



25

Customer Service Benchmarks

You Need To Know To Grow Your Business

+ Gladly

Introduction

Customer Expectations Are Ever Evolving

I. What Do Your Customers Want?

They want to feel known

They don't want to repeat themselves

II. Why Does Customer Service Matter?

It matters to your customers

It's your best marketing strategy

It affects your bottom line

III. What Can Companies Do?

Make the experience feel personal and human

Do away with the repeat and recap

Invest in your talent

IV. Industry Breakdown—Who's Leading the Pack?

The industries customers are happiest with

The industries with room for improvement

The award for best customer service goes to

2

3

7

11

12

16

20

24

25

29

34

37

38

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40

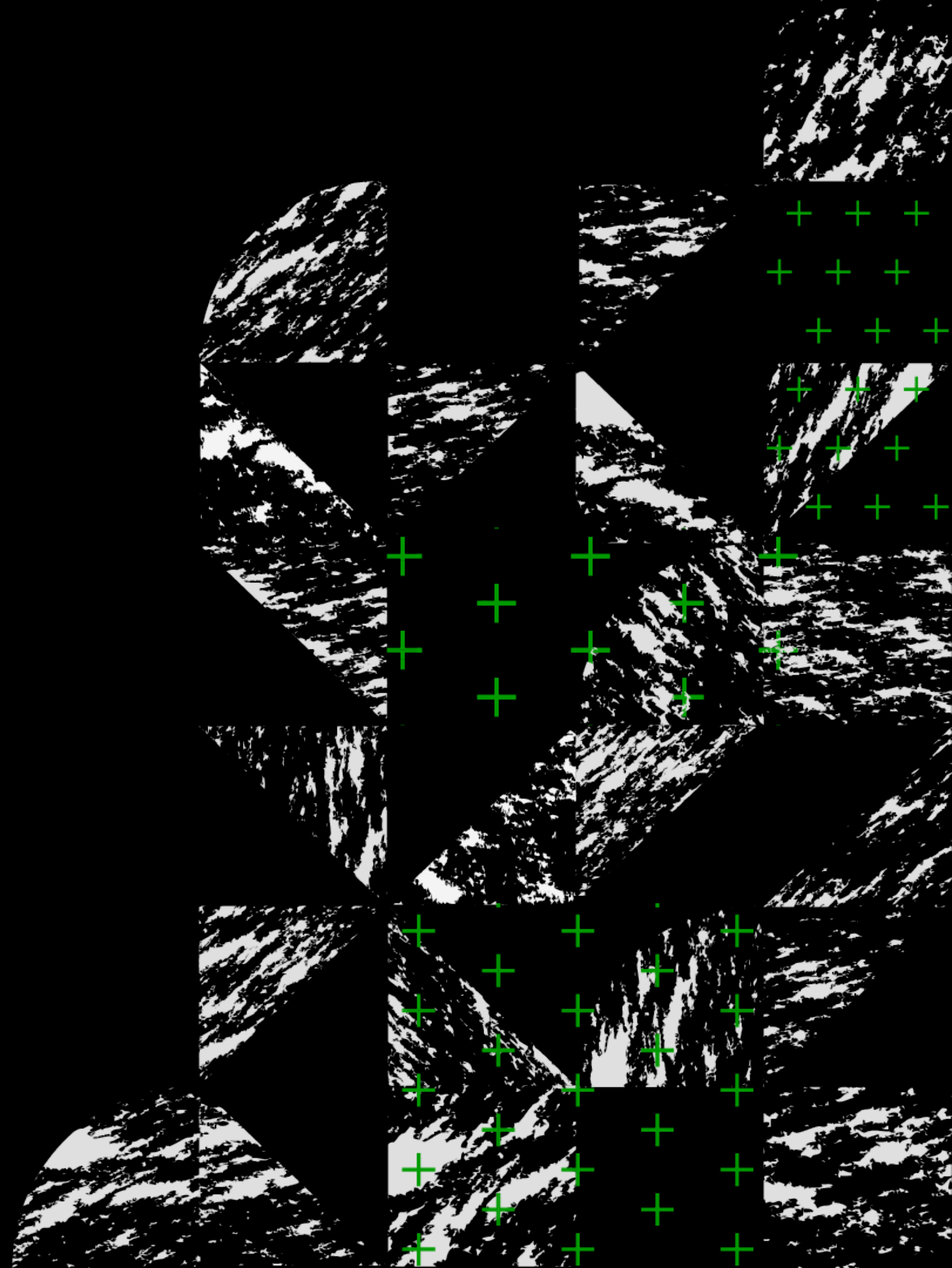
Customer expectations are ever evolving.

