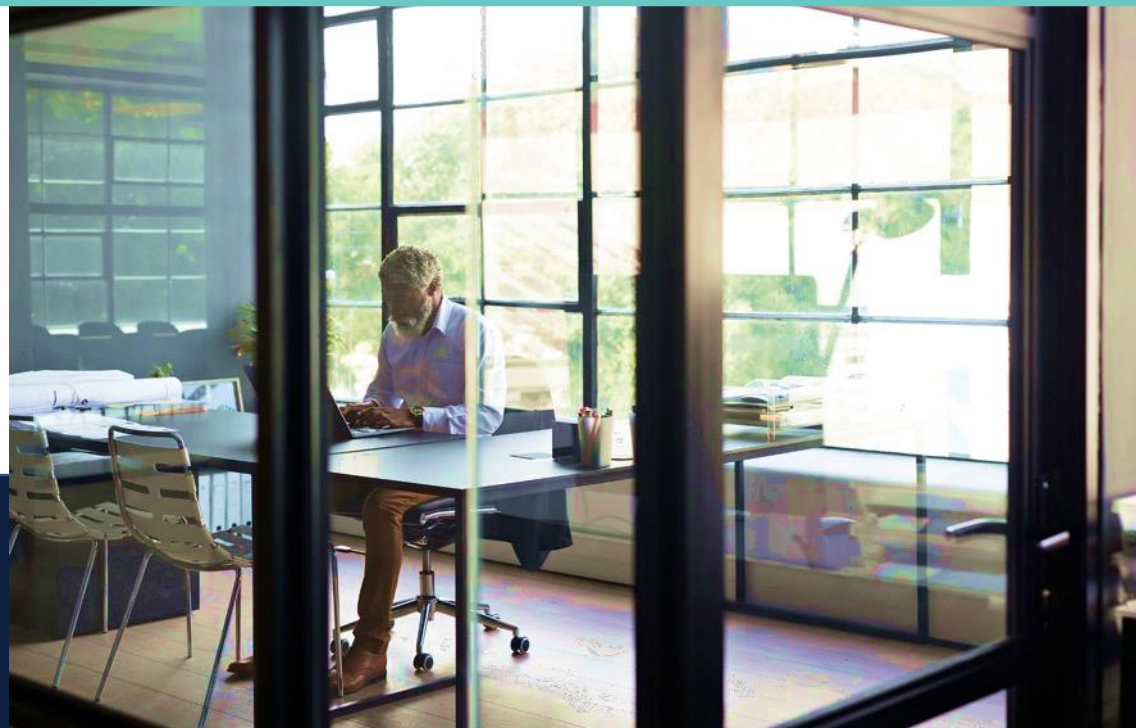


CUSTOMER SERVICE TRENDS

SUMMARY RESULTS



AUGUST 2022

WHO DID WE SURVEY?



Between March and July 2022, Gatepoint Research invited selected executives to participate in a survey themed *Customer Service Trends*.

Candidates from several industries were invited via email and 36 customer service and operations executives have participated to date.

Management levels represented are all senior decision-makers: 12% hold the title CxO, 15% are VPs, 17% are directors, and 56% are senior or department managers.

100% of responders participated voluntarily; none were engaged using telemarketing.

