



2020 Customer Expectations Report

Travel and Hospitality Insights



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 what the Travel and Hospitality industry can do to build resilience and cultivate trusted, enduring relationships with consumers. There are three strategic questions that contact centers are considering today:

“How can we continue to build engagement and loyalty?”

Now more than ever, consumers find comfort in personalized service. They expect companies to know their reservation and relationship history, and have insight into why they are reaching out and to suggest things that might help.

“Which channels should we prioritize?”

The answer is: all of them. Consumers expect to be able to start a conversation with an agent over text, move to the phone, and then follow up with an email. And as they move from one channel to the next they want one seamless conversation—without having to repeat themselves. It is the ultimate act of hospitality.

“How can we set ourselves up for improved outcomes?”

These days consumers rely on customer service more than ever—for connection, for speed, and for guidance. Consumers today want to engage with support agents who are empowered problem solvers and can make insightful recommendations. After a great experience, they go out of their way to advocate your brand to friends, family, and over social channels.

These are key ingredients to building a lifelong relationship with consumers and future-proofing your business. At Gladly, we call this being Radically Personal. We are so grateful to the Travel and Hospitality industry for all you have done to support the frontline workers—by transporting medical volunteers and supplies, and housing essential workers and those needing to quarantine. As you return to your primary goal of connecting our world, we at Gladly are here to help you along that journey.

TL;DR Consumer Highlights

79%

**say personalized service
is more important than
personalized marketing**

86%

**expect conversations
with agents to
seamlessly move
between channels**

77%

**recommend to
friends and family
after a personalized
experience**

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**“How can we
continue to build
engagement
and loyalty?”**

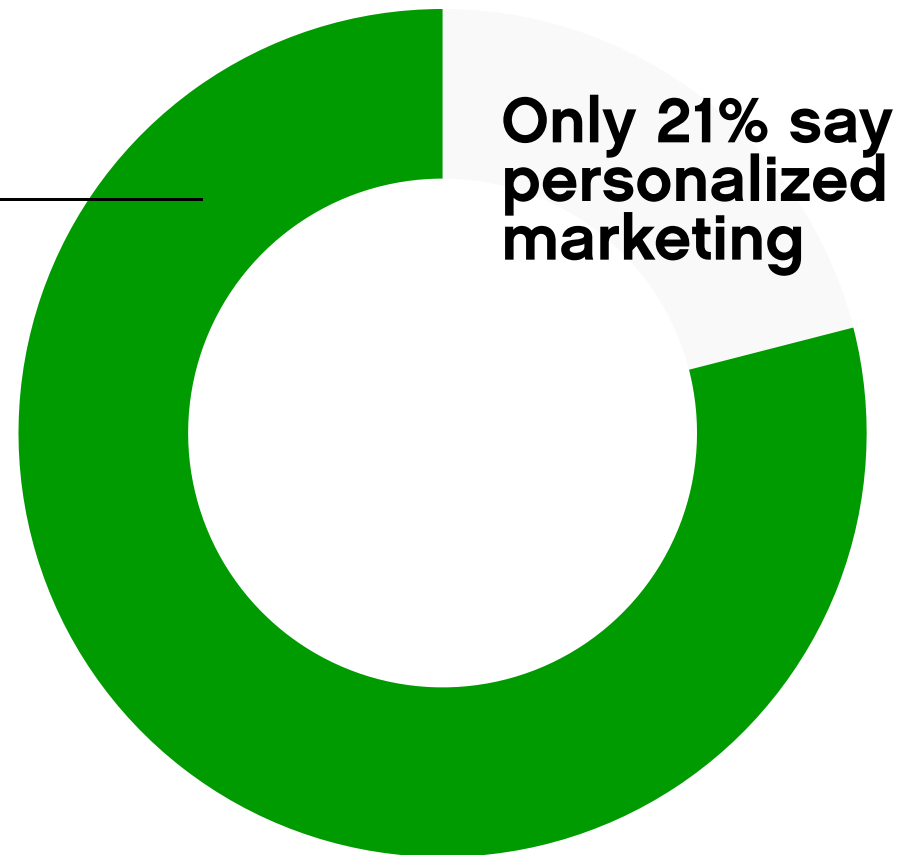
Personalized service matters more than ever

