



2020 Customer Expectations Report

Fast and Personal Service



For the past four years the Gladly Customer Expectations Report has served as the voice of consumers—what they expect from the brands they love. This year, our survey data delivered more insights than ever before. So in addition to the full report, we are creating a series of topical reports. Our focus here is on customers expectations for fast and personal service. And how to deliver both.

A personal approach results in agent efficiency

When agents know a consumer's details, like their name, order number, and purchase history, there are fewer back-and-forths. And the entire interaction becomes more personal and efficient. Most consumers agree that in the best experiences their issues are resolved quickly and they feel heard.

Personalization also speeds purchases

Knowing who a customer is empowers agents to make relevant, personalized recommendations. And consumers overwhelmingly make an additional purchase after a personalized customer service experience. If your agent is knowledgeable about your products and services, seven out of ten people would make a purchase based on their recommendation.

Consumers embrace cost effective channels

Consumers value flexibility when it comes to the channels they use. Consumers of all ages want to be able to start a conversation with an agent over chat or text, and then follow up with an email. Chatbots and self-service are important to Millennials and Gen X.

Now more than ever, customers want to be treated like a unique individual, not a ticket number. At Gladly, we call this being Radically Personal. It allows you to connect with customers and gain operational efficiencies. As always, we are here to help you along the journey to becoming a more Radically Personal organization, and hope you enjoy this report.

TL;DR Consumer Highlights

79%

say personalized service is more important to them than personalized marketing

82%

would purchase again from a brand after a personalized experience

86%

expect their conversations with agents to move between any channel

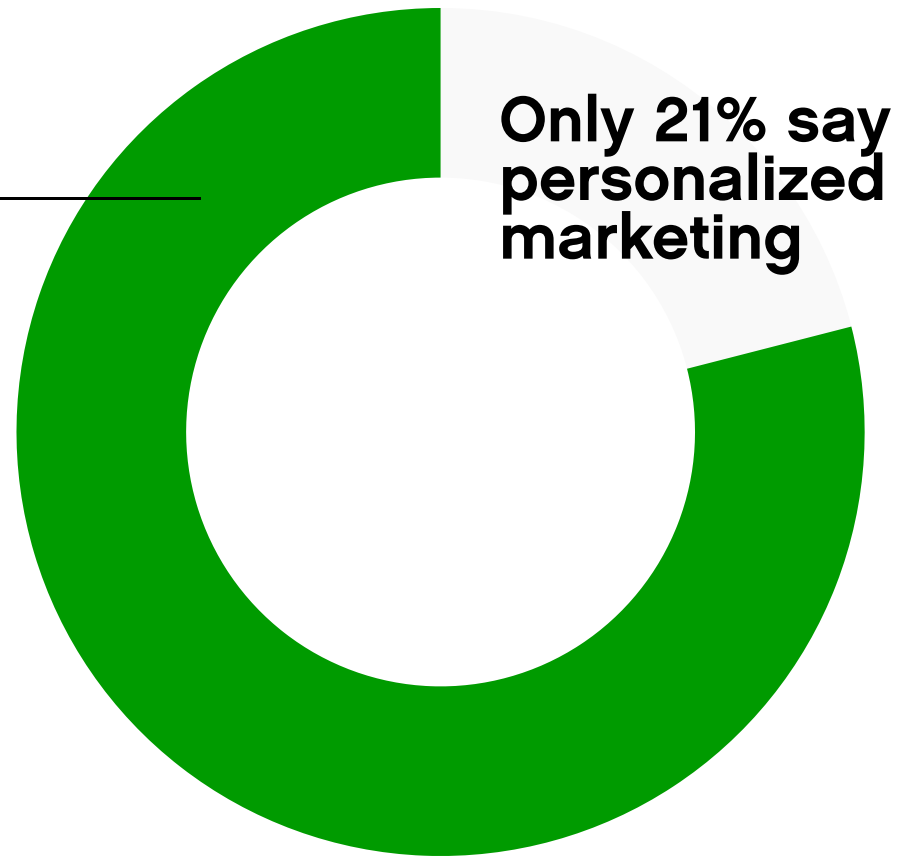
Personalized service matters more than ever

Personalized service is nearly four times more important to consumers than personalized marketing.

