

Customer Service Trends

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SURVEY SUMMARY

Between October and December 2020, Gatepoint Research invited selected executives to participate in a survey themed *Customer Service Trends*.

- ▶ Candidates were invited via email and 200 customer service and other executives have participated to date.
- ▶ Management levels represented are all senior decision makers: 10% hold the title CxO, 12% are VPs, 24% are Directors, and 54% are Managers.
- ▶ Survey participants represent firms from a wide variety of industries including business services, construction, consumer services, education, financial services, healthcare, media, manufacturing (general, primary and high tech), mining, public administration, retail trade, telecom services, transportation, utilities, and wholesale trade.
- ▶ Responders work for firms with a wide range of revenue levels:
 - 55% work in Fortune 1000 companies with revenues over \$1.5 billion;
 - 13% work in large firms whose revenues are between \$500 million and \$1.5 billion;
 - 6% work in mid-market firms with \$250 million to \$500 million in revenues;
 - 26% work in small companies with less than \$250 million in revenues.
- ▶ 100% of responders participated voluntarily; none were engaged using telemarketing.



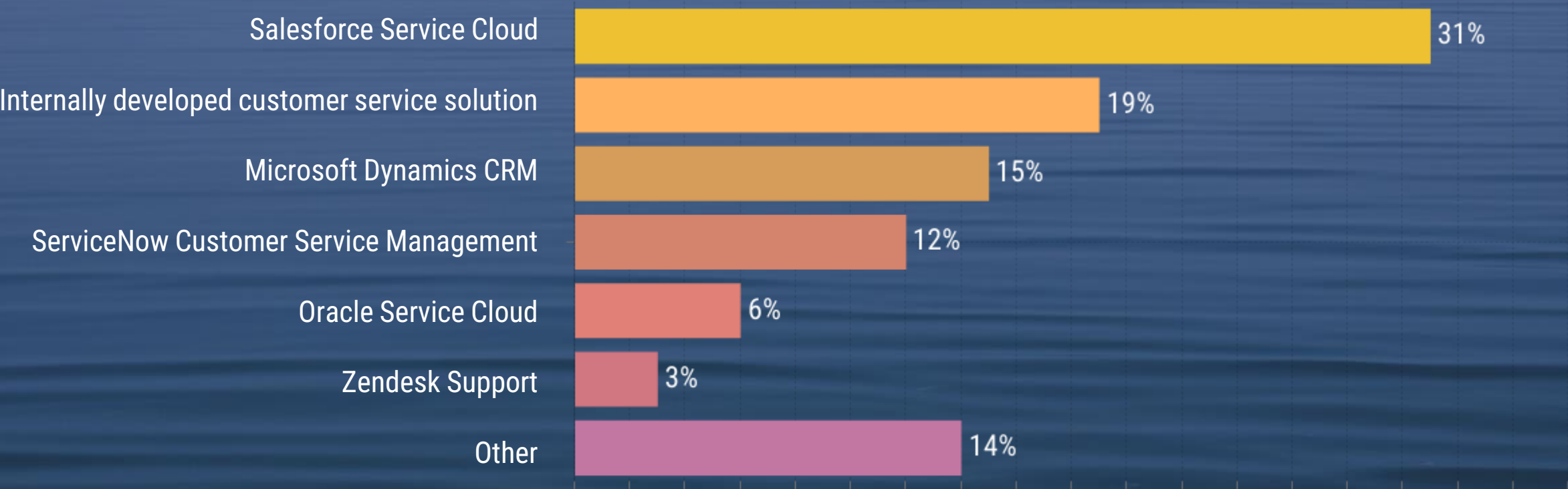
EXECUTIVE OVERVIEW

Customers expect the very best service for their money, whether they have a choice of vendors or not. Rapid response, resolution on first contact, and anticipating and resolving issues before they surface are targets every company strives to achieve. Customer service solutions are central to best-in-class performance, but are companies getting all they need from their solutions?

This survey asks responders to report:

