WHAT CUSTOMERS REALLY WANT OUT OF CUSTOMER SERVICE

The internet has provided customers with a wealth of information about the companies they buy from. Armed with data, customers can demand more from companies or go elsewhere when they are not satisfied. As today's consumer becomes more empowered, customer service strategies must evolve to meet their rising expectations.

THE NEED FOR SPEED

A 2015 B2B Buyers Survey report found that more than 50% of consumers use Facebook[1], Twitter[1], and LinkedIn[1] to communicate with organizations. The immediacy of these platforms has affected customers' expectations around acceptable response times, but many businesses neglect this fact. Software companies can set themselves apart by setting up social media monitoring tools to catch customer concerns while having a dedicated social media response team that replies to concerns in a timely fashion.

73%
of customers say that valuing their time is the most important thing companies can do to provide them with good customer service.

58%
of customers who tweet about a bad experience never receive a response.

35 QUESTIONS
per hour are asked and ignored on social media in the software industry.

SELF-SERVICE

According to Forrester, an increased emphasis on speed in customer service means that consumers will look for options to quickly solve problems on their own by leveraging self-service channels. Having a comprehensive knowledge base where users can easily find the answers to their questions is an important component of any software company's customer service strategy.

67%
of customers said that they prefer self-service over speaking to a company representative.

76%
the total use of web self-service in 2014, up from 67% in 2012.

+25%
The use of online forums jumped from 31% to 56% from 2012 to 2015.

BIG DATA

Increased accessibility to consumer data allows organizations to better understand their customers, giving organizations the opportunity to personalize their customer service strategy for each customer.

25%
Personalization of customer service can reduce customer support costs by this amount.

BY 2020
Responding to customers immediately won't be fast enough. Companies will be using big data and predictive analytics to anticipate and address support issues before they arise.

ONLY 10%
of companies are currently incorporating data analytics into their customer service strategy.

The internet and social media have raised the standards for customer service. In order to keep up with expectations, companies must leverage these tools to provide a customer service experience that is as painless as possible.

VISTA
EQUITY PARTNERS

SOURCES: TechTarget.com, Squarespace.com, Forrester.com, Forrester.com, Shopify.com, SocialBakers.com, Zendesk.com, ComputerWeekly.com, Forbes.com, ComputersWeekly.com, Forrester.com, Forrester.com

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