

Clickatell Chat Commerce Trends Report

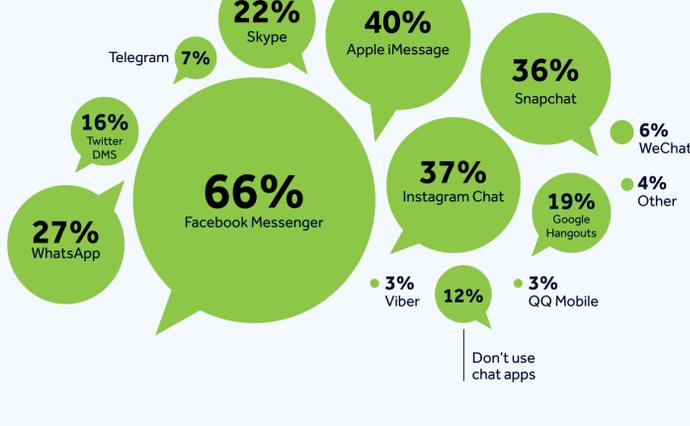
In our first Chat Commerce Trends Report, Clickatell surveyed over **1,000 US consumers** on how they use chat revealing that **more than half of consumers have already used chat** to talk to businesses and they want banks to get on board.



Consumers Love Chat

What types of chat apps do you use on your mobile device (phone or tablet)?

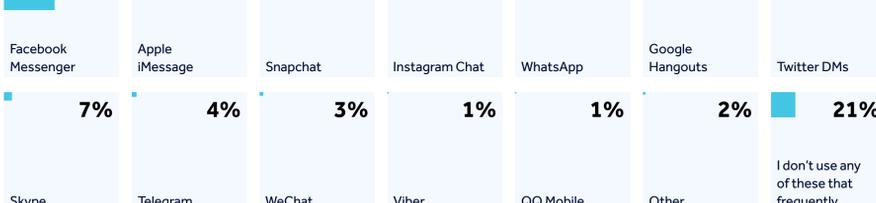
88% of consumers use chat apps on a mobile device. Facebook Messenger and Apple iMessage are the most common.



Chat Happens All Day, Every Day

Which of the following chat apps do you use **at least once a day**?

79% of consumers use their favorite chat apps daily



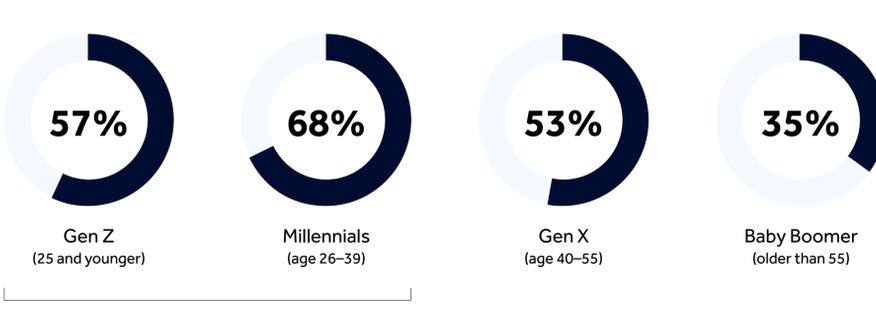
Businesses Are Moving to Chat

Have you ever used a chat app to communicate with a business (i.e. restaurant, store, bank, etc.)?



54% of consumers transact with businesses in their favorite chat apps

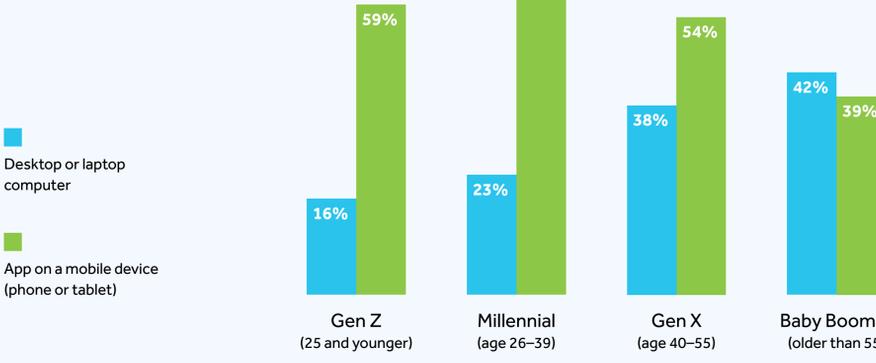
Millennials Lead the Chat Trend



Millennials and Gen Z transact with businesses most frequently

Use Chat to Attract and Retain Younger Customers

Younger generations access their bank via mobile more than Gen X and Baby Boomers



