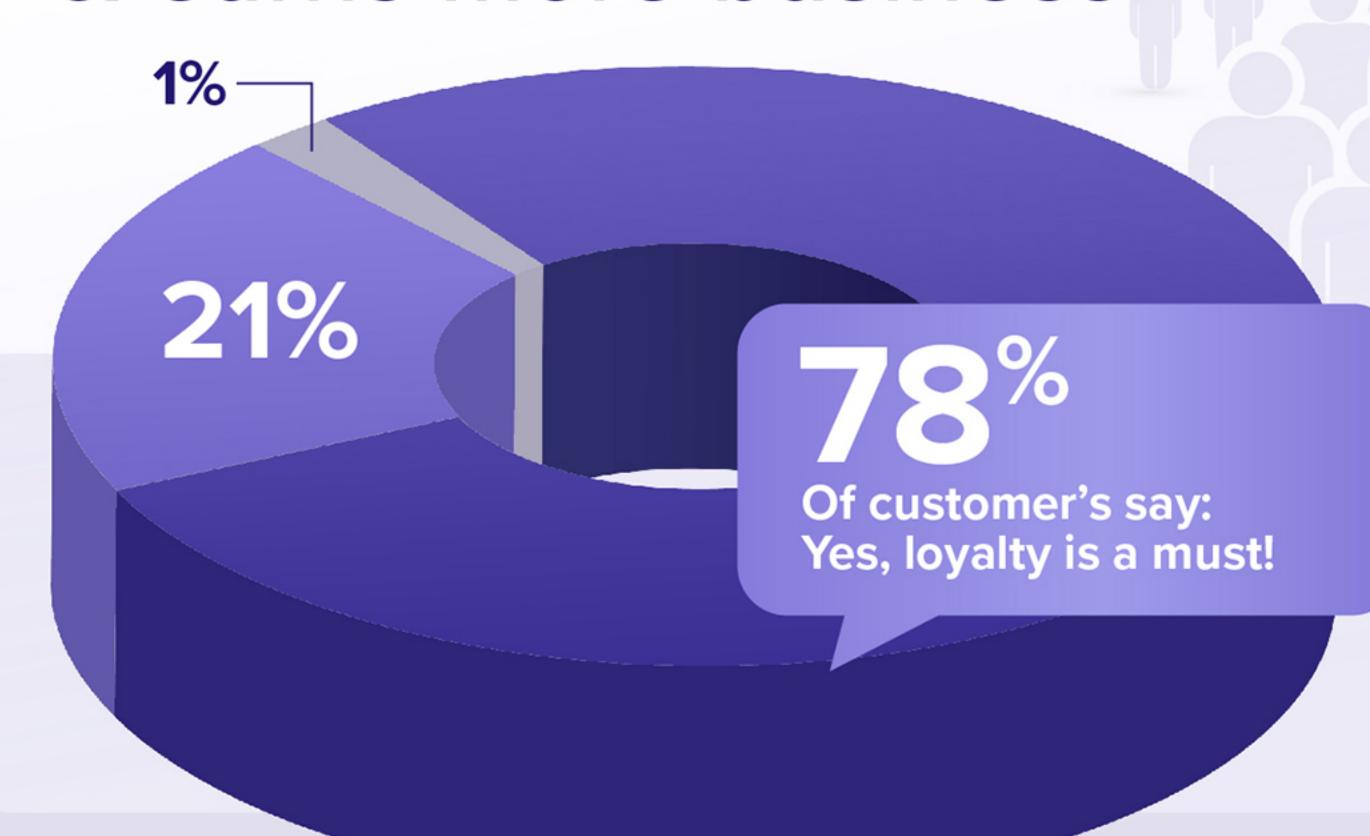


The state of Customer Service in 2020

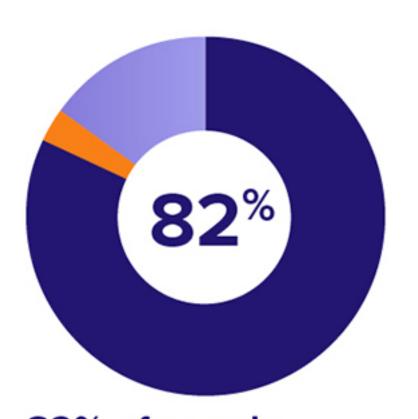
A pillar for a thriving business; a core function responsible for driving profitability

Customer service drives loyalty & earns more business.



Customer service is now on par with price and product in determining where people spend their money and assign their loyalty.

- Yes, it's fundamental to earning my loyalty and business (78%)
- Companies should offer great service, but it's not required (21%)
- No, customer service does not matter (1%)



82% of people say good customer service is extremely or very important, only 3% say its only somewhat or not important.

Everyone today says customer service is important





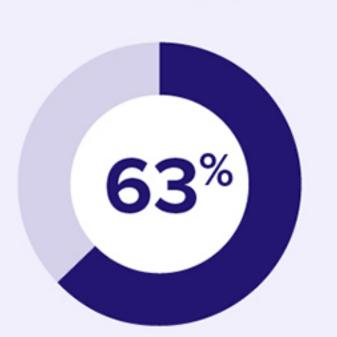


gotten worse

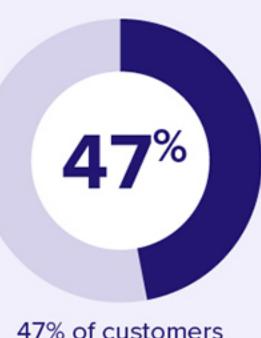


or slow

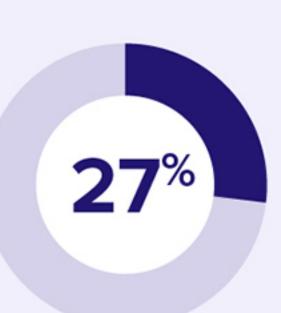
Expectations for customer support are on the rise.



63% of customers have higher expectations for customer support than they did 3-5 years ago



47% of customers expect faster, more convenient resolutions



27% of customers expect customer service to be proactive



And those higher expectations are not being met.



61% of customers hate to repeat themselves

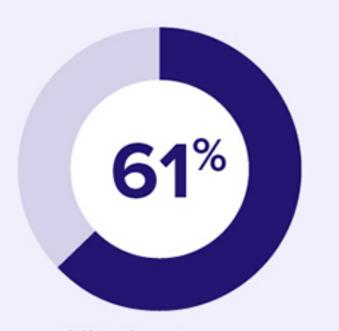


60% of customers are not getting their issues resolved during first contact



44% of customers hate waiting for a response on email, social or chat

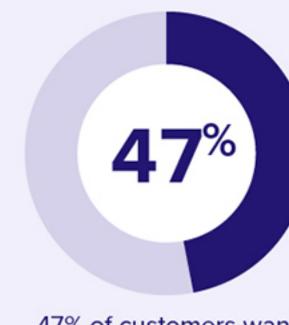
Friendliness and speed are the most important service attributes.



61% of customers want a fast resolution



57% of customers want a favorable outcome



47% of customers want convenience