

# Healthcare

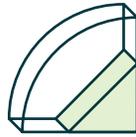
2020 reshaped the healthcare industry as COVID-19 overwhelmed healthcare facilities. For the safety of patients and staff, healthcare providers needed to quickly pivot to virtual health, resulting in new patient and employee experiences.



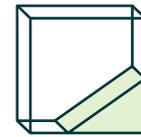
In Zendesk's third annual Customer Experience Trends Report, healthcare companies reported major changes in the last year:



**87%**  
implemented new  
tools or processes



**45%**  
manage remote  
staff



**35%**  
had to lay off  
employees

That's a lot to handle at once. And these companies are managing all that while also seeing a 21% increase in patient engagement. It's no wonder that 72% 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

As patient interactions increasingly shift online,



**69%**  
of healthcare companies say  
they care more about CX.

No surprise there, considering they're under a lot of pressure to adapt and scale as the pandemic puts strain on global healthcare systems.

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

**Healthcare firms with the happiest customers are 2.7 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 healthcare firms are working to keep up, with 80% reporting that they've looked for new ways to engage with patients.

In 2021, that means messaging channels. But while support requests over WhatsApp increased 263% this year, only 9% of healthcare companies adopted social messaging apps. This is a missed opportunity.

**Healthcare firms with the fastest response and resolution times are 1.6 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.



**52%**  
of healthcare companies are looking to improve agility

by using blended agents, AI, and workflow management tools. And it works.

Those with the best CX results are 2.4 times as likely to use workflow management tools.

### TREND 04

## The future of work is now

We're all reevaluating how we work. Though 55% of healthcare companies have announced formal work-from-home plans, only 42% of their agents feel like they have the right tools to do so. And only 57% of CX managers feel like they can measure team success in their current setup.

Luckily, 71% have access to developers, so they can better adapt 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 healthcare companies faced greater pressure to accelerate their timelines this year. That being said, not all have the budget to invest in the digital tools they need.

20% of healthcare companies saw their CX budget decrease this year, compared to 30% whose budgets increased.

2021 looks a little brighter.



**48%**  
anticipate having more budget to invest in CX technology.

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