Summary Results | August 2022

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EXECUTIVE SUMMARY

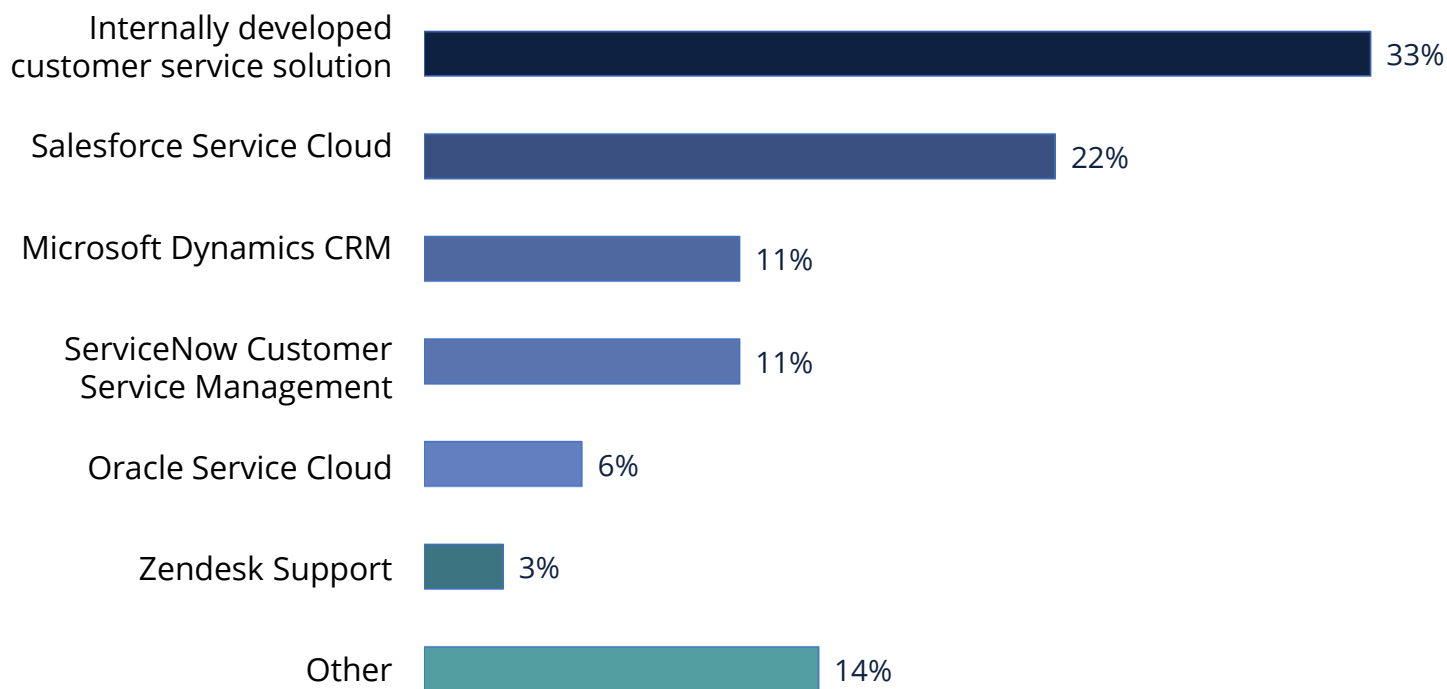


At the heart of all service-centered organizations is the customer. But good service is no longer good enough. Customers demand innovation, too. Companies who put their customers on the proverbial pedestal and anticipate their every need will keep the consumer, reap market gains and attain higher revenue. How are service organizations changing to create unforgettable customer service in this high-demand climate?

This survey asks respondents to report:

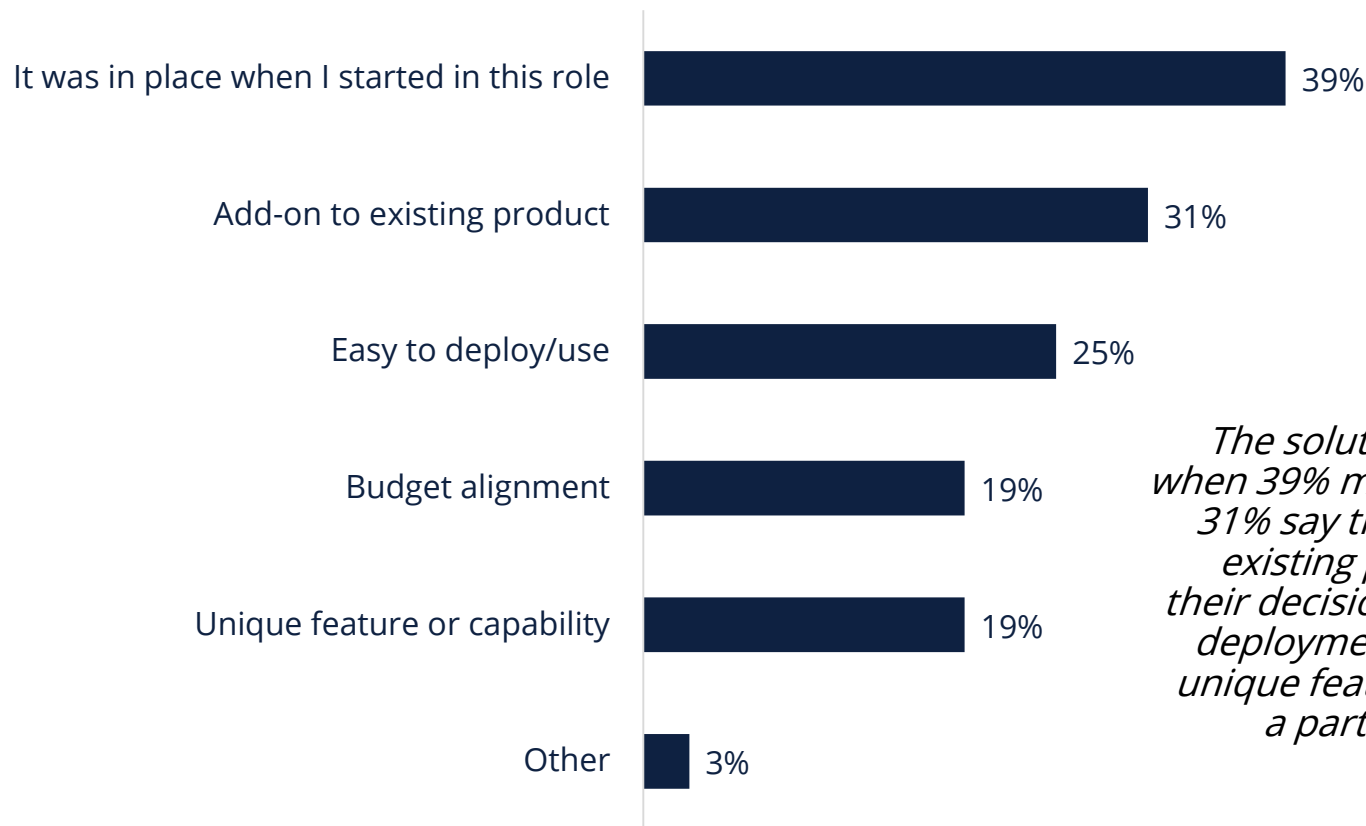
- What customer service solution are you using? Do you find any challenges with your current solution?
- How many teams and business applications do you use to resolve a service issue? Are related KPIs in need of improvement?
- Any plans to upgrade or improve your customer service channels in the next 12 months? What drives new initiatives to improve customer service?

