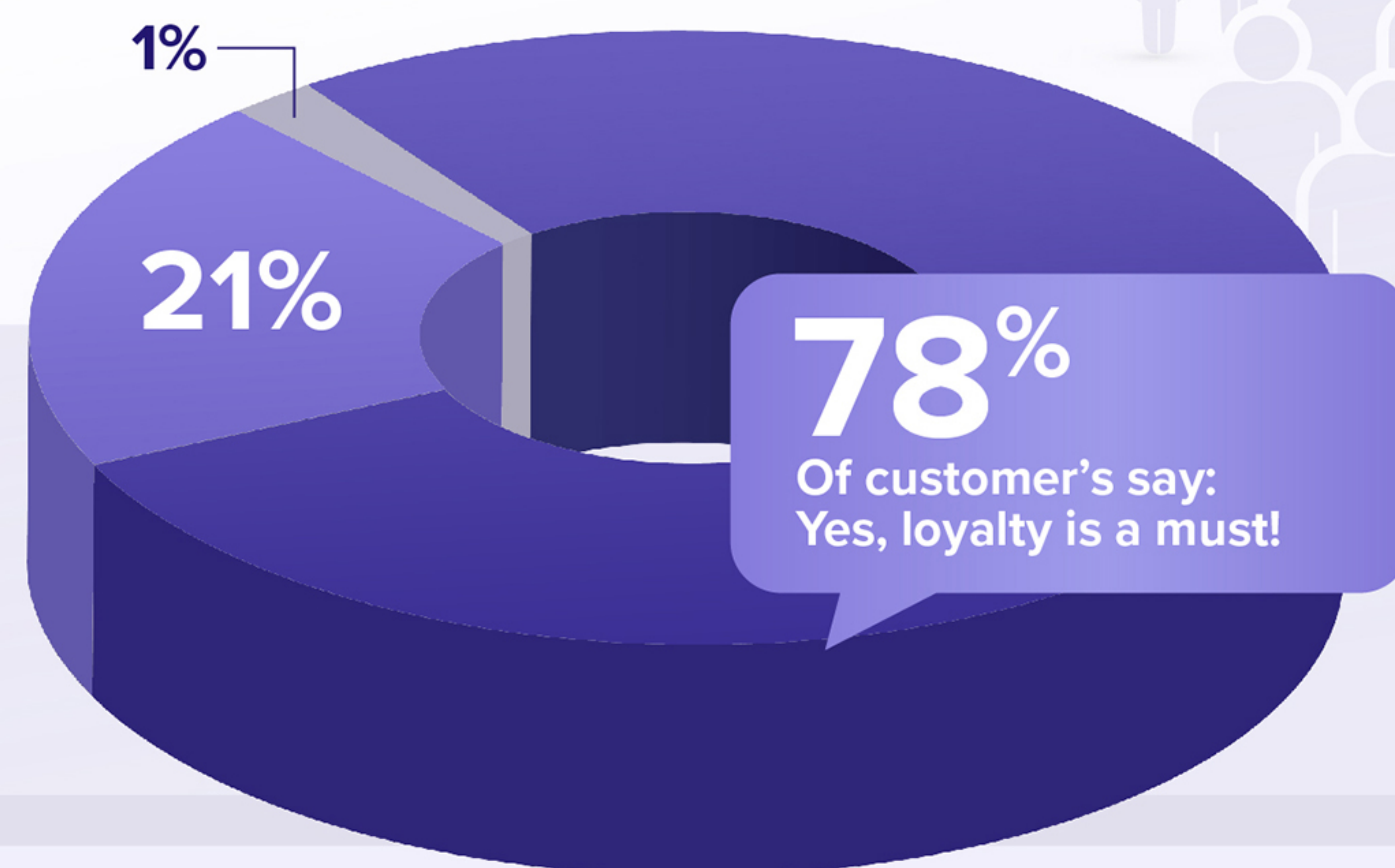


# The state of Customer Service in 2020

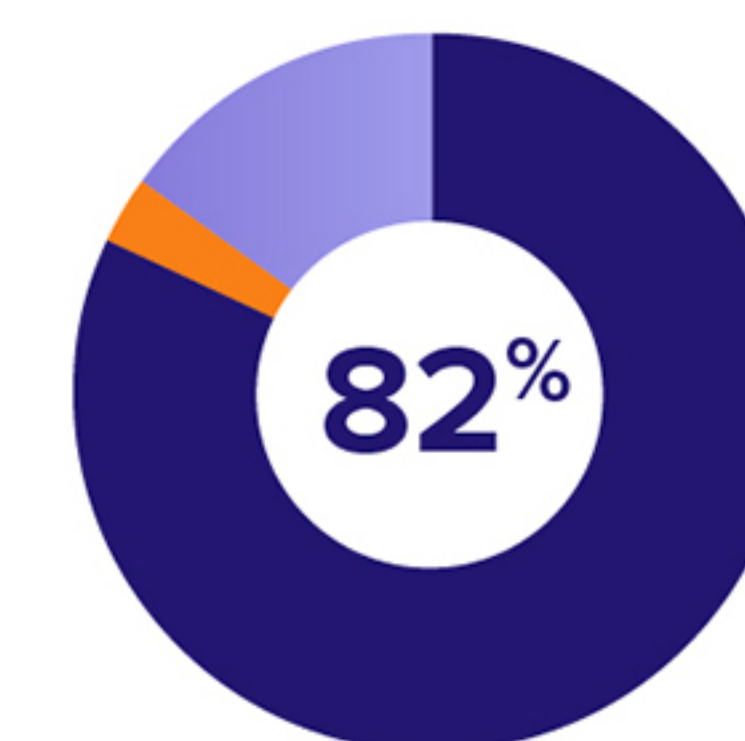
A pillar for a thriving business; a core function responsible for driving profitability

## 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%)



## Everyone today says customer service is important



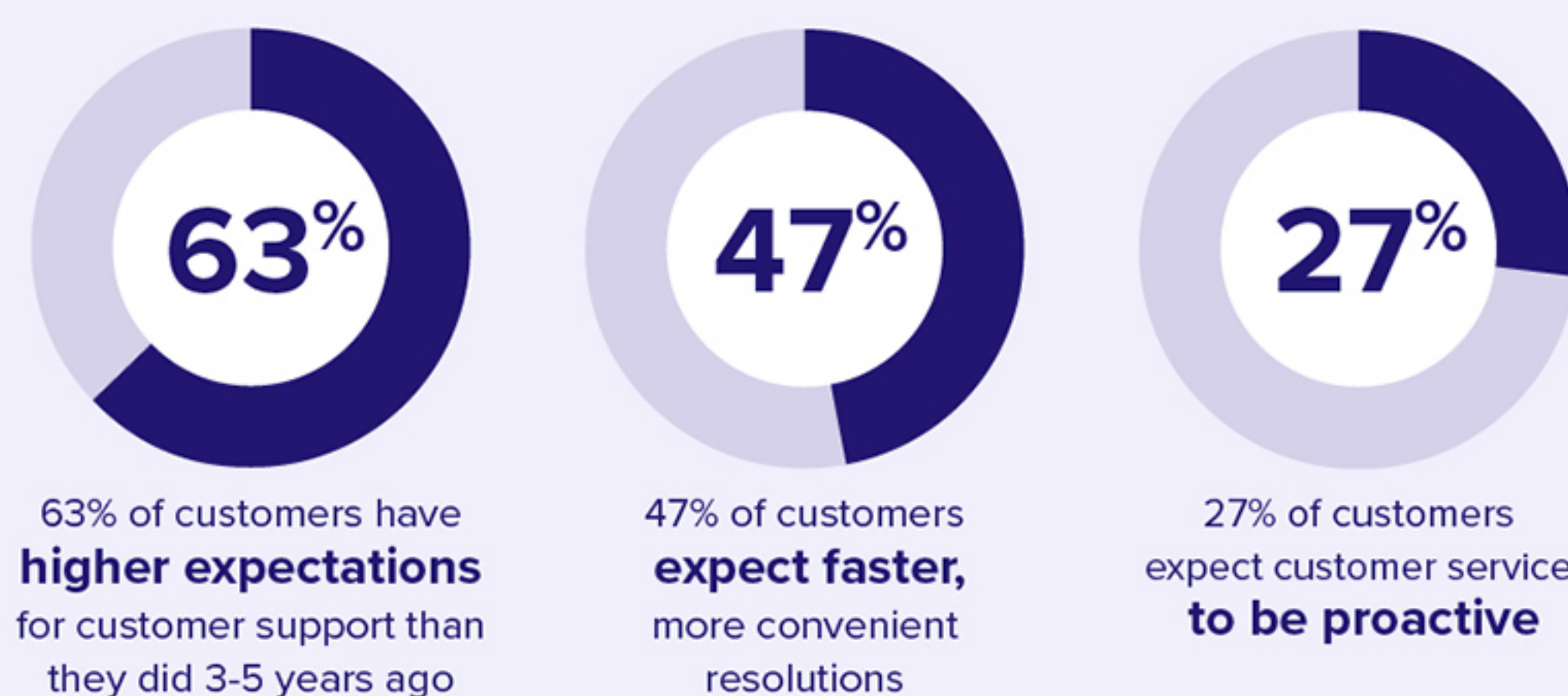
While companies have been making an effort to provide better service, your customers **don't see it** getting any easier (yet).



25% of people say it has actually **gotten worse**



## Expectations for customer support are on the rise.



## And those higher expectations are not being met.



## Friendliness and speed are the most important service attributes.

