

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.

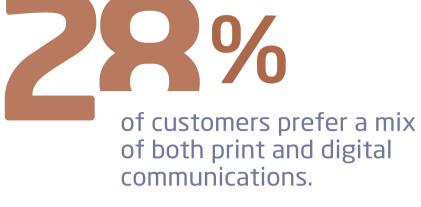


(Source: Doxim 2023)

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

(Source: Signal/Quadient, 2023)





(Source: Quadient, 2021)

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

(Source: Quadient, 2021)

GENERATIONAL COMMUNICATION PREFERENCES



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



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



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



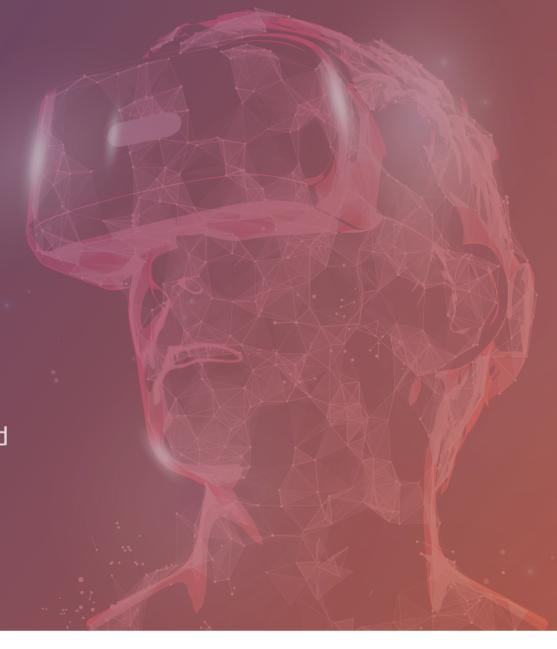
- Favor visual and instant communication on platforms like TikTok and Instagram.
- Use short-form video content, image, and voice searches. Comfortable with AI chatbots.



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



Personalised interactions build loyalty.



Customers engage more when using their favorite channels.



Meeting preferences reduces churn and boosts loyalty.



BRAND IMAGE

Customer-centricity improves reputation.



EFFICIENCY

Streamlined communication processes save time and costs.



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.

LEARN MORE