What customer service management solution are you using today?



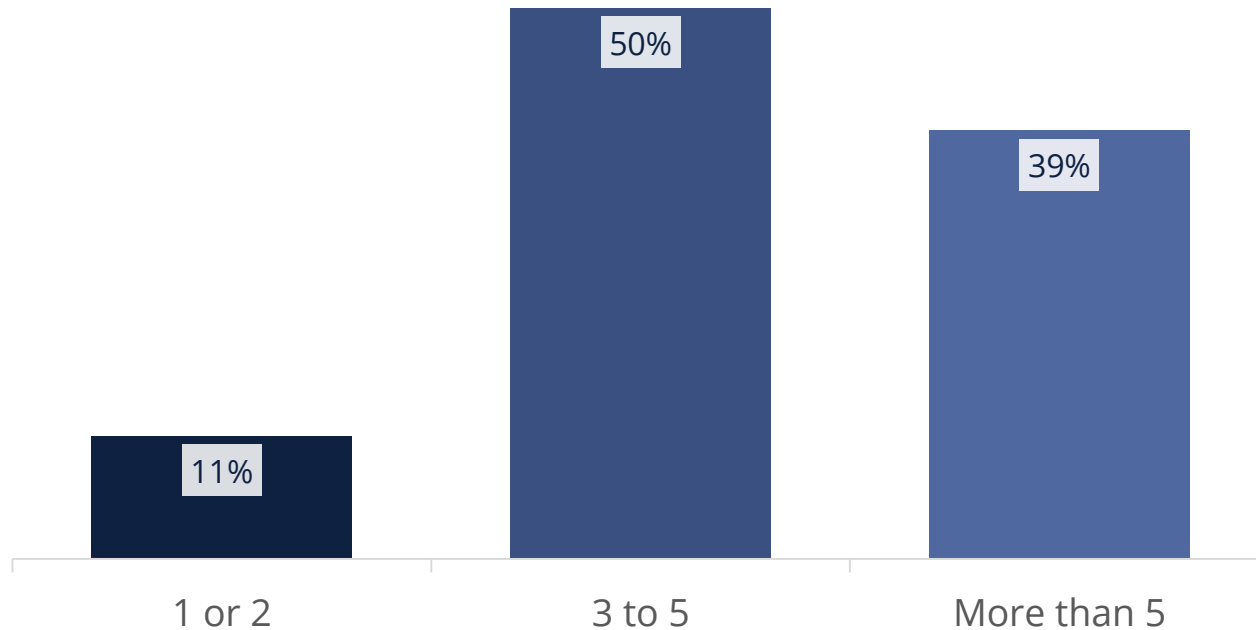
Of the branded customer service management solutions, 22% of respondents use Salesforce Service Cloud, twice as many as those who use Microsoft's solution. But more respondents, 33%, have developed their own solution.

What were the deciding factors for selecting this customer service solution?