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

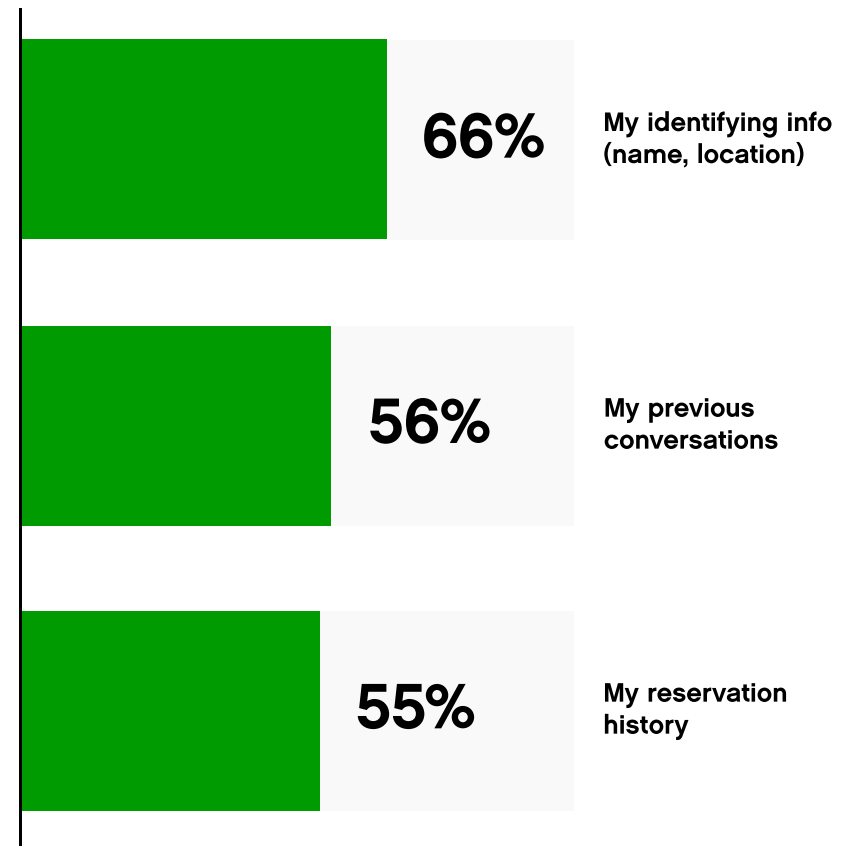


Show them you know them

Consumers want agents to know their name, previous conversations and reservation history without having to ask. It's more personal for the consumer and helps them feel confidence in your brand.

Consumers want to be known

THE TOP THREE THINGS A BRAND SHOULD KNOW



No one wants to feel like a ticket

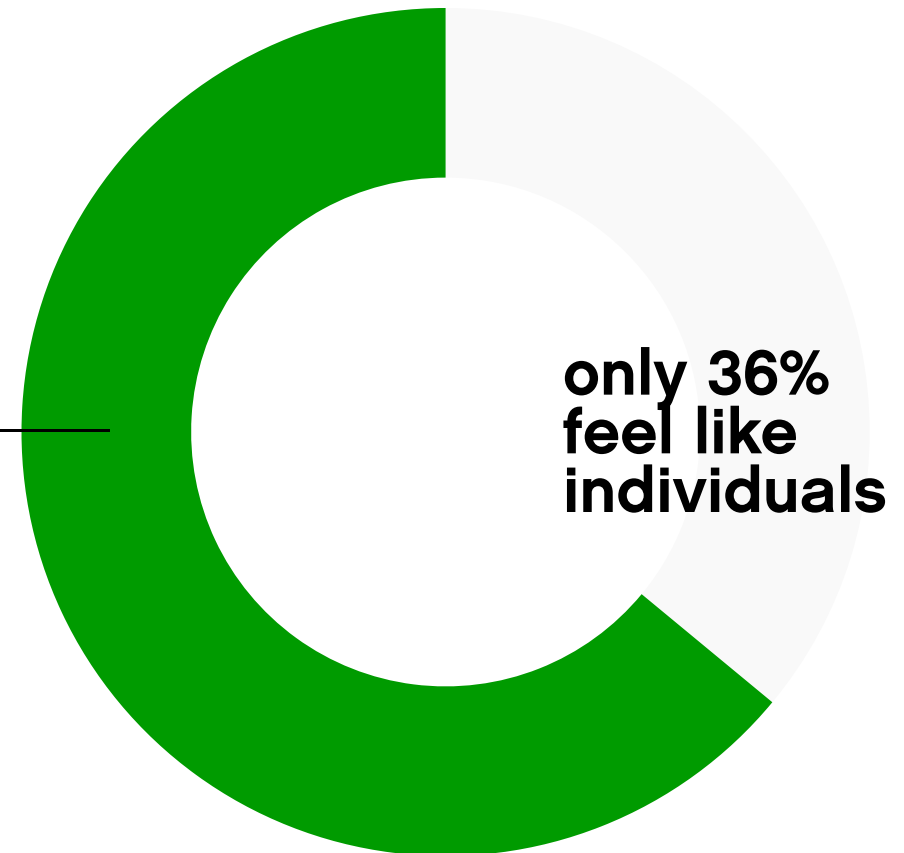
Many customer support teams still center their support around cases instead of customers. When customers feel like a unique individual it's an opportunity to build trust.

