

Technology Trends in Customer Support Centers

Summary Results | December 2016



zendesk



Survey Summary

Between November and December 2016, Gatepoint Research invited selected customer service and IT executives to participate in a survey themed *Technology Trends in Customer Support Centers*. Candidates were invited via email and 100 executives have participated to date.

- Management levels represented are predominantly senior decision makers: 5% hold the title CXO, 14% are VPs, 37% are Directors, and 41% are Managers.
- Survey participants represent firms from a wide variety of industries including business services, financial services, high tech and general manufacturing, retail trade, telecom services, wholesale trade, health care, construction, education, and transportation.
- Responders work for firms with a wide range of revenue levels:
 - 15% work in Fortune 1000 companies with revenues over \$1.5 billion;
 - 19% work in Large firms whose revenues are between \$500 million and \$1.5 billion;
 - 15% work in Mid-Market firms with \$250 million to \$500 million in revenues;
 - 51% work in Small companies with less than \$250 million in revenues.
- 100% of responders participated voluntarily; none were engaged using telemarketing.



Executive Overview

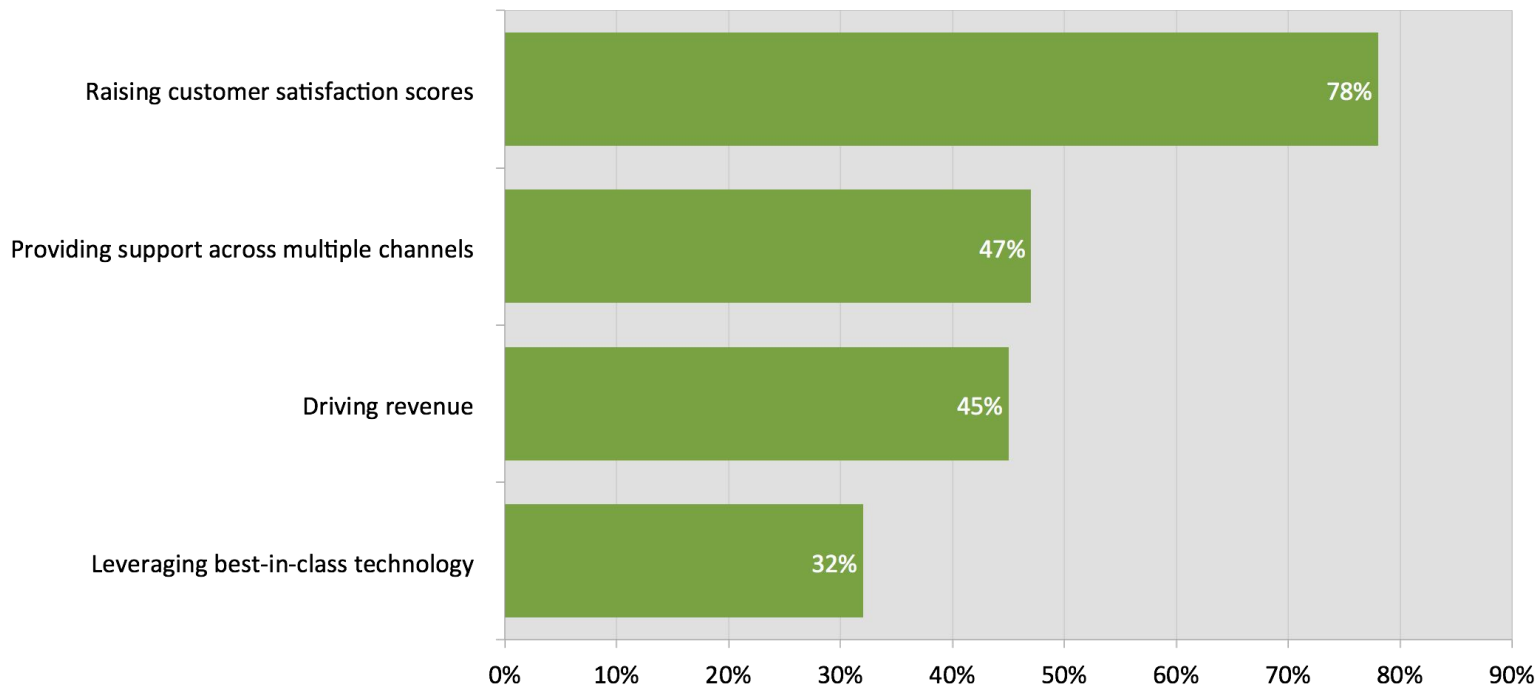
A successful customer support center can be a key player in a company's strategic advantage over the competition. High customer satisfaction scores can translate into brand loyalty and market domination. Yet consumer expectations are high. How are companies building high quality, effective customer support centers?

This survey asks respondents to report:

- What objectives matter most to their team?
- What aspects of consumer service are they getting right?
- What *isn't* working – what frustrations do their customers experience?
- How do customers contact you? How many agents to you have?
- What impacts your customer satisfaction scores?
- What are your top gripes?