WHICH IS MORE IMPORTANT?

79%

say personalized service is more important than personalized marketing

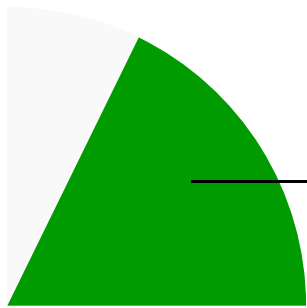


Only 21% say personalized marketing

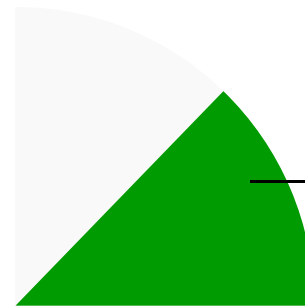
The best experience— for consumers and agents

In today's world, consumers want their issues resolved quickly and they want to feel heard. This kind of efficient, personalized service is also good for agents—the more agents know about customers, the more productive their interactions will be.

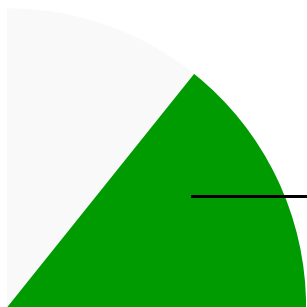
IN THE BEST CUSTOMER SERVICE EXPERIENCES



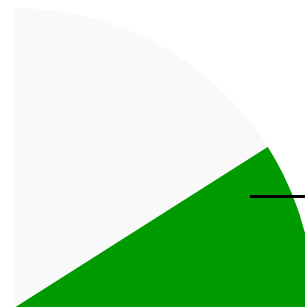
71%
My issues are
resolved quickly



51%
One conversation.
No repeat!