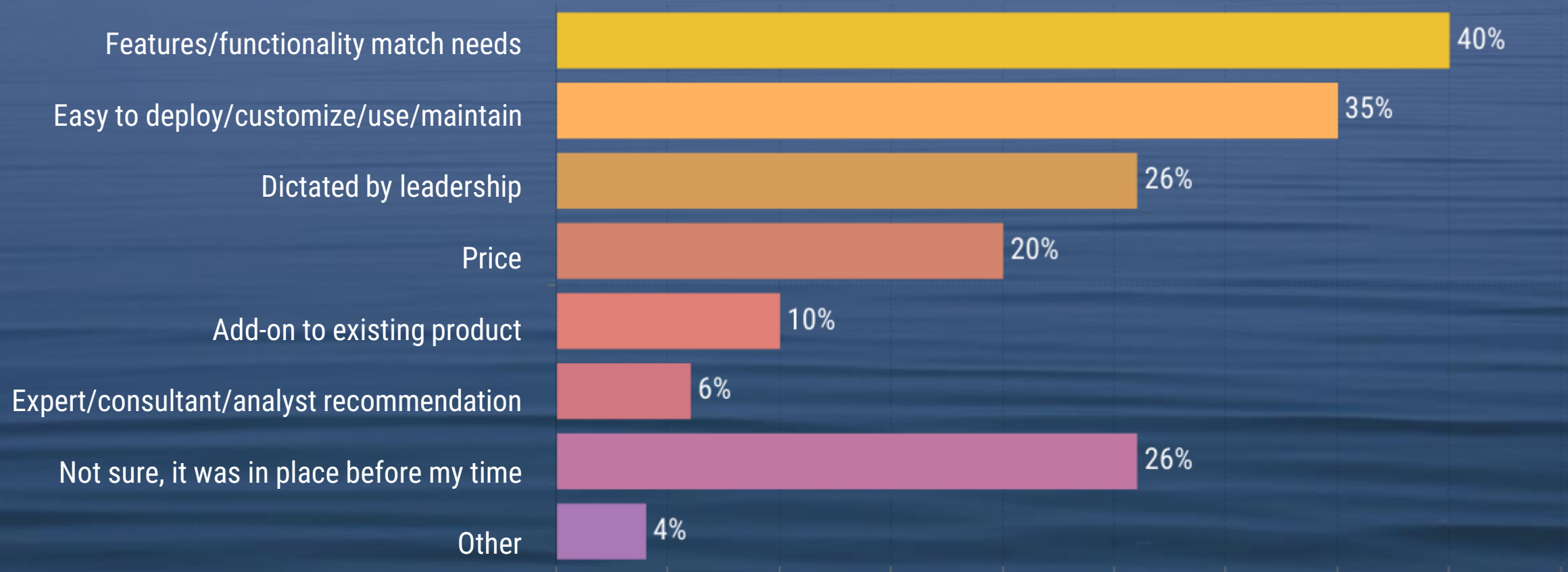
- What customer service solution are they using, and why did they choose that solution?
- What challenges do they face with their current solution?
- What key performance indicators need to be improved? What initiatives do they have planned for the next 12 months?
- What drives funding decisions for new initiatives?

What customer service solution are you using today?



Salesforce Service Cloud is used by more respondents (31%) than homegrown (19%) or other customers service solutions.

What are the reasons for choosing your customer service solution?