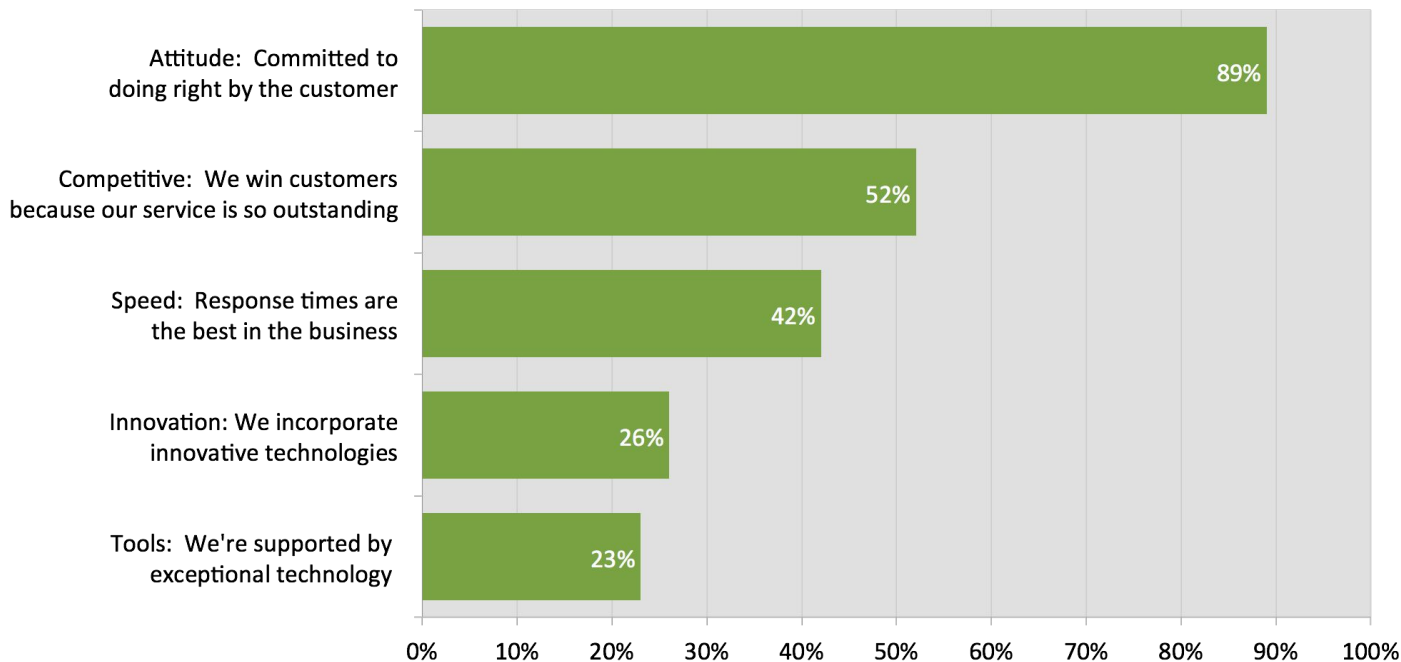


What objectives matter most to your team?



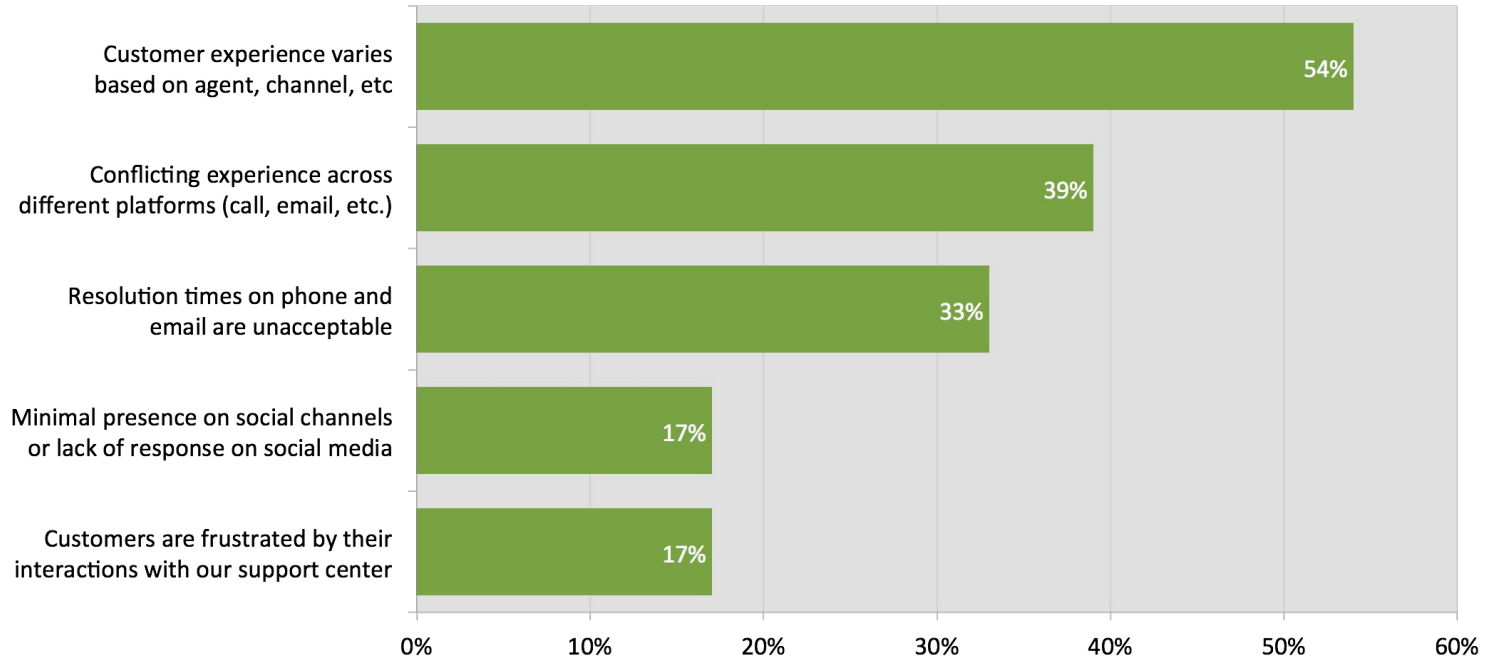
Respondents indicate that, by a wide margin over other benchmarks, their most important goal is to increase customer satisfaction.

