Gladly

State of the Contact Center

Every company wants to deliver service that lives up to their customers' expectations, or at the very least, rivals their competitors.

But today's customer isn't just comparing you to your direct competition—they're comparing you to every brand they interact with.

In this Report we distill key trends and benchmark data from our survey of over 100 leaders in customer experience and 300 contact center agents, to serve not just as a yardstick to measure your own brand's performance, but as a foundation to base your future strategies on as well.

Companies are embracing newer messaging channels

Interest from businesses in messaging channels are on the rise, particularly when it comes to newer channels like Apple Business Chat and Whatsapp. It's a positive trend towards matching customer expectations, particulary amongst Millennials and Gen Z, who are increasingly adopting these channels.

There's room to grow with CSAT

Companies are doing a good job keeping their customers happy, with most companies scoring over 80% in their Customer Satisfaction (CSAT) scores. But only 1/3 of companies polled average over 90% in CSAT scores. That means there's plenty of room for other companies grow to match their high-performing peers.

Ticket duplication is a widespread problem

Customers will often reach out multiple times about the same thing— as a consumer myself I've been guilty of that. Unfortunately, that leads to duplicate tickets being created, which get assigned to multiple agents, which affects your agents' productivity by creating extra work that could have been handled by a single agent. From our survey, we found that ticket duplication is a problem for close to all the contact center leaders polled.

Omnichannel support is mostly a combination of parts

Companies often approach support in an incremental manner, starting with phone before expanding to email, and so on. That's resulted in a landscape where most companies we polled rely on multiple platforms or add-ons to support their omnichannel vision—all of which ultimately lead to a customer experience that's less than seamless.

Methodology

Gladly commissioned research firm Zogby Analytics to conduct an online survey of 101 Customer Experience Managers, Contact Center Managers, VP of Customer Service and Call Center Managers, as well as 311 contact center agents. Using internal and trusted interactive partner resources, thousands of adults were randomly invited to participate in this interactive survey. Each invitation was password coded and secure so that one respondent could only access the survey one time. Based on a confidence interval of 95%, the margin of error for 101 managers and VPs is +/- 9.8 percentage points, while the margin of error for 311 agents is +/- 5.6 percentage points. This means that all other things being equal, if the identical survey were repeated, its confidence intervals would contain the true value of parameters 95 times out of 100.

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Key Highlights

36%
of companies plan to add Apple Business Chat within the next year

63%
of leaders say ticket duplication negatively affects agent productivity

92%
of companies experience ticket duplication in their contact centers

70%
of agents say juggling multiple platforms and windows negatively affects productivity

