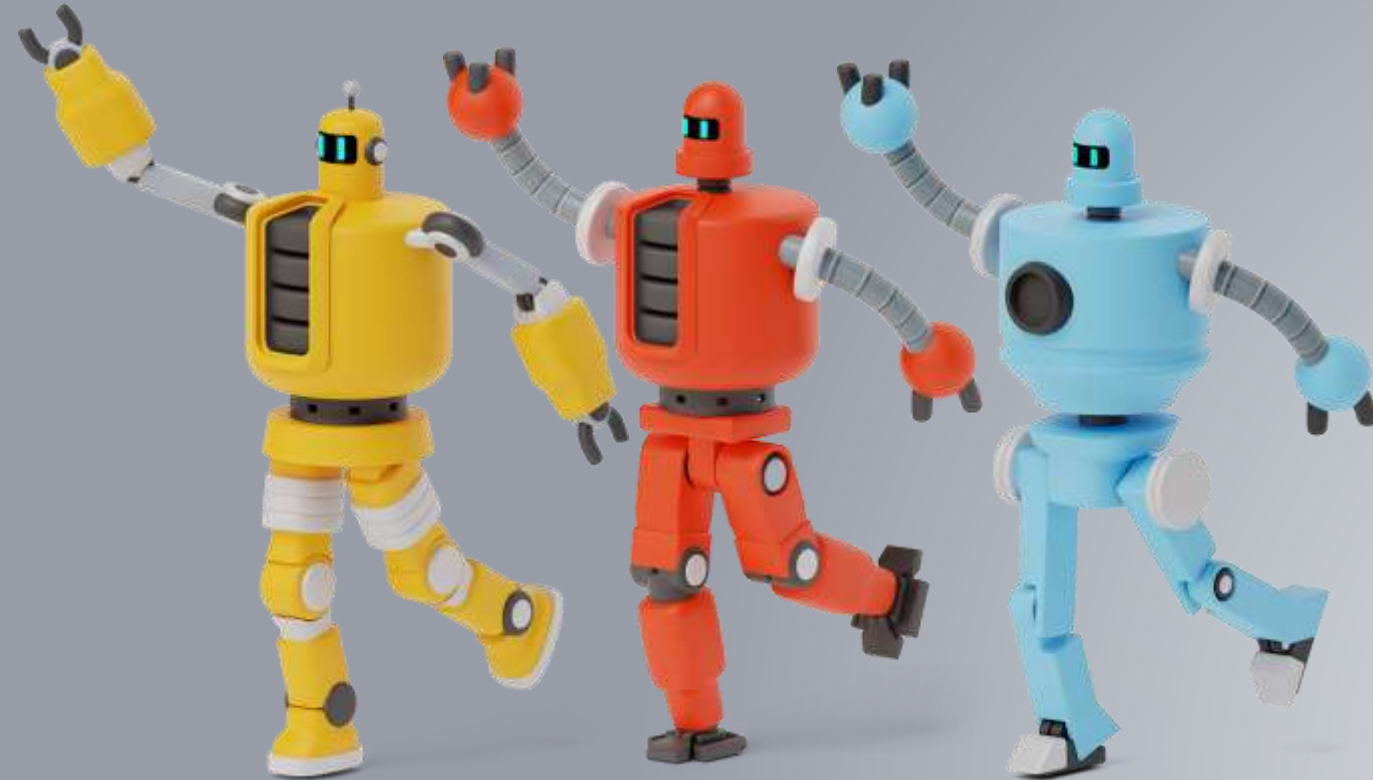


DM?

Direct message



CHATBOTS AND AUTOMATIC ANSWERS?



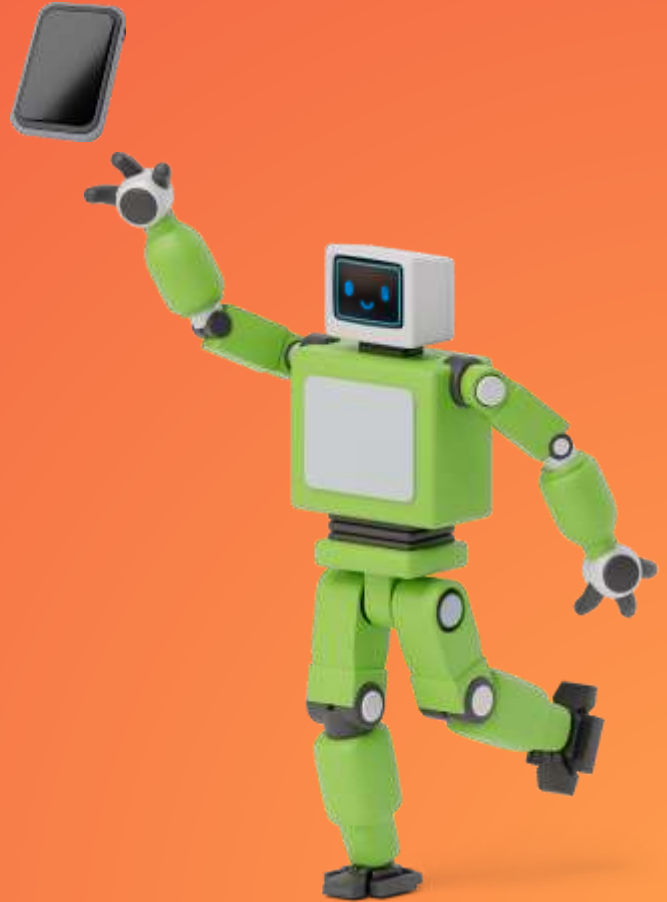
REAL PERSON CUSTOMER SERVICE MATTERS

I want to ask you my question!





**CUSTOMER WANTS TO KNOW, THAT
YOU CARE**



Millenials want real support!

**EVERYONE WANT
REAL SUPPORT**





HIRE CUSTOMER SUPPORT