What are some of the things your customer support center gets right?



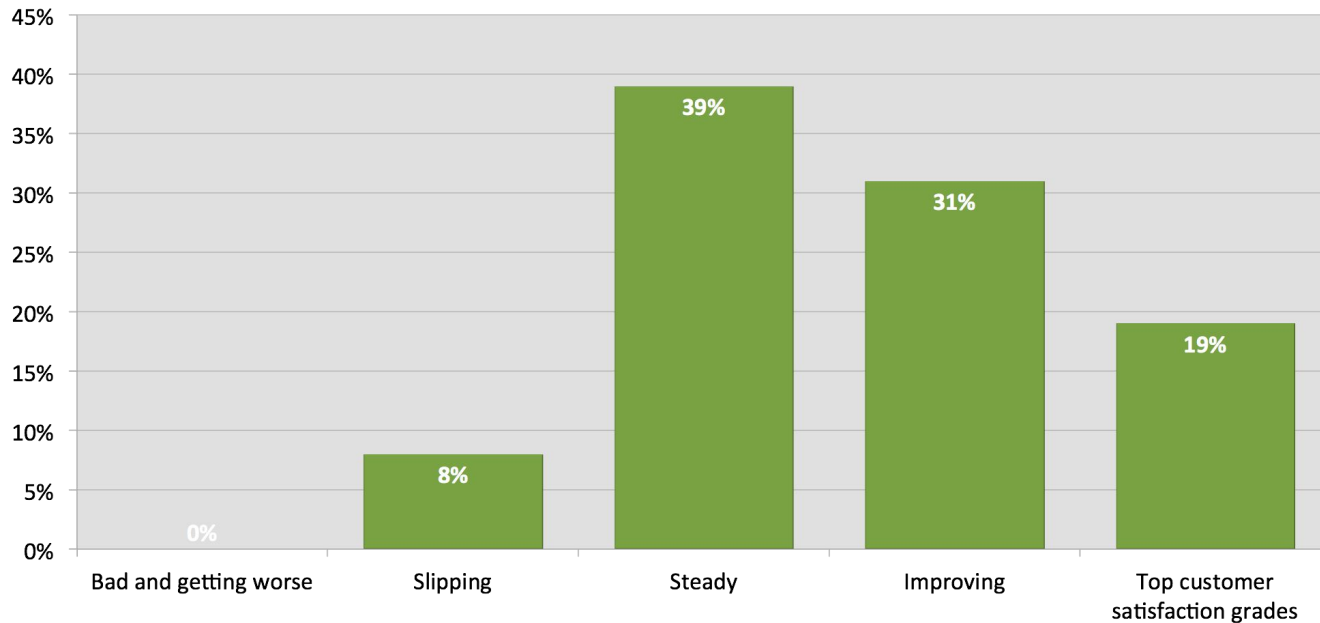
Although respondents are generally positive about their customer support center's attitude (89%) and competitiveness (52%), they are not so optimistic about the degree of innovation (26%) and supportive technology (23%).

What are the ongoing frustrations of your customers?



