

VONAGE GLOBAL CUSTOMER ENGAGEMENT REPORT 2024

Around the World With CX Insights

Get the latest regional consumer insights. Then shape your engagement strategy with communications tools that customers love. Your CX efforts will love them, too.



Table of Contents

Key Takeaways

The Undeniable AI Love

Snapshot: EMEA

Italy Spotlight

Voice Use

Messaging/SMS Use

Social Media Use

Video Chat Use

AI Is Not a Trend

How Vonage Can Help

Methodology

Introduction: AI and Great CX

In the latest **Vonage Global Customer Engagement Report**, we outlined the top insights from customers across the globe regarding frustrations, AI comfort levels, and channel usage. In this special edition, we deep dive into the details for each region with country-specific insights and trends. Now you can plan your go-to-market strategy and ultimately reach, engage, and nurture customers in your local market. Ready for AI and great CX?



Key Takeaways

CLICK THE COUNTRY LINK
TO VIEW LOCAL DETAILS.



EMEA

Preferences for traditional methods like mobile phone calls and email remain strong, along with non-SMS apps mainly for messaging. There is moderate interest in moving more toward AI-enabled channels for voice, messaging, and video.

France

Traditional mobile phone calls and SMS text messages are strong channels in France, supplemented by some non-SMS apps for messaging. Several platforms continue to have moderate usage — including Facebook, Instagram, and WhatsApp — but some consumers are showing signs of communications fatigue.

Germany

Traditional methods such as mobile phone calls and email are popular. However, non-SMS apps (especially WhatsApp) have largely supplanted SMS text messages. Near-term migration toward AI-enabled channels will likely be moderate, with some consumers showing signs of communications fatigue.

Italy

Traditional methods such as mobile phone calls and email are popular. But WhatsApp has largely supplanted SMS text messages and is making notable inroads for voice calls. The market is likely to continue moving toward these AI-enabled channels.

Spain

Mobile phone calls and email are popular. However, AI-enabled channels show increased usage — particularly WhatsApp for both messaging and voice calls.

Sweden

The market mainly uses traditional methods such as mobile phone calls, SMS text messages, and email. App usage is relatively low and plans to migrate toward AI-enabled channels are moderate.

Key Takeaways

CLICK THE COUNTRY LINK
TO VIEW LOCAL DETAILS.



The Undeniable AI Love

The rise of app-based calls and messages. The increased use of video chats. Even a boost in chatbot usage. These are not by coincidence. Customers crave service and are comfortable getting it through virtual means. AI brings immediate service and personalization that are a CX dream.

And AI can help you become a 24/7 CX machine to answer questions, route customers to a live agent, or even close a sale. The love is real.



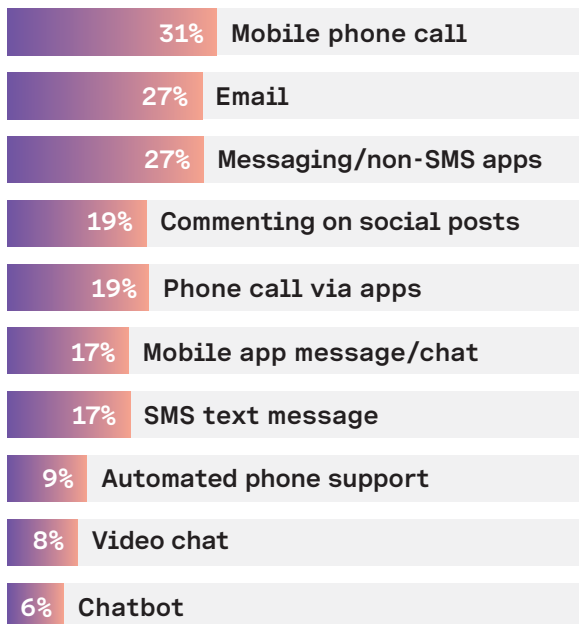
Snapshot: EMEA

Although EMEA has traditionally been a strong mobile market, its usage when communicating with businesses is light compared to the rest of the world. Old favorites like mobile phone calls and email remain strong, while apps are also popular for messaging and calling.

How AI can help

- A suite of communications APIs can uniquely link the different channels — such as voice, email, and messaging.
- Interactive voice response (IVR) can bring automation to your voice efforts and put your CX on a 24/7 schedule.
- Similarly, AI can help with common questions or nurtures over the phone or messaging platforms.