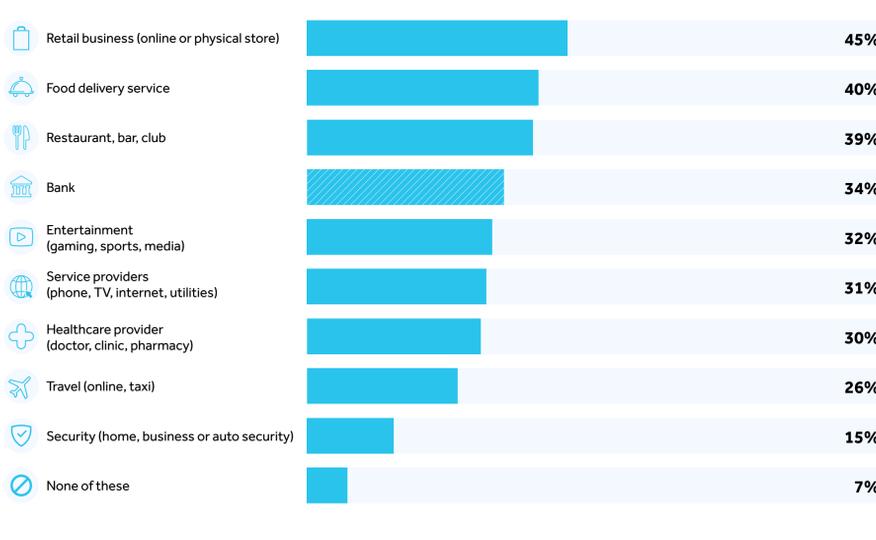
Business Chat Consumer Growth

71% don't like having to download a different mobile app for every company they work with

77% are open to making a purchase using a chat app

Which of the following types of businesses have you communicated with using a chat app?

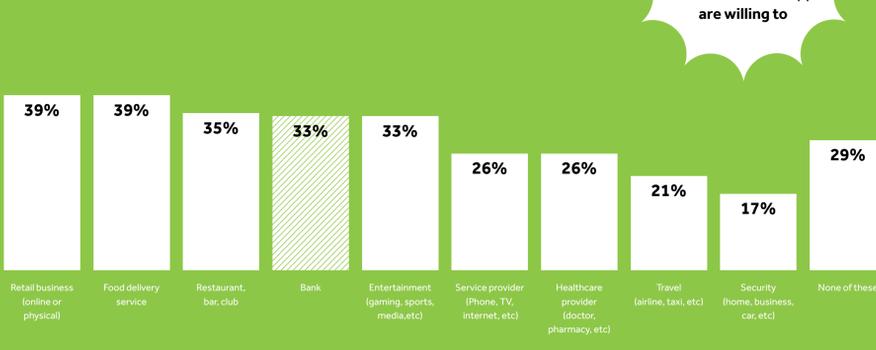
Consumers use chat apps extensively – even with businesses



The Future of Business Chat

Which of the following types of businesses are you interested in communicating with using a chat app?

71% of those who haven't communicated with a business via chat app are willing to



Banking is the Future of Chat Commerce

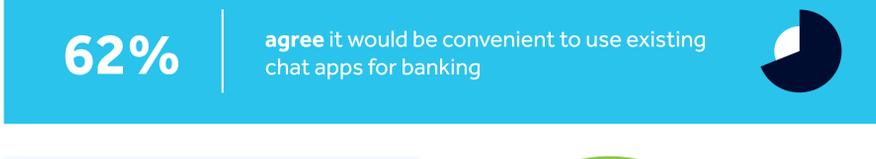
Consumers want to move their banking transactions to Chat

1/3 have communicated with a bank using a chat app

73% are interested in banking via chat app

70% are likely to use a chat app for banking if their bank offered it

Millennials are **most likely** to use a chat app for banking tasks if it were offered



Hi, please pay Emma \$100 from my savings account.

Millennials increased the way they use banking apps the most due to Covid-19

65% say Covid-19 has changed the way they use banking apps,

including **12%** who started using an app for the first time

Want to find out more about Chat Commerce Consumer Trends, download the full report [here](#).

*Report results based on polling of over 1,000 US residents with 3 or more bank accounts. Polling conducted by Dimensional Research as commissioned by Clickatell.

At Clickatell, we believe in creating a better world through technology and have democratized commerce in chat to make it accessible for everyone, everywhere.

More information about the company can be found at clickatell.com.