57%
I feel listened
to and heard



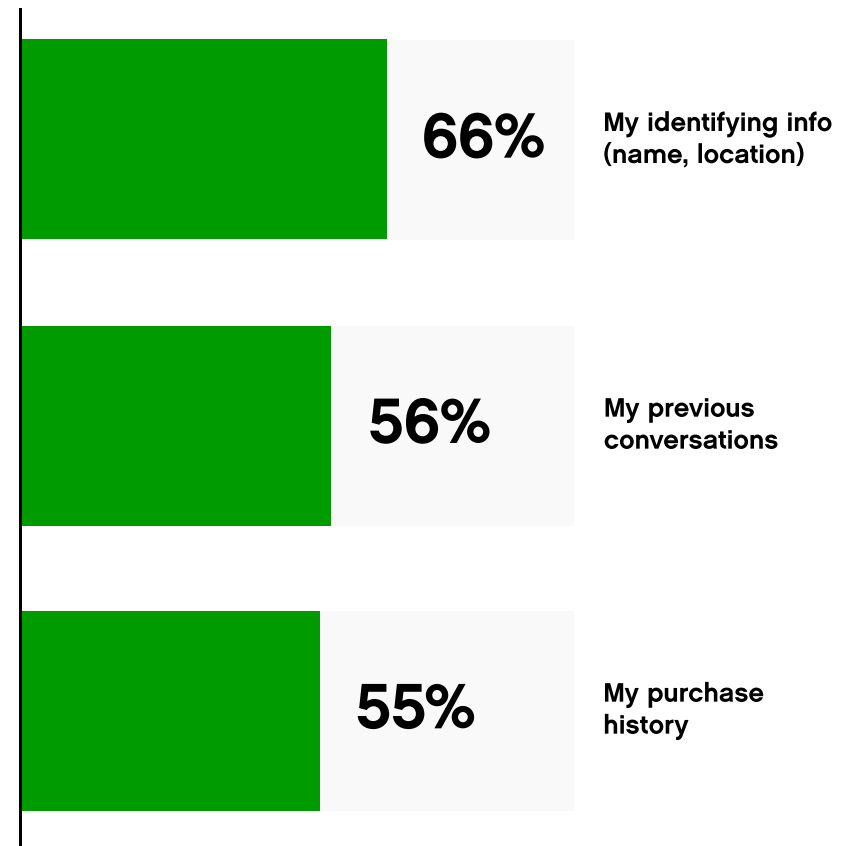
36%
I can use the
channel of my
choice

Show them you know them

Consumers want agents to know their name, previous conversations and purchase history without having to ask. It's more personal for the consumer—and a more efficient interaction for agents.

The most productive agents do not have to ask customers for details

THE TOP THREE THINGS AN AGENT SHOULD KNOW



No one wants to feel like a ticket

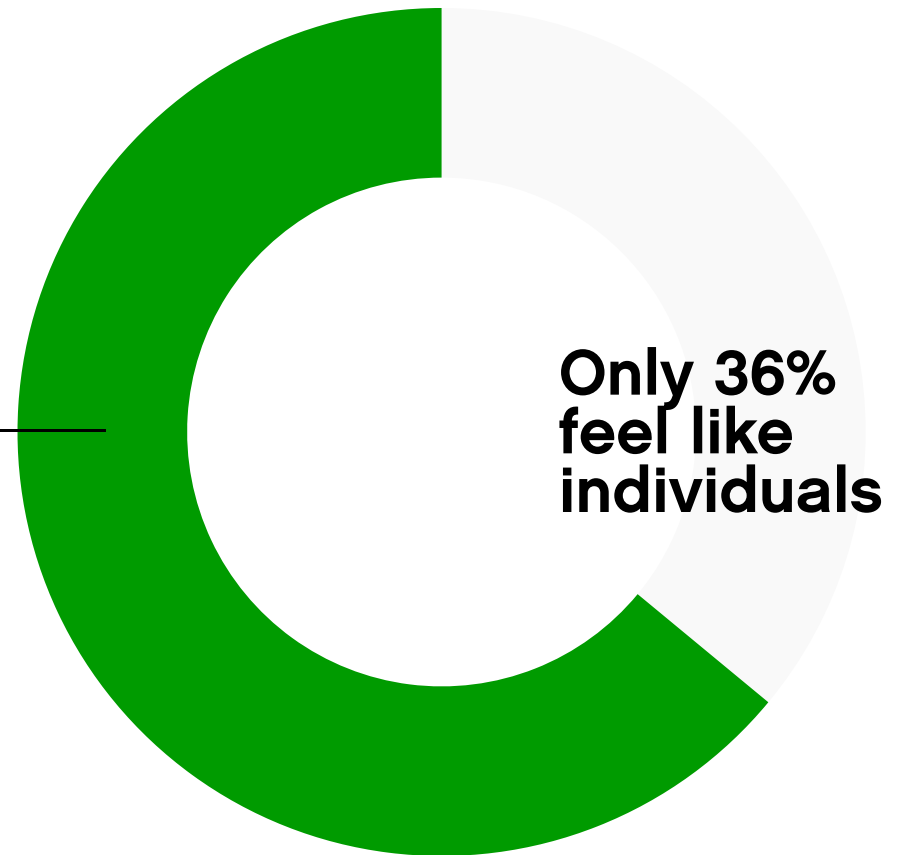
Many service systems are still centered around cases instead of customers. Only 36% of consumers feel like a unique individual when engaging with customer service.

