

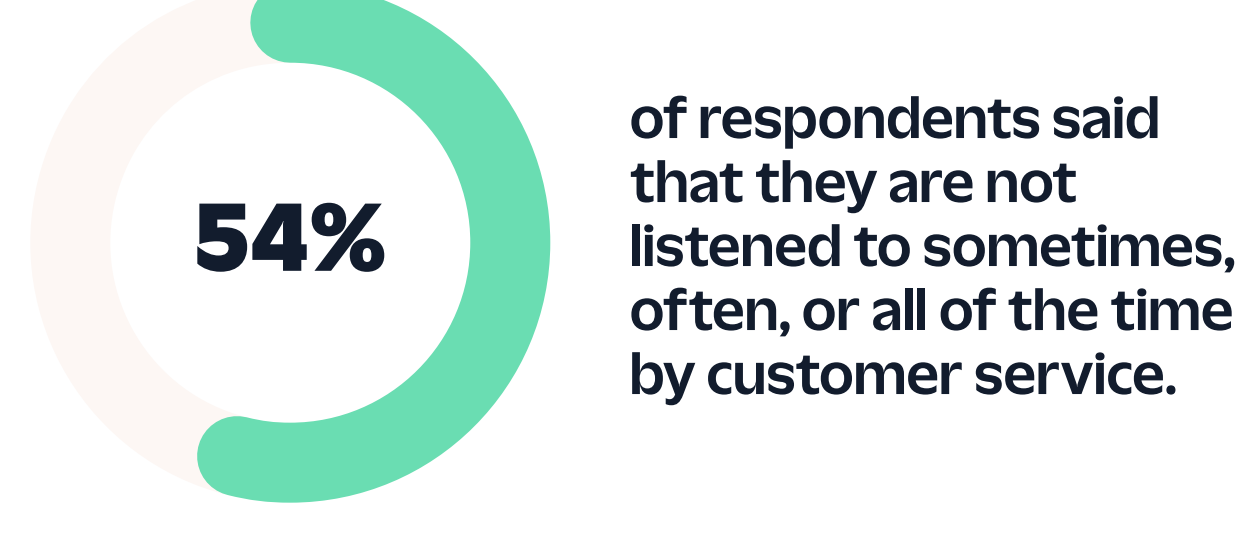
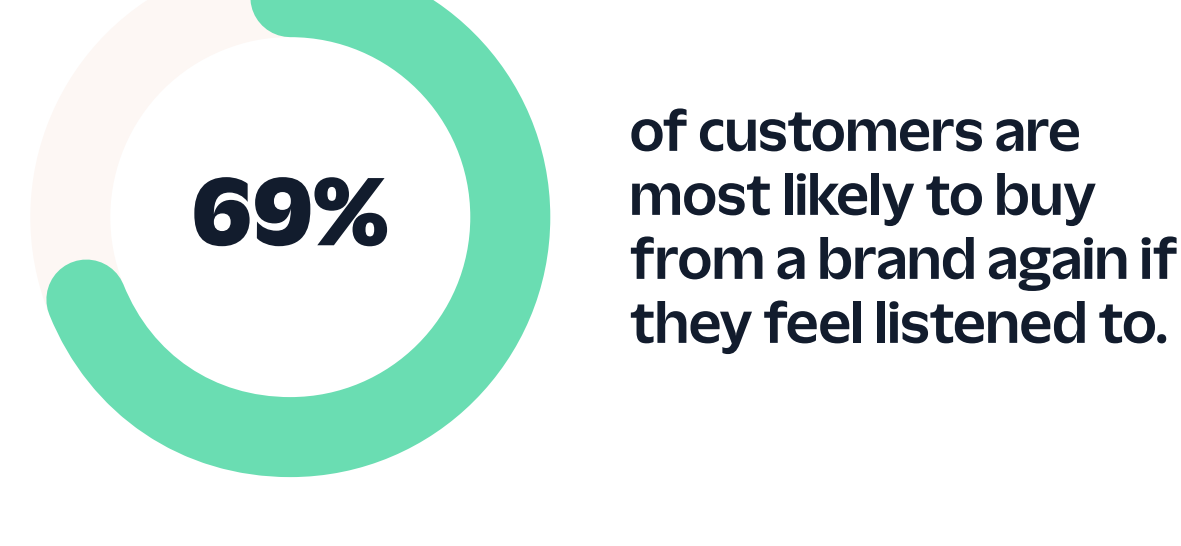
Master the art of listening to your customers



Why listening to your customers matters to improve your CX and boost revenue

We surveyed 4,000 people in the United Kingdom and Germany to explore the commercial imperative for businesses to listen to their customers better.