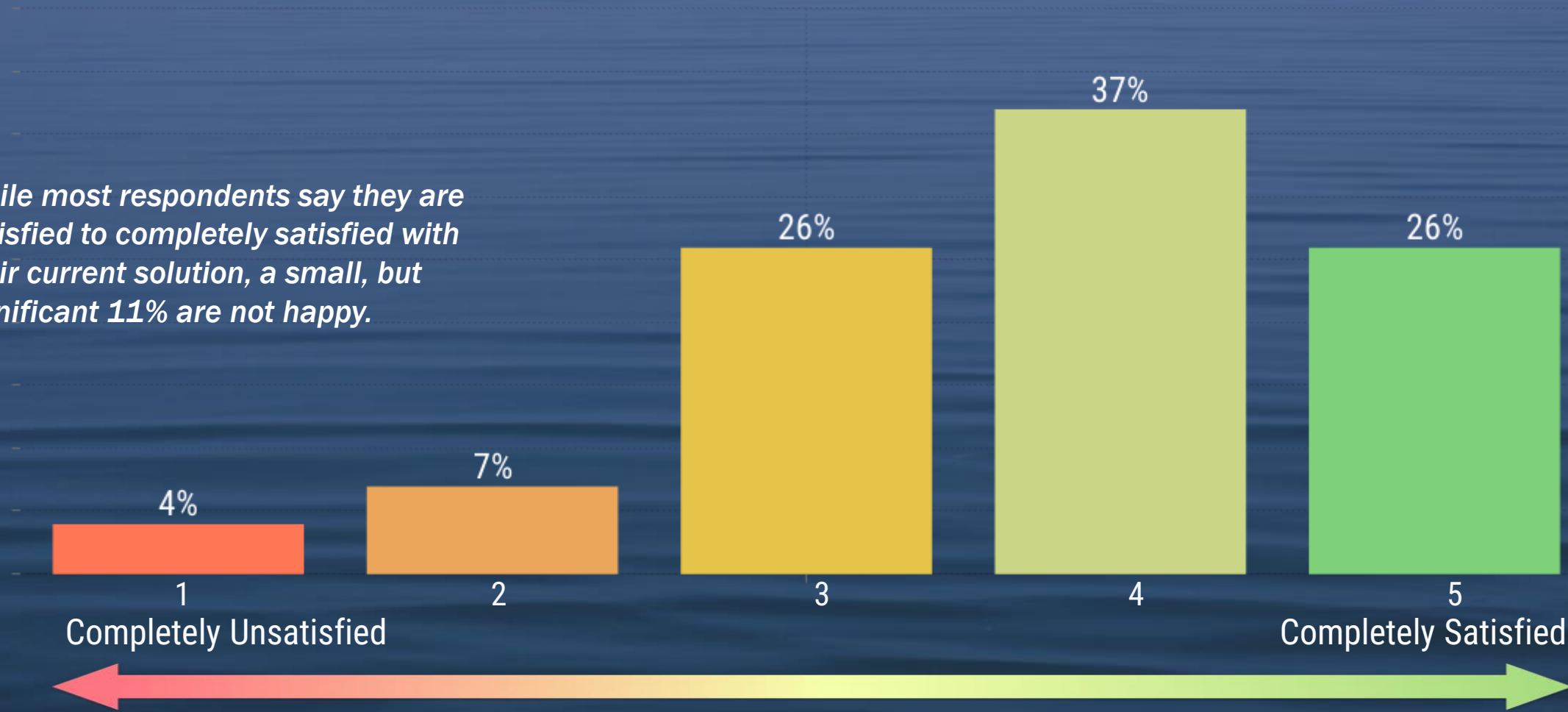


Matching a solution to their feature and functionality needs is the top reason for choosing their customer solution, say 40% of respondents. 35% chose a solution that was easy to deploy, customize, use, and/or maintain. Fewest (6%) relied solely on an expert recommendation.

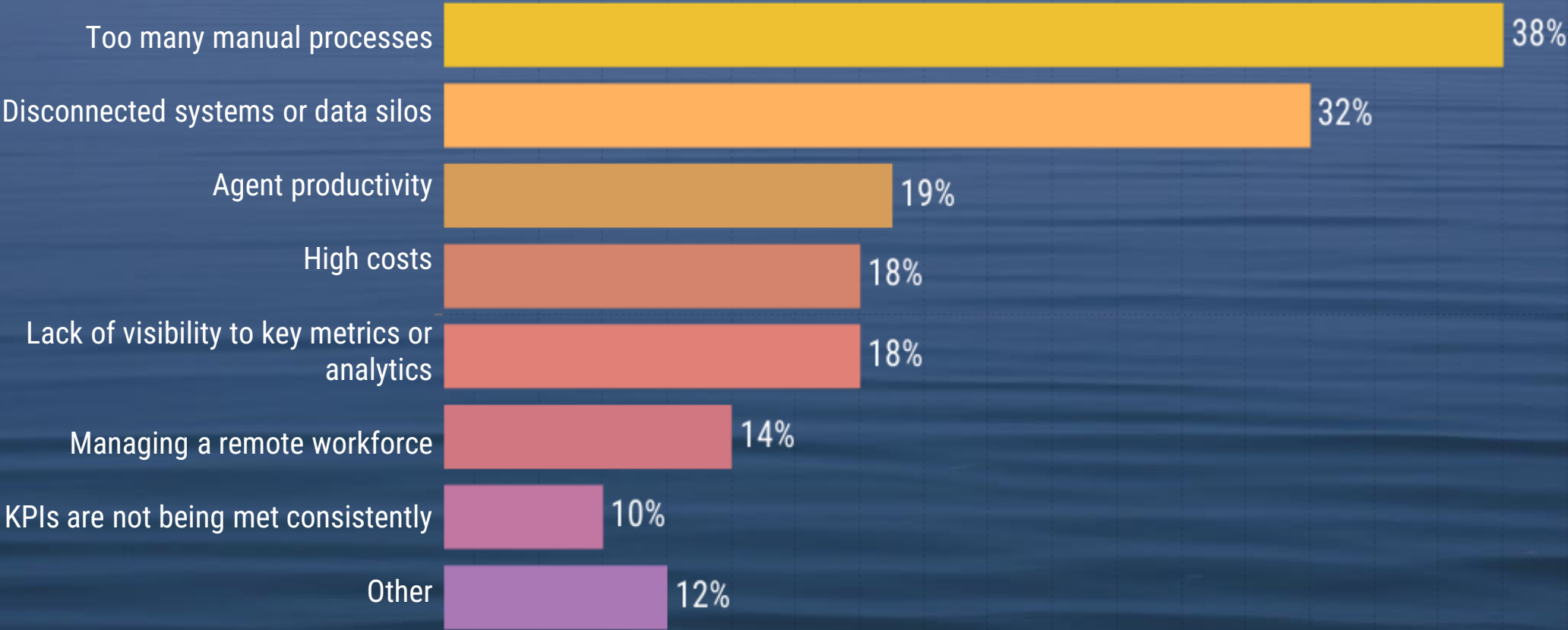
How satisfied are you with your current solution?

(Rate 1 to 5: 1 = Completely unsatisfied, 5 = Completely satisfied)

While most respondents say they are satisfied to completely satisfied with their current solution, a small, but significant 11% are not happy.

