See or Hear
Consumer Survey

See or Hear Consumer Survey

When calling customer service would you rather hear the menu choices or see them on your smartphone/tablet/computer?
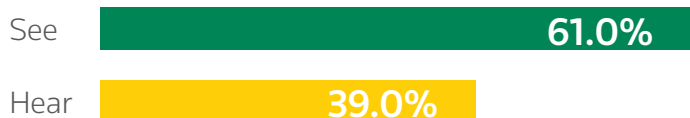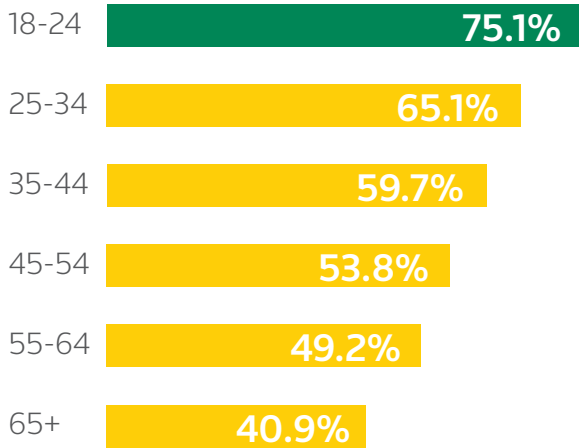
I would rather see the options **57.8%**
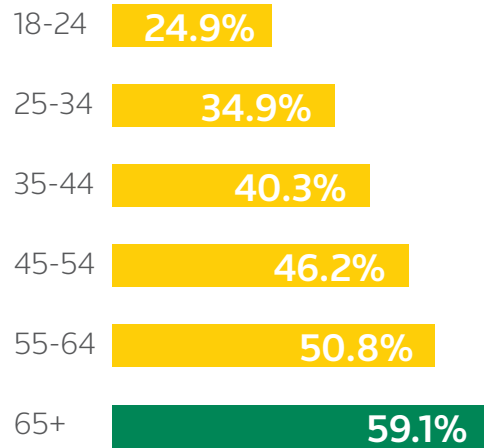
I would rather hear the options **42.2%**

Gender

Female

See **54.8%**

Hear **45.2%**

Male

See **61.0%**

Hear **39.0%**

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Age

I would rather see the options

18-24	**75.1%**
25-34	**65.1%**
35-44	**59.7%**
45-54	**53.8%**
55-64	**49.2%**
65+	**40.9%**

I would rather hear the options

18-24	**24.9%**
25-34	**34.9%**
35-44	**40.3%**
45-54	**46.2%**
55-64	**50.8%**
65+	**59.1%**

Income

I would rather see the options

$0-$24,999	**55.8%**
$25,000-$49,999	**58.5%**
$50,000-$74,999	**56.1%**
$75,000-$99,999	**64.1%**
$100,000-$149,999	**67.0%**
$150,000+	**0.0%**