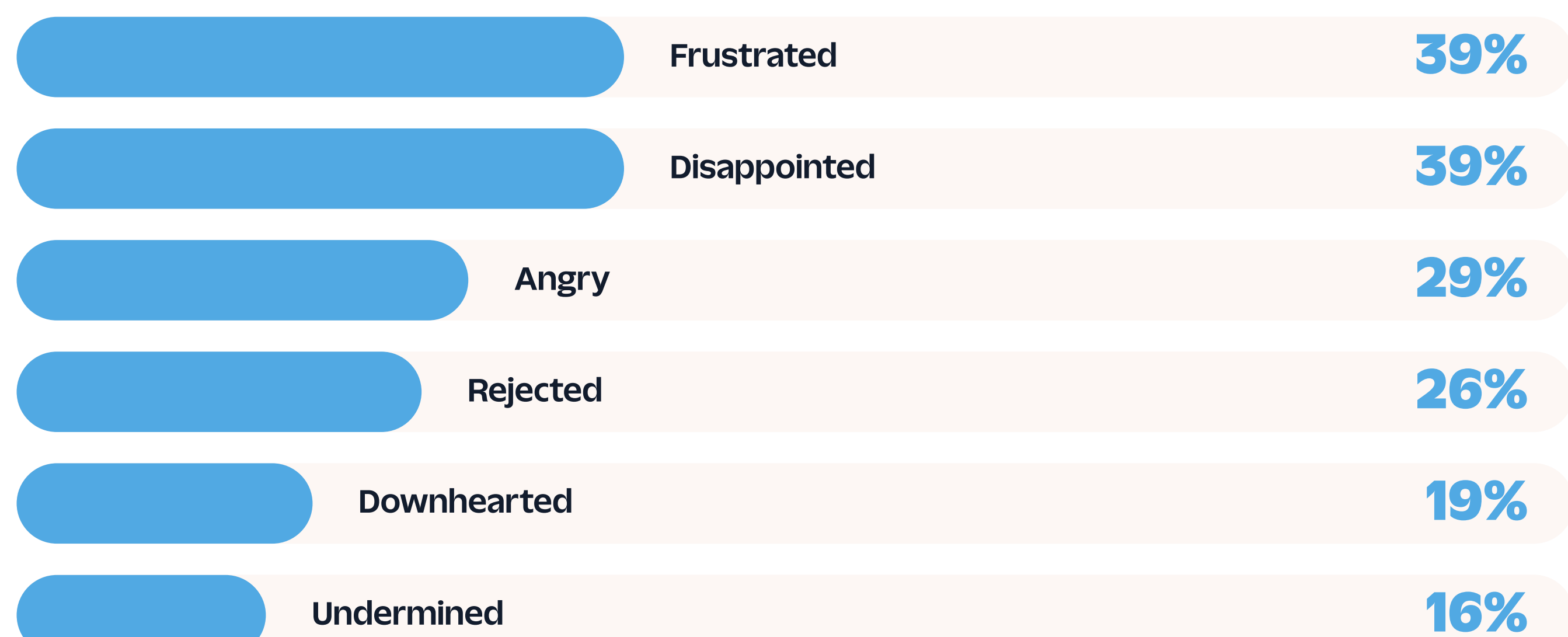
Listening Matters



All customers value a brand that listens, especially older generations, who are more likely to show brand loyalty, but not all brands are succeeding in making their customers feel heard.

