

	Awareness/ Research	Purchase	Billing/ Collections	Service	Technical Support	Cancel
Online/Web	45%	34%	40%	17% Execution Issue	0% Execution Issue	Customers Want
Phone	5% - Potential for more	10%	25%	70% - Could bring down	2%	81%
Chat	5% Execution Issue	Customers Want	0% Not really wanted	10% Execution Issue	18% Execution Issue	9% Execution Issue
Email	10% Execution Issue	1% Not really wanted	35%	3% Execution Issue	4% Not really wanted	5% Company wants to stop
Brick & Mortar	35%	55%	Not offered, Not Wanted	Customers Want	76%	5%
Application (App)	Customers Want	Customers Want	Company Wants	Customers Want	Customers Want	Customers Want