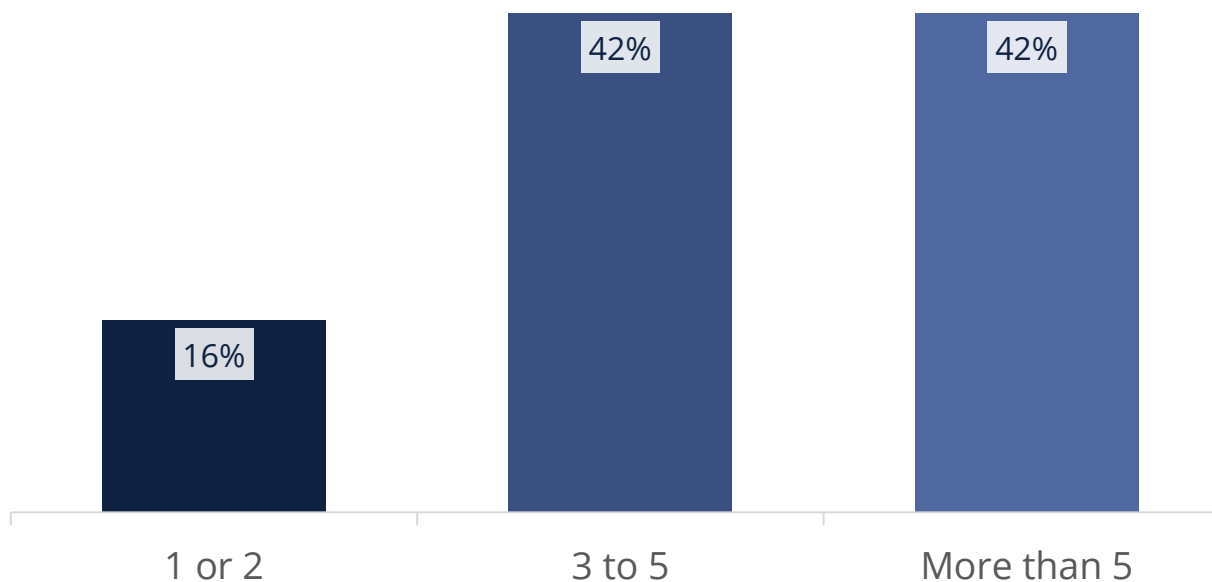
The solution was already in place when 39% moved into their role, but 31% say they just added on to the existing product. A fourth report their decision was based on ease of deployment. Budget and/or some unique feature or capability played a part in the decision for 19%.

How many cross-functional teams are typically involved in your service resolution process?



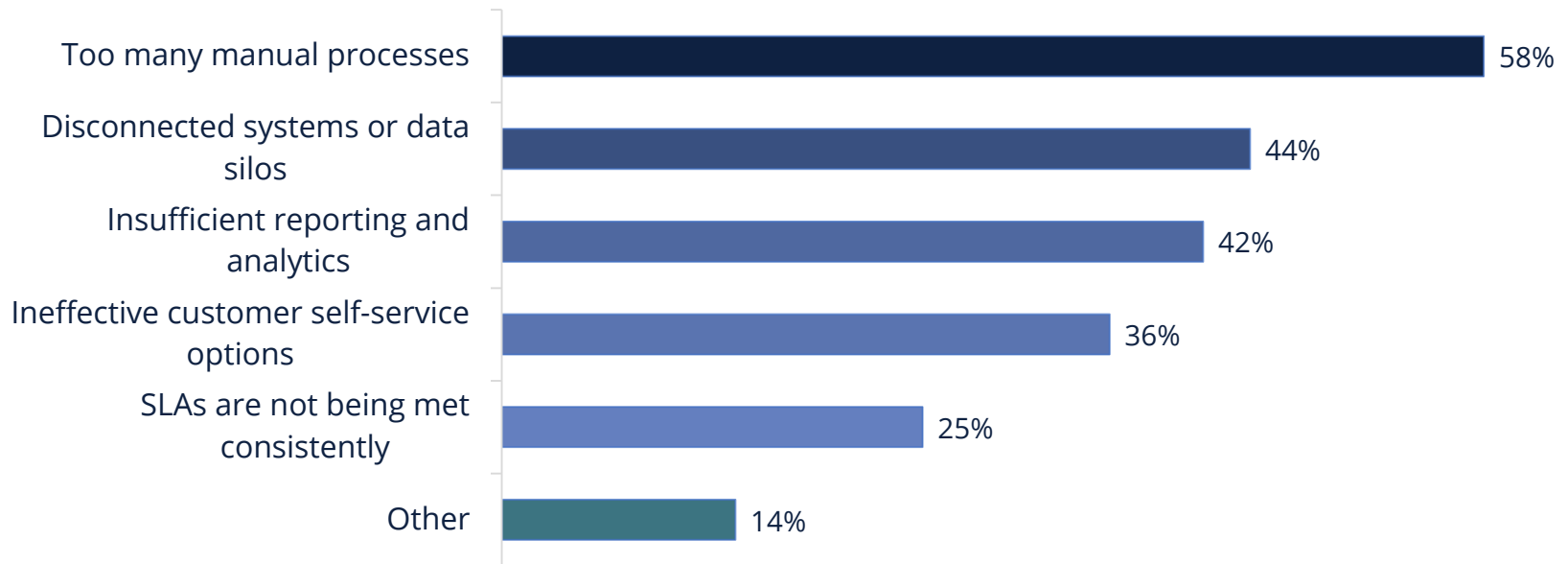
The vast majority of respondents' organizations require 3 or more cross-functional teams to resolve a service issue.

