

WHAT CUSTOMERS REALLY WANT OUT OF CUSTOMER SERVICE

As today's customer becomes more empowered, customer service strategies must evolve to meet their rising expectations. The digital landscape provides customers with a wealth of information. Armed with data, customers can demand more from companies or choose a competitor when they're not satisfied.

INVEST MORE IN CUSTOMER EXPERIENCE

Customers expect a seamless user experience. Software as-a-service (SaaS) companies must rethink traditional customer service and invest more in their customer experience (CX) initiatives.



NEARLY 80%

of customers cite speed, convenience, and knowledgeable and friendly service as the most important elements of a positive CX



48%

of customers say they expect specialized treatment and experiences for being a good customer



84%

of customers are willing to pay more to guarantee a positive CX

SELF-SERVICE

According to Forrester, the best CXs embrace emerging technology like artificial intelligence (AI) and machine learning (ML). Businesses should continue to invest in capabilities like AI self-service platforms to stay ahead.



67%

of customers said they prefer self-service over speaking to a company representative



14%

increase in web self-service options in 2018



70%

of customers now expect a self-service application on a company's website

BIG DATA

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



58%

of companies report customer analytics increases customer retention and loyalty



63%

of senior decision-makers in organizations cite big data and analytics as the most important emerging technology for enhancing CX



83%

of enterprises say the ability to translate data into actionable insights is the most important driver of real-time, data analytics adoption

The digital landscape has raised the standards for customer service. To keep up with expectations, companies must leverage these tools to provide a customer experience as seamless and engaging as possible.



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