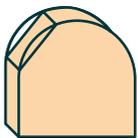


Manufacturing

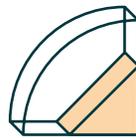
The Manufacturing industry experienced volatility in 2020, as surges for essential consumer items caused shifts and strains to both product and supply chains.



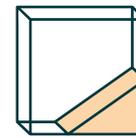
In Zendesk's third annual Customer Experience Trends Report, manufacturers reported major disruptions to the way they work.



93%
implemented new
tools or processes



46%
manage remote
staff



35%
had to lay off
employees

Meanwhile, customer engagement has soared. Manufacturers saw a record-high 28% increase in volume, making it all the more challenging to keep pace with changing customer needs. No wonder 79% 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.



67%
of manufacturers now care more about
CX compared to a year ago.

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

Manufacturers with the happiest customers are 2.4 times as likely to have invested in omnichannel communication.

TREND 02

A more conversational world

Good CX requires meeting customers where they are. But where they are changes—64% say they've tried new channels in 2020. Most manufacturing companies are working to keep up, with 78% reporting that they've looked for new ways to engage customers.

In 2021, that means messaging channels. Manufacturers saw a 162% increase in support requests come in over SMS/texting during the pandemic, and 21% of companies who added a new channel turned to SMS/texting. Social messaging apps were equally popular, but more (36%) opted to add embedded messaging capabilities on their own websites or apps. That's smart.

Manufacturing companies with the best CX results are 1.4 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.



60%
of manufacturing companies
are looking to improve agility

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

Manufacturers with the fastest resolution times are 2.1 times as likely to use workflow management tools.

TREND 04

The future of work is now

In 2020, the way we work was forever changed. Among manufacturing companies, 63% have announced formal work-from-home plans. 68% of agents are happy with their current setup, but over 40% of CX managers weren't confident they had the right tools in place to measure team success.

Luckily, 75% now have access to developers, which means they can customize their support solutions to help teams work smarter.

Manufacturing companies with the fastest resolution times and the highest customer satisfaction are 1.4 times more likely to use developer tools.

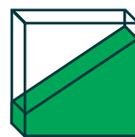
TREND 05

The digital tipping point

As digital adoption accelerates, it's a tale of two CX budget outlooks for manufacturers:

44% have seen 2020 CX budgets increase, compared to 33% that reported budget decreases.

But 2021 looks brighter.



54%
of manufacturing companies
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.](#)