How many business applications do you use in your service resolution process?



Just as the majority of respondents need to reach across multiple teams to resolve a service issue, 84% also access three or more applications to get the job done.

Are you facing any of these challenges with your customer service solution?



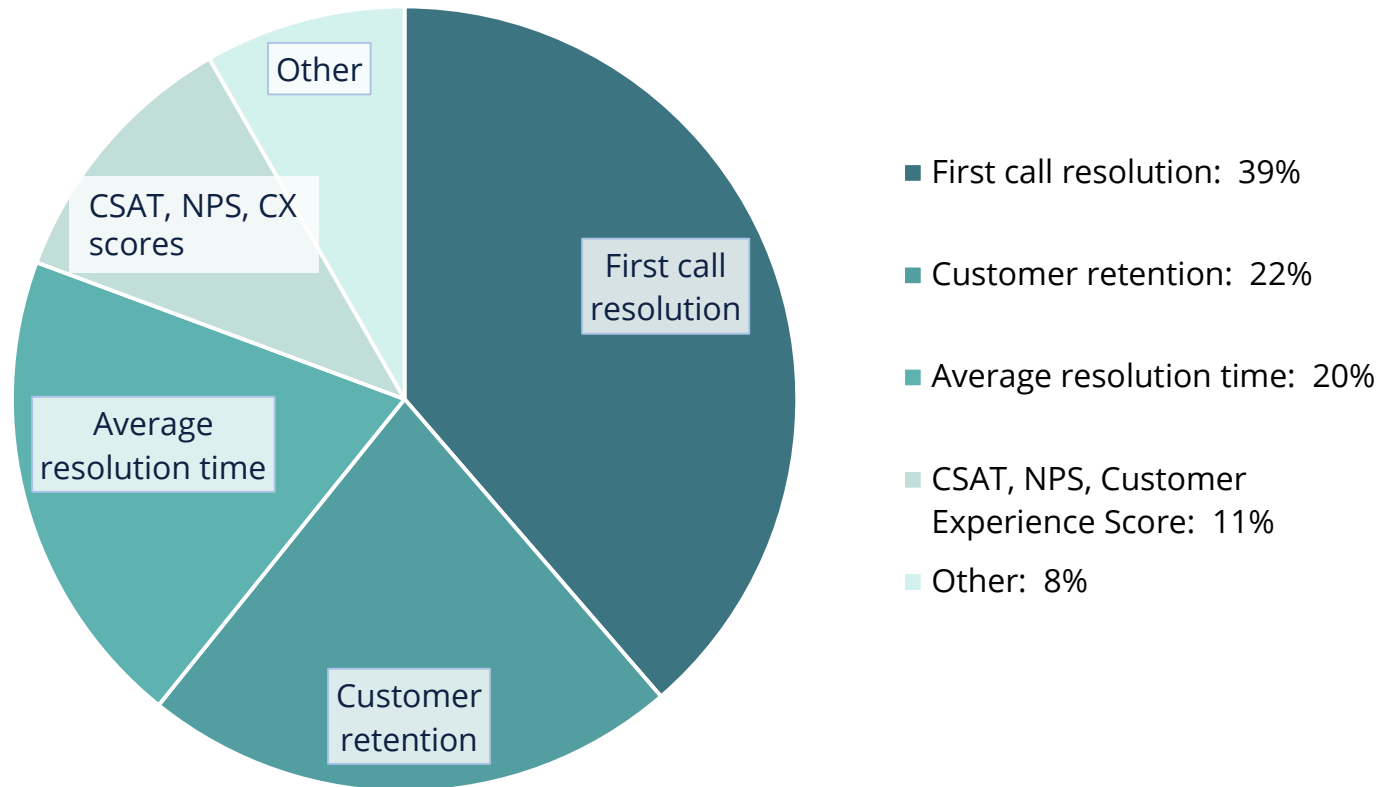
More than half of respondents are irked by the number of manual processes they must wade through with their current customer service solution. Other annoyances that pose opportunity for improvement: systems and data that are disconnected/siloed (44%), poor reporting/analytics (42%), weak self-service options (36%), and a quarter who recognize their low SLA scores.

