

SURVEY REPORT - SITEL GROUP

SITEL GROUP X CALLMINER: PREVENTING FRAUD & PRESERVING CX WITH AI

MAKING A CASE FOR THE USE OF ARTIFICIAL INTELLIGENCE
IN BRANDS' CUSTOMER EXPERIENCE PROGRAMS



FRAUD & CUSTOMER SUPPORT

Understanding consumer concerns
about fraud, habits and channel
preferences for communicating with
brands/companies

CONSUMER PERCEPTIONS OF BRANDS

Consumer perceptions around the use of
artificial intelligence and speech technology by
brands to prevent fraud

WHAT?

21-question
mobile survey

WHO?

1,200 U.S.
Americans (age 18+)

WHEN?

October 2019

HOW?

Direct to mobile
users via Pollfish

DISCOVERING

In observance of International Fraud Awareness Week, Sitel Group and CallMiner partnered to conduct this survey which set out to identify consumer concerns around fraud, habits and channel preferences for communicating with brands/companies and perceptions around the use of artificial intelligence (AI) and speech technology by brands to prevent fraud.

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CONSUMER PERCEPTION OF BRANDS AND THEIR ABILITY
TO KEEP CUSTOMER INFORMATION SAFE

1

FRAUD IN REAL LIFE



1 FRAUD & COMFORTABILITY WITH CUSTOMER SUPPORT

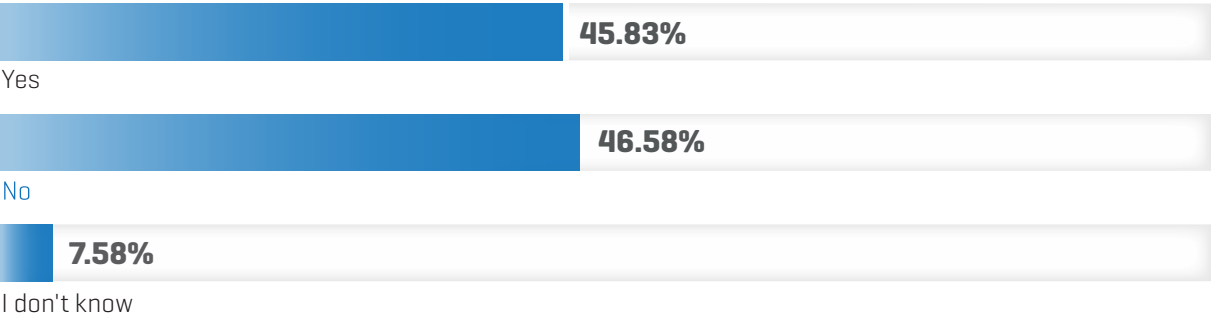
While just under half (46%) of Americans admit they have been victims of fraud, the vast majority (92%) think the risk of fraud is increasing in our day-to-day activities. In observance of International Fraud Awareness Week 2019, brands looking to improve customer loyalty and boost customer experience (CX) through fraud prevention, now is a crucial time to understand the different levels of comfort American consumers have toward interacting with customer service departments.

When it comes to contacting a brand or company, the majority of consumers feel the most comfort using a phone, more than any other channel including online live chat (14%), social media (6%), SMS (4%) and voice assistant (2%). While comfort using the phone is high, so is consumer worry. Of those that said they feel the most comfortable using a phone to contact a brand or company with which they do business, the majority of Americans (87%) admit they are worried that sharing their personal information over the phone with a brand could make them vulnerable to fraud. When assessing this worry across gender and age groups, women (88%) and Gen Zs (90%) are the most worried. Furthermore, nearly one-third (31%) of Americans have felt at risk for fraud when contacting a brand's customer support or customer service department.

Although worries surround sharing personal information with a brand over the phone, when asked to select which channel they think presents the most potential for fraud when contacting a brand's customer service department, nearly half of Americans (47%) said social media channels. As digital CX programs grow, this feedback from consumers is of concern and highlights the lack of confidence Americans have in brand's social channels.

All of this begs the question, what can brands do to reassure consumers their information is safe? One step is to train employees on clear communication with consumers about why your brand needs personal information in order to assist them. In fact, nearly seven in 10 Americans (68%) have questioned or wondered why a customer service or customer support representative asked them for certain personal information.

Have you ever been a victim of fraud?



MEN ARE MORE LIKELY THAN WOMEN TO HAVE BEEN VICTIMS OF FRAUD

Nearly half of all men (49%) admit they have been a victim of fraud, compared to 44% women who said the same.

BABY BOOMERS ARE THE MOST LIKELY TO HAVE BEEN VICTIMS OF FRAUD

Nearly half of all baby boomers (48%) admit they have been a victim of fraud, compared to millennials (43%) and Gen Zs (30%) who said the same.

Baby boomer men (55%) are the most likely to have been a victim of fraud compared to:

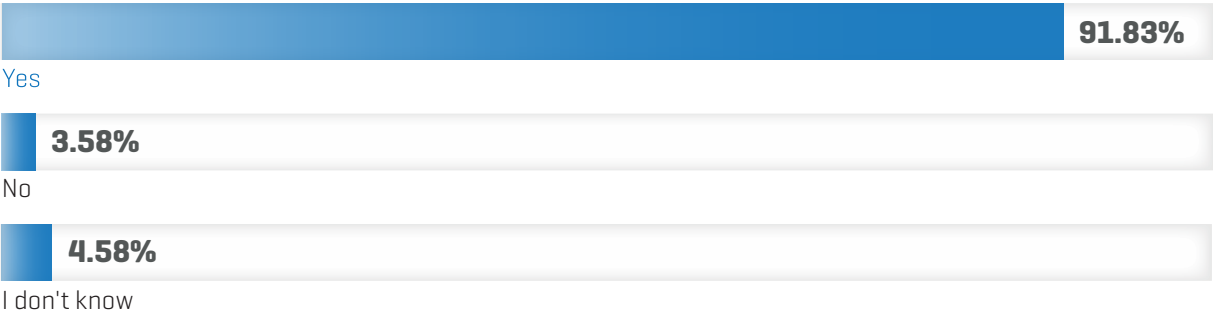
- Baby boomer women (41%)
- Millennial men (42%) and women (44%)
- Gen Z men (19%) and women (33%)



While the majority of Americans (47%) have not been victims of fraud, 46% admit they have been a victim of fraud.



Do you think the risk of fraud is increasing in our day-to-day activities?



MEN AND WOMEN ALMOST EQUALLY AGREE THAT THE RISK OF FRAUD IS INCREASING

The majority of men (93%) and women (91%) think the risk of fraud is increasing in our day-to-day activities.

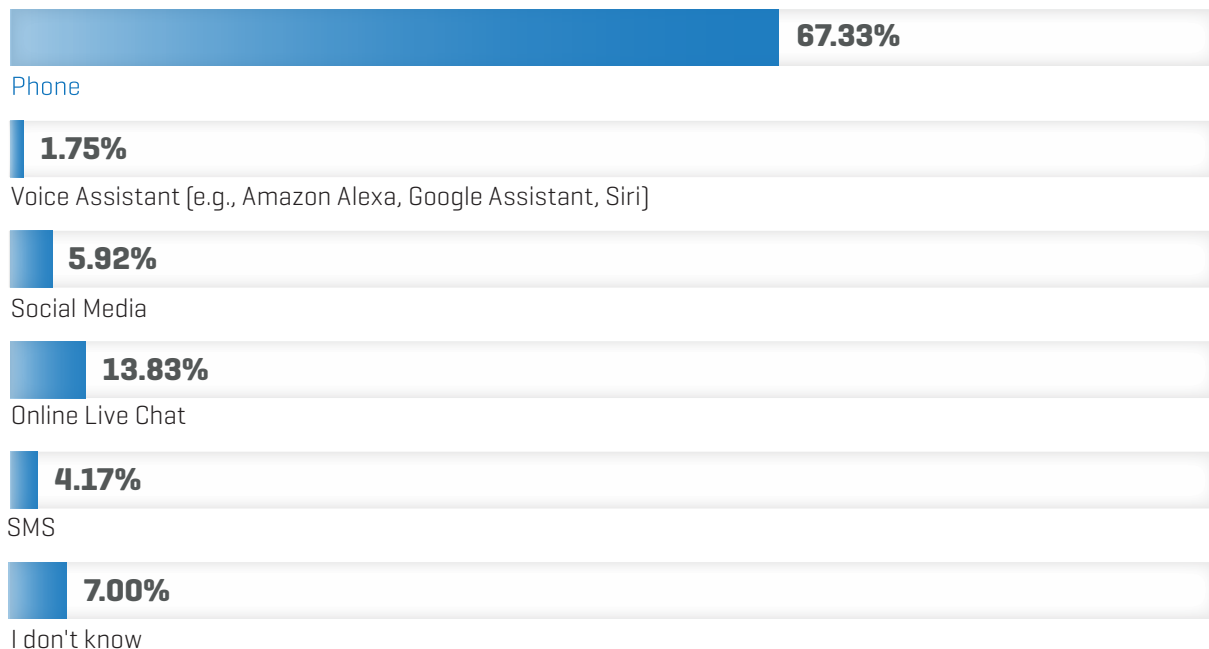
BABY BOOMERS THINK FRAUD IS INCREASING IN OUR DAY-TO-DAY ACTIVITIES

While baby boomers (94%) are the most likely to think the risk of fraud is increasing in our day-to-day activities, the majority of millennials (91%) and Gen Zs (92%) agree.