Lack of personalization makes

64%

feel like a ticket number

CUSTOMER SERVICE MAKES ME FEEL



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**“Which channels
should we
prioritize?”**

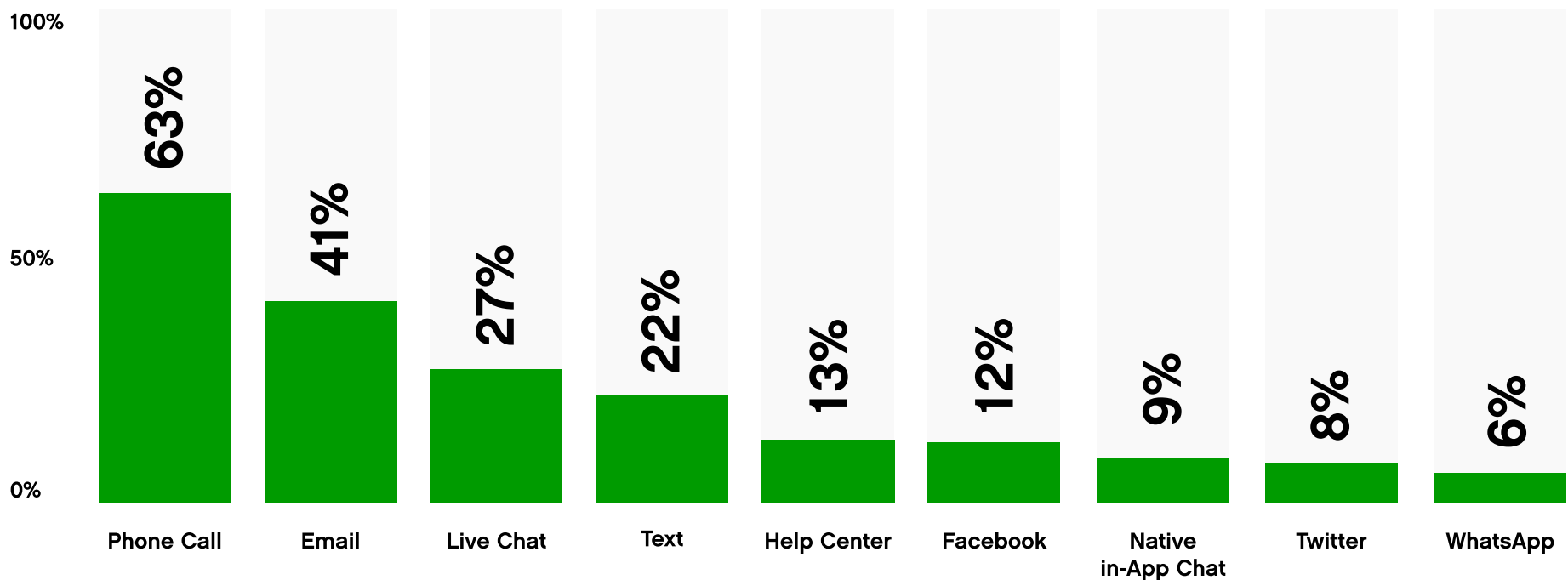
Andie

One lifelong conversation

The top channels consumers want to move between are phone, email, live chat, and SMS. 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