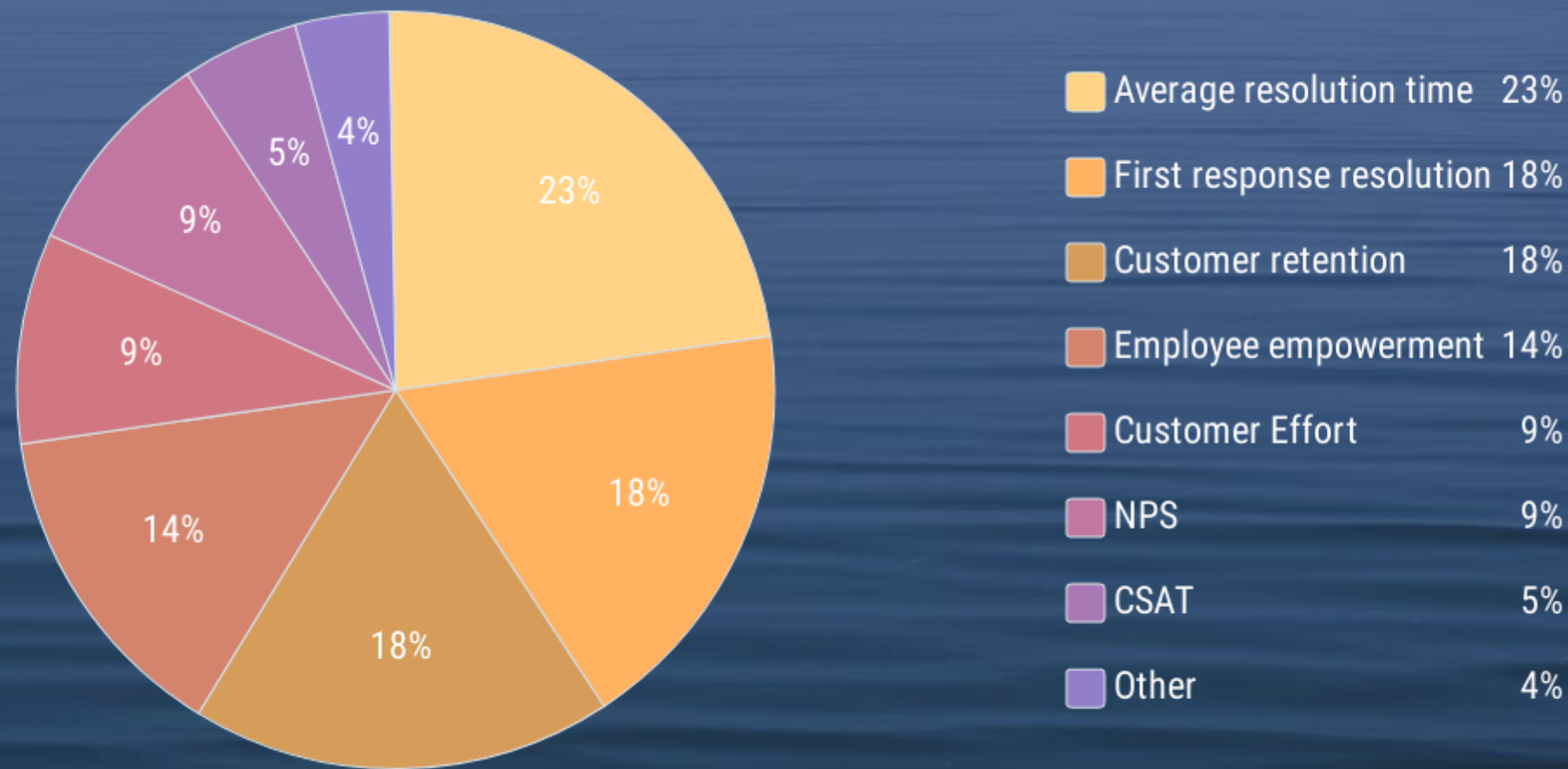


What are some of the challenges you're facing with your customer service solution?