- Baby boomer women (95%) are the most likely to think the risk of fraud is increasing compared to:
- Baby boomer men (93%)
- Millennial men and women (91% each)
- Gen Z men (93%) and women (91%)

“ Almost all Americans [92%] think the risk of fraud is increasing in our day-to-day activities, compared to 4% who said they did not think it was increasing. ”

Which of the following channels do you feel the most comfortable using to contact a brand or company you do business with?



MEN ARE MORE COMFORTABLE CONTACTING A BRAND OVER THE PHONE THAN WOMEN

Men (70%) are more likely than women (65%) to say they feel the most comfortable using a phone to contact a brand or company with which they do business.

- This is compared to men and women who said:
- Voice assistant: men (2%), women (2%)
- Social media: men (5%), women (7%)
- Online live chat: men (14%), women (14%)
- SMS: men (3%), women (5%)

BABY BOOMERS FEEL THE MOST COMFORTABLE CONTACTING A BRAND OVER THE PHONE

Baby boomers (74%) are the most comfortable using a phone to contact a brand or company with which they do business compared to 65% of Gen Zs and 69% of millennials who said the same.

- Across Gen Zs, millennials and baby boomers, men are more likely to say they feel the most comfortable using a phone to contact a brand:
- Gen Z men (70%); Gen Z women (63%)
- Millennial men (76%); millennial women (65%)
- Baby boomer men (78%); baby boomer women (69%)

“ Nearly seven in 10 Americans [67%] feel the most comfortable using a phone to contact a brand or company with which they do business. This was followed by online live chat [14%], social media [6%], SMS [4%] and voice assistant [2%]. ”

Are you ever worried that sharing your personal information (e.g., financial, SSN, address, etc.) over the phone with a brand could make you vulnerable to fraud?



WOMEN ARE SLIGHTLY MORE LIKELY THAN MEN TO BE WORRIED THAT SHARING THEIR PERSONAL INFORMATION OVER THE PHONE COULD MAKE THEM VULNERABLE TO FRAUD

Women (88%) are slightly more likely than men (86%) to say they are worried that sharing their personal information over the phone with a brand could make them more vulnerable to fraud.

GEN Zs ARE THE MOST WORRIED THAT SHARING THEIR PERSONAL INFORMATION OVER THE PHONE COULD MAKE THEM VULNERABLE TO FRAUD

Gen Zs (90%) are the most likely to say they are worried that sharing their personal information over the phone with a brand could make them more vulnerable to fraud, compared to millennials (88%) and baby boomers (85%) who said the same.

Gen Z (96%) women are the most likely to say they are worried that sharing their personal information over the phone with a brand could make them more vulnerable to fraud, compared to:

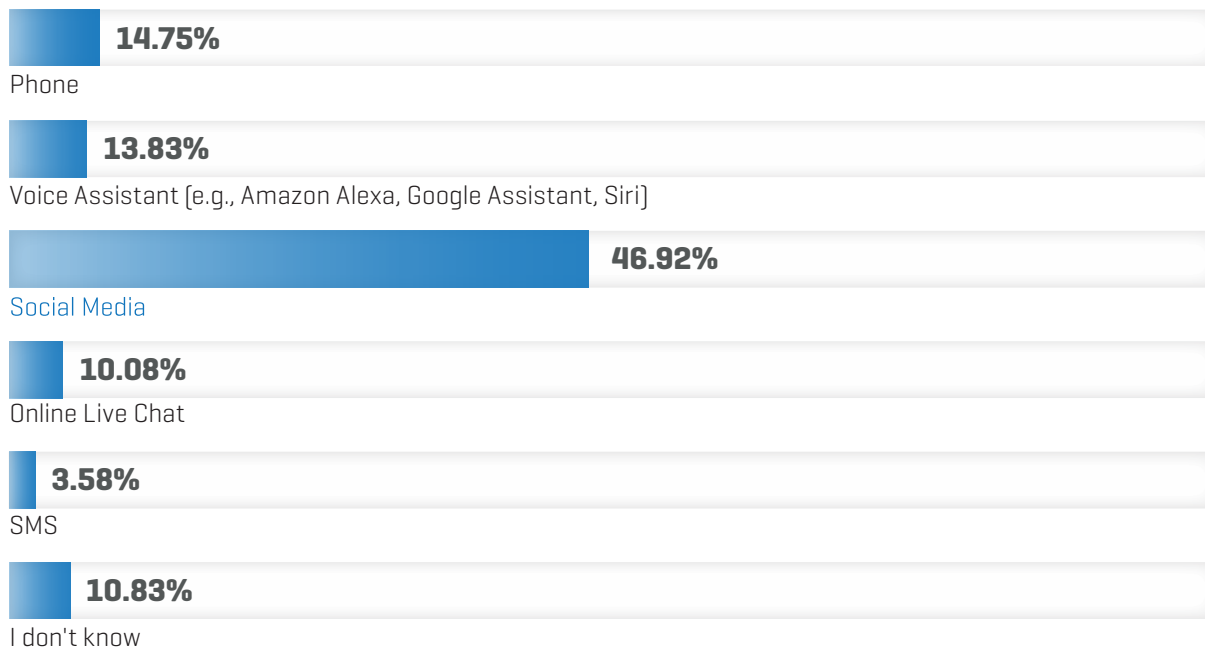
- Gen Z men (74%)
- Millennial men (90%); millennial women (87%)
- Baby boomer men (82%); baby boomer women (89%)



Of those that said they feel the most comfortable using a phone to contact a brand or company with which they do business, the majority of Americans (87%) admit they are worried that sharing their personal information over the phone with a brand could make them vulnerable to fraud.



Which of the following channels do you think presents the most potential for fraud when contacting a brand's/company's customer service department?



MAJORITY OF MEN AND WOMEN THINK SOCIAL MEDIA PRESENTS THE MOST POTENTIAL FOR FRAUD

Men (49%) and women (46%) almost equally agree that social media presents the most potential for fraud when contacting a brand's customer service department.

On the other end of the spectrum, men and women also almost equally agree that the phone and voice assistants (Amazon Alexa, Google Assistant, Siri) present the most potential for fraud:

- Phone: men (15%); women (14%)
- Voice assistant: men (13%); women (15%)

MAJORITY OF BABY BOOMERS, MILLENNIALS AND GEN Zs THINK SOCIAL MEDIA PRESENTS THE MOST POTENTIAL FOR FRAUD

While the majority of Gen Zs (34%) and millennials (49%) think social media presents the most potential for fraud when contacting a brand's customer service department, baby boomers (51%) are the most likely to believe so.