Current communication usage trends



Top channels EMEA customers will use more in the next 6-12 months

- Mobile phone call, 24%
- Email, 24%
- Messaging via non-SMS apps, 23%
- Phone call via messaging apps, 21%
- Commenting on social posts, 20%

Top channels France customers will use more in the next 6-12 months

- Mobile phone call, 23%
- Email, 21%
- Phone call via messaging app, 20%
- Messaging via non-SMS apps, 20%
- Live chat or sending message inside mobile app, 18%
- Video chat, 18%
- Commenting on social posts, 18%

Top channels Germany customers will use more in the next 6-12 months

- Email, 23%
- Mobile phone call, 19%
- Messaging via non-SMS apps, 18%
- Phone call via messaging app, 17%
- Video chat, 16%

Top channels Italy customers will use more in the next 6-12 months

- Mobile phone call, 30%
- Email, 27%
- Messaging via non-SMS apps, 26%
- Phone call via messaging app, 21%
- Video chat, 20%
- Commenting on social posts, 20%

Top channels Spain customers will use more in the next 6-12 months

- Mobile phone call, 28%
- Email, 28%
- Phone call via messaging app, 27%
- Messaging via non-SMS apps, 27%
- Commenting on social posts, 27%

Top channels Sweden customers will use more in the next 6-12 months

- Messaging via non-SMS apps, 23%
- Mobile phone call, 22%
- SMS text message, 22%
- Email, 20%
- Live chat or sending message inside mobile app, 20%

Ready to Start?
See [How Vonage Can Help](#).

Italy Spotlight

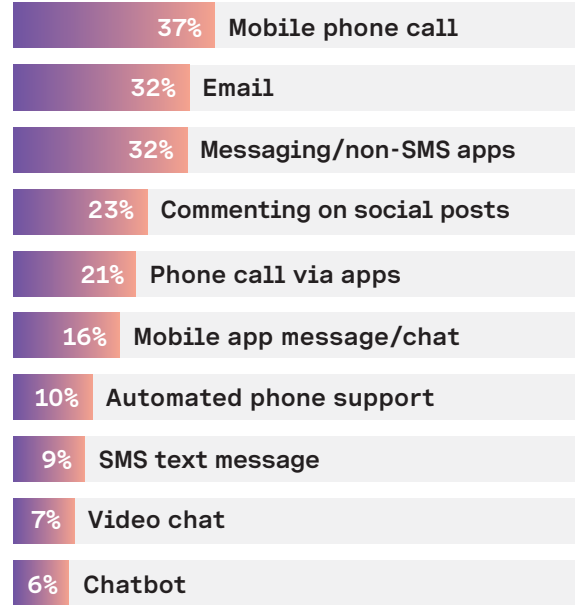
Top channels Italy customers will use more in the next 6-12 months

- Mobile phone call, 30%
- Email, 27%
- Messaging/non-SMS apps, 26%
- Phone call via apps, 21%
- Video chat, 20%
- Commenting on social posts, 20%

In addition to phone/messaging apps and video chat, these AI-enabled channels will soon get a boost, too

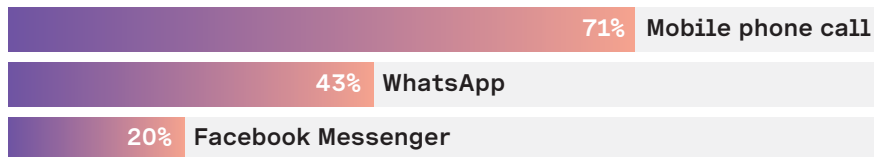
- Chatbot, 18%
- Automated phone support, 16%
- Call directly from webpage/app, 16%
- Voice personal assistant, 16%