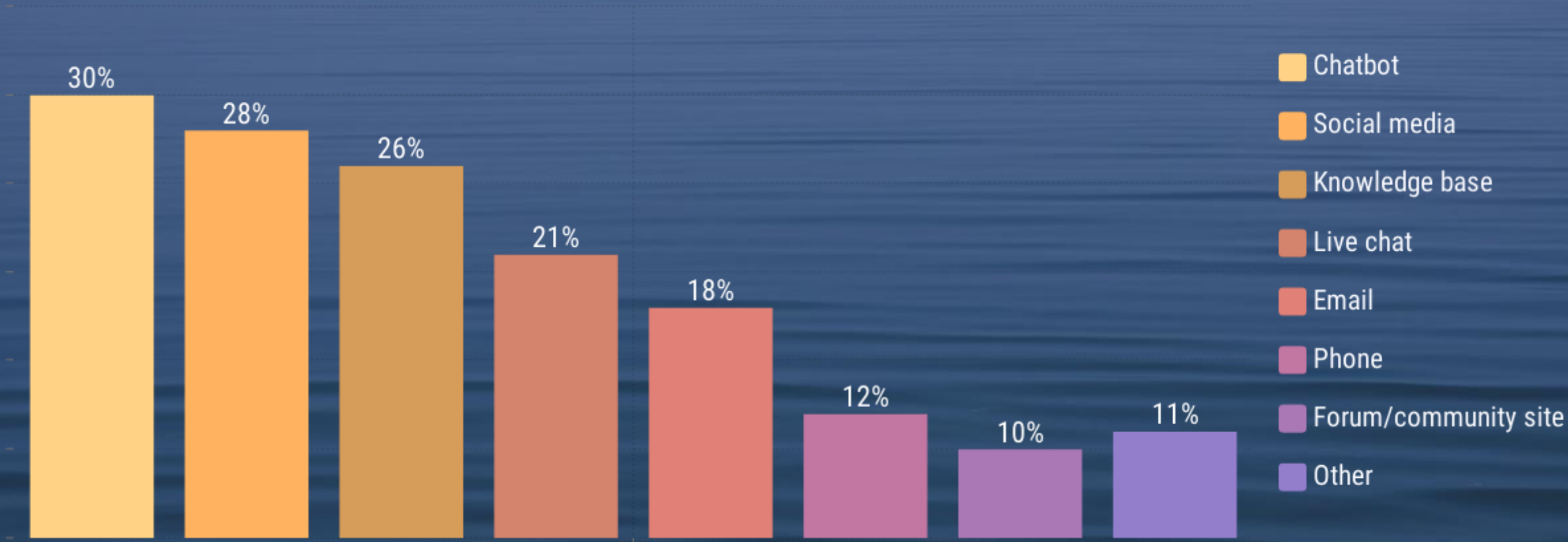
The top two complaints about their customer services solution, say respondents, are these: Even with a customer service solution in place, 38% complain process is not automated enough, leaving them with too many manual processes. Nearly a third (32%) complain their systems are not connected causing data silos.

Which of your KPI results needs the most improvement?



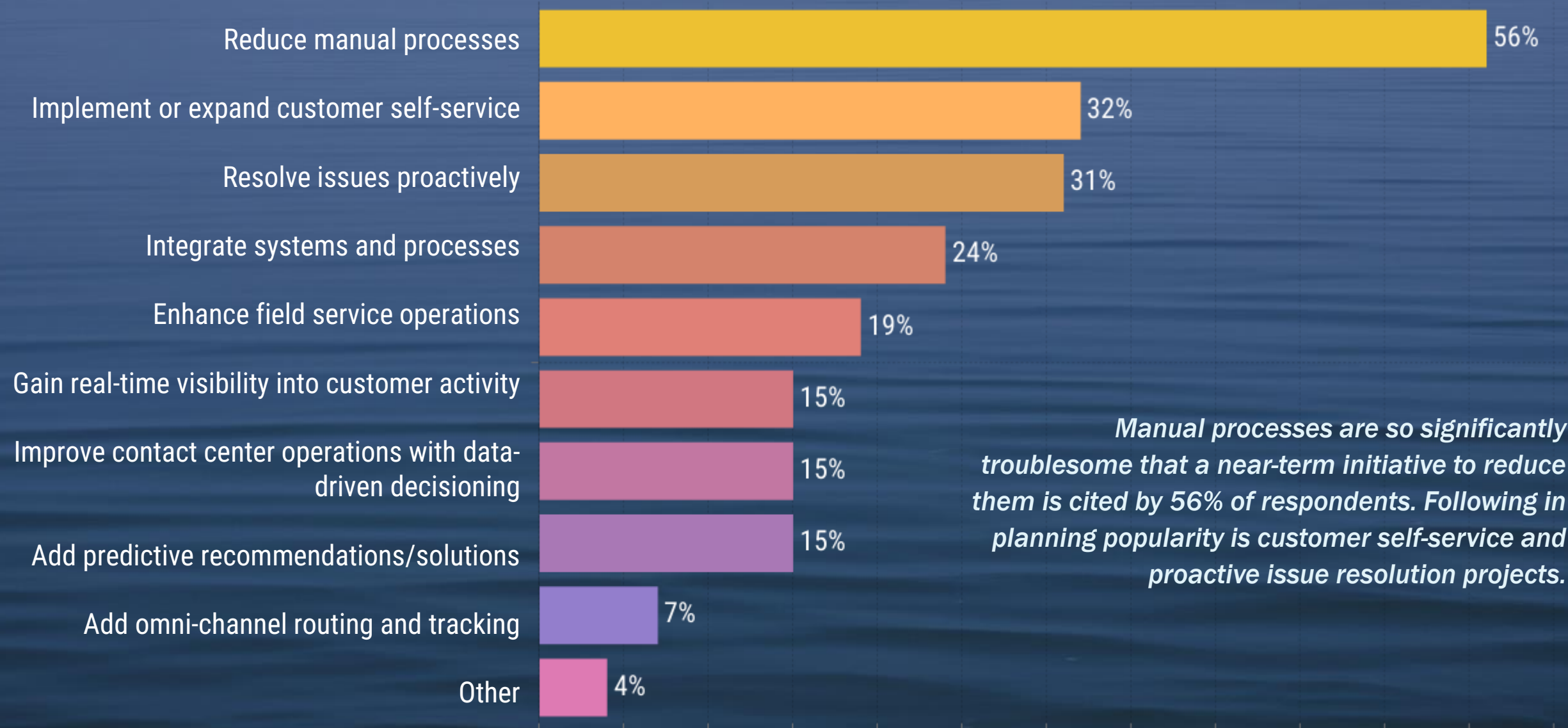
The customer service KPI needing the most improvement is average resolution time, say 23% of respondents. 18% need to focus improvement efforts most sharply on first response resolution and customer retention.