Additional key findings include:

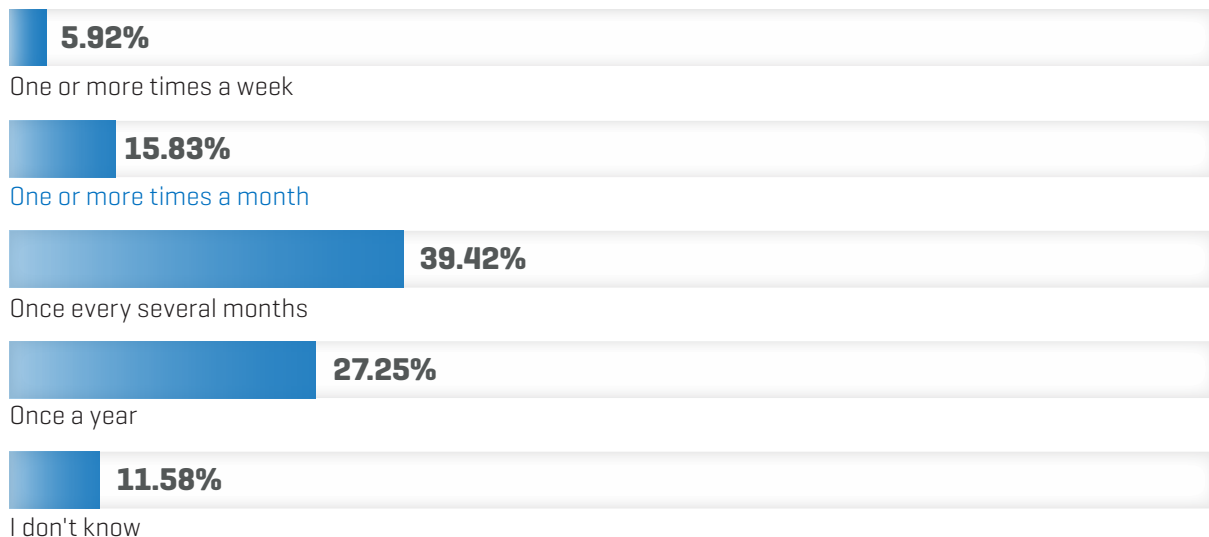
- Baby boomer men (55%) are the most likely to think social media presents the most potential for fraud when contacting a brand's customer service department.
- Gen Z women (21%) are the most likely to say the phone presents the most potential for fraud.
- Gen Z men (22%) are the most likely to say voice (Amazon Alexa, Google Assistant, Siri) present the most potential for fraud.
- Gen Z women are the most likely to say online live chats present the most potential for fraud.



The majority of Americans (47%) think social media channels present the most potential for fraud when contacting a brand's customer service department. This is compared to 15% who said the phone, voice assistant (14%), online live chat (10%) and SMS (4%).



Which of the following options best represents how often you contact a brand's customer support or customer service department?



MEN AND WOMEN CONTACT CUSTOMER SUPPORT AT VARYING FREQUENCIES

The majority of men (37%) and women (41%) contact a brand's customer support once every several months. This is compared to:

- One or more times a week: men (6%); women (6%)
- One or more times a month: men (16%); women (16%)
- Once a year: men (30%); women (25%)

MAJORITY OF BABY BOOMERS, MILLENNIALS AND GEN Zs, MILLENNIALS, BABY BOOMERS CONTACT CUSTOMER SUPPORT AT NEARLY THE SAME FREQUENCY

Nearly the same amount of Gen Zs (39%), millennials (39%) and baby boomers (40%) say they contact a brand's customer support once every several months.

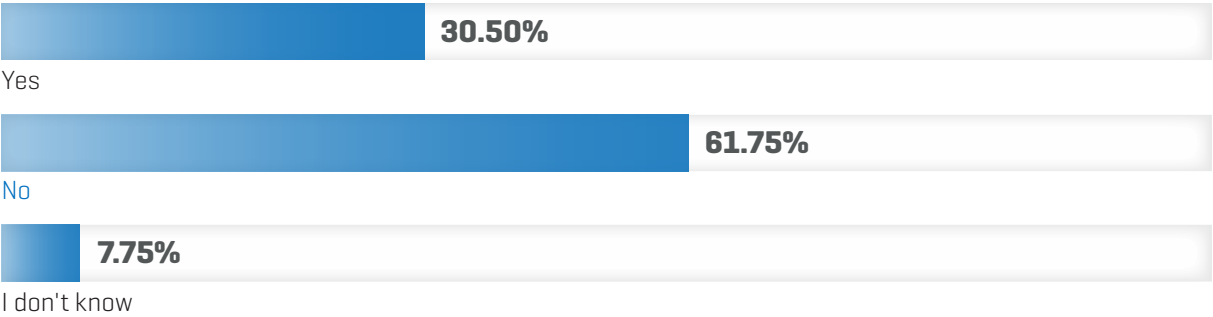
- Millennial men (10%) are the most likely to contact customer support once a week.
- Gen Z men (22%) are the most likely to contact customer support once a month.
- Gen Z women (42%) and baby boomer women (42%) are the most likely to contact customer support once every several months.
- Baby boomer men (36%) are the most likely to contact customer support once a year.



The majority of Americans [39%] contact a brand's customer support or customer service department once every several months, compared to more than one in four [27%] that contact a brand once a year, one or more times a month [16%] and one or more times a week [6%].



Have you ever felt at risk for fraud when contacting a brand’s customer support or customer service department?



MEN ARE MORE LIKELY TO SAY THEY HAVE FELT AT RISK FOR FRAUD WHEN CONTACTING CUSTOMER SUPPORT

Nearly one-third of men (32%) and three in 10 women (30%) have felt at risk for fraud when contacting a brand’s customer support or customer service department.

MILLENNIALS ARE THE MOST LIKELY TO SAY THEY HAVE FELT AT RISK FOR FRAUD WHEN CONTACTING CUSTOMER SUPPORT

Millennials (34%) are the most likely to say they have felt at risk for fraud when contacting a brand’s customer support or customer service department, compared to Gen Zs (33%) and baby boomers (27%).

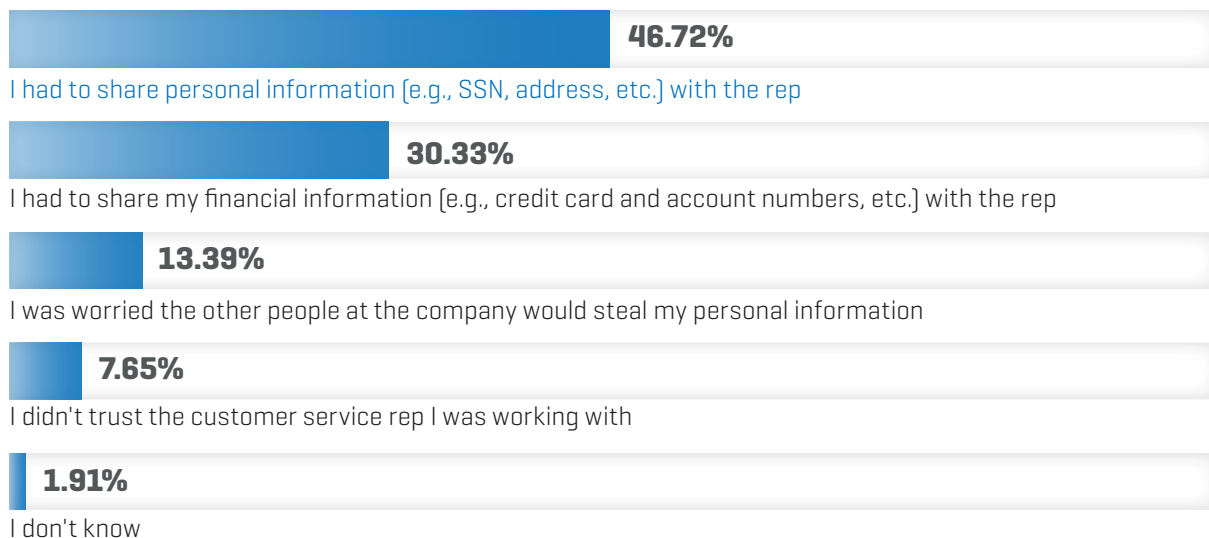
Gen Z men (37%) are the most likely to say they have felt at risk for fraud when contacting a brand’s customer support or customer service department.



Although the majority of Americans (62%) have not felt at risk for fraud when contacting a brand’s customer support or customer service department, nearly one-third of Americans (31%) have felt at risk.



Which of the following best describes why you felt that you were at risk for fraud?



MAJORITY OF MEN AND WOMEN FELT AT RISK BECAUSE THEY HAD TO SHARE PERSONAL INFORMATION

The majority of men (44%) and women (49%) said they felt at risk for fraud when contacting a brand's customer support or customer service department because they had to share personal information (e.g., SSN, address, etc.) with the rep.

MILLENNIALS ARE THE MOST LIKELY TO SAY THEY HAVE FELT AT RISK FOR FRAUD WHEN CONTACTING CUSTOMER SUPPORT

Millennials (47%) are the most likely to say they felt at risk for fraud when contacting a brand's customer support or customer service department because they had to share personal information (e.g., SSN, address, etc.) with the rep, compared to Gen Zs (44%) and baby boomers (34%) that said the same.