Lack of personalization makes

64%

feel like a ticket number

CUSTOMER SERVICE MAKES ME FEEL

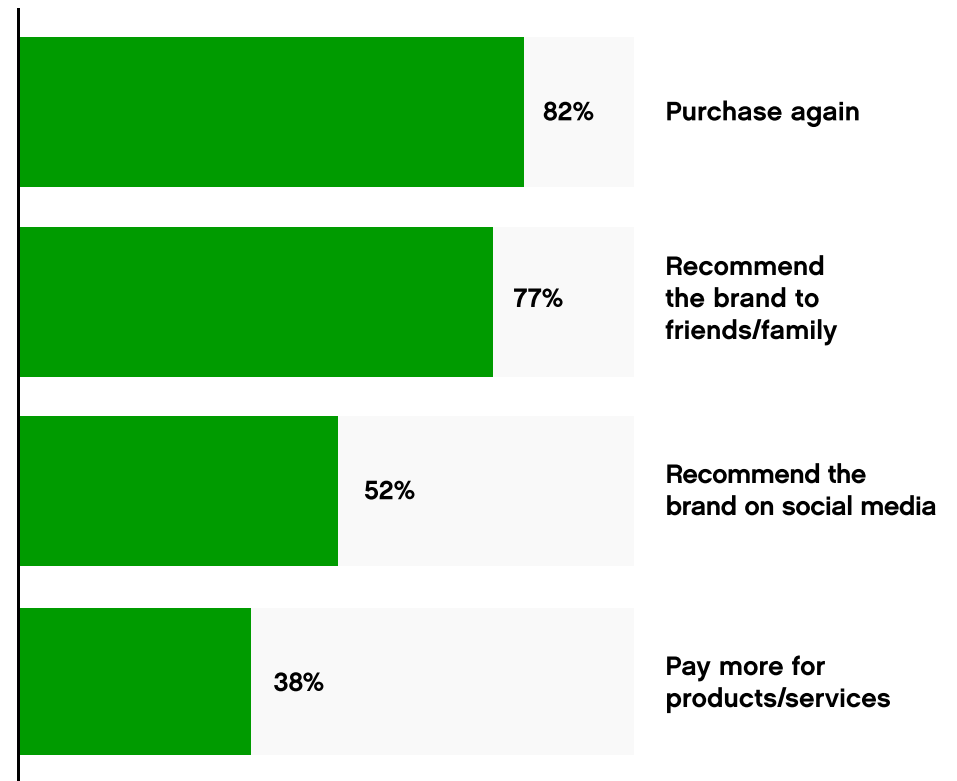


Personalization speeds purchases

When agents provide a personalized experience for consumers, 82% would purchase again and 77% will sing your brand's praises to family and friends.

82%
would purchase again after a personalized experience

AFTER A PERSONALIZED EXPERIENCE I WOULD



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We do things along the entire funnel where we encourage our shoppers and potential customers to reach out to our customer support team and engage with them, because we just know from looking at the numbers that if they do, they'll become a sort of brand evangelist and frankly just a higher value customer.