Do you have plans to upgrade or improve any of these customer service channels in the next 12 months?

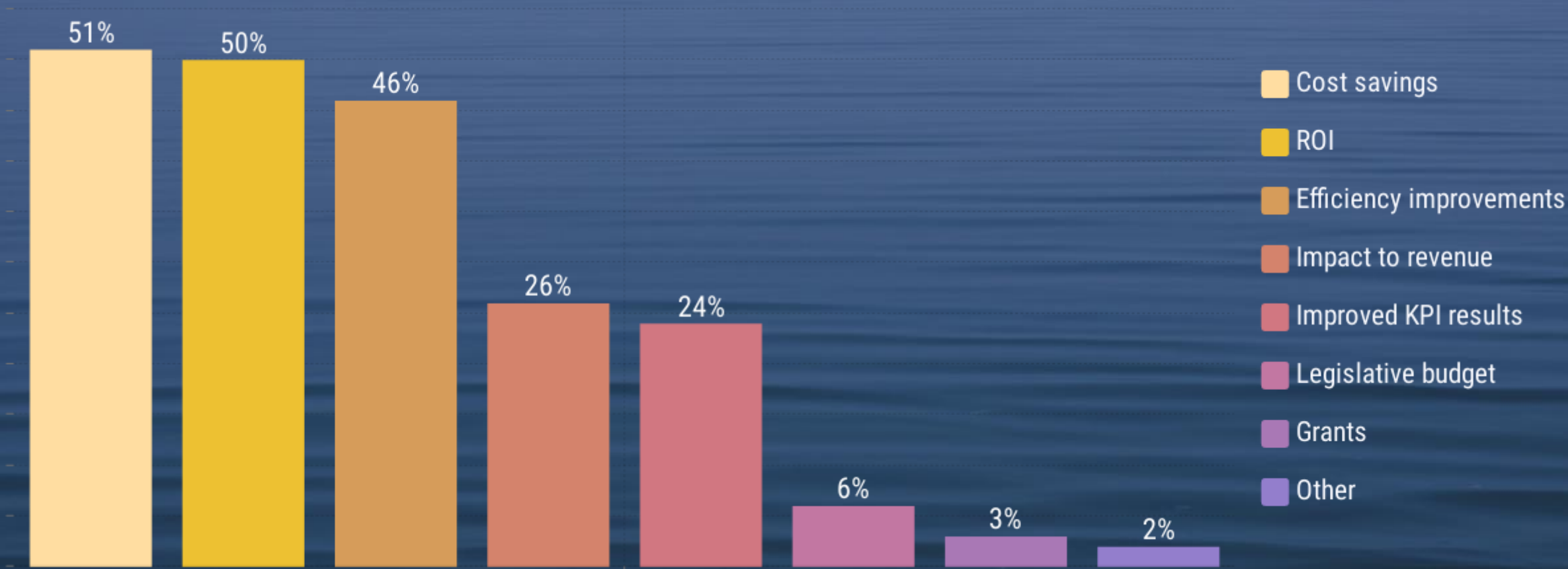


Responders report updates to customer service channels are planned within the next twelve months. The top four channels cited are Chatbot (30%), social media (28%), the knowledge base (26%), and live chat (21%). Fewer than 20% plan updates to email, phone, and forums in the near term.

Which of these initiatives are you planning within the next 12 months?



How do new initiatives get funded?