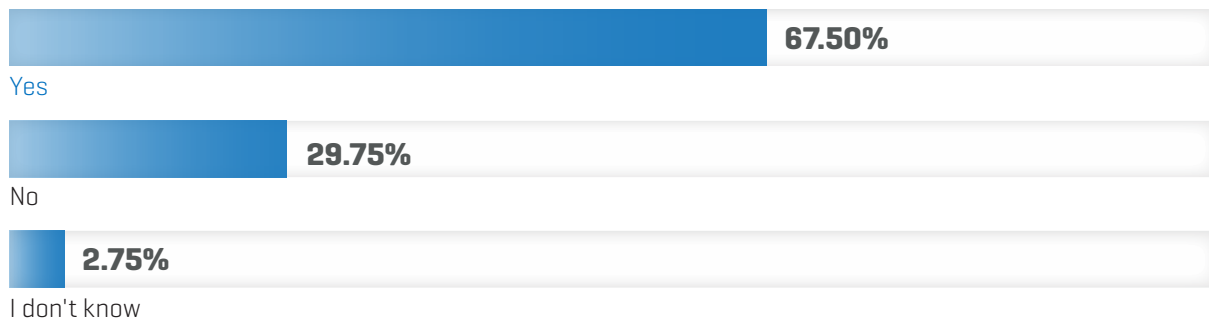
Baby boomers (37%) are the most likely to say they felt at risk for fraud when contacting a brand's customer support or customer service department because they had to share their financial information (e.g., credit card and account numbers) with the rep.



Of those that said they have felt at risk for fraud when contacting a brand's customer support or customer service department, the majority of Americans (47%) said they felt at risk for fraud because they had to share personal information [e.g., SSN, address, etc.] with the rep. This is compared to 30% that said they felt at risk because they had to share financial information [e.g., credit card and account numbers] with the rep, they felt at risk because they worried that other people at the company would steal their personal information (13%), and they didn't trust the customer service rep they were working with (8%).



Have you ever questioned or wondered why a customer service or customer support representative was asking you for certain personal information?



MEN ARE SLIGHTLY MORE LIKELY THAN WOMEN TO WONDER WHY A CUSTOMER SERVICE REP ASKED FOR CERTAIN PERSONAL INFORMATION

Men (69%) are slightly more likely than women (67%) to say they have questioned or wondered why a customer service or customer support representative asked them for certain personal information.

BABY BOOMERS ARE SLIGHTLY MORE LIKELY THAN MILLENNIALS AND GEN Zs TO WONDER WHY A CUSTOMER SERVICE REP ASKED FOR CERTAIN PERSONAL INFORMATION

Nearly seven in 10 (67%) of baby boomers say they have questioned or wondered why a customer service or customer support representative asked them for certain personal information. This is compared to 66% of Gen Zs and 65% of millennials that said the same.

Millennial men (72%) are the most likely to say they have questioned or wondered why a customer service or customer support representative asked them for certain personal information.

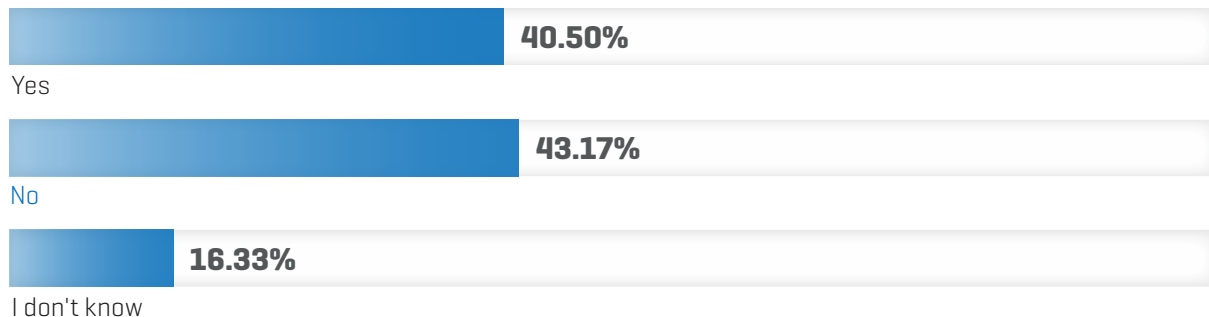
Gen Z men (59%) are the least likely to say they have questioned or wondered why a customer service or customer support representative asked them for certain personal information.



Nearly seven in 10 Americans (68%) have questioned or wondered why a customer service or customer support representative asked them for certain personal information.



Do you think knowledge-based security questions (i.e., questions that only you should know the answer to such as “what was the name of your childhood pet?”) work well enough to stop today’s fraudsters?



MEN AND WOMEN DISAGREE ON THE STRENGTH OF KNOWLEDGE-BASED SECURITY QUESTIONS

The majority of men (42%) think knowledge-based security questions (i.e., questions that only you should know the answer to such as “what was the name of your childhood pet?”) work well enough to stop today’s fraudsters, compared to 39% of women that said the same.

The majority of women (45%) do not think knowledge-based security questions (i.e., questions that only you should know the answer to such as “what was the name of your childhood pet?”) work well enough to stop today’s fraudsters.

GEN Z, MILLENNIALS AGREE ON THE STRENGTH OF KNOWLEDGE-BASED SECURITY QUESTIONS

The majority of Gen Zs (45%) and millennials (45%) do not think knowledge-based security questions (i.e., questions that only you should know the answer to such as “what was the name of your childhood pet?”) work well enough to stop today’s fraudsters, compared to 39% of baby boomers that said the same.

Gen Z men (56%) are the most likely to think knowledge-based security questions work well enough to stop today’s fraudsters, compared to 30% of Gen Z women that said the same.



Nearly an equal amount of Americans think knowledge-based security questions (i.e., questions that only you should know the answer to such as “what was the name of your childhood pet?”) work well enough to stop today’s fraudsters (41%) and 43% do not.



2

THE POWER OF VOICE



2 HEY GOOGLE, CALL CUSTOMER SERVICE

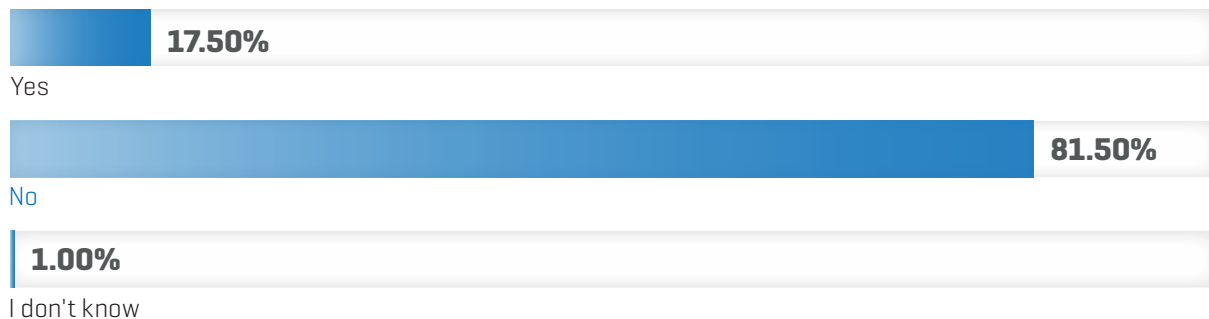
Although the majority of Americans (82%) have not used a smart assistant like Google Assistant or Amazon Alexa to conduct a voice search and call a customer support phone number for a company, nearly one in five Americans (18%) have. Unsurprisingly, Gen Zs (23%) and specifically Gen Z men (37%) are the most likely to say they have used a smart assistant like Google Assistant or Amazon Alexa to conduct a voice search and call a customer support phone number for a company.

When asked if they would feel comfortable making a purchase via a smart assistant like Google Assistant or Amazon Alexa, more than one in five Americans (21%) say they would and 65% would not.

Of those that said they would not feel comfortable making a purchase via a smart assistant like Google Assistant or Amazon Alexa, the majority (43%) said the reason why is because they worry someone could hack into their device and steal their information. This was followed by nearly three in 10 (29%) that said they worry their information wouldn't be stored safely by the channel and another 17% worry someone could charge something to their account without their knowledge.