Melanie Travis

Founder and CEO

Andie

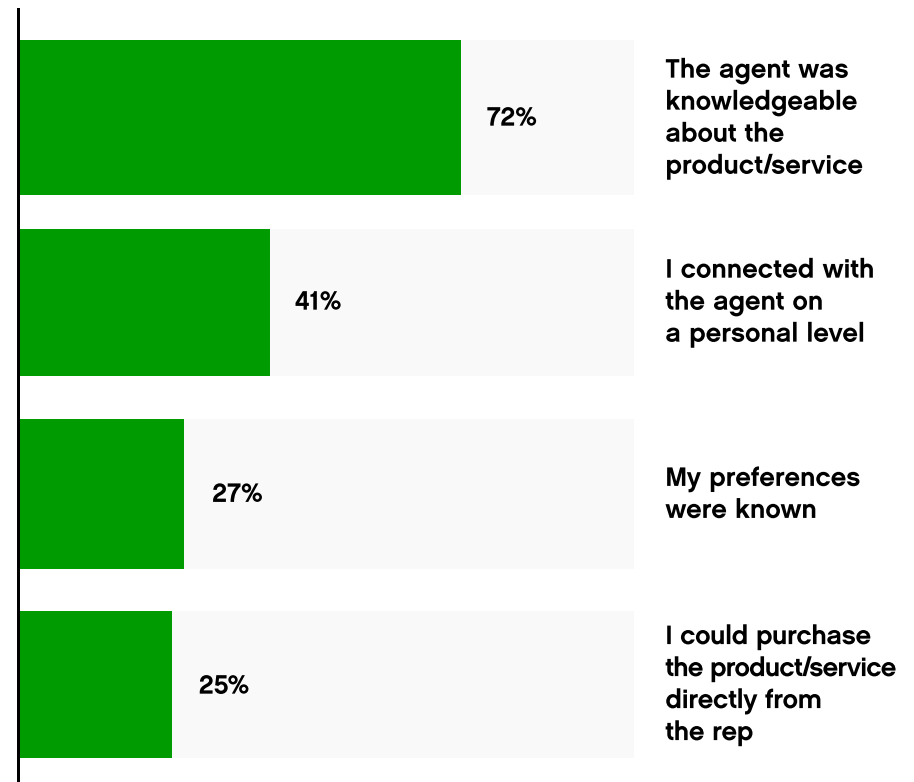
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Empowered agents grow sales

Giving agents the tools to focus on personal service can boost productivity and improve outcomes. 41% purchased a product after an agent connected with them on a personal level. And 72% would make a purchase if the agent was knowledgeable about the brand's products or services.