Whether you're a retail brand, in hospitality, or in the business of flying the skies, one thing remains the same: your customers are comparing their experience with you to the best they've had.

For companies trying to keep up with their competition, not to mention their customers' expectations, there's a need to understand what it is their customers expect across the board—whether they're buying coffee from the corner store or a car at their local dealership.

This Guide compiles the top benchmarks and trends around customer service, so you're armed with the knowledge you need to meet the expectations of today's consumers.

1. What Do Your Customers Want?



They want to feel known

Your customers don't want to be treated like a ticket or a case number. They want to feel like you know who they are, and that you value their relationship with you—and they're making that opinion clear with their pocketbooks.

01 **Your customers
are unique.**

**And they want to be
treated that way.**

75% of customers said they're more likely to purchase from a company that provides personalized recommendations. 54% had previously made purchases based on the recommendation of a customer service.

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02 They're even willing to pay more for it.

28% of customers would pay more for personalized service.

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03 Yet most customers still feel **anonymous.**

69% say they feel they're treated like a case or ticket number (up 8% from the year before).

And 56% feel the companies they buy from don't know or understand who they are.

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They don't want to repeat themselves

Your customers are busy people, and always on the go. They don't want to have to repeat themselves to a new customer service representative every time they reach out on a different channel, or follow up via the same one.

04 It's the most
frustrating part
of an experience.

33% of customers are most frustrated by
having to repeat themselves to multiple
support representatives

Hubspot Research Consumer Customer Support Survey, Q2 2018

05 They'd rather **risk** **a cold** than do it.

54% said they'd rather spend the day
in wet socks than repeat themselves.