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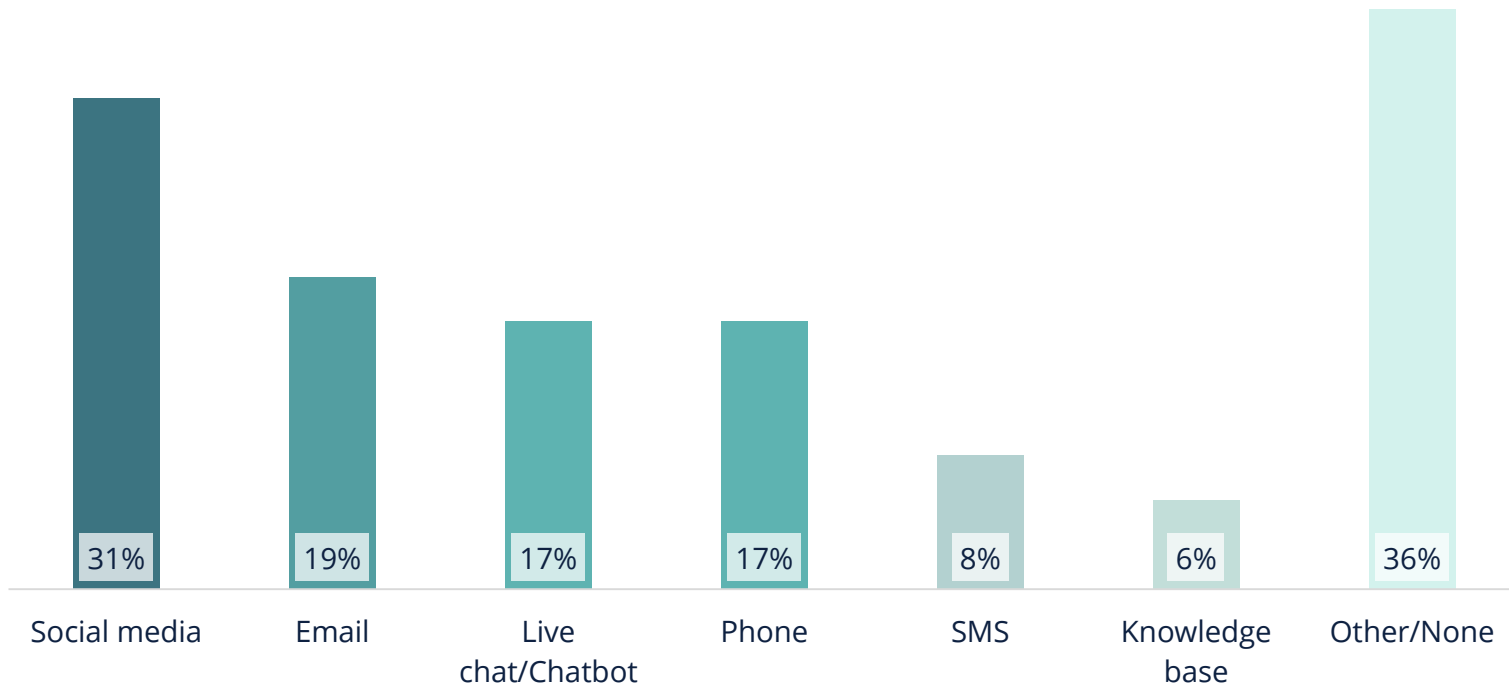
Which of your KPI results needs the most improvement?



Respondents identify, by a wide margin, improving the number of issues resolved within a single call as the top priority. 22% are focused on retaining more customers, while 1 in 5 respondents need to improve their average resolution time. CSAT, NPS and CX scores, collectively, garner 11% of the vote for “needs most improvement”.