I would rather hear the options

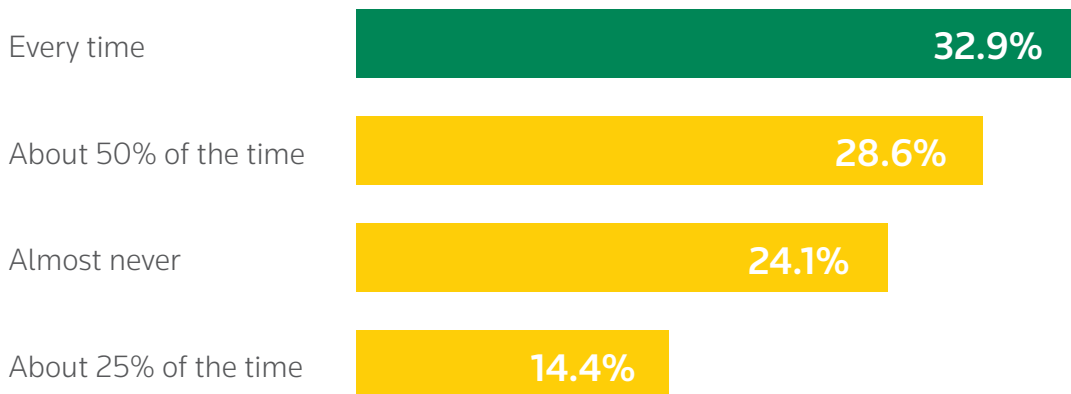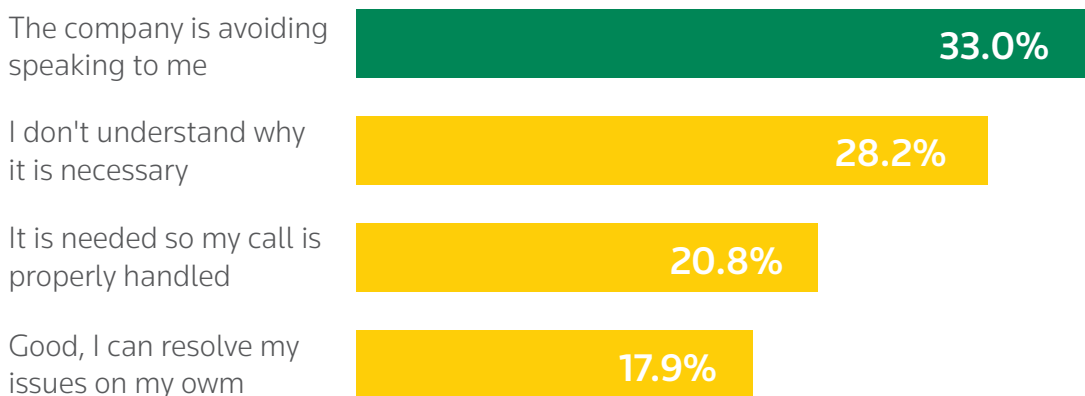|	
$0-$24,999	**44.2%**
$25,000-$49,999	**41.5%**
$50,000-$74,999	**43.9%**
$75,000-$99,999	**35.9%**
$100,000-$149,999	**33.0%**
$150,000+	**100.0%**
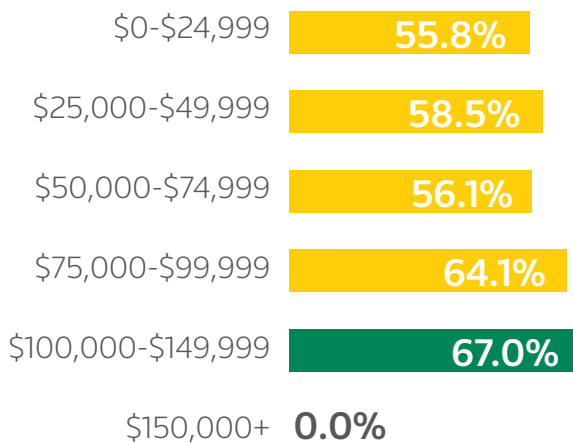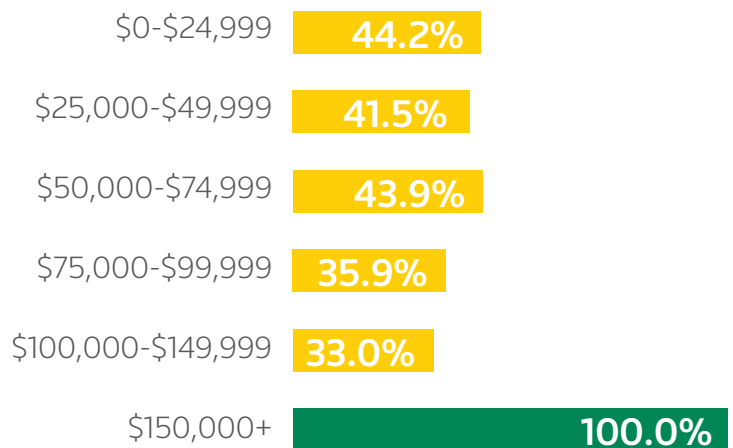
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When calling your service provider - how often do you get frustrated with a the phone menu and press 'O' to get to an agent?
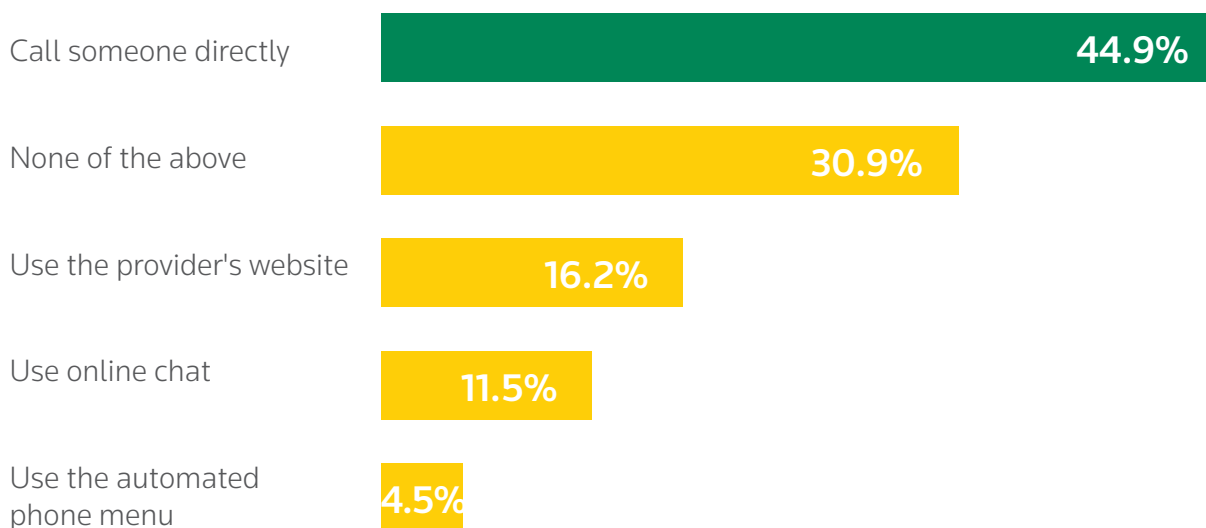
Every time	32.9%
About 50% of the time	28.6%
Almost never	24.1%
About 25% of the time	14.4%

An automated phone menu leaves me with a perception that:

The company is avoiding speaking to me	33.0%
I don't understand why it is necessary	28.2%
It is needed so my call is properly handled	20.8%
Good, I can resolve my issues on my owm	17.9%

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When I need a problem resolved with my phone, cable, bank or any other service provider, I'd most prefer to:

Category	Percentage
Call someone directly	44.9%
None of the above	30.9%
Use the provider's website	16.2%
Use online chat	11.5%
Use the automated phone menu	4.5%

Source:
1. https://www.google.com/insights/consumersurveys/view?survey=b2amsjzyr5wzc&question=1&filter=&rw=1
2. https://www.google.com/insights/consumersurveys/view?survey=64mxmhzfudw2i&question=1&filter=&rw=1
3. https://www.google.com/insights/consumersurveys/view?survey=r26mimqdg62ls&question=1&filter=&rw=1
4. https://www.google.com/insights/consumersurveys/view?survey=vl3hvmaloniry&question=1&filter=&rw=1