Trend 01.
Companies are embracing messaging
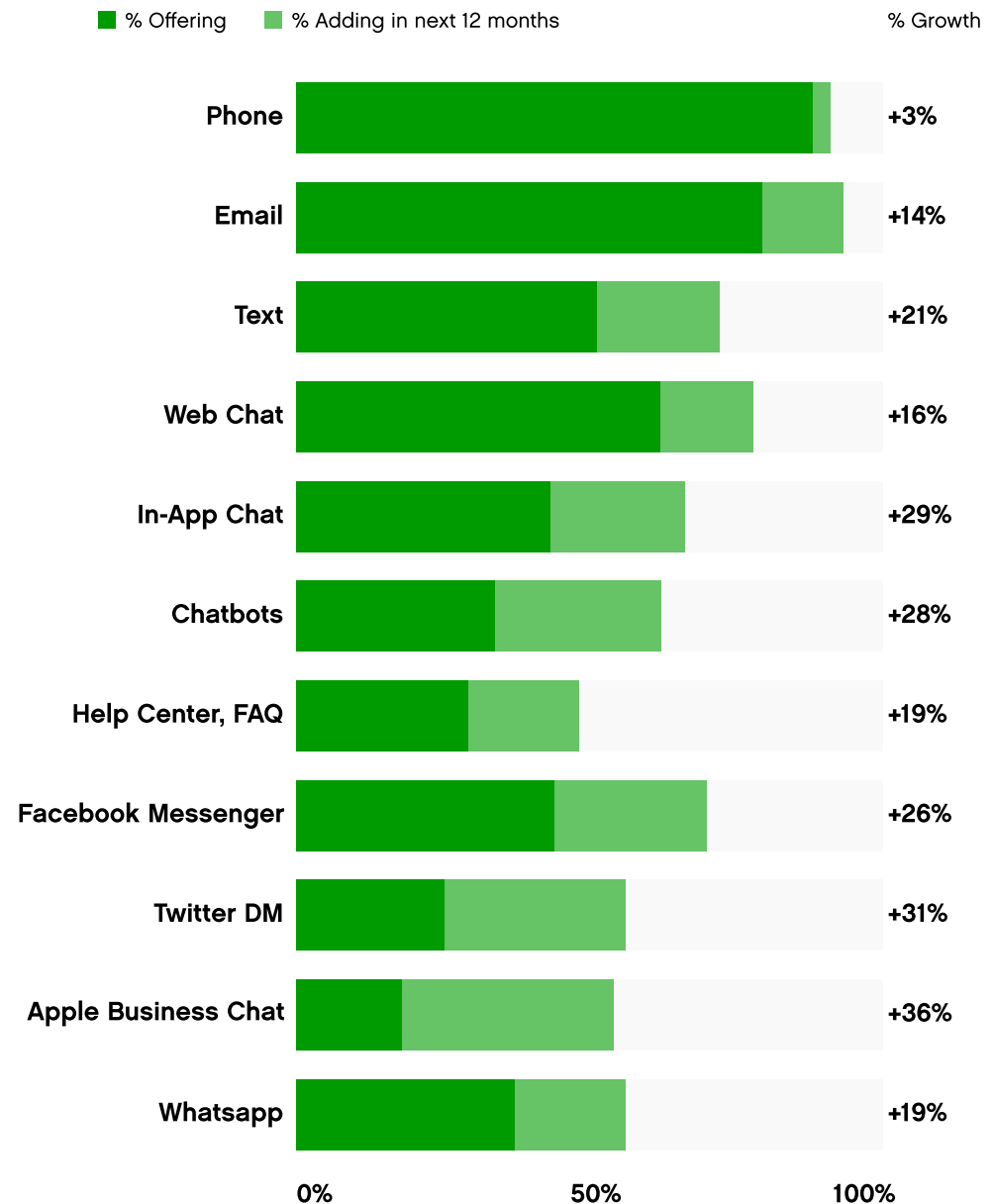
Newer messaging channels are on the rise

Phone, email, and chat are amongst the most widely provided channels across the industry, but we're seeing a large number of businesses looking to add more messaging to their roster.

Newer messaging channels, like Apple Business Chat and Whatsapp, are garnering particular attention, with 36% of companies saying they plan to add Apple Business Chat within the year.

36%

of companies plan to add Apple Business Chat within the next year

■ % Offering   ■ % Adding in next 12 months   % Growth

Channel	% Growth
Phone	+3%
Email	+14%
Text	+21%
Web Chat	+16%
In-App Chat	+29%
Chatbots	+28%
Help Center, FAQ	+19%
Facebook Messenger	+26%
Twitter DM	+31%
Apple Business Chat	+36%
Whatsapp	+19%

0%   50%   100%

Trend 02.
# There's room to grow with CSAT

Companies are doing a good job, but there's room for more high performers

Judging by their Customer Satisfaction (CSAT) scores, companies are doing a good job making their customers happy, with over 2/3 of companies surveyed achieving CSAT scores of over 80%.

But the group of highest performers (those who average over 90% in CSAT scores) are made up of less than 1/3 of the group, which means there's plenty of room for more to join their ranks.

Only 1/3 of companies score over 91% in CSAT

WHAT IS YOUR AVERAGE CSAT SCORE?