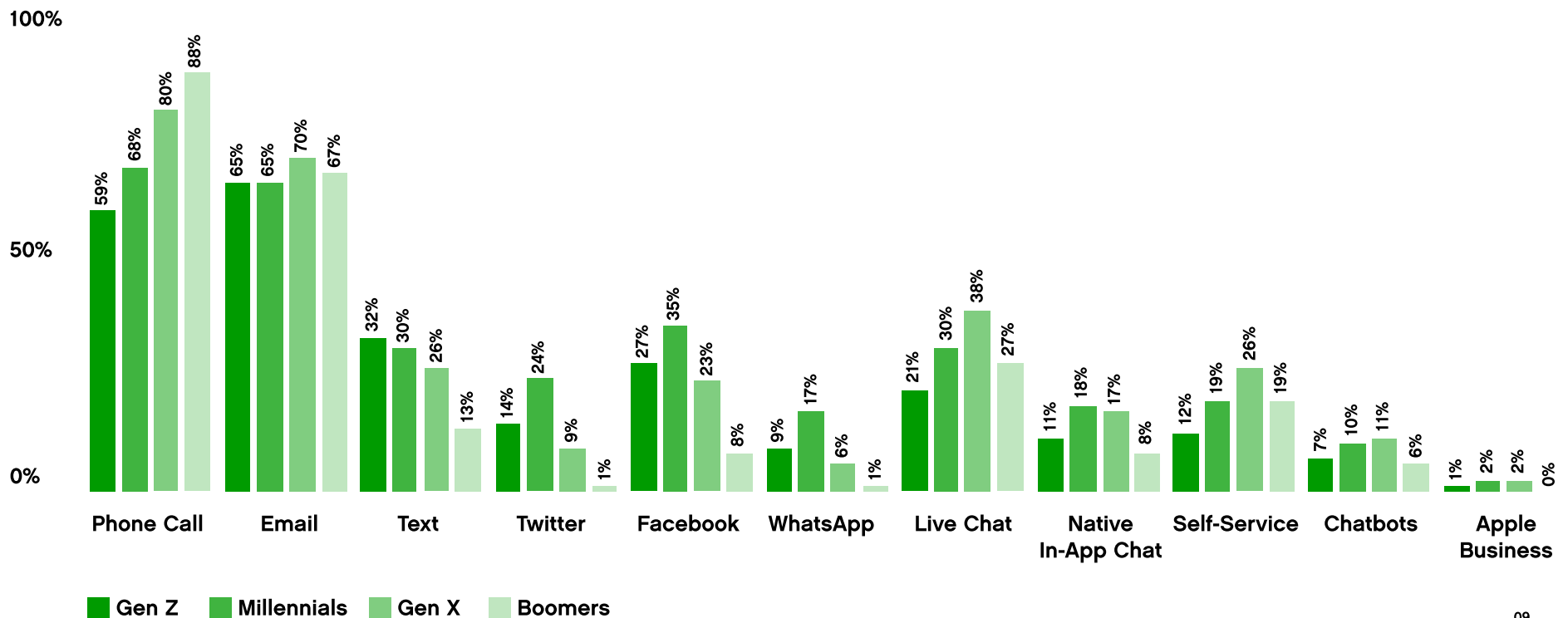


The ones to watch

Travelers' needs are evolving, and now is the time to add more channels. Although traditional channels like phone and email continue to be the most popular, Millennials are using digital channels like Facebook, native in-app chat, and Whatsapp more than any other group.

Digital channels on the rise

COMMUNICATION CHANNELS USED BY AGE GROUP

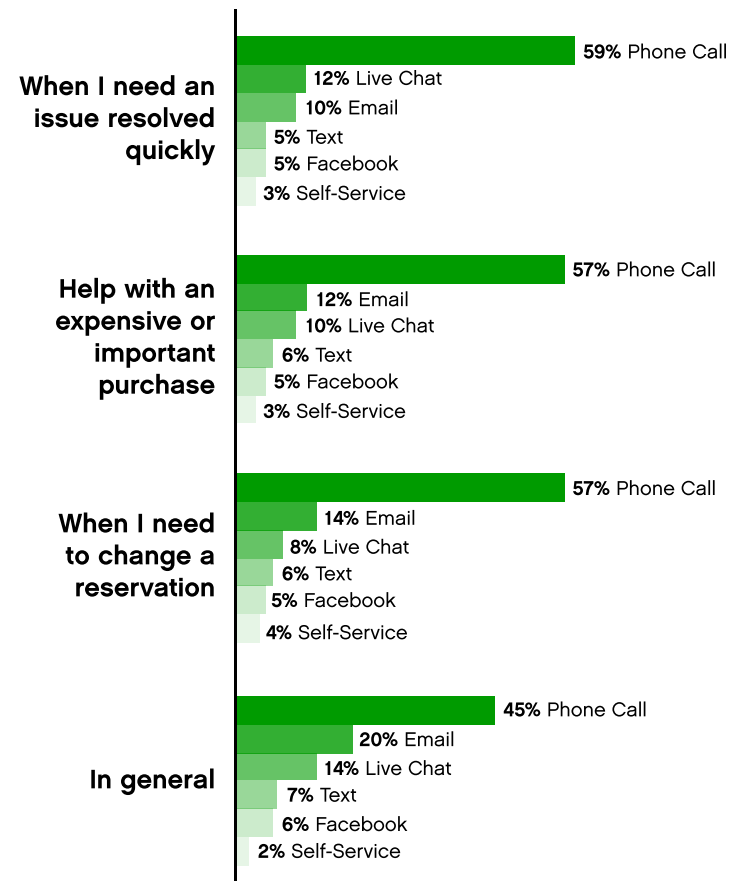


Live chat grows in popularity

Live chat is gaining on email in terms of popularity—especially when they need their issues resolved fast, or are making an expensive purchase like a flight or hotel reservation.