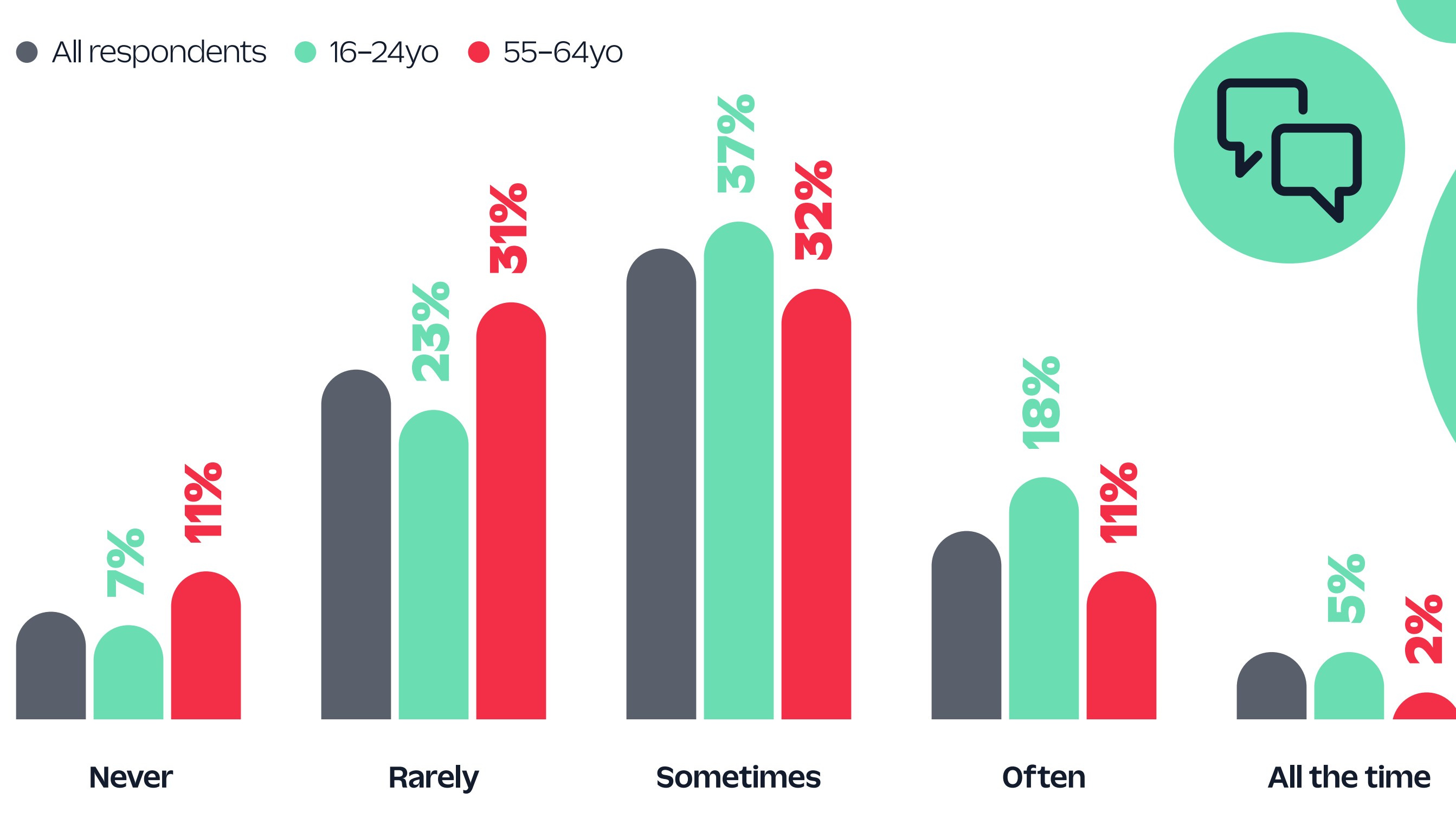


How, if in any way, does it make you feel when you are not listened to or heard?