As voice-enabled technology continues to permeate our devices, gadgets and homes, it is also being used in customer experience and fraud prevention programs. When asked if they use voice authentication (a type of security authentication that relies on a person's unique voice patterns for identification) to gain access to any of their credit or bank accounts, more than one in 10 (13%) of Americans say they do.

Have you ever used a smart assistant like Google Assistant or Amazon Alexa to conduct a voice search and call a customer support phone number for a company?



ALMOST AN EQUAL AMOUNT OF MEN AND WOMEN HAVE USED A SMART ASSISTANT TO CONDUCT A VOICE SEARCH AND CALL

While the majority of men (80%) and women (67%) have not used a smart assistant like Google Assistant or Amazon Alexa to conduct a voice search and call a customer support phone number for a company, one in five men (20%) and nearly the same amount of women (18%) have.

GEN Z ARE THE MOST LIKELY TO HAVE USED A SMART ASSISTANT TO CONDUCT A VOICE SEARCH AND CALL

Gen Zs (23%) are the most likely to say they have used a smart assistant like Google Assistant or Amazon Alexa to conduct a voice search and call a customer support phone number for a company, compared to 20% of millennials and 10% of baby boomers that said the same.

Gen Z men (37%) are the most likely to say they have used a smart assistant to conduct a voice search and call a customer support phone number for a company.

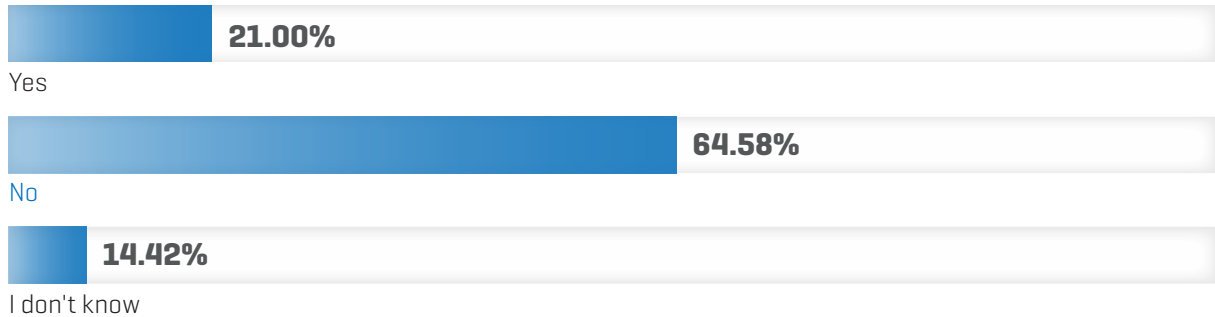
Baby boomer women (92%) are the most likely to say they have not used a smart assistant to conduct a voice search and call a customer support phone number for a company.



Although the vast majority of Americans (82%) have not used a smart assistant like Google Assistant or Amazon Alexa to conduct a voice search and call a customer support phone number for a company, nearly one in five Americans (18%) have.



Would you feel comfortable making a purchase via a smart assistant like Google Assistant or Amazon Alexa?



MEN FEEL MORE COMFORTABLE THAN WOMEN MAKING A PURCHASE VIA A SMART ASSISTANT

One in four men (25%) and nearly one in five women (18%) say they would feel comfortable making a purchase via a smart assistant like Google Assistant or Amazon Alexa.

MILLENNIALS FEEL THE MOST COMFORTABLE MAKING A PURCHASE VIA A SMART ASSISTANT

Millennials (23%) are the most likely to feel comfortable making a purchase via a smart assistant like Google Assistant or Amazon Alexa, compared to 19% of Gen Zs and 14% of baby boomers that said the same.

Across Gen Z, millennials and baby boomers, men are more likely to feel comfortable making a purchase via a smart assistant like Google Assistant or Amazon Alexa, compared to women:

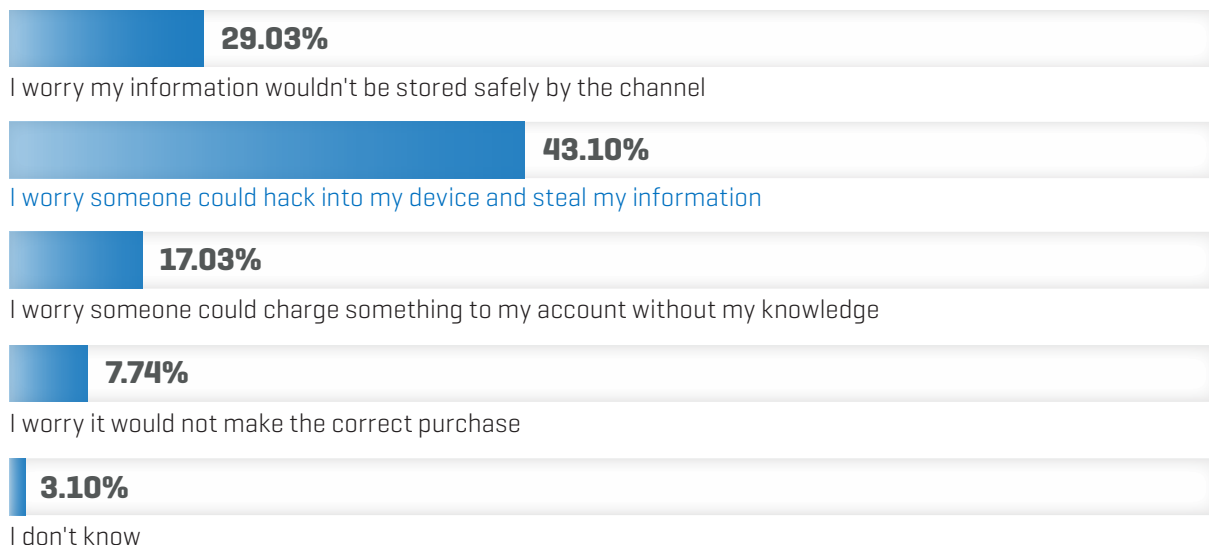
- Gen Z: men (26%); women (17%)
- Millennials: men (28%); women (21%)
- Baby boomers: men (18%); women (10%)



Although the majority of Americans [65%] would not feel comfortable making a purchase via a smart assistant like Google Assistant or Amazon Alexa, more than one in five Americans [21%] say they would feel comfortable.



Which of the following options best describes why you would not feel comfortable?



MAJORITY OF MEN AND WOMEN AGREE ON WHY THEY WOULD NOT FEEL COMFORTABLE MAKING A PURCHASE VIA A SMART ASSISTANT

The majority of men (40%) and women (45%) say they would not feel comfortable making a purchase via a smart assistant like Google Assistant or Amazon Alexa because they worry someone could hack into their device and steal their information. This is compared to:

- I worry my information wouldn't be stored safely by the channel: men (32%); women (27%)
- I worry someone could charge something to my account without my knowledge: men (18%); women (16%)
- I worry it would not make the correct purchase: men (7%); women (8%)

GEN Zs ARE THE MOST WORRIED SOMEONE COULD HACK INTO THEIR DEVICE AND STEAL THEIR INFORMATION

Nearly half of Gen Zs (47%) say the reason they would not feel comfortable making a purchase via a smart assistant like Google Assistant or Amazon Alexa is because they worry someone could hack into their device and steal their information, compared to 43% of millennials and 41% of baby boomers that said the same.

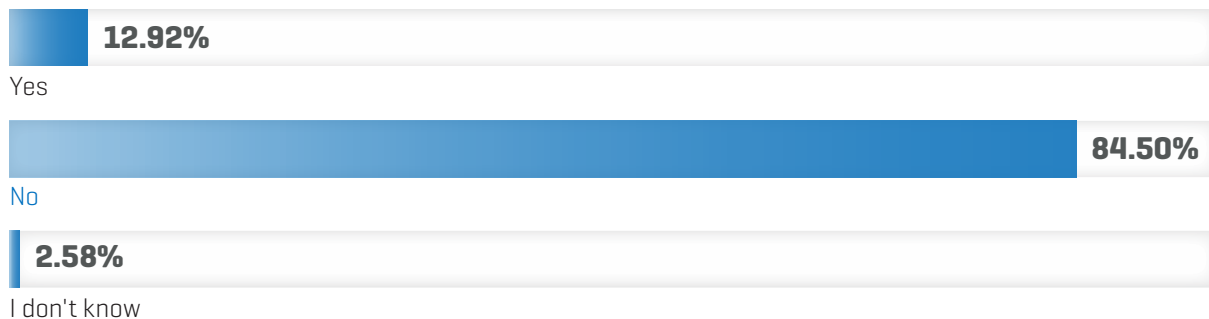
Gen Z men (53%) are the most likely to say the reason they would not feel comfortable making a purchase via a smart assistant like Google Assistant or Amazon Alexa is because they worry someone could hack into their device and steal their information.