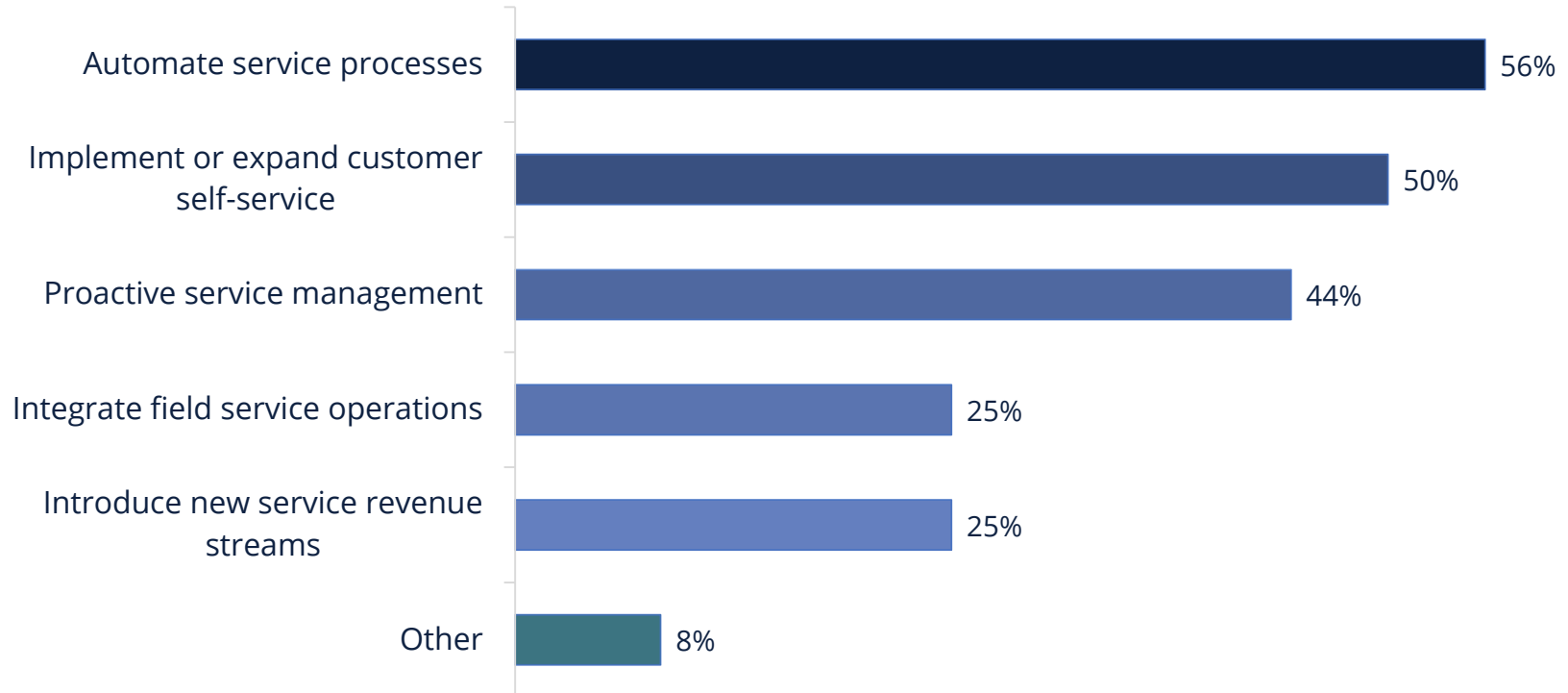
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Do you have plans to upgrade or improve any of these customer service channels in the next 12 months?



Across several customer-supporting capabilities in their service channels, the most respondents identify social media as warranting their immediate attention for upgrade or improvement. Email, live chat, phone improvements, SMS, and their knowledge base are also on the near-term roadmaps.

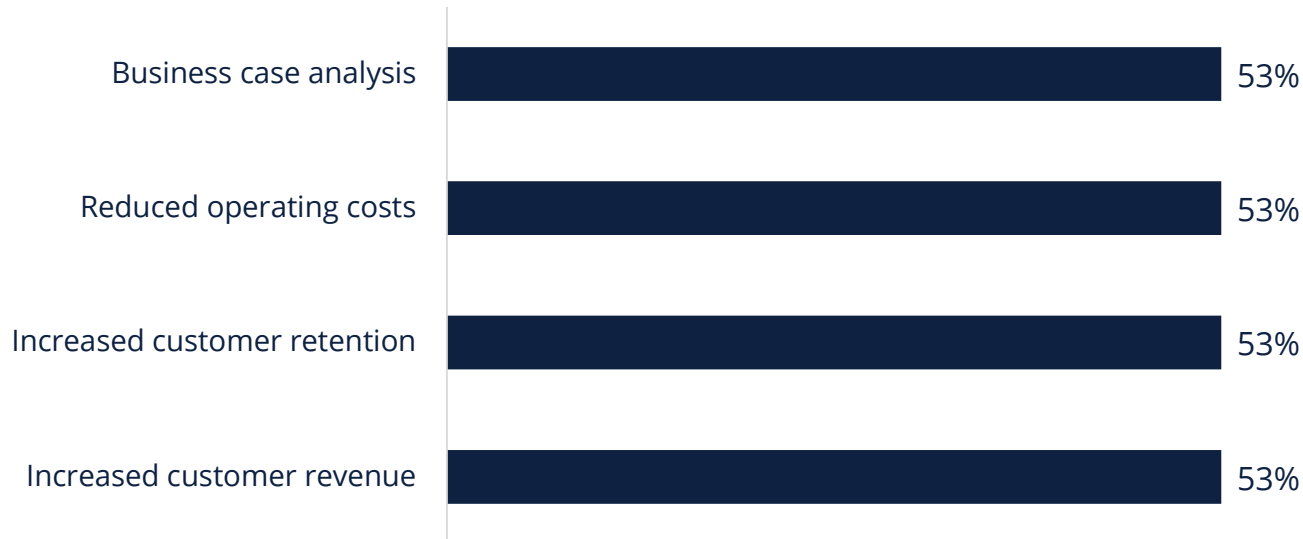
Which of these initiatives are you planning within the next 12 months?