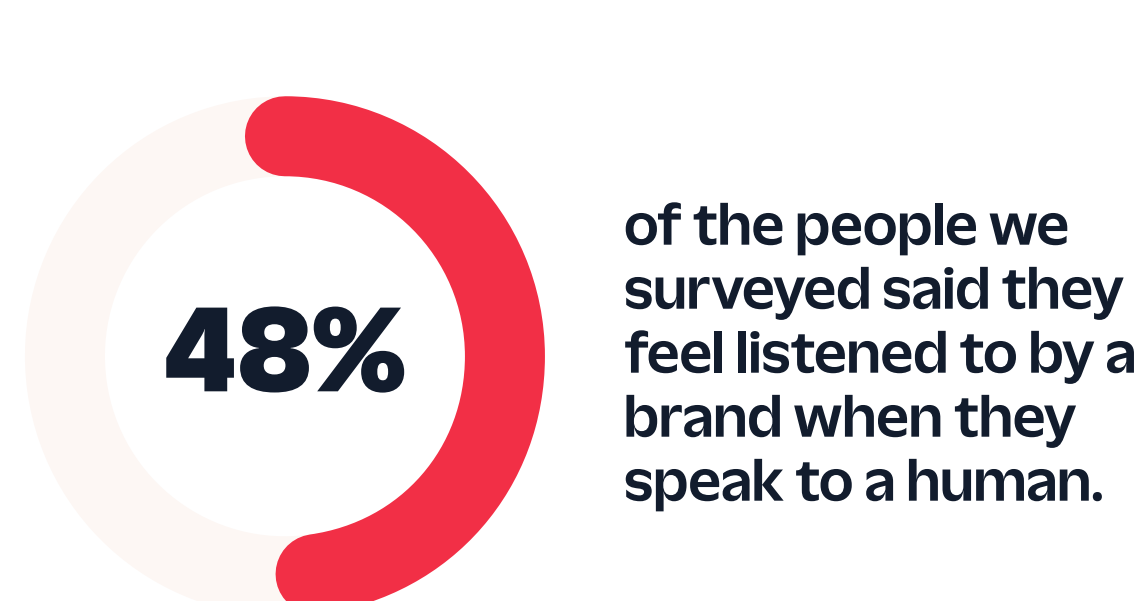
Younger generations are more likely to feel rejected if they don't feel heard by brands (8% over the average).

How often, if ever, are you not being listened to when speaking to customer service?



How do people want to be listened to?

Phone came out on top as the preferred communication channel (32%) across all generations. This demonstrates that the power of voice is evergreen, and despite the prevalence - and importance - of digital channels, voice remains a critical element of your CX.

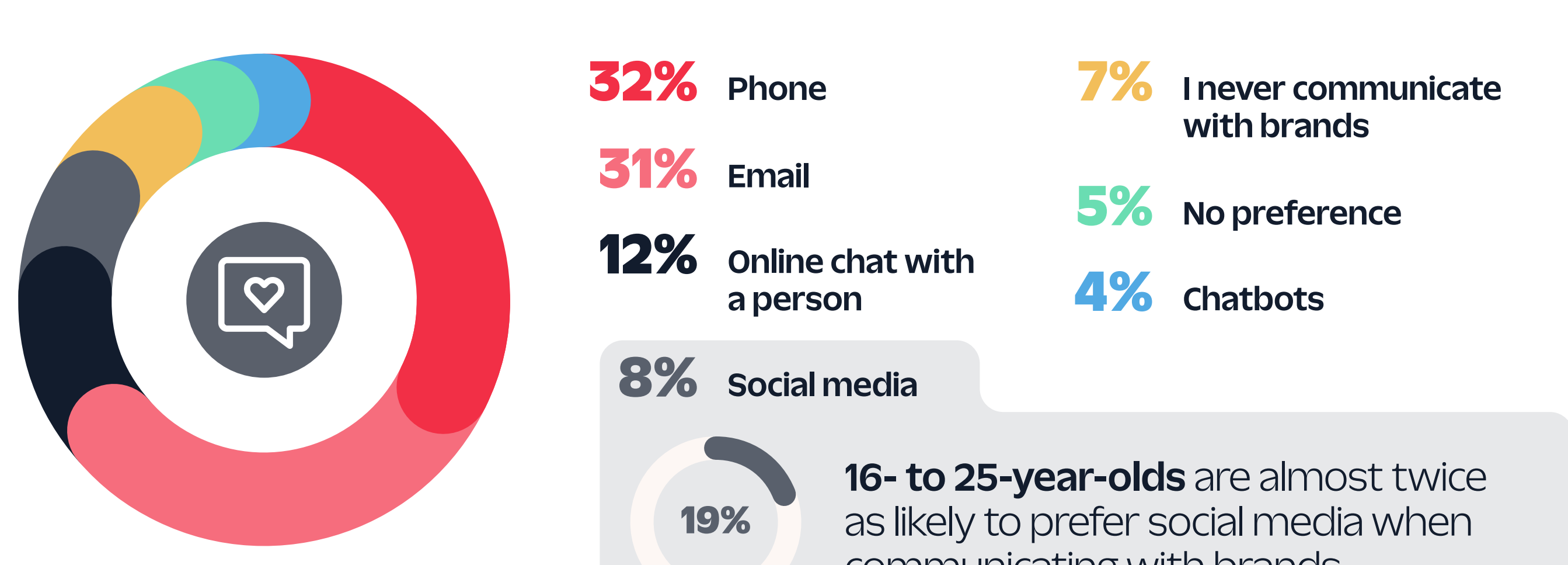


Generational contrast

Younger generations (16-44yo) feel more heard when a brand's marketing and advertising are targeted to their specific needs and when products and services are improved in response to their feedback.