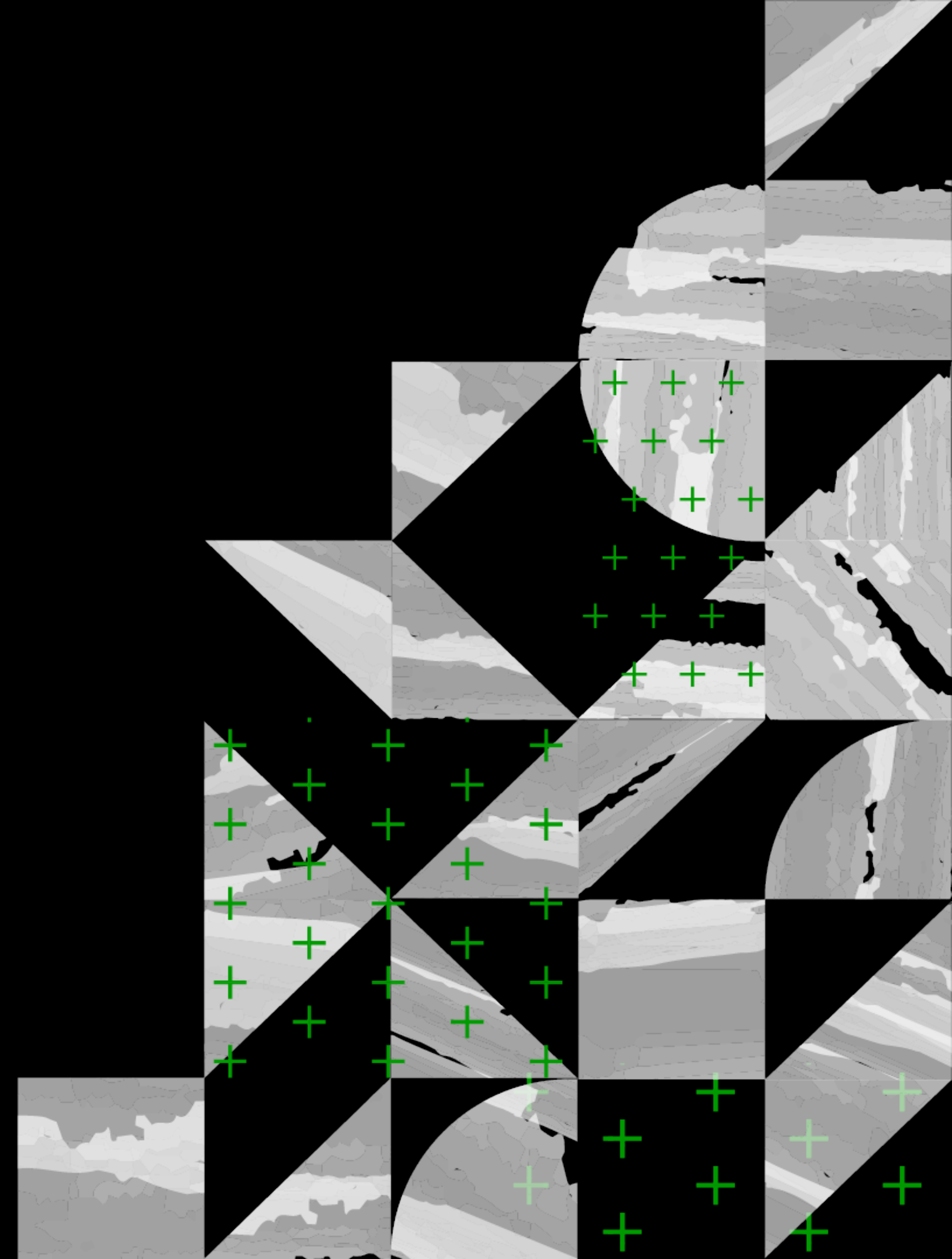
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06 Yet they spend a lot of time having to **repeat and recap.**

Customers say they spend an average of 5-6 minutes repeating their past interactions to customer service representatives.

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II. Why Does Customer Service Matter?



It matters to your customers

Customer experience has become the one true differentiator between a brand and its competitors—not only does it influence who they purchase from, but it also affects how much they're willing to pay.

07 Customer experience determines whether they shop from you, or your competitor.

74% of customers base their purchase decisions on a company's customer service.

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08 It also affects whether they come back.

93% of customers are more likely to make repeat purchases with companies that offer excellent customer service.

HubSpot Research: "May 2018 The Hard Truth About Acquisition Costs"

09 A poor customer
experience can
cost you.

92% of customers will switch to a competitor
after 3 bad experiences.

26% will switch after the very first one.

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It's your best marketing strategy

Customers are relying less on a company's advertising, and more on recommendations from friends, family, and the internet.

That means the best marketing you can pay for is word of mouth.

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Online reviews are key, followed by advice from friends and family.

When making purchase decisions, 55% of customers rely on online reviews and social media, while 36% rely on recommendations from friends and family.

Just 8% of customers look to advertising for help.

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11

Great service
makes for **great**
word of mouth.

80% of customers share their positive
customer experiences with friends and family.

2018 Gladly Customer Expectations Report

12 **They're more likely
to come back
because of it.**

77% of customers said they would return for great service vs. a great marketing campaign.

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It affects your bottom line

While customer support has traditionally been seen as a cost center, investing in your customer experience can have a positive effect on your company as a whole—and particularly on your bottom line.

