

Phone Trumps Online Options For Customer Service – Even Amongst Millennials

Written by Australian Business

SINGAPORE - [Media OutReach](#) - 25 November 2014 - The use of social media and mobile apps for customer service has doubled since 2011, but according to [NICE Systems](#) (NASDAQ: NICE) Global Customer Experience Survey, 88 percent of customers still elect to pick up the phone and call.

"On average, customers use about six different channels to