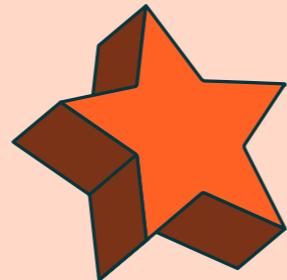


Technology

Tech leaders agree – customer service is the key to unlocking growth. But so far, many teams lack the systems and processes they need to deliver the exceptional experiences that customers want and expect.

To jumpstart growth in this new business reality, tech businesses need only look to their own customers. Customer service has emerged as a key differentiator between companies, a top consideration for customers and a profit-generating force in its own right. Some 61% of customers globally say they now have higher customer service standards after this past year's crisis. And an equal number would now defect to a competitor after just one bad customer experience.

Delivering exceptional customer service can mean the difference between standing out or falling behind, but tech companies have to move quickly to avoid common traps that may derail their growth plans:



Customer service isn't wowing customers

Although 73% of tech companies gave themselves high marks for the quality of their service, what they're offering is lagging behind what customers expect. In fact, 54% of consumers report that customer service feels like an afterthought for most of the businesses they buy from. That's a problem for those looking to impress customers and keep them coming back.

Solution: Focus on reducing customer effort, delivering speedier resolutions and boosting the quality of every customer service interaction.

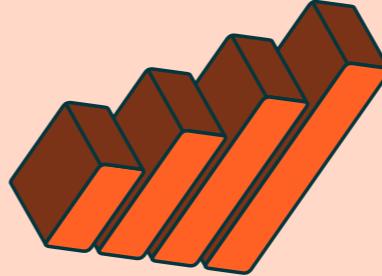
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Leadership is all talk, but it's the doing that counts

Going all in on customer service requires buy-in at the top. But whilst 77% of tech leaders agree that customer service is a critical business priority, 30% report that it's still not owned by the C-suite. What's more, only 24% report viewing customer service metrics on a daily basis.



Solution: Infuse a customer service-first mindset across the company with active engagement from leadership.

Current investments aren't enough to support a standout team

Customer engagement is on the rise, with 46% of tech businesses expecting a budget increase of at least 25% over the next two years. But budget expectations are falling short of predicted demand, with only a third of respondents strongly agreeing that they're adequately investing in support initiatives.

77%

of tech leaders agree that customer service is a critical business priority.

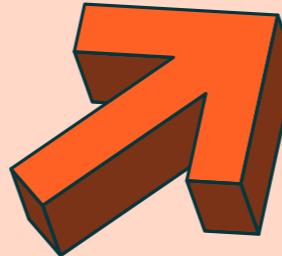
46%

of tech businesses expecting a budget increase of at least 25% over the next two years.



Agents are burnt out and feel undervalued

Agents' roles have become more important and strategic. In fact, 85% of tech business leaders agree that they play a vital role in customer retention. But just 27% of tech agents feel empowered to do their jobs well. It's a slippery slope: unhappy agents can quickly turn into dissatisfied customers.



Disjointed systems confuse customers and halt growth

When agents have to juggle multiple tools, it's incredibly difficult to capture a single view of the customer. It's a missed opportunity – as 90% of customers are willing to spend more for personalised experiences, but just 32% of tech agents say they're very effective at finding the information needed to meet those expectations. To get there, 31% of tech companies say they'll need to design and implement new work processes or risk more frustration for everyone involved.

Solution: Take care of your agents by giving them the training, tools and flexibility they need to deliver better experiences for customers.

Solution: Connect agents to the information they need to resolve issues more efficiently and grow the business.

27%

of tech agents feel empowered to do their jobs well.

90%

of customers are willing to spend more for personalised experiences.

Don't let these common customer service traps hold you back. Benchmark your performance against your peers and see how high-performing companies deliver best-in-class service every time.