Live chat chosen over email for quick resolution

CHANNELS USED BY REASON

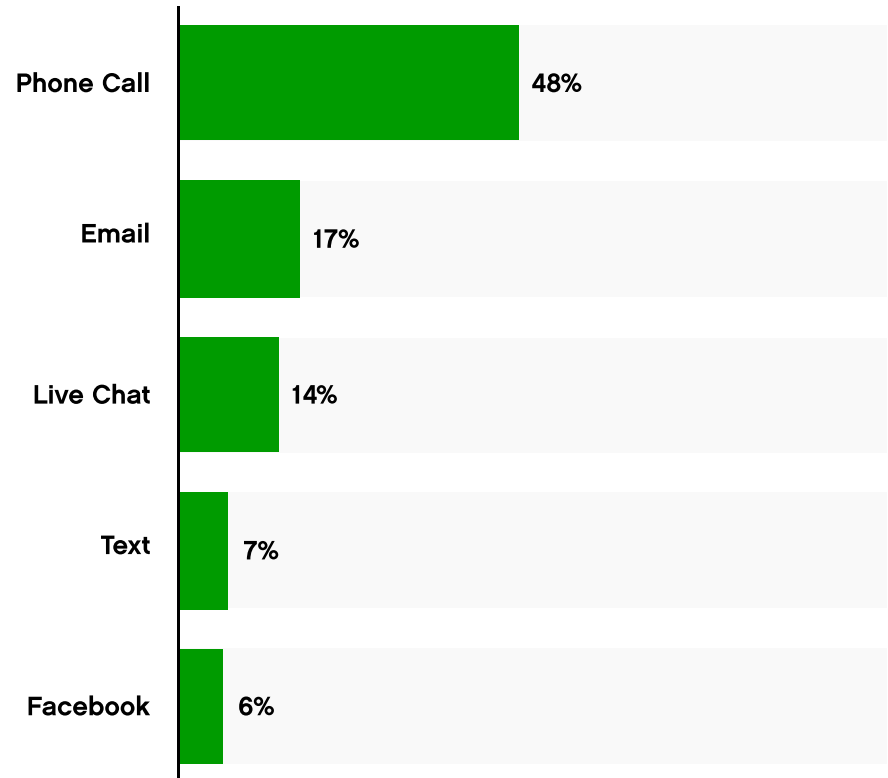


Playing favorites

If consumers had to choose only one channel to communicate with the brands they love, phone takes the top spot. Live chat and email are nearly tied for second. Text and Facebook round out the top five.

Live chat gains on email for #2 channel choice

IF I HAD TO CHOOSE ONE COMMUNICATION CHANNEL



A need for speed

When consumers reach out over text or live chat, they don't want to wait long for a response. 11% expect live chat responses in under 20 seconds. 32% expect text responses within one to three minutes. In 2019, just 9% had that same expectation.

Consumers expect fast response times

TEXT EXPECTED RESPONSE TIME



CHAT EXPECTED RESPONSE TIME



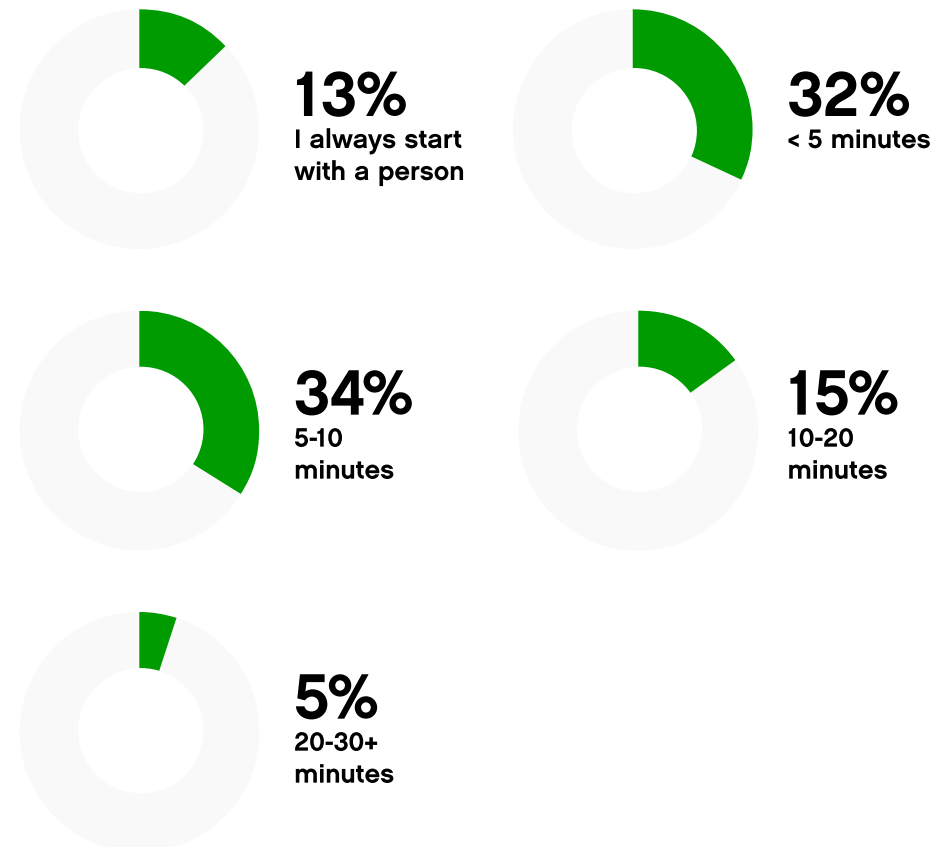
Give power to the people

Most people spend 5-10 minutes using FAQ and chatbots before reaching out to an agent. And half like using self-service and chatbots to get the answers they need on their own.