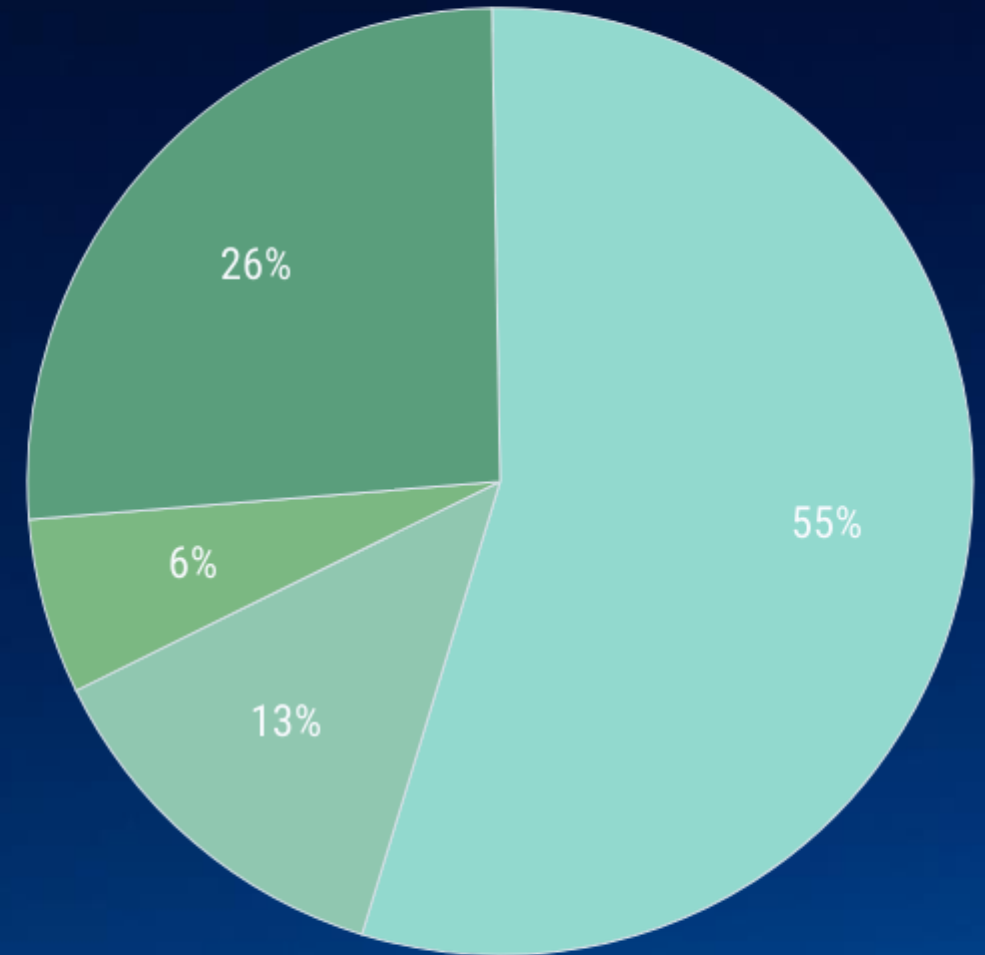


Half or more responders report funding for new initiatives is most often made available when decision makers can project resulting cost savings or return on investments (50%), and nearly as many say efficiency improvements are a primary driver, too.

REVENUE

55% of those surveyed work in Fortune 1000 companies with revenues over \$1.5 billion.

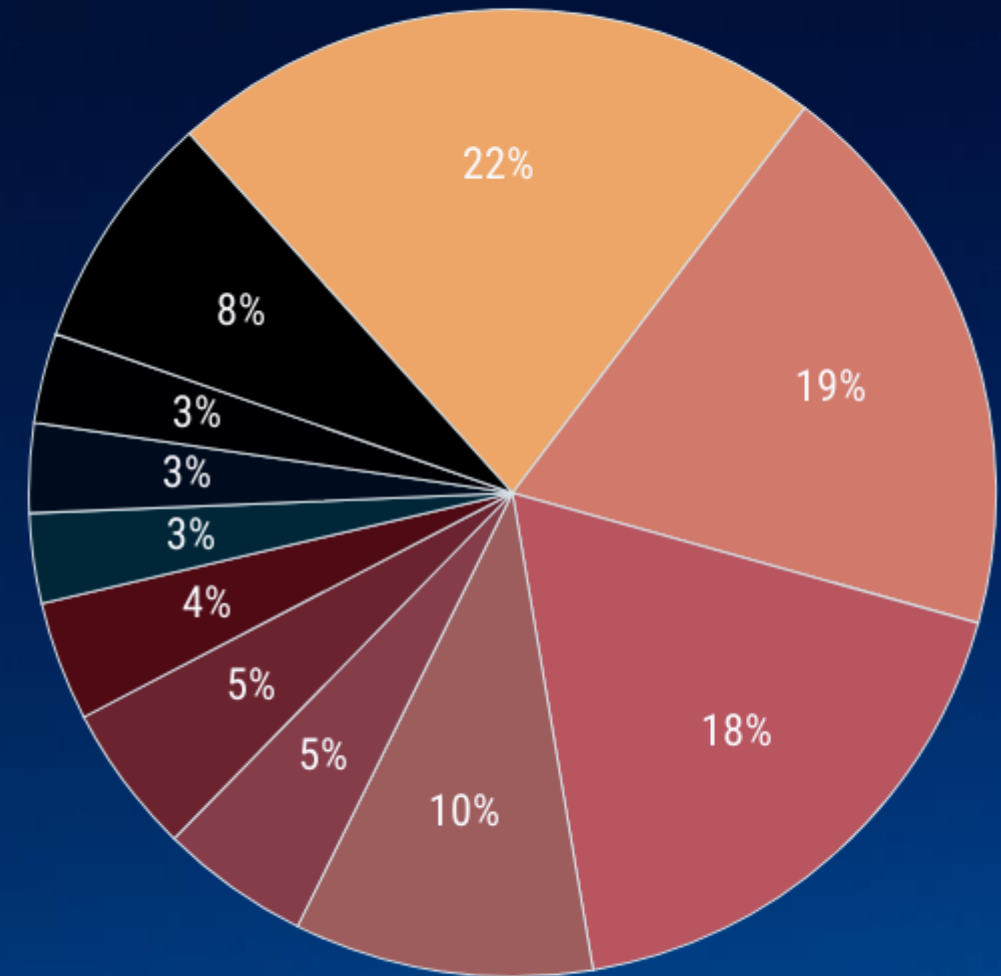
>\$1.5 billion	55%
\$500M - \$1.5B	13%
\$250M - \$500M	6%
<\$250 million	26%