|	
60% or less	8%
61%-70%	9%
71%-80%	16%
81%-90%	34%
91%-100%	32%

0%   50%   100%
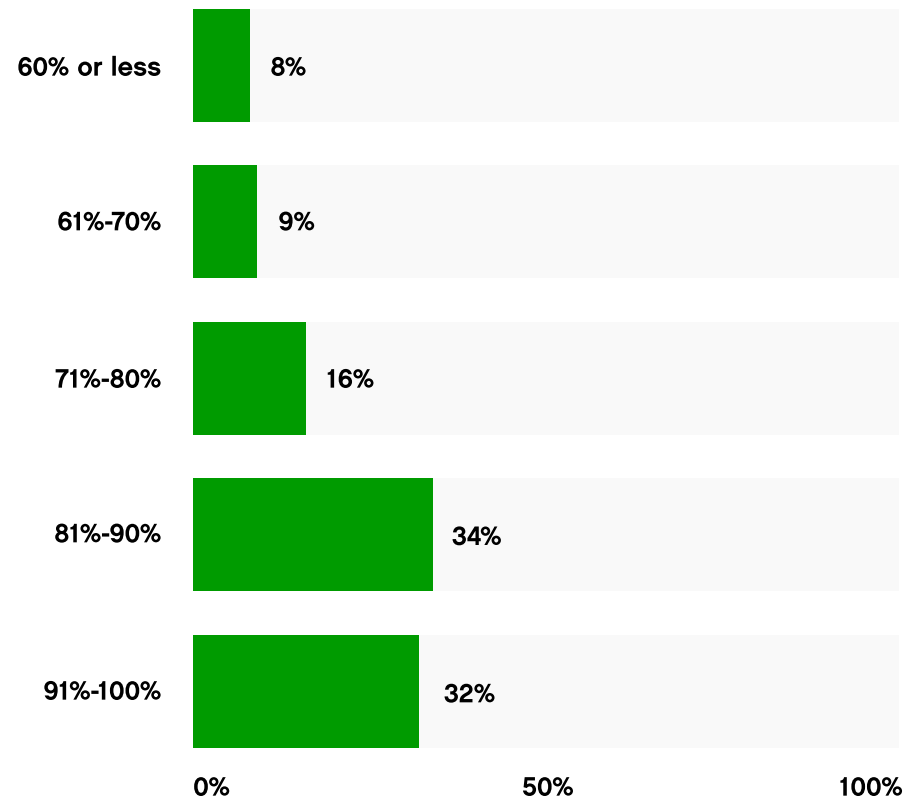
Trend 03.
Average handle time is between 10-20 minutes

Voice average handle times

Average Handle Time is a measure of how long it takes for agents to resolve a customer's issue. When it comes to voice support, the sweet spot for Average Handle Time is between 10 to 20 minutes.

The sweet spot for phone calls is 10-20 minutes

WHAT IS YOUR AVERAGE HANDLE TIME FOR VOICE?

|		
34%	**44%**	**23%**
10 minutes or less	10-20 minutes	20+ minutes
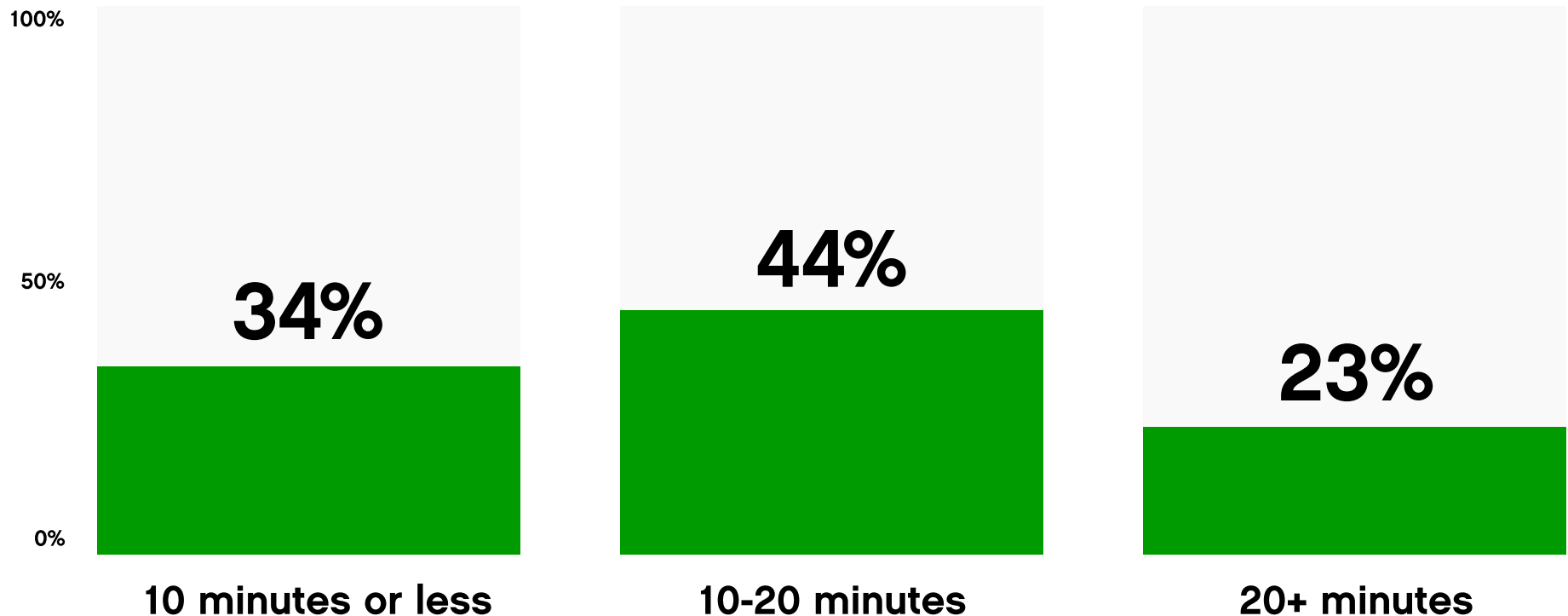
Email average handle times