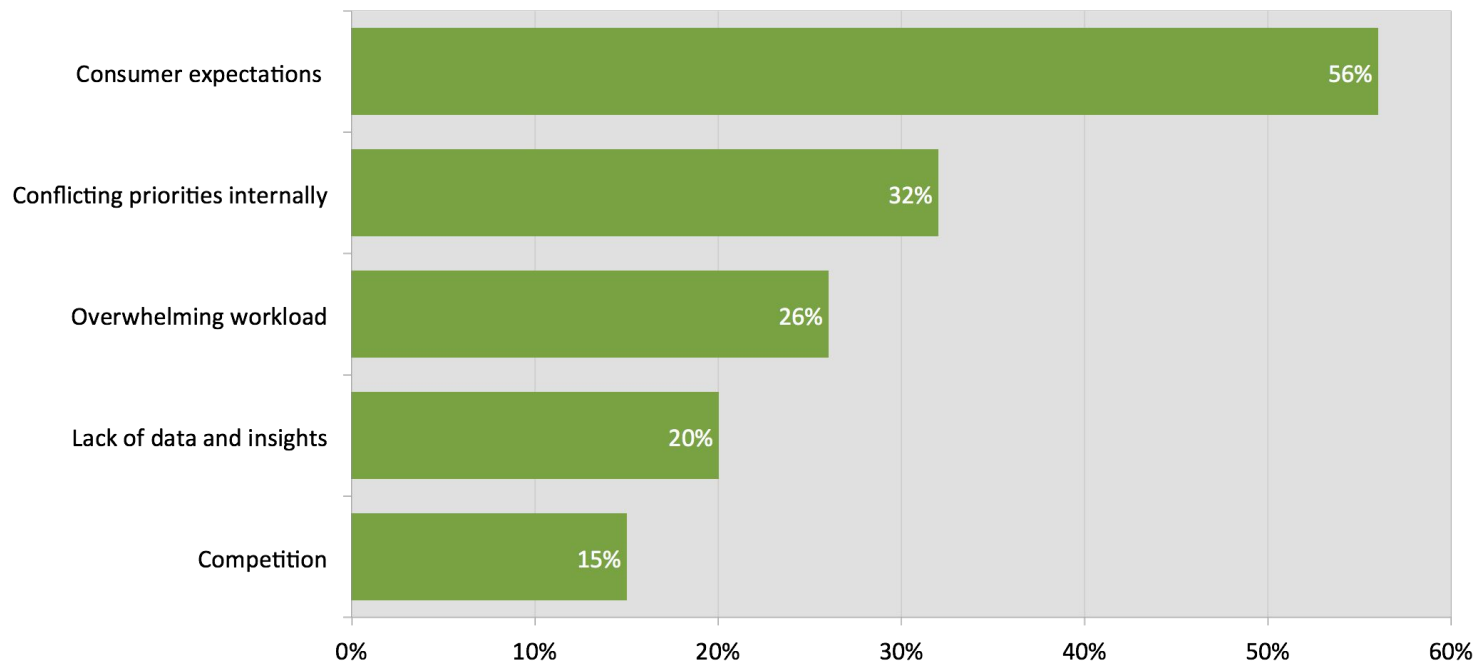
Main cause of customer frustration: inconsistent service. The two top reasons cited as causing customer frustration were varying levels of service between agents, channels, etc. (54%) and across different platforms (39%).

What's the trend in your customer satisfaction scores?



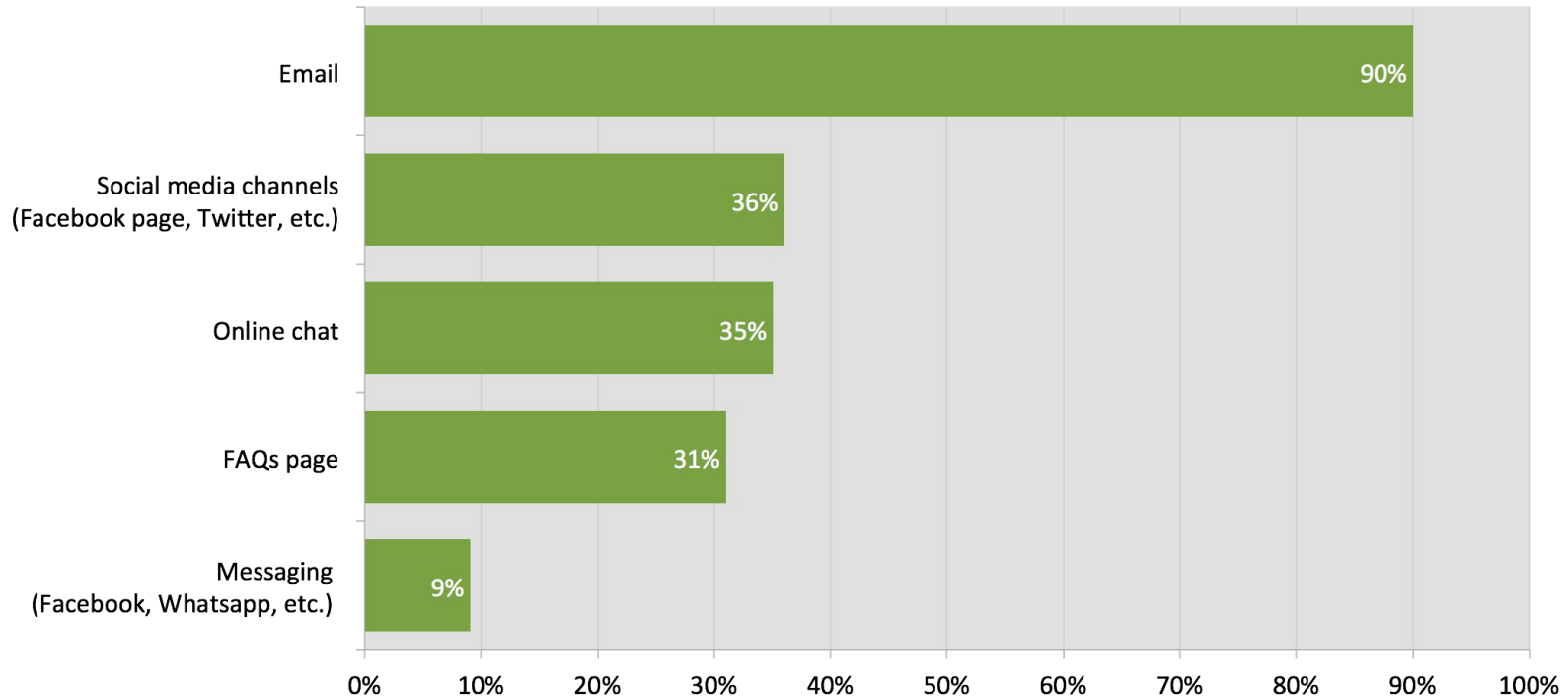
No respondents will characterize their customer satisfaction scores as “bad and getting worse.”
But only 19% say they get top grades.