Related initiatives are at the top of the improvement plans for half or more of those surveyed: Automating their service processes and implementing more customer self-service capabilities. Nearly half (44%) will institute a proactive service management practice. Important to one fourth of respondents is the integration of FS operations and initiating new revenue streams.

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What projected outcomes drive funding for new initiatives?

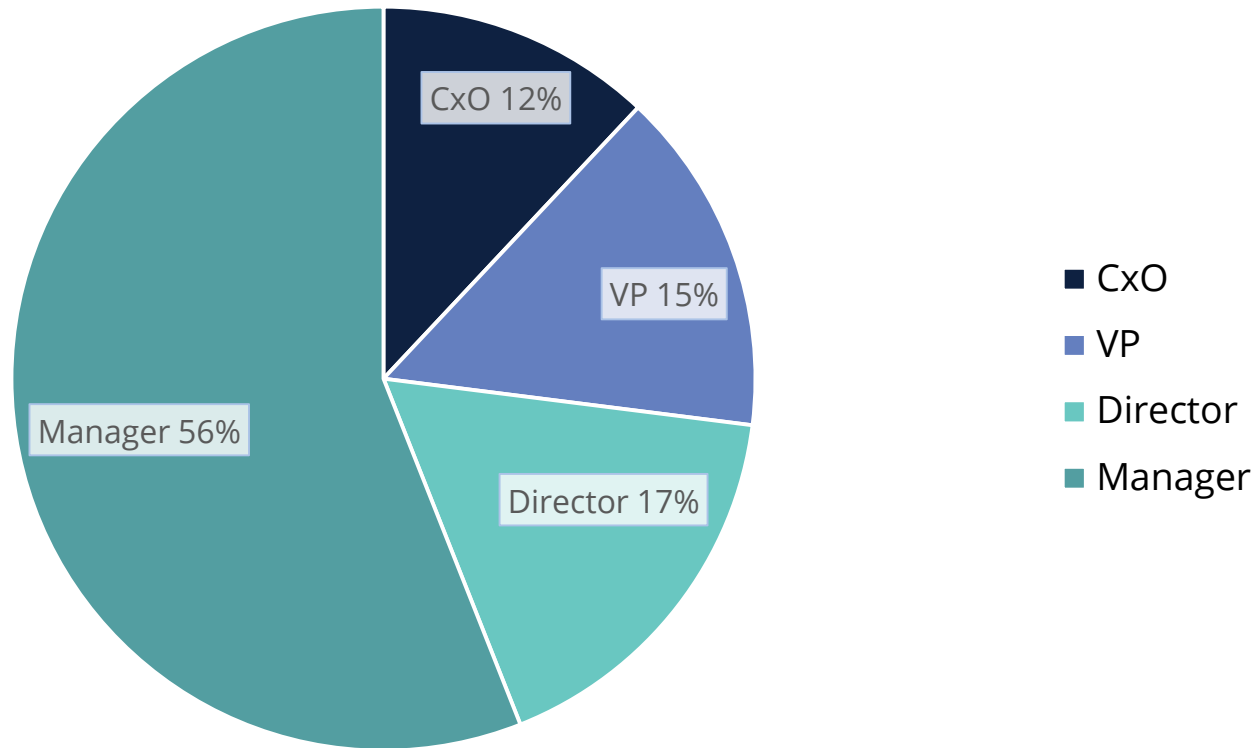


There is not a single standout outcome of reasons to fund a new initiative. More than half of all respondents' organizations respond to these equally important drivers: Business case analysis, cost reduction, and an increase in both customer retention and revenue.

JOB LEVEL



44% of respondents to this survey hold executive or director-level positions in their organization.





About the Company

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.

[Learn more at servicenow.com](https://www.servicenow.com)