Similar to voice, most agents spend between 10 to 20 minutes from when they first open a customer's email to when they resolve it.

On average, agents take between 10-20 minutes to resolve issues over email

WHAT IS YOUR AVERAGE HANDLE TIME FOR EMAIL?

|		
100%		
50%		
33%	45%	22%
0%		
10 minutes or less	10-20 minutes	20+ minutes
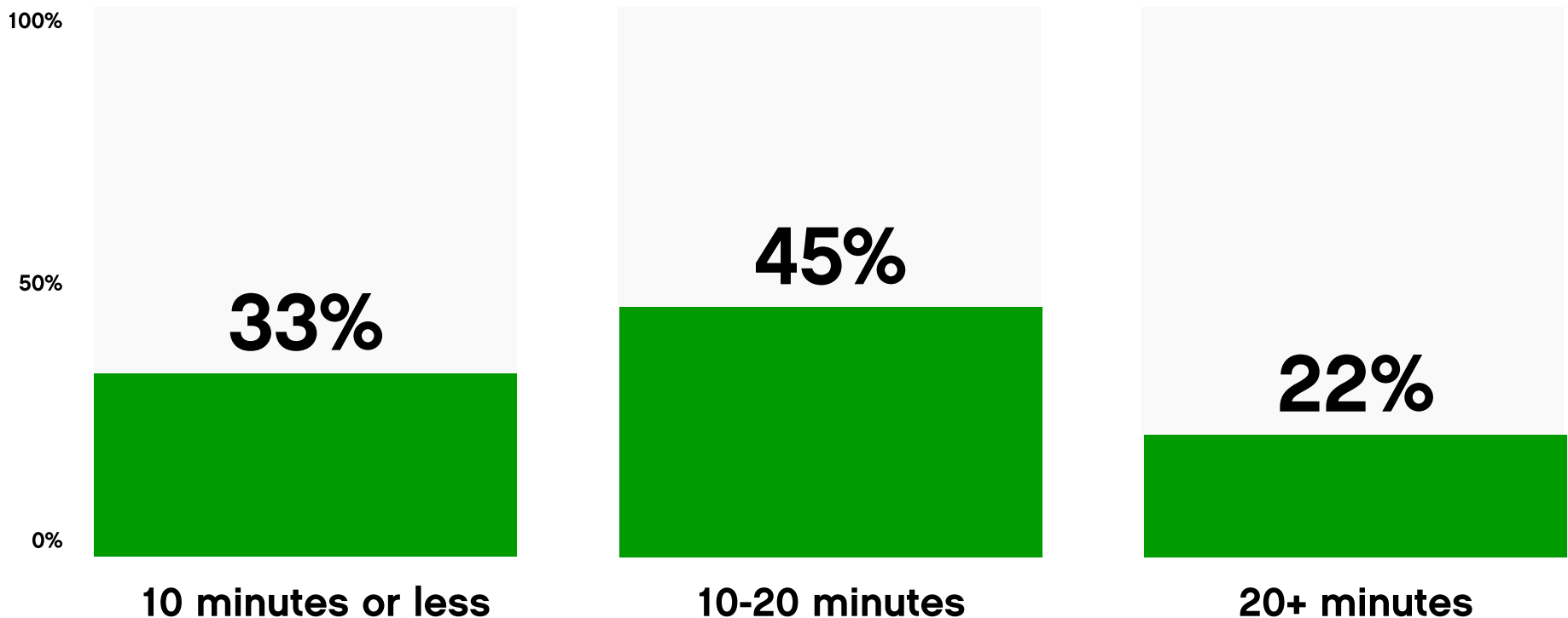
Chat average handle times