What is driving your customer satisfaction scores?



Respondents assign the greatest impact on customer satisfaction scores to the high expectations of their customers (56%) – far outscoring the impact of factors such as internal conflicts (32%) and burdensome workload (26%).

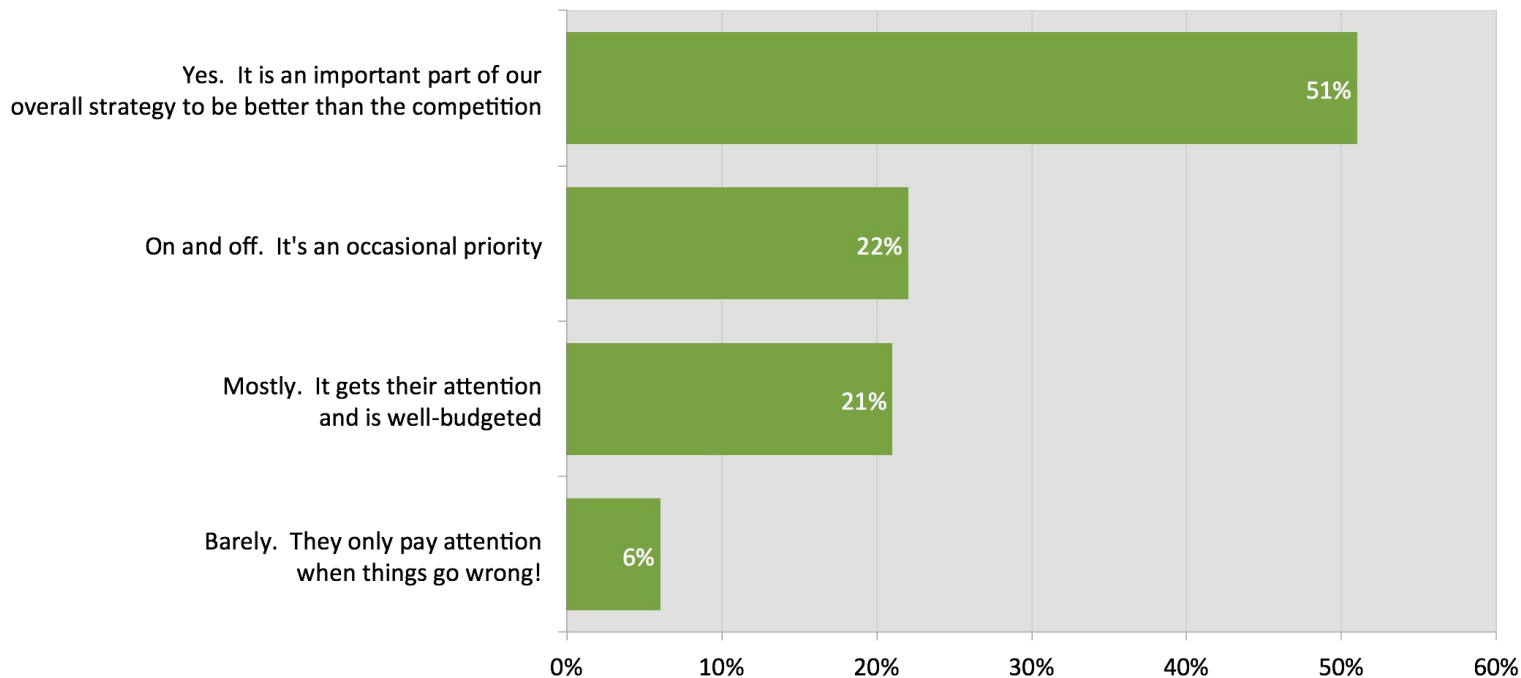
How can customers reach you?