Of those that said they would not feel comfortable making a purchase via a smart assistant like Google Assistant or Amazon Alexa, the majority of Americans (43%) said the reason why is because they worry someone could hack into their device and steal their information. This was followed by nearly three in 10 (29%) that said they worry their information wouldn't be stored safely by the channel and another 17% worry someone could charge something to their account without their knowledge.



Do you use voice authentication (a type of security authentication that relies on a person's unique voice patterns for identification) to gain access to any of your credit or bank accounts?



MEN ARE MORE LIKELY THAN WOMEN TO USE VOICE AUTHENTICATION

Men (15%) are more likely than women (12%) to say they use voice authentication (a type of security authentication that relies on a person's unique voice patterns for identification) to gain access to any of their credit or bank accounts.

MILLENNIALS ARE THE MOST LIKELY TO USE VOICE AUTHENTICATION

Millennials (17%) are the most likely to say they use voice authentication (a type of security authentication that relies on a person's unique voice patterns for identification) to gain access to any of their credit or bank accounts, compared to 12% of Gen Zs and 8% of baby boomers that said the same.

- Across Gen Zs, millennials and baby boomers, men are more likely to use voice authentication:
- Gen Zs: men (19%); women (10%)
- Millennials: men (18%), women (16%)
- Baby boomers: men (11%); women (6%)



While the majority of Americans [85%] do not use voice authentication (a type of security authentication that relies on a person's unique voice patterns for identification) to gain access to any of their credit or bank accounts, more than one in 10 [13%] of Americans say they do.



3

PROTECTING YOUR CUSTOMERS



3 CONSUMERS THINK BRANDS CAN DO MORE TO PROTECT CUSTOMER INFORMATION

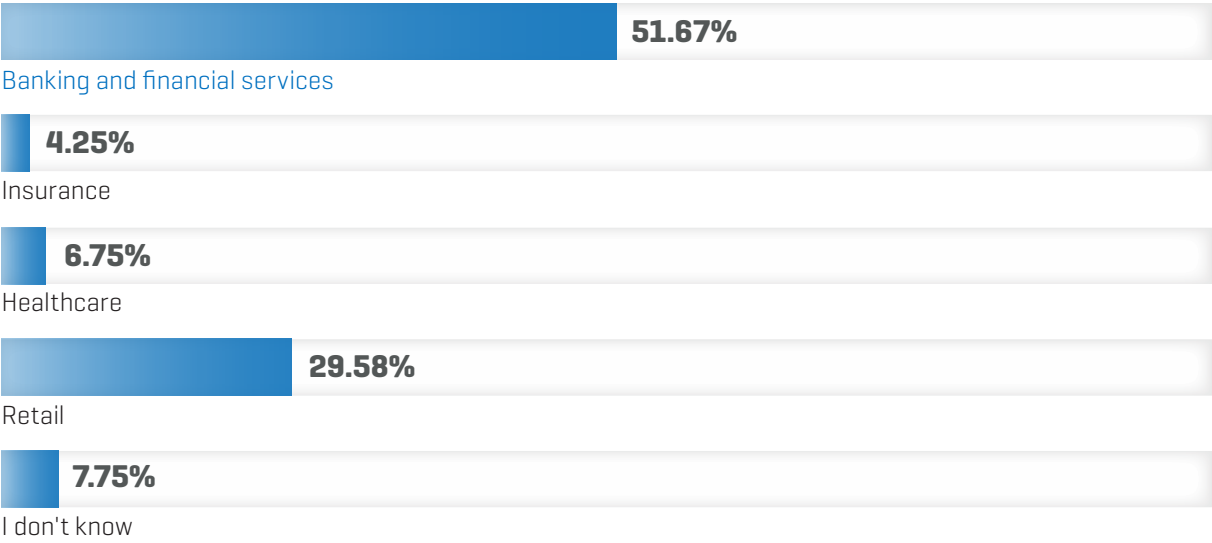
The vast majority of Americans (86%) think brands could do more to protect customer information and prevent customer service fraud. Additionally, more than one in four (28%) of Americans do not trust that the brands and companies with which they do business are handling their personal information securely. For some industries in particular, the lack of trust is worrisome.

When asked to assess which industry they think is the most susceptible to customer service fraud, more than half of Americans (52%) said banking and financial services, compared to retail (30%), healthcare (7%) and insurance (4%). All hope is not lost though, as nearly seven in 10 Americans (65%) think the banking and financial services industry is the most proactive in leveraging technology (e.g., artificial intelligence) to detect unusual activity on their accounts to prevent fraud, followed by healthcare (8%), insurance (6%) and retail (5%).

Nearly three in four Americans (71%) worry that the personal information captured on call recordings when they contact a brand's customer support department could put them at risk for fraud. Gen Zs (75%) are the most likely to worry that the personal information captured on call recordings when they contact a brand's customer support department could put them at risk for fraud, compared to 71% of millennials and 69% of baby boomers that said the same. Across Gen Zs, millennials and baby boomers, women tend to worry more than men that the personal information captured on call recordings when they contact a brand's customer support department could put them at risk for fraud:

- Gen Zs: men (70%); women (77%)
- Millennials: men (67%); women (73%)
- Baby boomers: men (68%); women (70%)

Which of the following industries do you think is most susceptible to customer service fraud?



MEN AND WOMEN THINK BANKING AND FINANCIAL SERVICES IS THE MOST SUSCEPTIBLE TO FRAUD

The majority of men (54%) and women (50%) think the banking and financial services industry is the most susceptible to fraud, compared to:

- Insurance: men (4%); women (4%)
- Healthcare: men (7%); women (6%)
- Retail: men (28%); women (31%)

GEN Zs MOST LIKELY TO THINK BANKING AND FINANCIAL SERVICES IS THE MOST SUSCEPTIBLE TO FRAUD

Gen Zs (59%) are the most likely to think the banking and financial services industry is the most susceptible to fraud, compared to 52% of millennials and 46% of baby boomers.

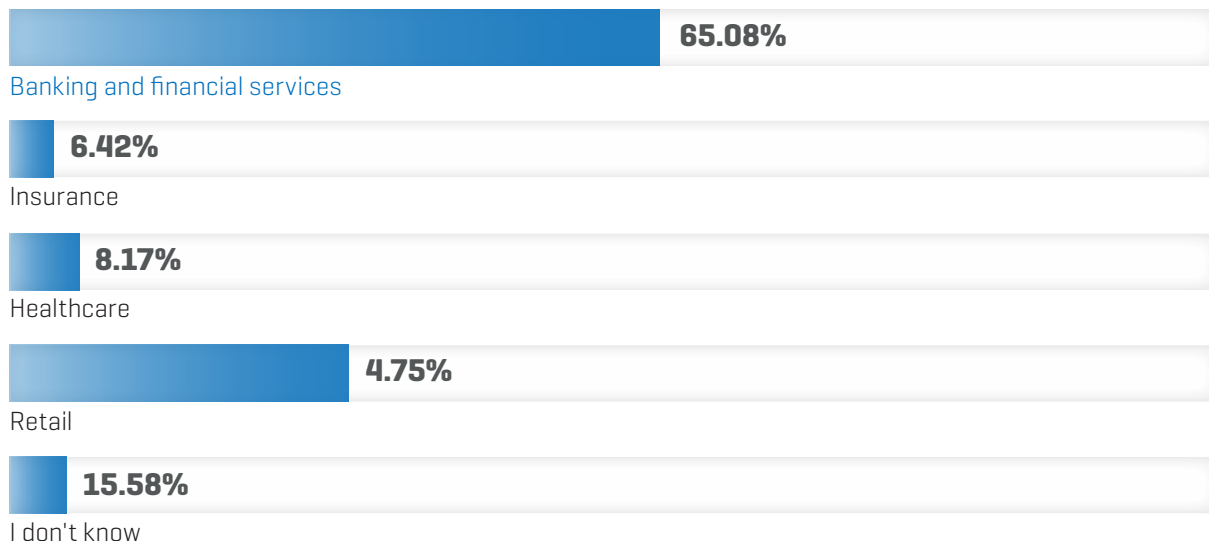
- Additional key findings include:
- Insurance: Gen Zs (6%); millennials (7%); baby boomers (2%)
- Healthcare: Gen Zs (7%); millennials (7%); baby boomers (9%)
- Retail: Gen Zs (21%); millennials (26%); baby boomers (34%)



More than half of Americans [52%] think the banking and financial services industry is the most susceptible to customer service fraud, compared to retail [30%], healthcare [7%] and insurance [4%].