Compared to voice and email, average handle times for chat are more evenly spread out across the spectrum, but for most, the 10 to 20-minute mark is most common.

Average handle times for chat are more evenly spread across the spectrum

WHAT IS YOUR AVERAGE HANDLE TIME FOR CHAT?

32%	**37%**	**31%**
10 min or less	10-20 min	20+ min
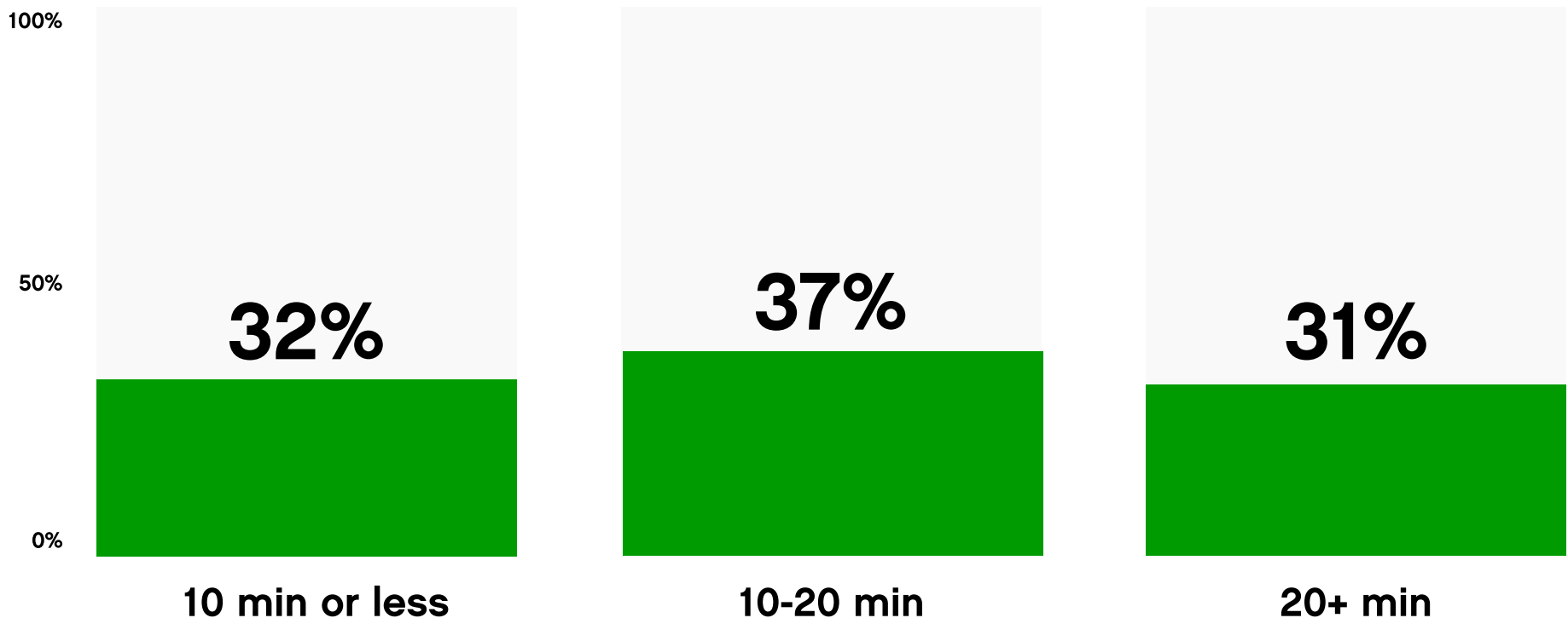
Trend 04.
# Ticket duplication is a universal problem

Ticket duplication affects (almost) all

Customers often reach out multiple times about the same thing, whether it's to follow up or to get faster answers. With ticket-based support platforms, this creates a brand-new ticket that gets assigned to a different agent, which results in multiple agents helping the same customer— something 63% of contact center leaders say affects their agents' productivity negatively.