72%
would purchase
from an agent that
is knowledgeable

I WOULD MAKE A PURCHASE BASED ON A RECOMMENDATION IF



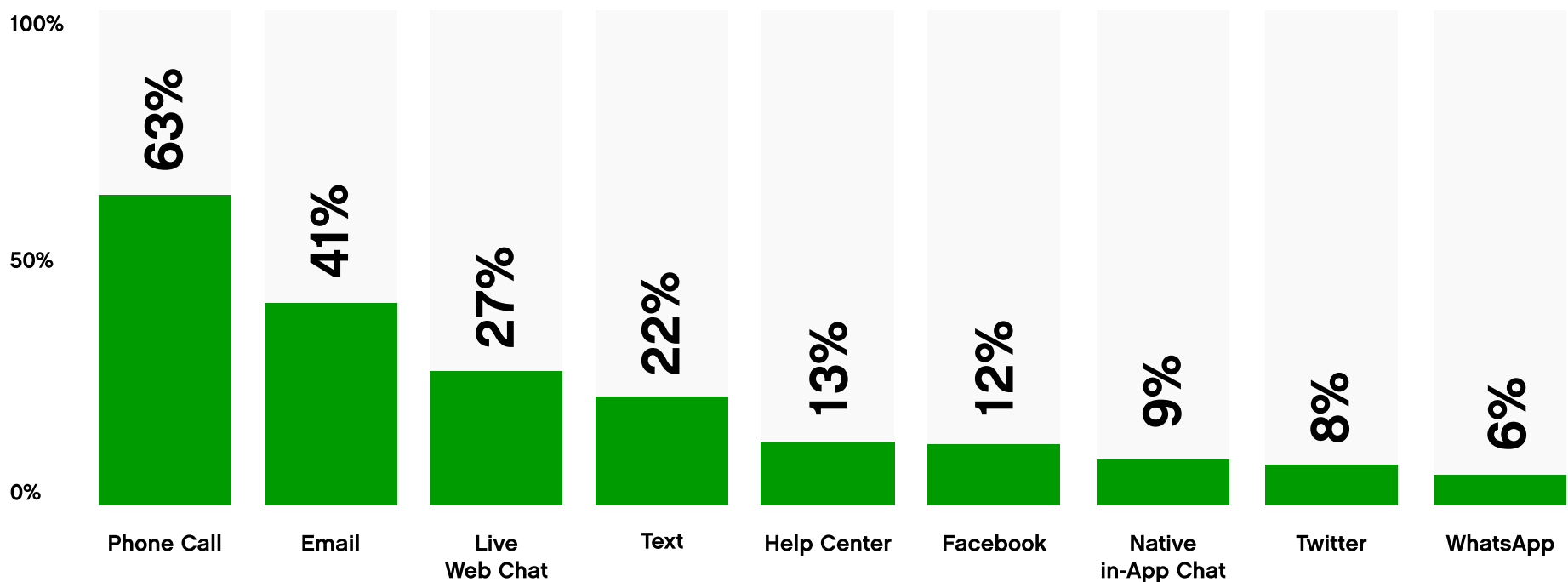
Maximize channel mix

The top channels consumers want to move between are phone, email, chat, and text. They expect their conversations to continue seamlessly no matter how many times they change channels. And they really don't want to repeat themselves. 73% say one of their biggest frustrations is having to repeat themselves multiple times.

86%

of consumers expect conversations with agents to seamlessly move between channels.

TOP NINE CHANNELS CONSUMERS LOVE TO MOVE BETWEEN



Help consumers help themselves

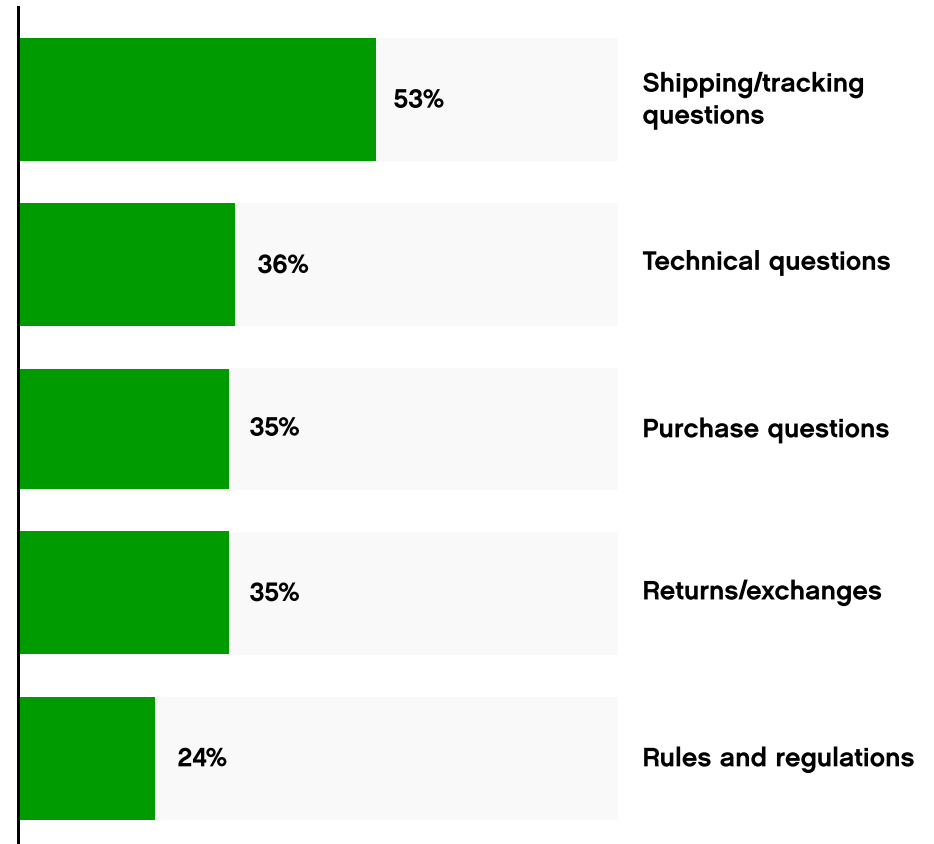
When consumers use self-service, it allows them to get answers fast. And allows agents to spend more time solving complex customer issues in a more productive and personal way.