Older generations (45+) are more likely to feel listened to when they can speak to a real person and their complaints are responded to with individual solutions rather than generic apologies.

How do you prefer to communicate with brands?



How can brands listen better?

It's all about data!

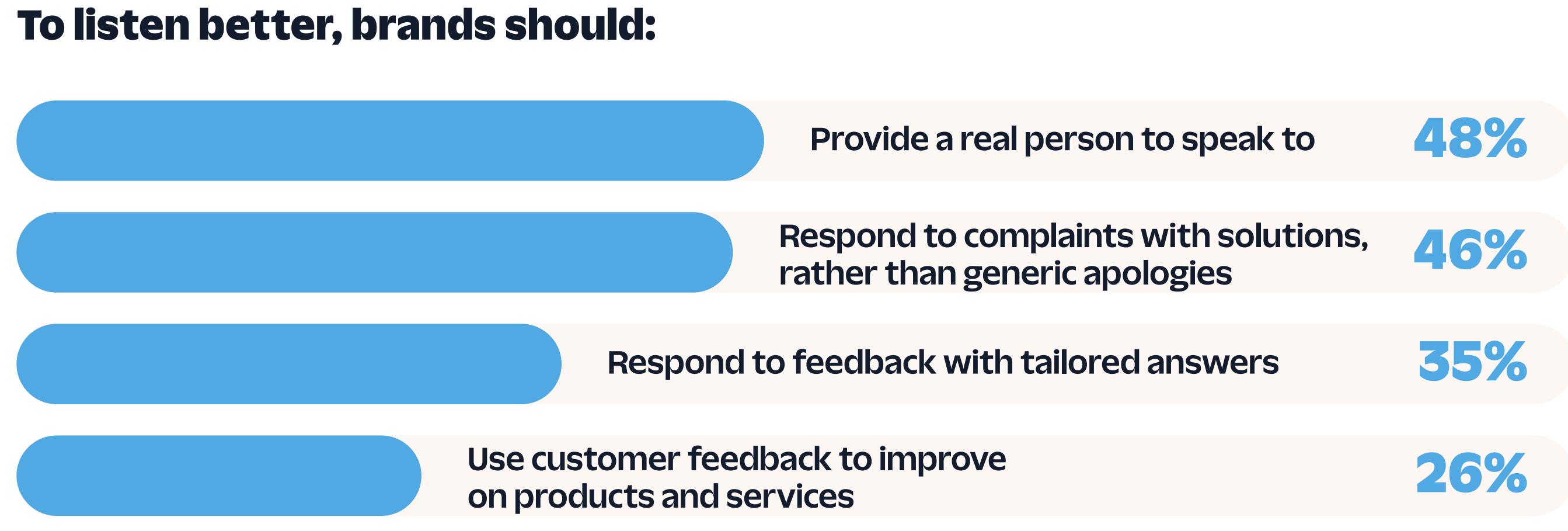
- Personalise your service**

Use tools to interpret call data and improve the customer experience with personalised self-service options such as custom IVR flows that can route enquiries to specific customer service agents.
- Good listeners are good communicators**

Be more brief and concise in interactions with customers: 68% of respondents say they sometimes or often zone out when a customer service agent doesn't keep to the point.
- Quicker service with AI and automation capabilities**

By automating where possible using AI, businesses can help customers with self-serving their simplest queries, saving on operational costs and redirecting resources towards more complex concerns.

To listen better, brands should:



How travel company Turlane fosters good listening



Travel company Turlane wanted to improve their customer experience: they modernised their contact centre with a new system pulling data from their CRM and other sources to find the best resolution route for each incident. This allowed them to answer calls quicker with the right customer service representative for each query, resulting in faster resolution, a more personal experience, and a **8% boost in sales conversions**.

Twilio Voice can help you turn good listening into good business

Better listening is at the heart of an exceptional experience. By ensuring customers feel heard, brands can boost loyalty, increase CSAT, optimise internal operations, and drive conversions.

To find out more about how our solutions can help you listen better, check out our "Art of listening" content hub

[Content Hub](#)