Most customer call centers rely on email for inbound communications with customers.

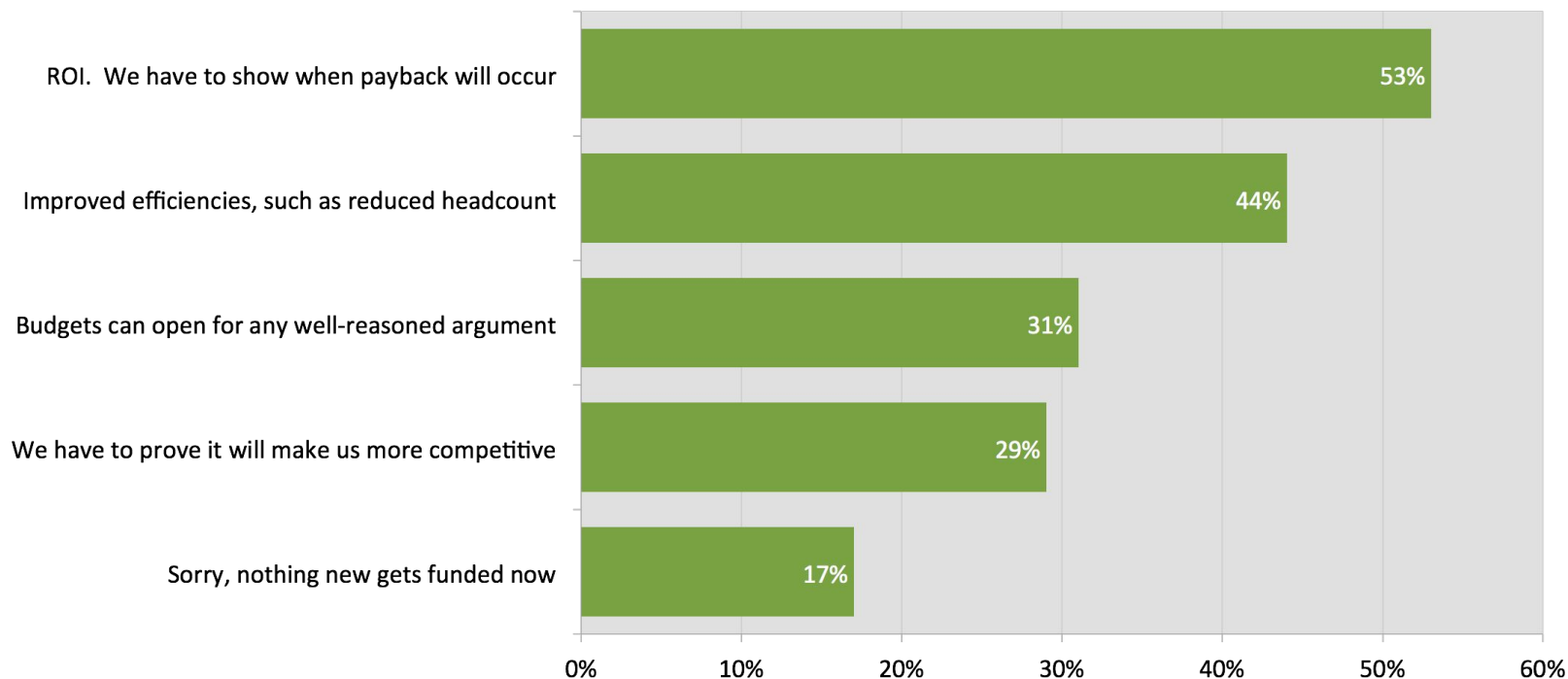


Does your leadership regard customer service as a potential competitive advantage?



At the top of the organization, the importance of customer service as a key component of competitive advantage is recognized by 51% of respondents' firms.