Unfortunately, ticket duplication is a problem for almost all companies polled, with 92% saying they experience it in their contact center.

DOES TICKET DUPLICATION HAPPEN IN YOUR CONTACT CENTER?

1%
We can't track this

7%
No

92%
Yes
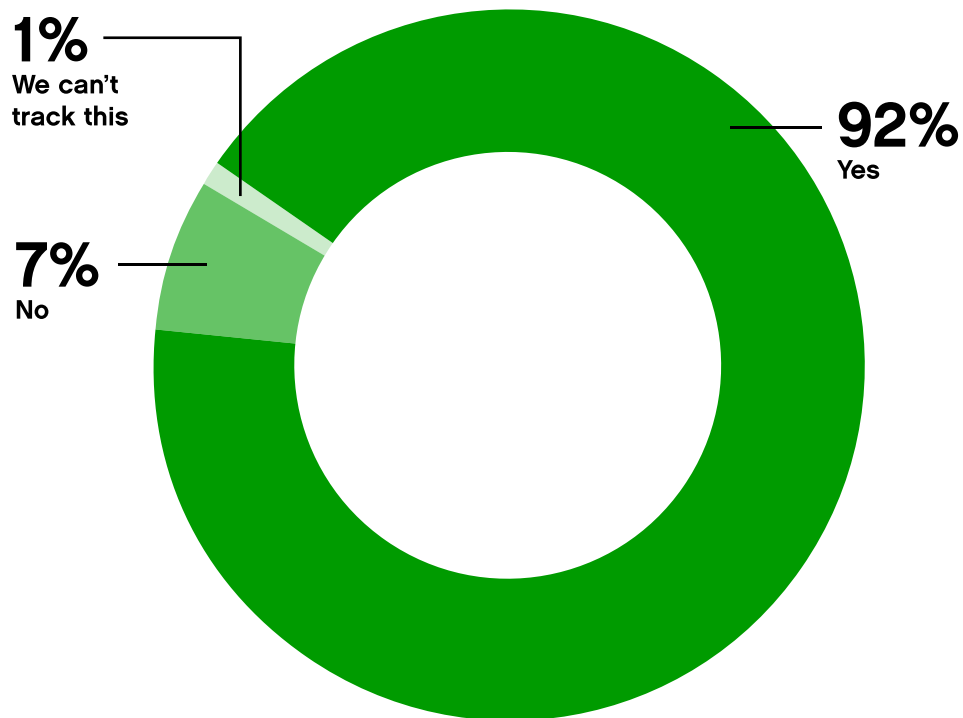
63%
of leaders say ticket duplication negatively affects agent productivity

Trend 05.
# Messaging channels are unlocking agent efficiency

Agents are great multi-taskers

Messaging channels are a great source of agent efficiency, allowing agents to help multiple customers at the same time versus just the one over phone or email.

According to our survey, while most agents help around 3 customers at a time on messaging, a few overachievers can help 5 or more.

For companies looking to up their efficiency game, investing in messaging channels is a safe bet.

ON AVERAGE, HOW MANY CUSTOMERS CAN YOUR AGENTS HELP ON MESSAGING CHANNELS AT THE SAME TIME?

