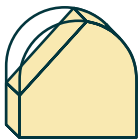


# Media and Entertainment

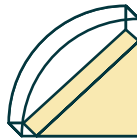


In 2020, media and entertainment companies faced exceptional challenges. Adapting to a world reshaped by COVID-19 has meant significant changes in how businesses are run, and how customers interact with brands.

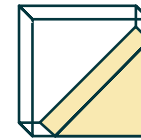
In Zendesk's third annual Customer Experience Trends Report, media and entertainment companies reported major disruptions to the way they work:



**83%**  
implemented new tools or processes



**50%**  
manage remote staff



**34%**  
had to lay off employees

That's a lot to handle at once. And these companies are managing all that while also seeing a 25% increase in customer engagement. It's no wonder that 77% of agents report feeling overwhelmed.

Meeting customer expectations is hard right now. This year's report reveals five trends that are helping customer experience (CX) leaders set a high bar.

## TREND 01

### Spotlight on CX

This year, CX moved mostly online. While in-person interactions decreased, the importance of providing meaningful customer interactions remained.



**41%**  
of media and entertainment companies said they care more about CX this year than last.

In the online world, that means providing a consistent, personalized experience to customers across channels.

Media firms with the happiest customers are more than three times as likely to have invested in omnichannel communication.

## TREND 02

### A more conversational world

Good CX requires meeting customers where they are, and 64% tried new channels in 2020. Most media firms are working to keep up, with two-thirds reporting that they've looked for new ways to engage with customers.

In 2021, that means messaging channels. Of those that added a new channel this year, 36% turned to social messaging apps like WhatsApp. And for good reason.

Media firms with the best CX results are 1.8 times more likely to be messaging with their customers.

## TREND 03

# Emphasis on agility

The ability to adapt quickly has long been a useful business skill, but 2020 upped the stakes.



**50%**  
of enterprise companies are looking to improve agility

by using blended agents, AI, and workflow management tools.

Those with the fastest resolution times are three times as likely to use workflow management tools.

## TREND 04

# The future of work is now

The shift from cubicles to couches was jarring at first, but most media companies plan to stick with it. 77% have announced formal work-from-home plans. While 68% of agents feel they have the right tools in place, only half of CX managers can measure success in their current setup.

Luckily, 55% have access to developers, so they can customize their support solution to accommodate quickly changing needs.

Indeed, the highest CX performers are 1.5 times more likely to use developers.

## TREND 05

# The digital tipping point

The shift to digital has been a long time coming, but rapid adoption this year means media companies face pressure to step up their timelines. In a difficult economy, not all have the budget to invest in the digital tools they need.

30% faced budget decreases for CX in 2020, while only 27% saw budget increase.

But there's hope.



**43%**  
anticipate having more budget to invest in CX technology in 2021.

To get a bigger picture of the state of CX in 2021  
[check out the full CX Trends report.](#)