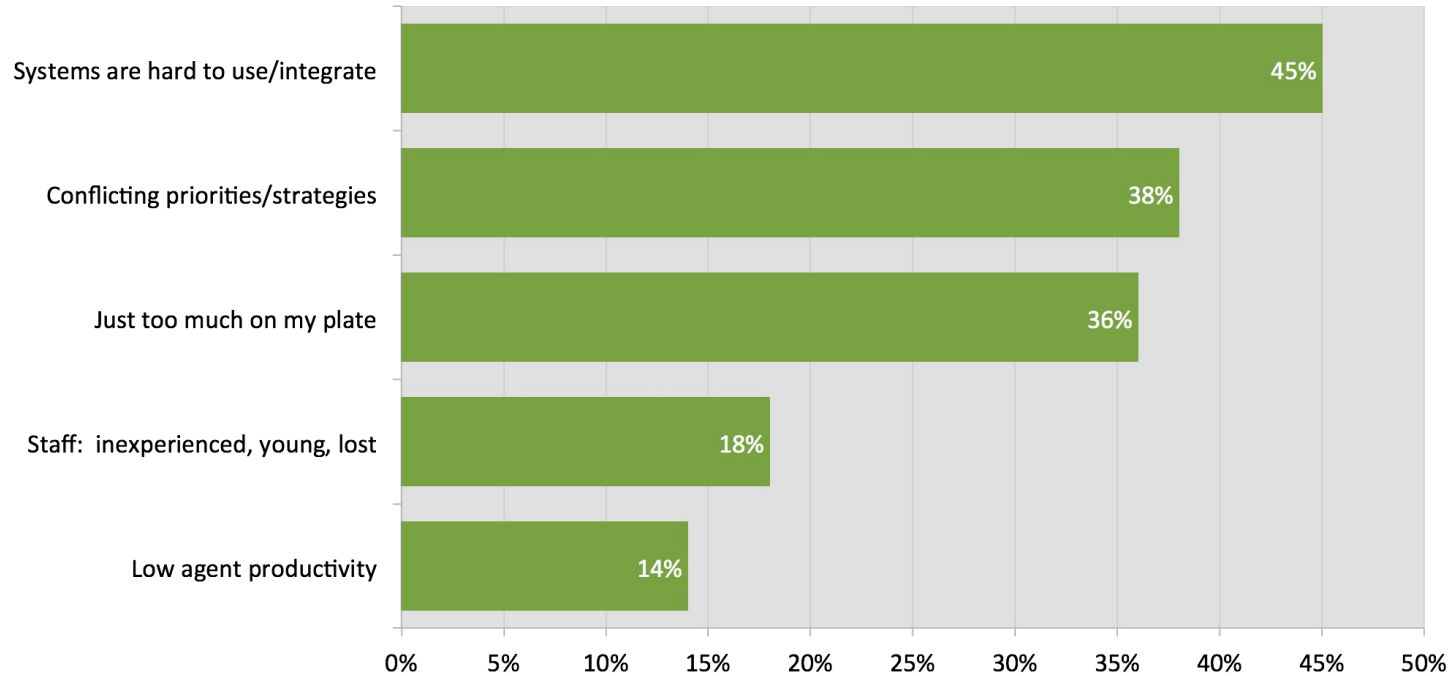
How do you make the case to get initiatives funded for your department?



When it comes to getting initiatives funded, respondents said **proving ROI** was the most important factor.



What are your top gripes?

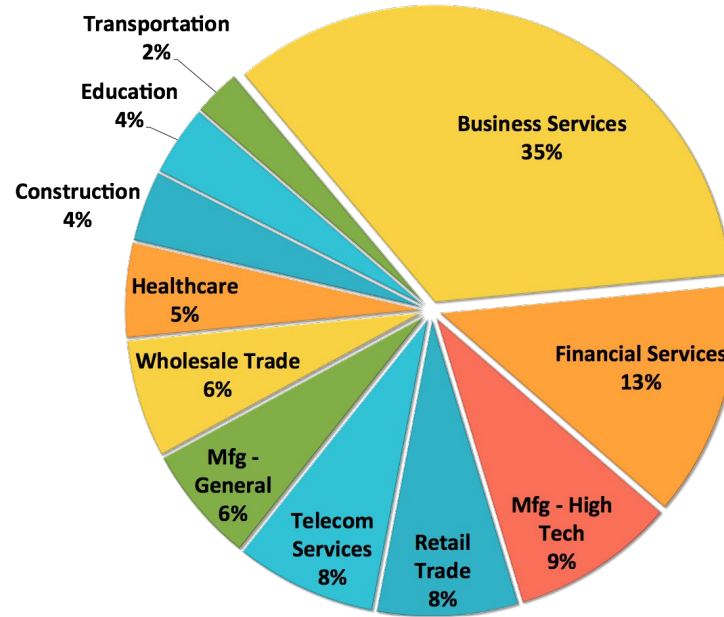


Top gripes: Complexity, conflict, congestion. Respondents' top complaints are complex, inflexible systems (45%), conflicting strategies (38%), and plain overwork – too much to do, not enough time to do it (36%).