1	6%
2	25%
3	40%
4	14%
5+	16%

0%   50%   100%
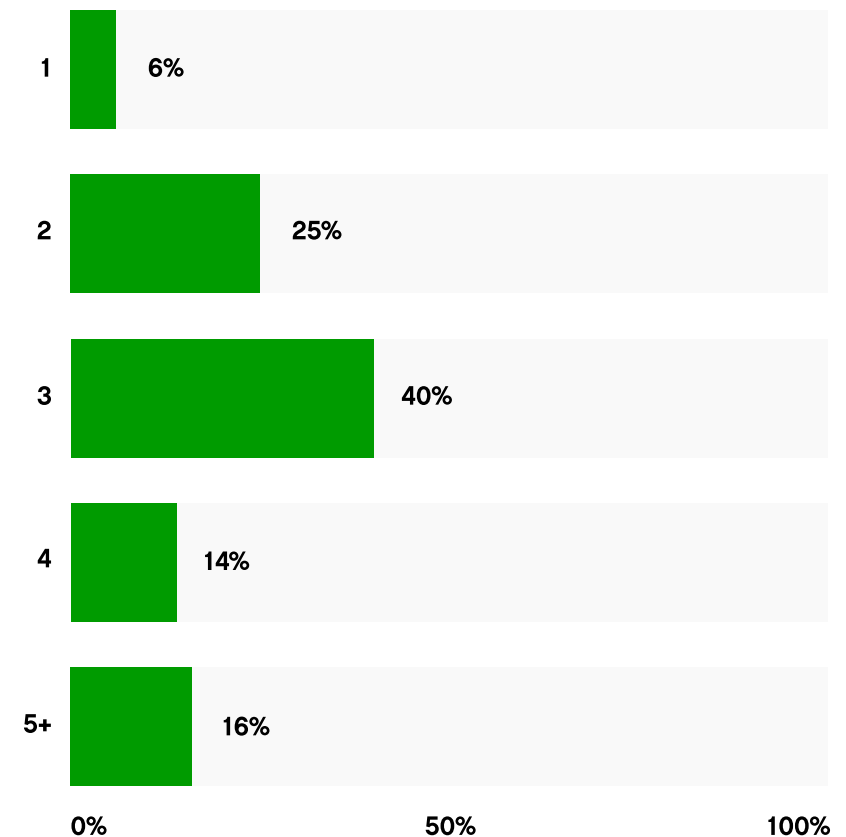
Trend 06.
# Multiple tabs and windows affect agent productivity

Helping a customer is a multi-platform affair

When helping a customer, agents often have to look up information in various internal systems, like their Customer Relationship Management (CRM) Systems, Order Management Systems (OMS), or even add-on knowledge bases.

60% of agents say they use at least 3 systems or windows to help a single customer.

That creates a lot of clutter for agents which, according to 70% of the agents we polled, negatively impacts their overall productivity. To streamline their workflows and increase productivity, companies should pull together key customer information in a single space so it's easy for agents to reference at a glance.

HOW MANY SYSTEMS OR WINDOWS DO YOU USE PER CONVERSATION WHEN HELPING A CUSTOMER?

Category	Percentage
1	7%
2	25%
3	26%
4-6	23%
6+	11%
I don't have to switch	8%

0%   50%   100%
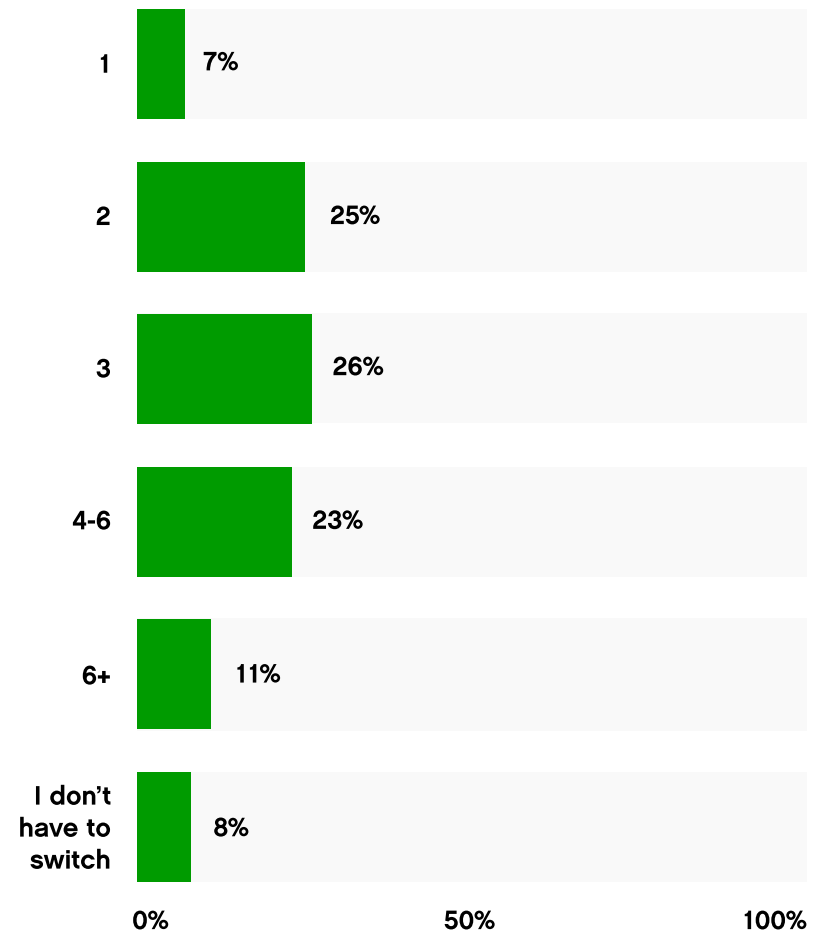
Trend 07.
Omnichannel = Multiple Channel Providers