13 You get more back than you put into it.

If a company with \$1 billion in annual revenues increases investment in their customer experience by even a moderate amount, it generates an average revenue increase of \$775 million over three years.

Tempkin Group Research, ROI of Customer Experience, 2018

14 **And it costs you less
in the long run.**

Investing in new customers is between 5 and 25 times more expensive than retaining existing ones.

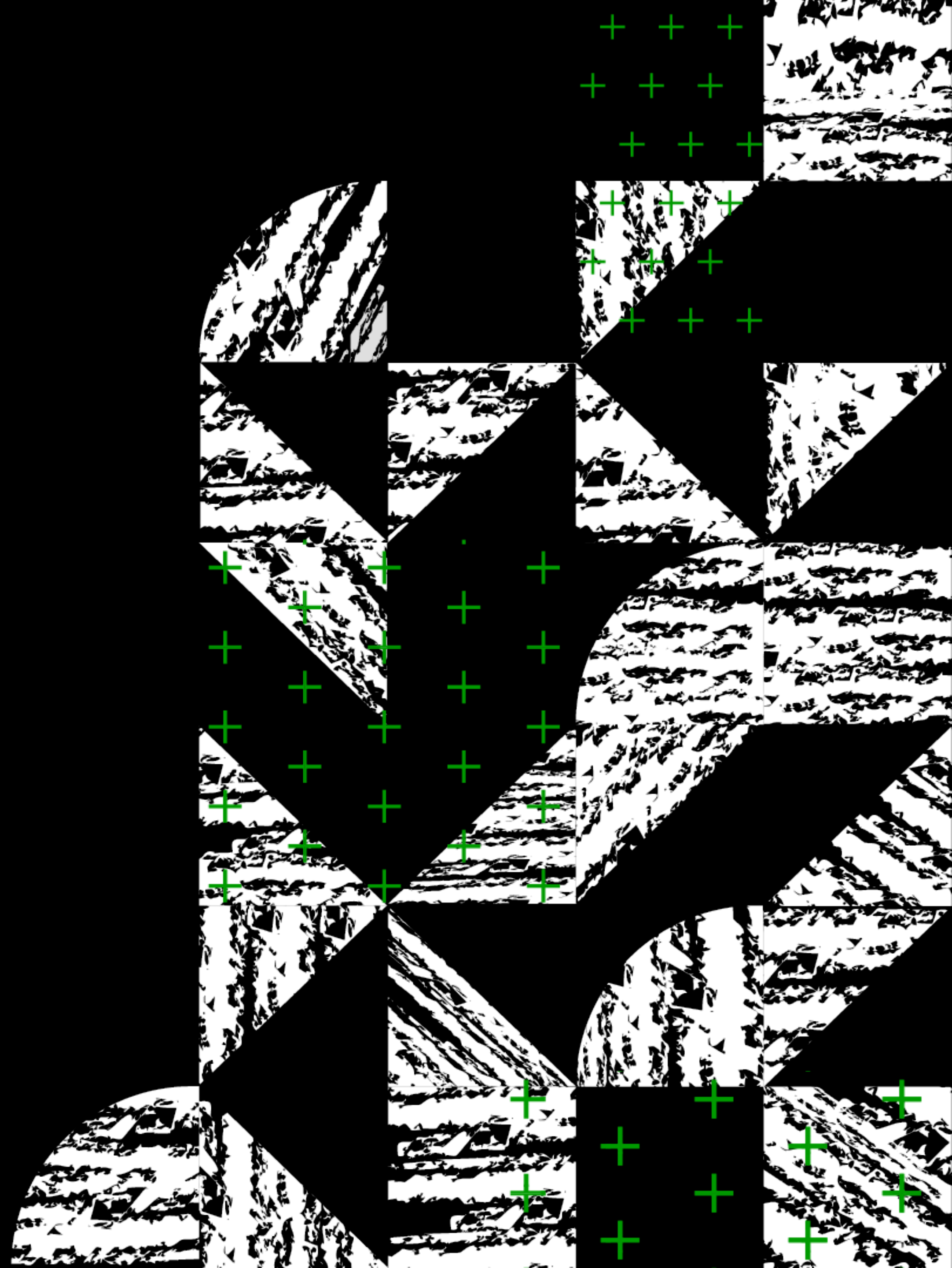
Invesp, Customer Acquisition Vs.Retention Costs – Statistics And Trends

