THE CMO COUNCIL AND PITNEY BOWES PROUDLY PRESENT:

TRUE OR FALSE

THE CUSTOMER ENGAGEMENT ROUND

EVERYONE MAKES ASSUMPTIONS

Younger generations only want digital experiences while older generations only want physical experiences

Consumers are unwilling to share their data.

Omnichannel IS my channel

THE CMO COUNCIL AND PITNEY BOWES TEAMED UP TO

STOP MAKING ASSUMPTIONS AND START ASKING QUESTIONS

Assumption 1

YOUNGER GENERATIONS ONLY WANT DIGITAL EXPERIENCES WHILE OLDER GENERATIONS ONLY WANT PHYSICAL EXPERIENCES

FALSE

85%

of ALL CONSUMERS from Gen Z to the Silent Generation **WANT A BLEND OF BOTH PHYSICAL AND DIGITAL CHANNELS**

Assumption 2

CONSUMERS ARE UNWILLING TO SHARE THEIR DATA

FALSE

66%

of ALL CONSUMERS say they are willing to **SHARE DATA WITH THE BRANDS THEY DO BUSINESS WITH.**

BUT in exchange, they
WANT MORE
PERSONALIZED,
RELEVANT EXPERIENCES

Assumption 3

THE ONLY "CHANNEL" IS OMNICHANNEL

UNIVERSAL TRUTH

87%
of ALL CONSUMERS
say
A BRAND BEING
OMNICHANNEL
IS IMPORTANT

Seamless customer
engagement
IS THE EXPECTATION
FOR THE CONSUMERS
OF TODAY

They expect companies
to know this and
to be at the ready
ACROSS DIGITAL AND
PHYSICAL CHANNELS

DOWNLOAD THE FULL REPORT

The findings of this infographic are gleaned from a new report, "Critical Channels of Choice," which is based on a survey of 2000 English-speaking consumers worldwide. The report highlights the channels that consumers require with the brands they do business with, and what their expectations are for an omni-channel experience. Findings are broken down by age group: including Gen Z, Millennials, Gen X, Baby Boomers and the Silent Generation, as well as by gender and geographic location: including the United States, Canada, The United Kingdom, Ireland and Australia/New Zealand. For more detail into these truths about channels of choice across generations, gender and regions, download the report.

CRITICAL CHANNELS OF CHOICE

CMO COUNCIL

pitney bowes

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