Which of the following industries do you think is the most proactive in leveraging technology (e.g., artificial intelligence) to detect unusual activity on your accounts to prevent fraud?



MEN AND WOMEN EQUALLY THINK THE BANKING AND FINANCIAL SERVICES INDUSTRY IS THE MOST PROACTIVE IN LEVERAGING TECH TO PREVENT FRAUD

Men (65%) and women (65%) equally think the banking and financial services industry is the most proactive in leveraging technology (e.g., artificial intelligence) to detect unusual activity on their accounts to prevent fraud. This is compared to:

- Insurance: men (6%); women (7%)
- Healthcare: men (9%); women (8%)
- Retail: men (6%); women (4%)

GEN Zs LEAST LIKELY TO THINK THE BANKING AND FINANCIAL SERVICES INDUSTRY IS THE MOST PROACTIVE IN LEVERAGING TECH TO PREVENT FRAUD

Gen Zs (54%) are the least likely to think the banking and financial services industry is the most proactive in leveraging technology (e.g., artificial intelligence) to detect unusual activity on their accounts to prevent fraud, compared to 67% of millennials and 68% of baby boomers that said the same.

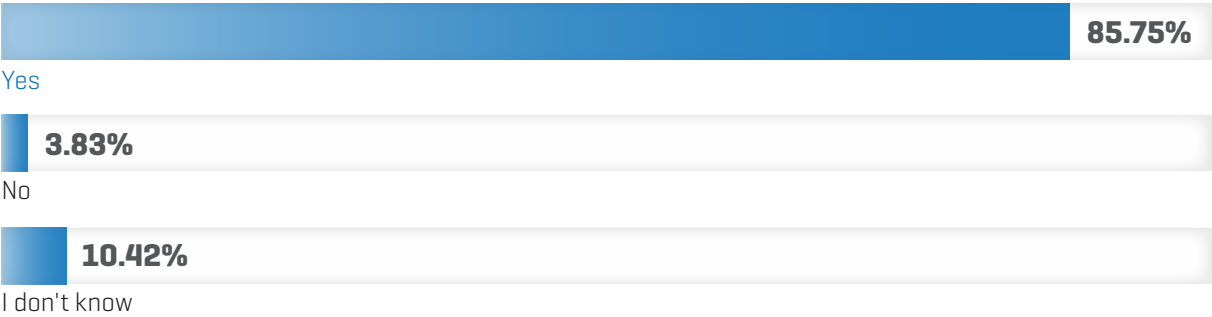
Gen Z women (53%) are the least likely to think the banking and financial services industry are the most proactive in leveraging technology to prevent fraud and baby boomer women (69%) are the most likely to think the banking and financial services industry is the most proactive.



Nearly seven in 10 Americans [65%] think the banking and financial services industry is the most proactive in leveraging technology (e.g., artificial intelligence) to detect unusual activity on their accounts to prevent fraud, followed by healthcare [8%], insurance [6%] and retail [5%]. Nearly one in five [16%] do not know which industry is the most proactive.



Do you think brands could do more to protect customer information and prevent customer service fraud?



MEN ARE MORE LIKELY THAN WOMEN TO THINK BRANDS COULD DO MORE TO PREVENT FRAUD

Men (65%) and women (65%) equally think the banking and financial services industry is the most proactive in leveraging technology (e.g., artificial intelligence) to detect unusual activity on their accounts to prevent fraud. This is compared to:

- Insurance: men (6%); women (7%)
- Healthcare: men (9%); women (8%)
- Retail: men (6%); women (4%)

GEN Zs, MILLENNIALS AND BABY BOOMERS ALMOST EQUALLY AGREE THAT BRANDS COULD DO MORE TO PREVENT FRAUD

While Gen Zs (88%) are the most likely to think brands could do more to protect customer information and prevent customer service fraud, millennials (86%) and baby boomers (87%) were close behind in their sentiment.

Baby boomer men (90%) are the most likely to think brands could do more to prevent fraud, compared to the following that said the same:

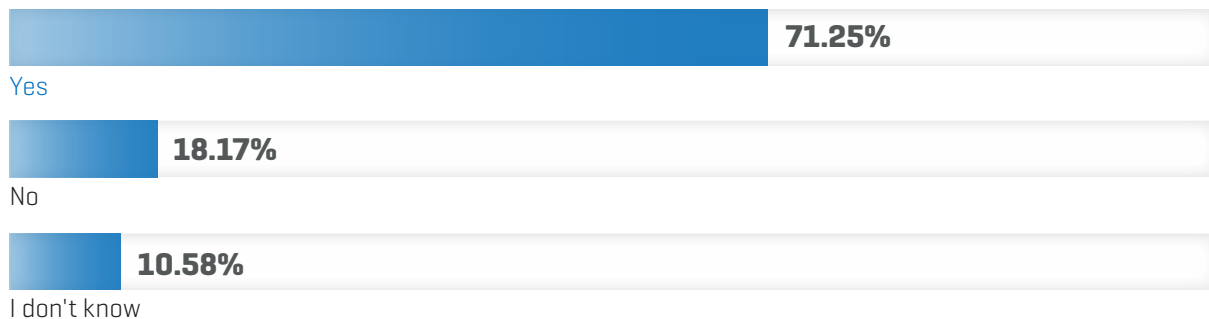
- Gen Zs: men (89%); women (88%)
- Millennials: men (85%); women (86%)
- Baby boomer women (83%)



The vast majority of Americans [86%] think brands could do more to protect customer information and prevent customer service fraud, compared to 11% that don't know and 4% that don't think brands could do more.



Do you worry that the personal information captured on call recordings when you contact a brand's customer support department could put you at risk for fraud?



WOMEN ARE SLIGHTLY MORE LIKELY THAN MEN TO WORRY THAT THE PERSONAL INFORMATION CAPTURED ON CALL RECORDINGS COULD PUT THEM AT RISK FOR FRAUD

Women (72%) are slightly more likely than men (70%) to worry that the personal information captured on call recordings when they contact a brand's customer support department could put them at risk for fraud.

GEN Zs ARE THE MOST LIKELY TO WORRY THAT THE PERSONAL INFORMATION CAPTURED ON CALL RECORDINGS COULD PUT THEM AT RISK FOR FRAUD

Three in four Gen Zs (75%) worry that the personal information captured on call recordings when they contact a brand's customer support department could put them at risk for fraud, compared to 71% of millennials and 69% of baby boomers that said the same.

Across Gen Zs, millennials and baby boomers, women tend to worry more than men that the personal information captured on call recordings when they contact a brand's customer support department could put them at risk for fraud:

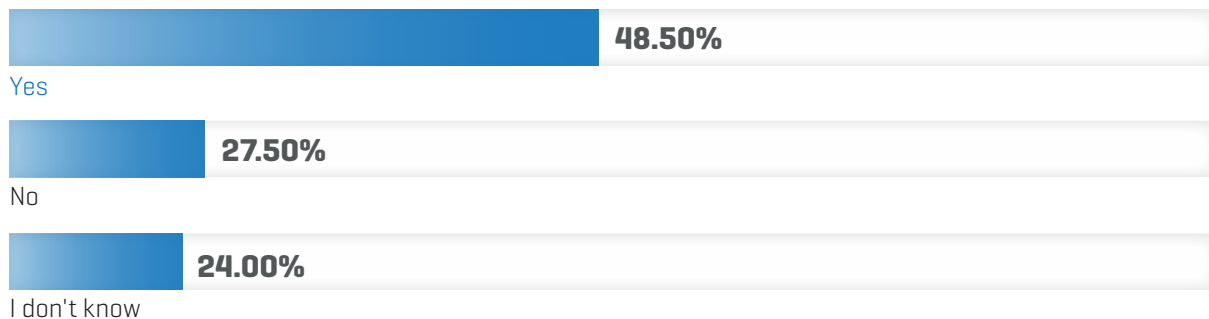
- Gen Zs: men (70%); women (77%)
- Millennials: men (67%); women (73%)
- Baby boomers: men (68%); women (70%)



Nearly three in four Americans (71%) worry that the personal information captured on call recordings when they contact a brand's customer support department could put them at risk for fraud, compared to the 18% that do not worry.