15 It also has a positive influence on **employee morale.**

Companies that make a concerted effort to improve their customer experience also see employee engagement rates go up by an average of 20%.

McKinsey, Customer Experience: New Capabilities, New Audiences, New Opportunities, Number 2, June 2017

III. What Can Companies Do?



Make the experience feel personal and human

You know that warm feeling you get when your barista greets you by name, and already knows your order? Your customers want that same, fuzzy feeling when they talk to you.

16 Know their history with you.

38% of customers say they feel known and valued when a customer service representative knows their past interactions with the company.

15% want you to know their purchase history.

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Check in on them.

27% of customers want companies to follow up after their last purchase or experience.

2018 Gladly Customer Expectations Report

18 Know who they are.

20% of customers want you to greet them by name.

2018 Gladly Customer Expectations Report

Do away with the repeat and recap

Customers don't want to repeat their past experiences each time they reach out. They want a seamless transition from one channel to the next, even with communications outside the contact center.

There aren't a lot of companies delivering on that experience, which means there's a great opportunity to step up and stand out from the pack.

19 Know their **previous interactions.**

86% of customers expect a company to know what they spoke about when they last reached out.

Only 24% said that they have experienced it.

2019 Gladly Customer Expectations Report

20 Keep track of interactions across channels.

76% of customers expect agents to be able to see what they're saying simultaneously across multiple channels (eg. if they send an SMS while on the phone with an agent). Only 19% have experienced it.

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Know them **in-store** and over email.

66% of customers expect contact center agents to know about their in-store experiences and vice versa.

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22 Be consistent **online** **and offline.**

69% of U.S. online adults shop more with retailers that offer consistent customer service both online and offline.

Forrester, 2018 Customer Service Trends: How Operations Become Faster, Cheaper — And Yet, More Human

Invest in your talent

Your customer service representatives are a key part to building the relationships that keep your customers loyal. And as more customers turn to self-service channels for help, or do their shopping online, companies should make the most of the limited opportunities they have to interact with customers.

23 Your representatives are key.

68% of customers attributed their recent positive service experience to the customer service representative.

62% said that this was due in part to their knowledge or resourcefulness.