63%

of Gen Z and Millennials like chatbots to get answers

TIME SPENT ON FAQ AND CHATBOTS BEFORE CONTACTING AN AGENT



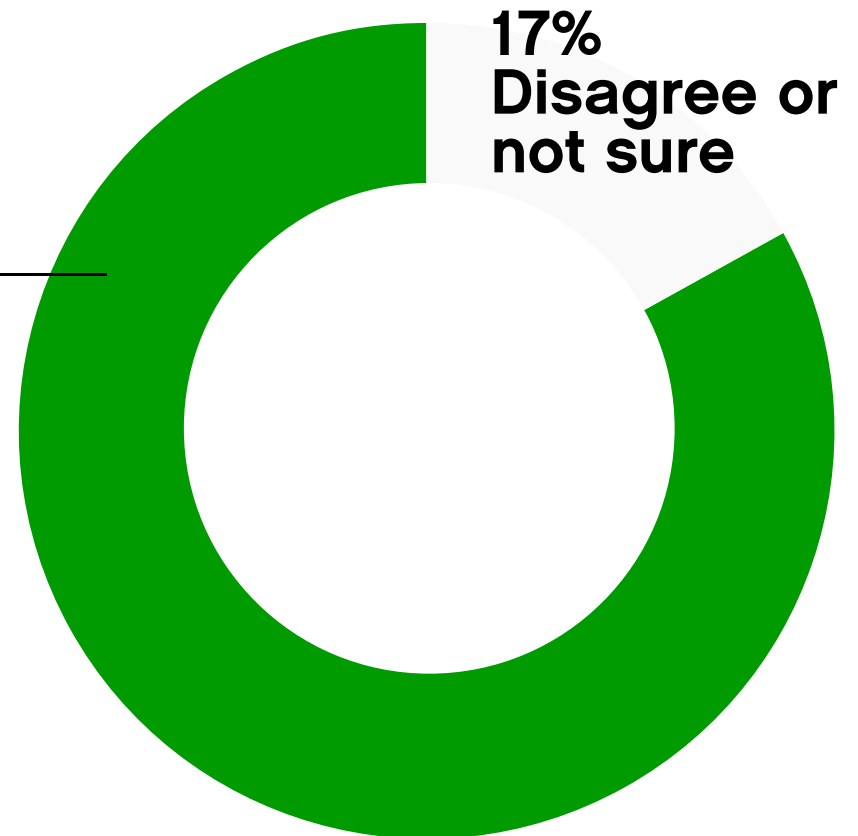
Seamless self-service channel transitions

Self-service gives consumers the freedom to resolve issues. When consumers start with self-service and then reach out to an agent over phone, text, social or other channels, 83% want the agent to know why they are reaching out without having to repeat themselves.

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

83%

**agree and want
seamless transitions
from self-service**



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**“How can we
set ourselves
up for improved
outcomes?”**

Which agents do travelers love the most?

Now more than ever, speed and expertise matter. When consumers need help with a travel-related issue, they want to turn to an empowered problem solver.