INDUSTRY SECTORS

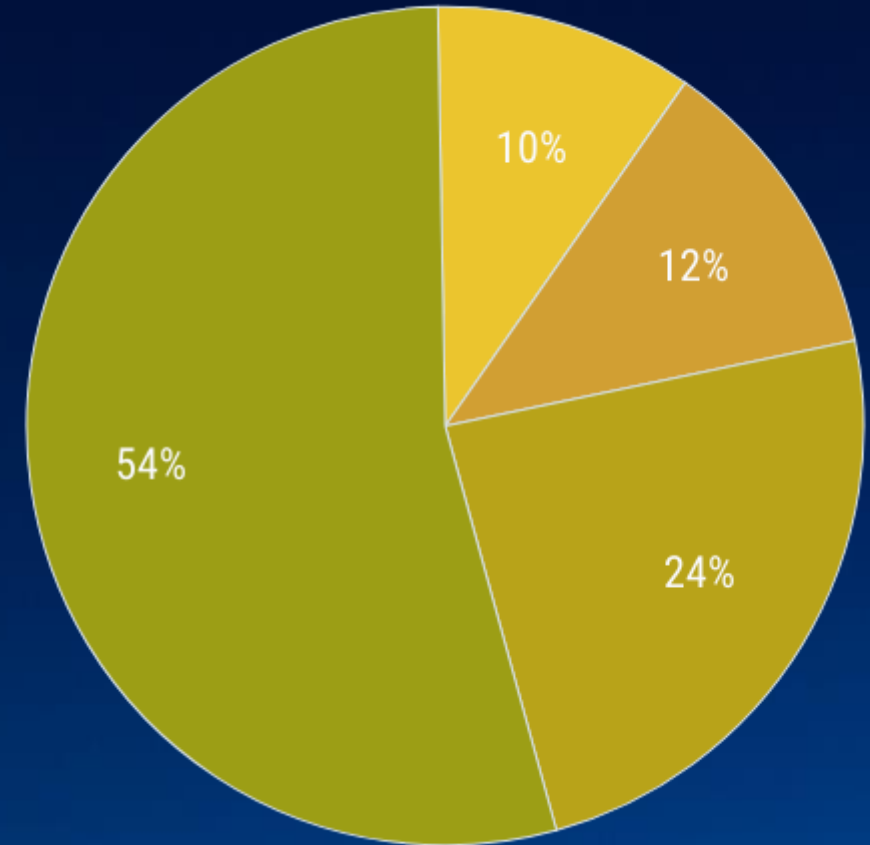
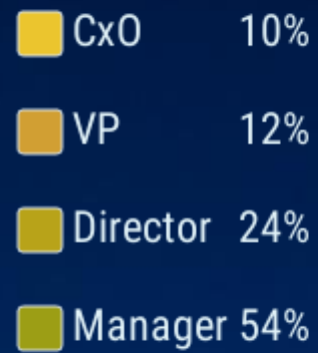
Responders represent a wide variety of industries.

Business Services	22%
Mfg - High Tech	19%
Financial Services	18%
Mfg - General	10%
Retail Trade	5%
Wholesale Trade	5%
Transportation	4%
Healthcare	3%
Media	3%
Consumer Services	3%
Other: Construction, Primary Mfg, Telecom, Utilities, Mining, Public Admin	8%



JOB LEVEL

46% of survey respondents hold director or executive level positions in their organization.





ServiceNow offers a customer service solution that drives customer loyalty with connected digital workflows that resolve issues end-to-end, intelligently fix problems before customers know they have them, and drive actions to instantly take care of common customer requests.

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