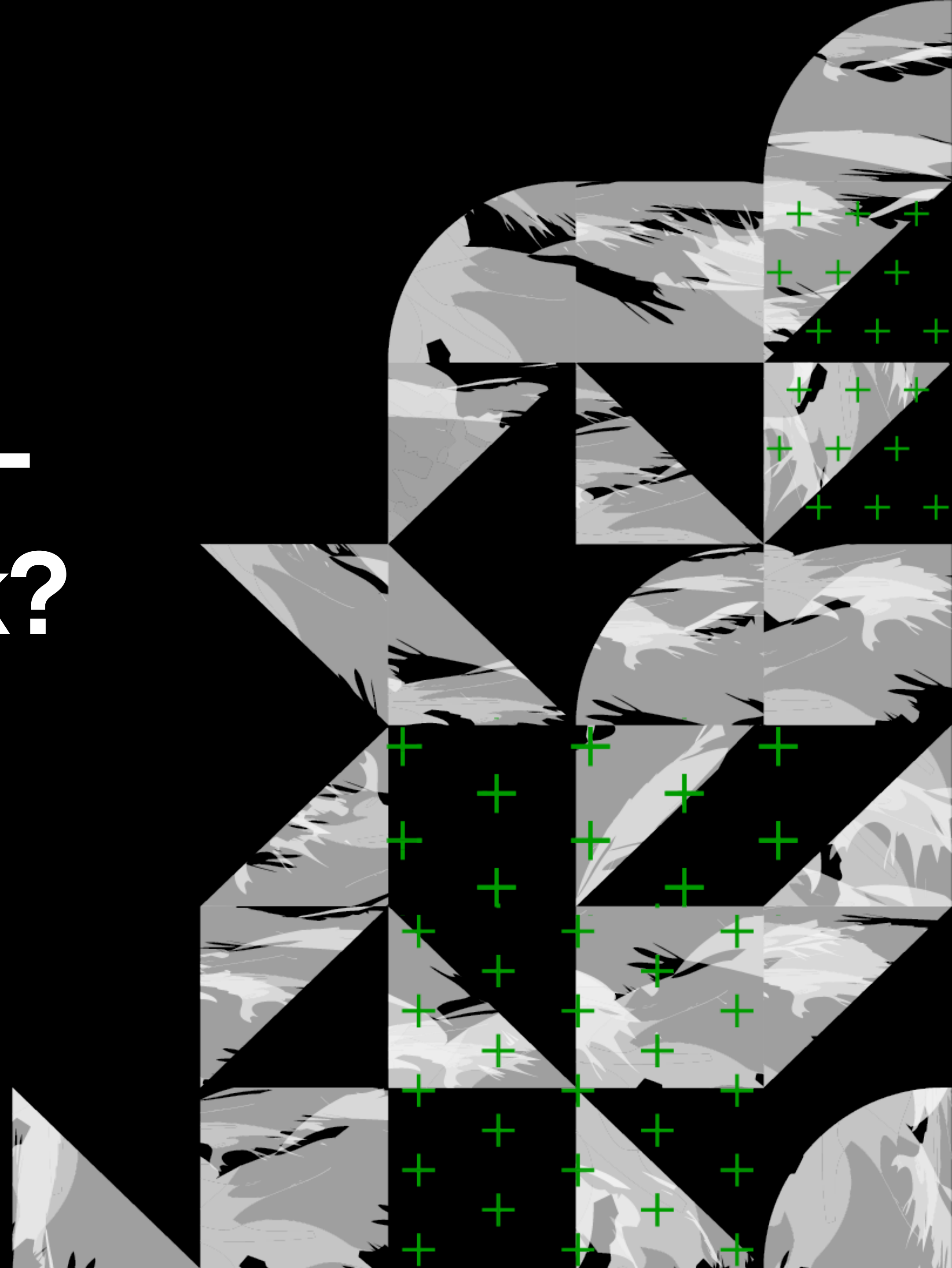
2017 American Express Customer Service Barometer

24 Make the most of the moment.

The average consumer reaches out to customer service just 1-5 times a year.

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IV. Industry Breakdown — Who's Leading the Pack?



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The industries
customers are happiest with

1. Hospitality

2. Banks / Financial Institutions

3. Retail

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The industries
with room for improvement

1. Airlines
2. Mobile / Cable Providers
3. Automobile

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The award
for best customer service goes to

1. Amazon
2. Walmart
3. Verizon
4. AT&T
5. T-Mobile

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READY TO MEET THE MODERN CUSTOMER'S EXPECTATIONS?

Deliver Exceptional Experiences With Gladly

Center service on people to drive revenue

Gladly empowers teams to build relationships that drive revenue by putting the context of the customer right at their fingertips.

Meet your customers where they are

Gladly enables agents and customers to move seamlessly between channels, with voice, email, text, chat, and messaging, all natively built into a single platform.

