

## UNDERSTANDING COMMUNICATION PREFERENCES

Customers expect brands to offer flexible communication choices, whether by print, digital, or both. While printed communications remain crucial for many, digital channels provide more ways to engage.

# 70%

of customers prefer to receive a digital copy of their communications, while also expecting the option to interact through channels like email, SMS, and websites.

(Source: Doxim 2023)

# 24%

of respondents indicated that they always receive communications from their bank via their preferred channel.

(Source: Signal/Quadiant, 2023)

# 28%

of customers prefer a mix of both print and digital communications.

(Source: Quadiant, 2021)

# 61%

of customers prefer digital communications like emails, SMS, and app notifications.

(Source: Quadiant, 2021)

## GENERATIONAL COMMUNICATION PREFERENCES



### BABY BOOMERS

(Born 1946-1964)

- Prefer traditional methods (phone, print).
- Still value print for important communications.



### GENERATION X

(Born 1965-1980)

- Comfortable with both traditional and digital communication.
- Prefer email for work, find text convenient.



### MILLENNIALS

(Born 1981-1996)

- Favor quick and efficient communication like texting, messaging apps, and social media.
- Prefer asynchronous communication, don't expect an immediate response.



### GENERATION Z

(Born 1997-2012)

- Favor visual and instant communication on platforms like TikTok and Instagram.
- Use short-form video content, image, and voice searches. Comfortable with AI chatbots.



### GENERATION ALPHA

(Born 2013-2025)

- Growing up with AI, VR, and other advanced technologies.
- Future communication preferences will likely revolve around emerging platforms and technologies.



## BENEFITS OF MEETING CUSTOMER COMMUNICATION PREFERENCES



### SATISFACTION

Personalised interactions build loyalty.



### ENGAGEMENT

Customers engage more when using their favorite channels.



### RETENTION

Meeting preferences reduces churn and boosts loyalty.



### BRAND IMAGE

Customer-centricity improves reputation.



### EFFICIENCY

Streamlined communication processes save time and costs.



### INSIGHTS

Usable data improves decision-making.

## ARE YOU SET UP TO MEET YOUR CUSTOMERS' COMMUNICATION PREFERENCES ACROSS PRINT AND DIGITAL?

Learn how EDC products can improve your customer engagement.

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