I WANT MY CUSTOMER SERVICE AGENT TO BE

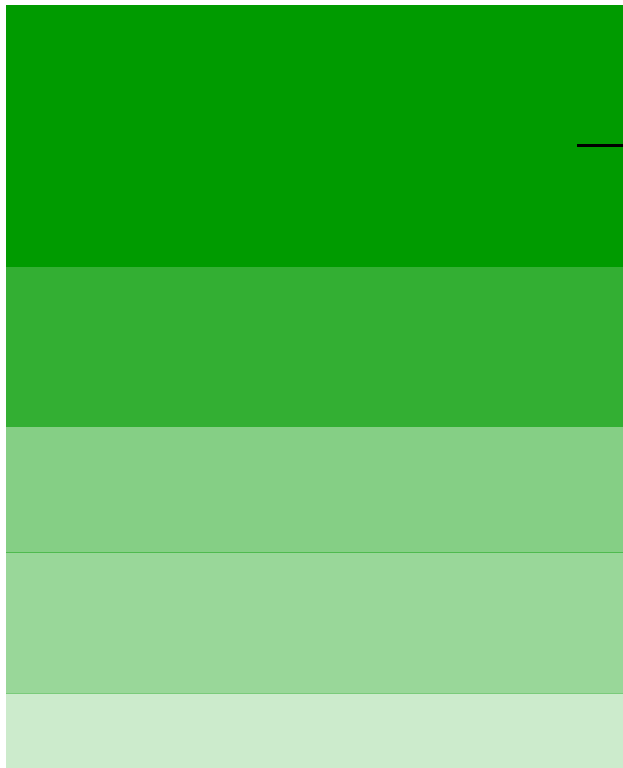
32%
Empowered
Problem Solver

21%
Product Expert

20%
Trusted Advisor

16%
Patient Listener

11%
Close Friend

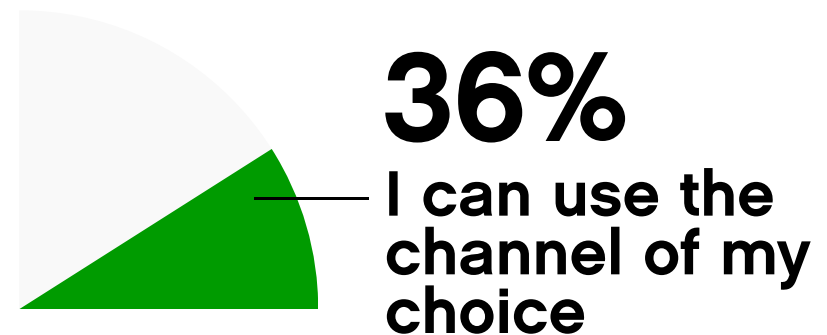
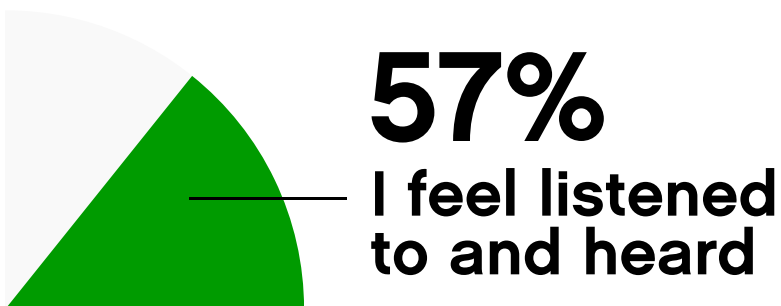
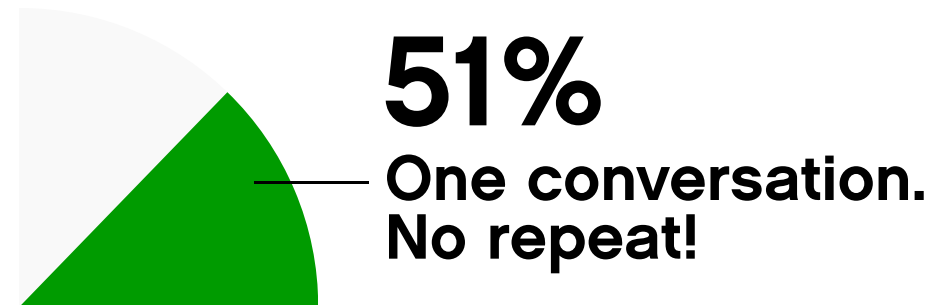
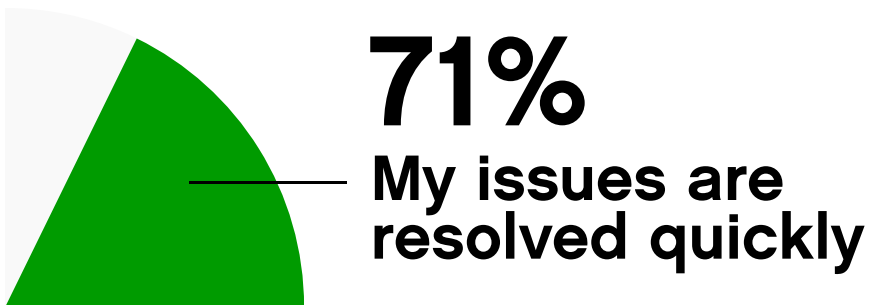


**Empowered
problem
solvers are #1**

What makes the best experience?

In today's world, consumers want their issues resolved quickly, don't want to repeat themselves, and would love to use their channel of choice. More than half of consumers say that in the best experiences they feel like they're having one conversation.