Drive effortless efficiency to cut costs

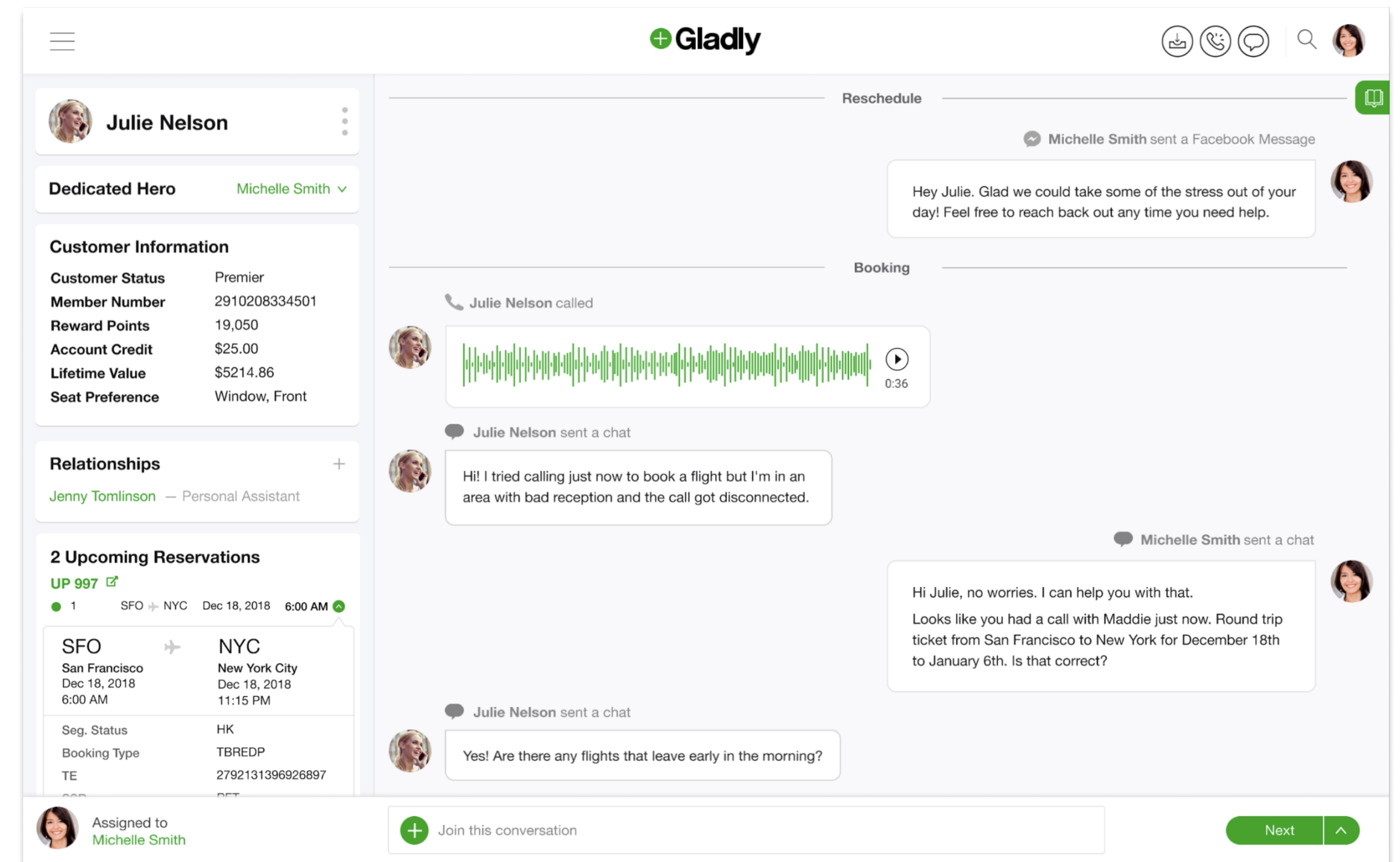
Eliminate duplicate and merging tickets, consolidate tech silos, and drive productivity with built-in machine learning.

Trusted by customer experience leaders like



See Gladly in Action

[SIGN UP FOR A DEMO →](#)



No smoke and mirrors here. just live, interactive demos to show how we can help you meet your customers' expectations.