35%

feel happy and proud when they use self-service to resolve an issue



SELF-SERVICE IS USED FOR



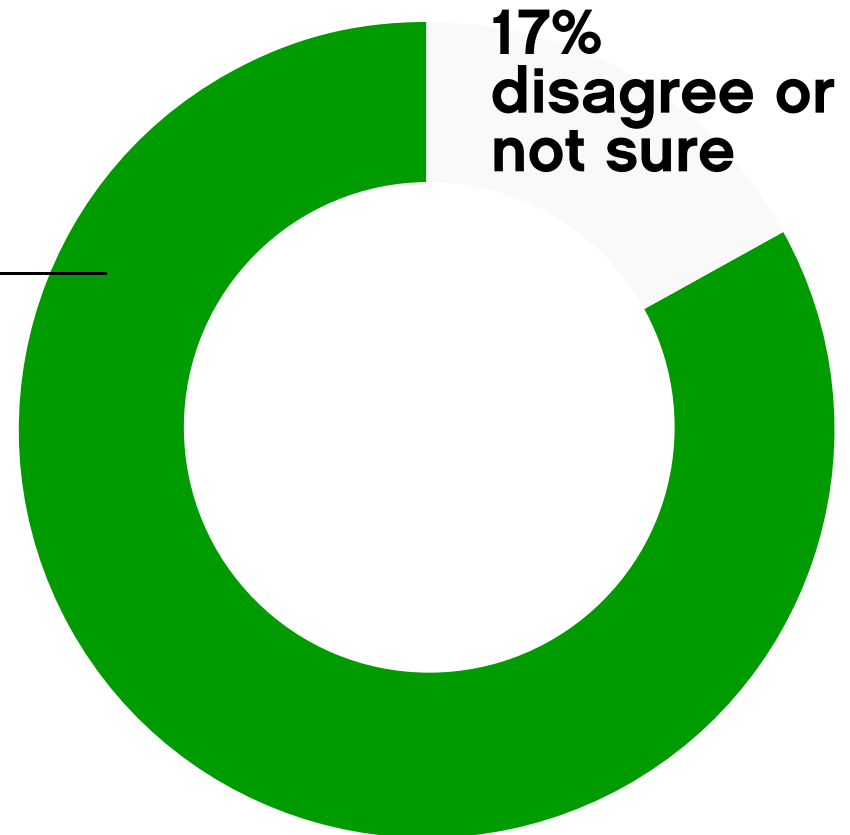
Stop the repeat

Eight out of 10 consumers don't want to start over when moving from self-service to another channel like phone or email. Not only is that a poor and confusing customer experience, but it takes time away from agents they could have spent helping the next customer in line. Less repeating means a more productive and personal conversation.

I WANT TO MOVE FROM SELF-SERVICE TO ANOTHER CHANNEL WITHOUT REPEATING

83%

don't want to repeat after starting on self-service and moving to another channel



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At JOANN we're always looking at how we can make the experience better for the retail customer and our team members. By having the right tools in place and making their jobs as easy as possible—to find answers, to deliver solutions—it makes them excited to support customers and go above and beyond.

Drew Chamberlain

Director of Operations and Customer Experience

JOANN

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Are You Ready For Radically Personal Customer Expectations?

Put people at the center

79% of consumers say personalized service is more important than personalized marketing—make every customer feel known at hello.

Build a single lifelong conversation

86% of consumers expect conversations with agents to seamlessly move between channels—build one continuous conversation across all channels.

Create wildly productive heroes

84% of consumers go out of their way to spend more money with great experiences—turn your agents into revenue generating customer service heroes.

Get Radically Personal at www.gladly.com