Current communication usage trends

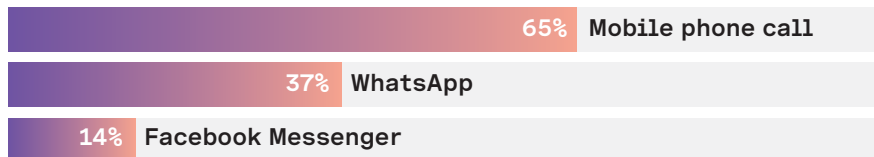


Voice Use

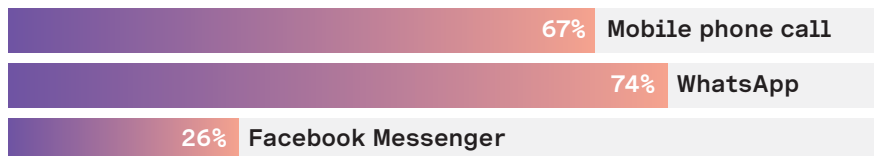
APAC



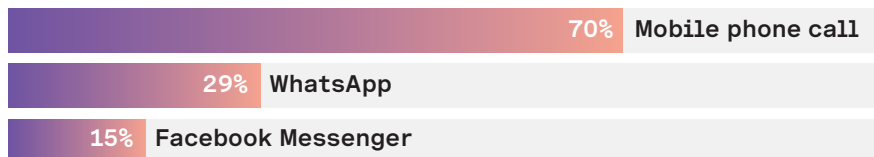
EMEA



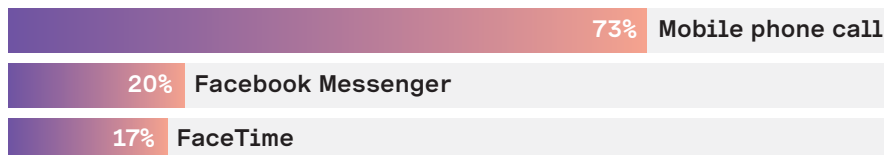
LATAM



UK



U.S.



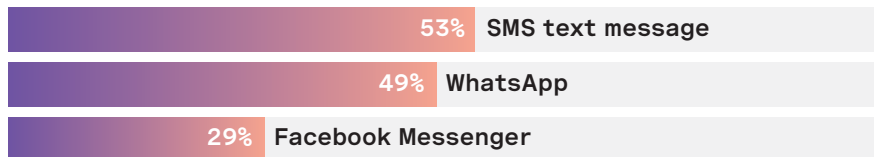
The mobile phone call is the top choice for all regions except LATAM, where WhatsApp is preferred. However, WhatsApp is a distant second in APAC, EMEA, and the UK. Facebook Messenger is the second choice in the U.S.

Survey question

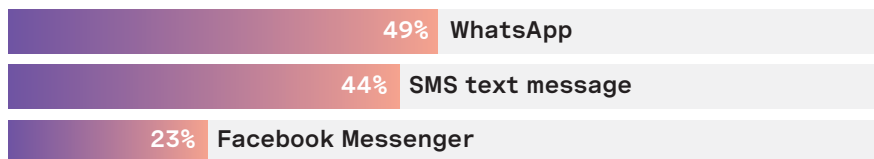
Which of the following do you use for VOICE CALLS with businesses or service providers?

Messaging/SMS Use

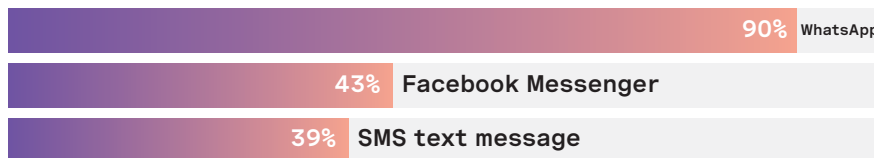
APAC



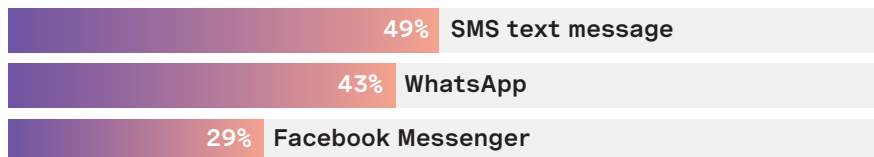
EMEA



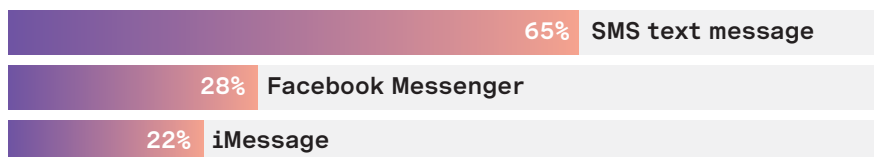
LATAM



UK



U.S.