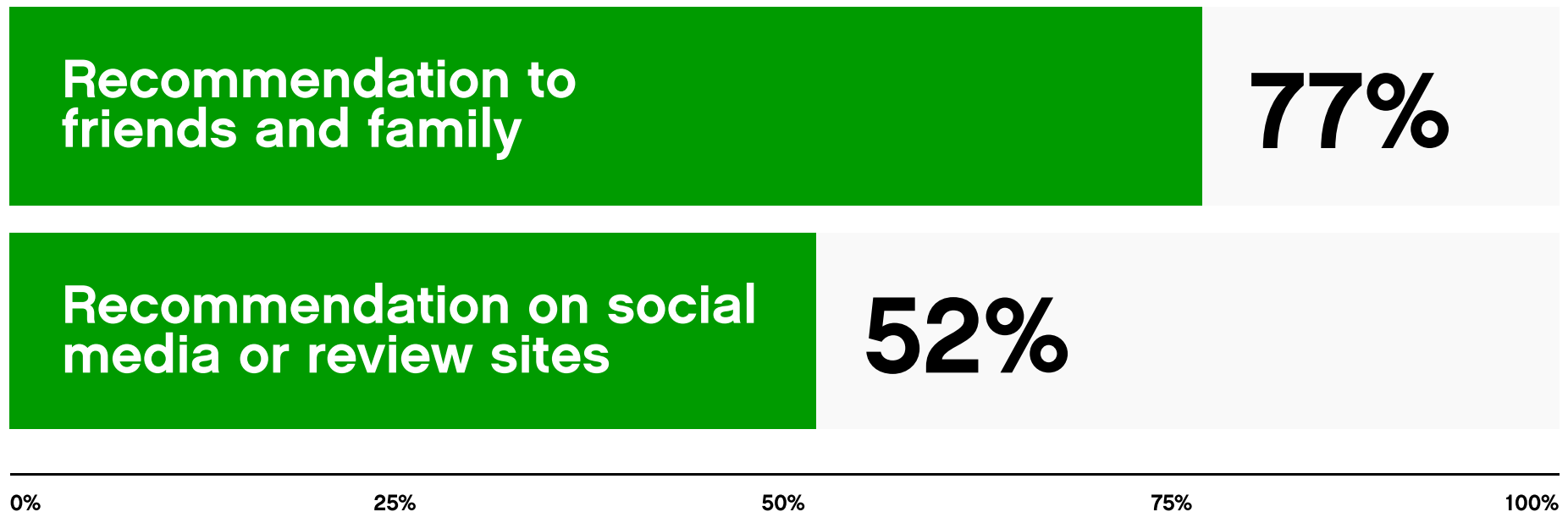
IN THE BEST CUSTOMER SERVICE EXPERIENCES



Personalized experiences create evangelists

77% recommend a brand to friends and family if they provide a more personalized experience. And more than half would recommend the company on social media or review sites.

A PERSONALIZED EXPERIENCE LEADS TO

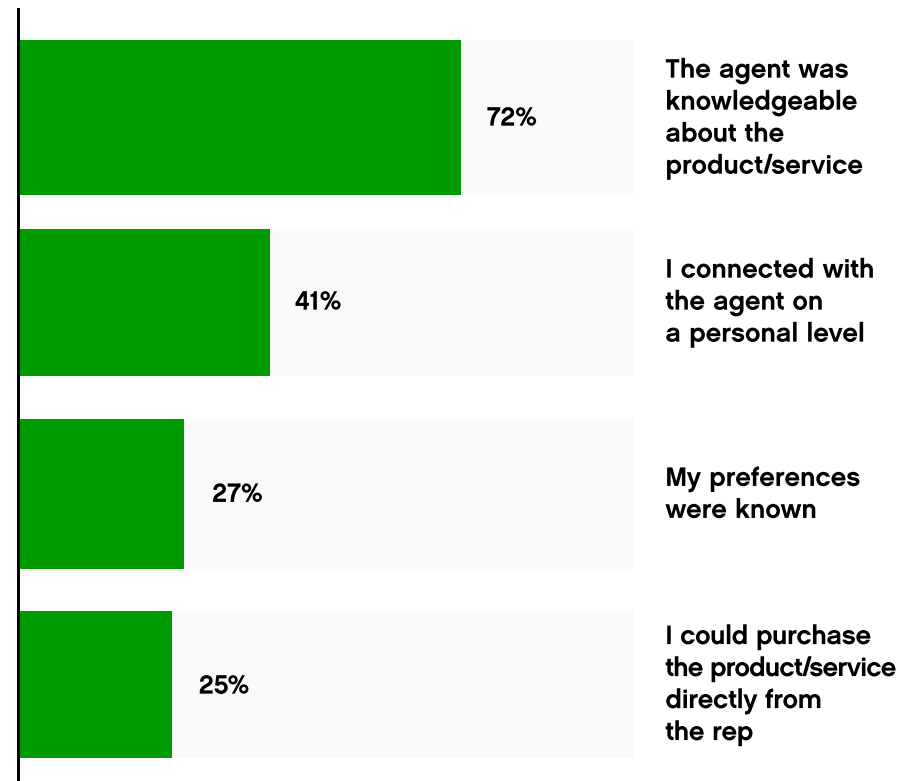


Empowered agents improve outcomes

Giving agents the tools to focus on personal service can improve outcomes. 41% made a purchase 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



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