Profile of Responders:

Industry Sectors

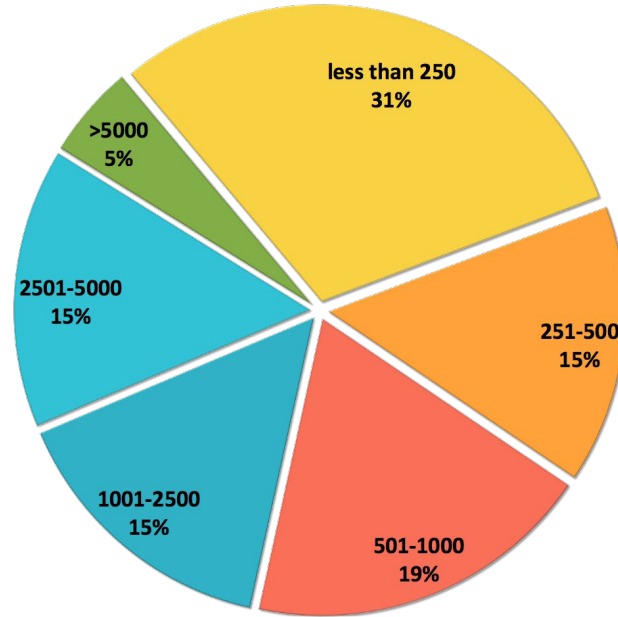


A wide range of industry sectors are represented in the survey.



Profile of Responders:

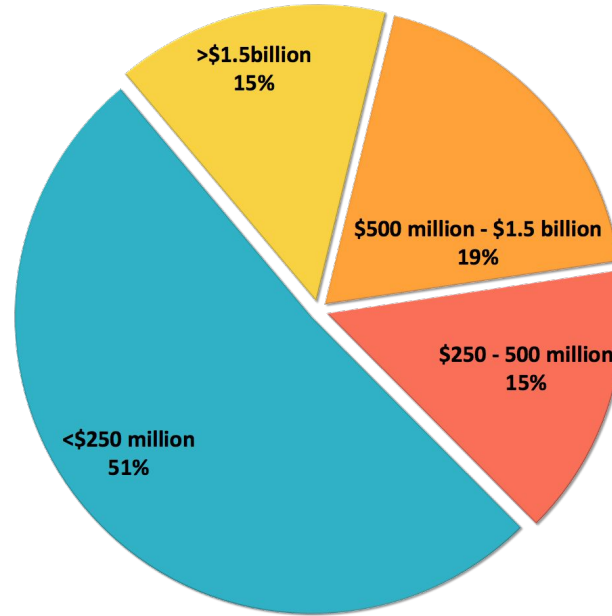
Company Size - Employees



46% of the organizations responding have less than 500 employees. 20% have more than 2500 employees.

Profile of Responders:

Company Size - Revenue

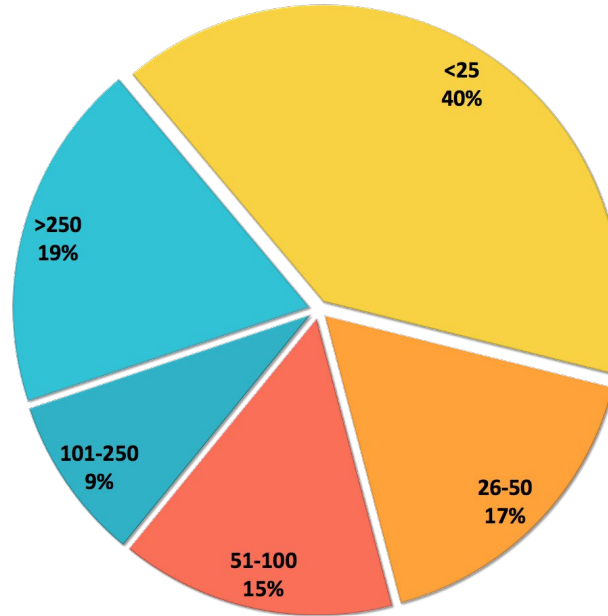


More than half of the organizations involved in the survey have revenues of less than \$250 million.



Profile of Responders:

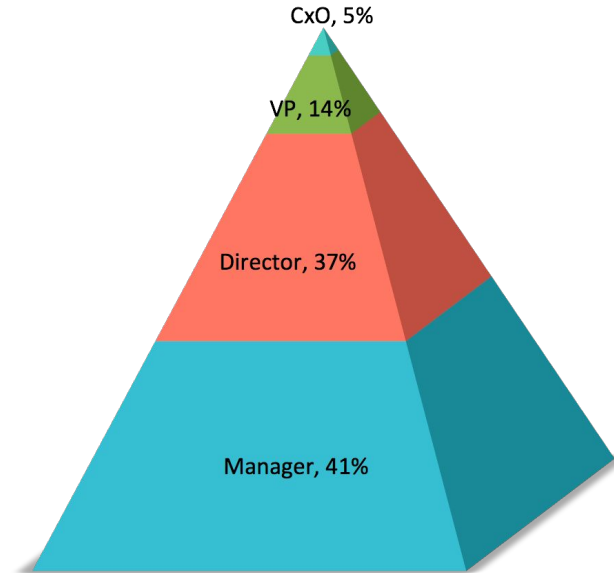
Total Number of Agents



40% of the organizations responding to the survey employ less than 25 agents. 19% use more than 250 agents.

Profile of Responders:

Job Level



56% of those surveyed hold executive level positions in their organizations.