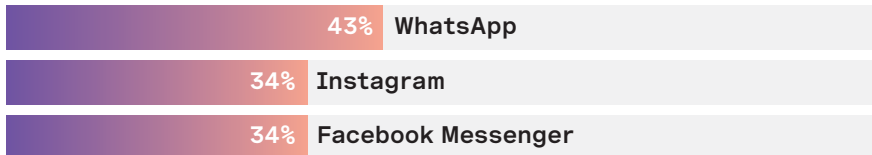
The once-dominant SMS text message is giving way to WhatsApp in APAC, EMEA, and the UK. WhatsApp and SMS remain the top choice in LATAM and the U.S., respectively.

Survey question

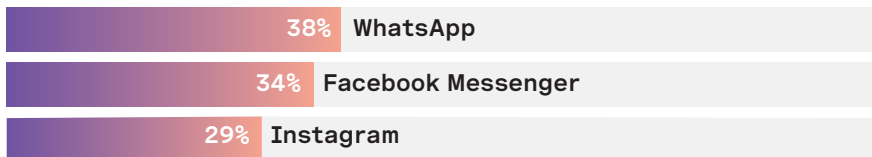
Which of the following do you use for MESSAGING/TEXTING with businesses or service providers?

Social Media Use

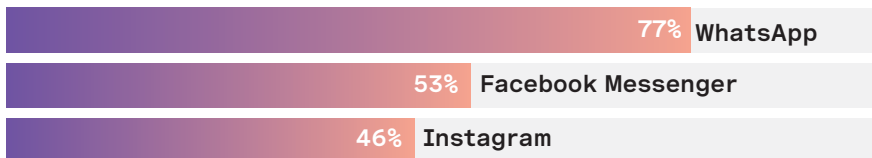
APAC



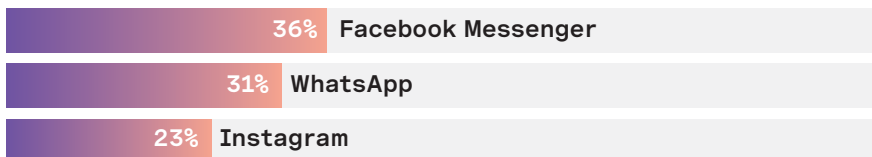
EMEA



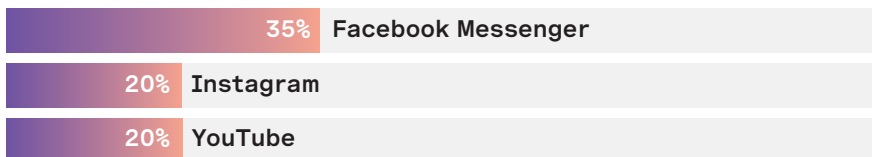
LATAM



UK



U.S.



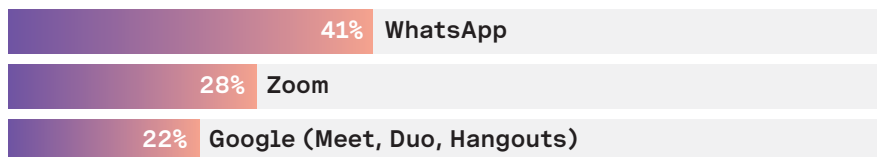
Facebook Messenger holds global appeal, though it trails WhatsApp in LATAM. WhatsApp is also popular across regions except the U.S., where Instagram and YouTube are the second and third choices respectively.

Survey question

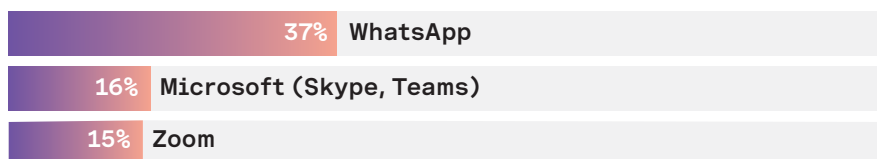
Which of the following SOCIAL MEDIA platforms do you use for communicating with businesses or service providers (e.g., to chat, post comments, etc.)?