Do you trust that the brands and companies you do business with are handling your personal information securely?



MEN ARE MORE LIKELY THAN WOMEN TO THINK BRANDS ARE NOT HANDLING PERSONAL INFORMATION SECURELY

Nearly one-third of men (31%) do not trust that the brands and companies with which they do business with are handling their personal information securely, compared to one in four women (25%) that said the same.

BABY BOOMERS ARE THE MOST LIKELY TO SAY THEY DON'T THINK BRANDS ARE HANDLING PERSONAL INFORMATION SECURELY

Exactly 30% of baby boomers do not trust that the brands and companies with which they do business are handling their personal information securely, compared to 24% of Gen Zs and 25% of millennials that said the same.

Baby boomer men (31%) are the most likely to say they do not trust that the brands and companies with which they do business are handling their personal information securely, compared to the following that said the same:

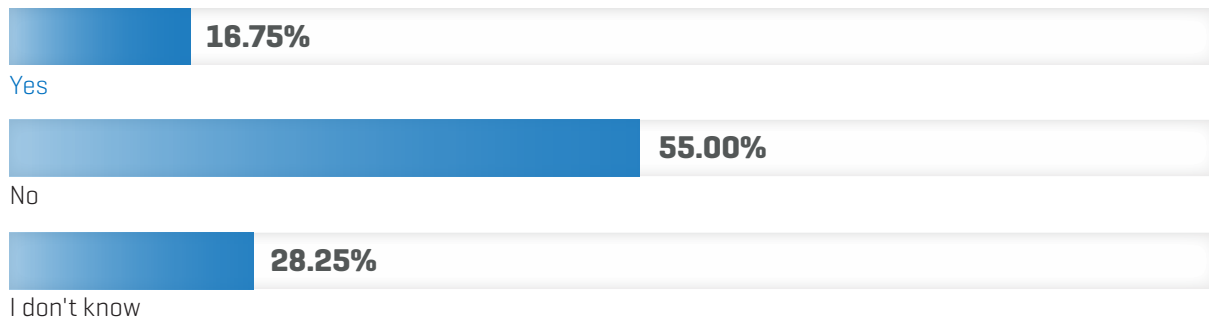
- Gen Zs: men (22%); women (25%)
- Millennials: men (26%); women (25%)
- Baby boomer women (30%)



Although nearly half of Americans (49%) trust that the brands and companies with which they do business are handling their personal information securely, more than one in four (28%) of Americans do not.



If you found out that a brand with which you do business doesn't use technology (e.g., artificial intelligence) to monitor for fraudulent activity on your accounts, would you continue doing business with them?



MEN ARE MORE LIKELY THAN WOMEN TO DROP A BRAND THAT DOESN'T USE TECH TO MONITOR FOR FRAUD

The majority of men (57%) and women (53%) say they would not continue doing business with a brand if they found out that brand does not use technology (e.g., artificial intelligence) to monitor for fraudulent activity on their accounts.

GEN Zs ARE THE MOST LIKELY TO DROP A BRAND THAT DOESN'T USE TECH TO MONITOR FOR FRAUD

The majority of Gen Zs (59%), millennials (51%) and baby boomers (57%) would not continue doing business with a brand if they found out that brand does not use technology (e.g., artificial intelligence) to monitor for fraudulent activity on their accounts.

Gen Z men (67%) are the most likely to say they would not continue doing business with a brand if they found out that brand does not use technology (e.g., artificial intelligence) to monitor for fraudulent activity on their accounts, compared to:

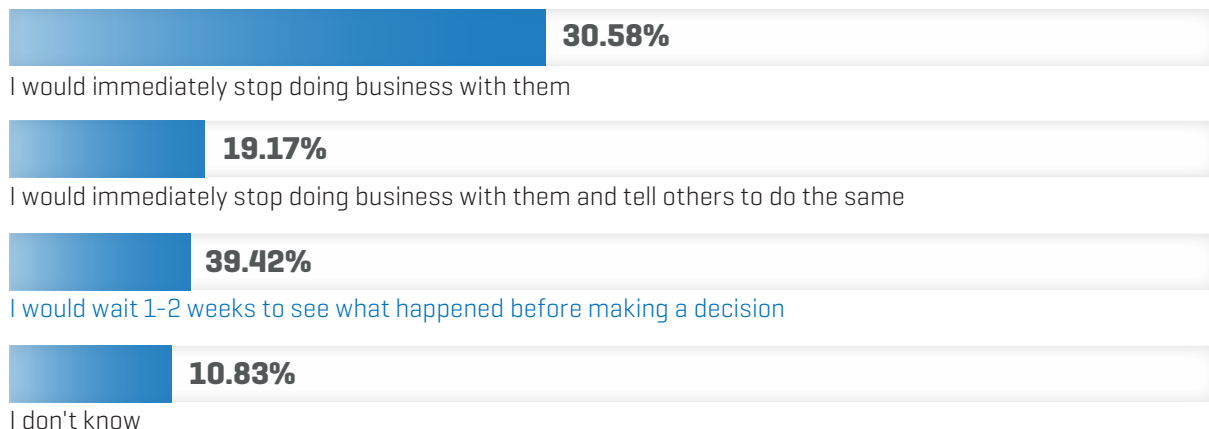
- Gen Z women (57%)
- Millennials: men (52%); women (50%)
- Baby boomers: men (56%); women (58%)



More than half of Americans (55%) would not continue doing business with a brand if they found out that brand does not use technology (e.g., artificial intelligence) to monitor for fraudulent activity on their accounts, compared to 17% of Americans that would continue doing business with them.



If you found out that a brand/company you do business with became a victim of fraud, which of the following best describes how you would react?



MAJORITY OF MEN AND WOMEN WOULD WAIT TO MAKE A DECISION

The majority of men (41%) and women (39%) say they would wait 1-2 weeks to see what happened before making a decision if they found out that a brand/company with which they do business became a victim of fraud. The remaining men and women would react in the following manners:

- I would immediately stop doing business with them: men (31%); women (31%)
- I would immediately stop doing business with them and tell others to do the same: men (20%); women (19%)

BABY BOOMERS ARE THE MOST LIKELY TO WAIT TO MAKE A DECISION

The majority of baby boomers (43%), Gen Zs (37%) and millennials (36%) say they would wait 1-2 weeks to see what happened before making a decision if they found out that a brand/company with which they do business became a victim of fraud.



When asked how they would react if they found out that a brand/company with which they do business became a victim of fraud, the majority of Americans [39%] said they would wait 1-2 weeks to see what happened before making a decision, followed by immediately stop doing business with them [31%], immediately stop doing business with them and tell others to do the same [19%].



THANK YOU.



About Sitel Group

Sitel Group's 75,000 people across the globe connect many of the world's best-known brands with their customers – 3.5 million times every day. As a global customer experience (CX) management leader, we apply our 30+ years of industry-leading experience and the entrepreneurial spirit of our group's founders to deliver omnichannel experiences through voice, chat, social media and more to customers of our 400+ clients across all verticals – from Fortune 500 companies to local startups.

Our group's breadth of capabilities – powered by our ecosystem of experts including Innso, Learning Tribes, Sitel, Sitel Insights and TSC – go beyond business process outsourcing (BPO) to support every stage of the customer journey. We are redefining the contact center and improving business results by pairing innovative solutions – such as self-care and automation – with the human touch, emotion and empathy of our people.

As a CX platform, we are powered by experts to deliver tailored CX solutions to fit our clients' needs through our consultative, customer-centric approach adding value at every touchpoint – regardless of location, channel or time of day.

Contact Sitel Group at

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About CallMiner

CallMiner is the global leader in conversation analytics to drive business performance improvement. Powered by artificial intelligence and machine learning, CallMiner delivers the industry's most comprehensive platform to analyze omnichannel customer interactions at scale, allowing organizations to interpret sentiment and identify patterns to reveal deep understanding from every conversation. By connecting the dots between insights and action, CallMiner enables companies to identify areas of opportunity to drive business improvement, growth and transformational change more effectively than ever before. CallMiner is trusted by the world's leading organizations across retail, financial services, healthcare and insurance, travel and hospitality, and more.

For more information, visit www.callminer.com.

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For more information about the **Sitel Group x CallMiner: Preventing Fraud & Preserving CX with AI** report visit www.sitel.com.

