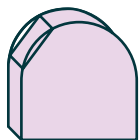# Technology

In 2020, technology companies saw a great deal of change. Virtually overnight, the pandemic created significant shifts in how tech is used, how tech companies are run, and how customers interact with brands.
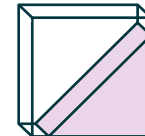
In Zendesk's third annual Customer Experience Trends Report, tech companies reported major upheaval in the way they work:

95% implemented new tools or processes
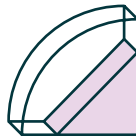
67% manage remote staff

44% had to lay off employees

That's an avalanche of disruption to get a handle on, fast. Tech companies are managing all of this while also seeing a 17% bump in ticket volume. 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

This year, call centers dispersed and support agents set up at home, moving most of CX online. While in-person interactions decreased, the need for meaningful interactions remained.

54% of tech 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.

> Tech companies 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 customers are on the move—64% say they've tried new channels. The vast majority of tech companies are paying attention and 83% say they're looking for new ways to engage with customers.

In 2021, that means messaging. Support requests jumped 35% over SMS/text and more than a third of tech companies that added new channels this year turned to texting or social messaging apps, like WhatsApp. And for good reason.

> Tech companies with the best CX track records are 1.5 times as likely to use messaging channels.

Emphasis on agility

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

47%
of tech companies are looking to become more agile

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

> Those with the fastest resolution times are 1.5 times as likely to use workflow management tools.

The future of work is now

More people than ever are working remotely and the majority of tech companies are running with it. 74% have announced formal work-from-home plans. 80% of agents feel well-equipped to work remotely, and 62% of CX managers say they can measure success in their current setup.

What's more, 71% now have access to developers, which means they can customize support solutions to help teams work smarter.

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

The digital tipping point

Overnight, tech companies had to leap years ahead in their plans for digitization. But in a difficult economy, not all have the budget to invest in the digital tools they need.

> 39% saw their budgets increase for CX in 2020, while 39% faced budget decreases.

But there's hope.
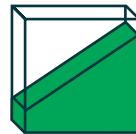
58%
anticipate having more budget to invest in CX technology in 2021.

To get a bigger picture of the state of CX in 2021
check out the full CX Trends report.

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