Video Chat Use

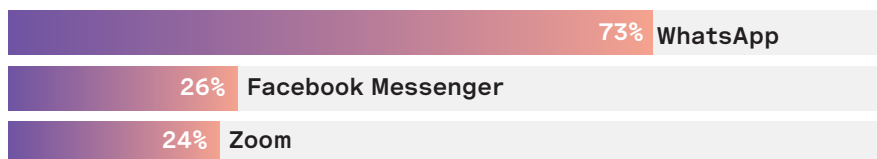
APAC



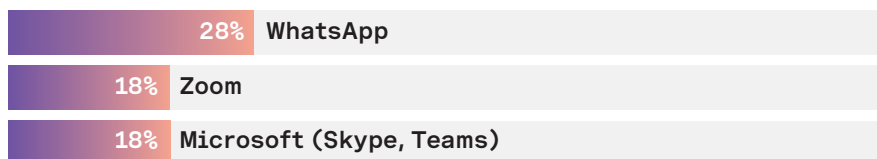
EMEA



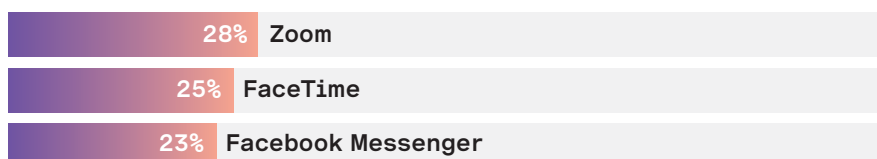
LATAM



UK



U.S.



WhatsApp is the preferred choice for most regions except the U.S., where Zoom slightly leads over FaceTime.

Survey question

Which of the following do you use for VIDEO CHAT/ CALLS with businesses or service providers?

AI Is Not a Trend

AI can help you capitalize on these trends:

- In-app usage is up. Be sure to integrate AI into your apps to further service customers by answering quick questions, routing to a live agent, or even closing a sale.
- Exponential improvements in AI can resolve complex issues — often without any human interaction.
- Increase in video chat is a great chance to use AI capabilities and machine learning to anticipate a customer call and prompt responses for service agents. For example, AI can conduct real-time sentiment analysis to escalate a call as needed. When agents join the video call, they can reference AI-generated insights to quickly resolve a customer concern.

How Vonage Can Help

Vonage is a wholly owned subsidiary of Ericsson, an industry leader in 5G networks. The Vonage Communications Platform brings a unique combination of communications APIs, contact center, conversational commerce, AI, and more.

Vonage AI enables the creation of intelligent customer engagement at scale while optimizing workflows.

Vonage Communications APIs help you quickly build best-in-class communications solutions at scale with programmable messaging, voice, video, and more.

Vonage Contact Center (VCC) enables your customer service agents to deliver a secure conversational CX through a configurable, straightforward, telephony-agnostic platform.

Vonage AI Studio is a low-code conversation designer that empowers developers and non-developers to create and deploy customer engagement experiences that operate in natural language on any channel.

Vonage Protection Suite is a comprehensive set of tools that simplify end-to-end protection. Mix and match tools to meet your needs and guard your business against fraud.

Vonage Business Communications (VBC), our unified communications solution, integrates with VCC so your agents can collaborate with experts across your entire organization.

VBC and VCC integrate with Salesforce to enable features such as advanced routing to the best available associate or agent, customized dashboards, and more.

Vonage Conversational Commerce, powered by Jumper.ai, enables businesses to create AI-powered omnichannel experiences and turn conversations into sales.

Vonage offers flexible plans that scale to meet your business needs. It's easy to choose **pay-per-use pricing** or add just the services you need, like hands-on support and consulting expertise.

Get Started

Vonage Communications APIs

[Learn more](#) | [Contact us](#)

Vonage Contact Center

[Learn more](#) | [Contact us](#)

Vonage Business Communications

[Learn more](#) | [Contact us](#)

Vonage Conversational Commerce

[Learn more](#) | [Contact us](#)

Methodology

The findings reported were sourced from October to November 2023 from in-market research panels — across 17 global markets — comprising 7,078 customers, ages 18–74. The survey was conducted in each market's leading language or languages, and the average completion time was 15 minutes. To ensure spreads in age, gender, and household income, quotas were set in each market, with the reported data weighted to represent actual age/gender proportions among the target populations. Panel members who self-identified as being the last among their friends and family to adopt new technology — approximately 5 percent — were omitted. Vonage was not identified as the survey's sponsor.