Most companies rely on multiple channel providers and add-ons

Companies understand the importance of meeting customers on their channel of choice. However, most are achieving this by bolting together separate channel providers and add-ons—according to our survey, 98% of companies integrate with at least one other channel provider or add-on.

And while it means they can provide the channels they want to, the unfortunate side effect is that their agents don't have ready access to a customer's conversation history if it happened on another channel and so have to rely on their customers to recap their previous conversations–that's a waste of an agent's time, and increases customer effort.

Disjointed systems are creating disjointed conversations

IN ADDITION TO YOUR EXISTING SUPPORT PLATFORM, HOW MANY CHANNEL PROVIDERS/ADD-ONS DO YOU INTEGRATE WITH?

0	2%
1	7%
2	37%
3	25%
4	14%
5+	15%

0% 50% 100%
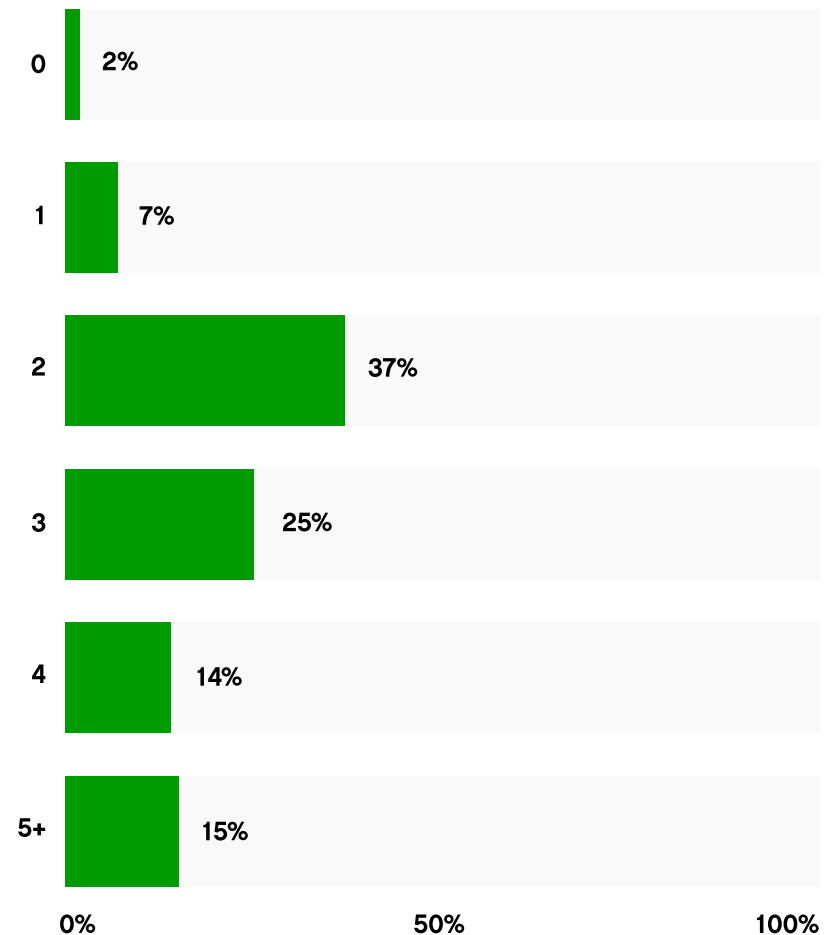
Increase Efficiency and Reduce Costs

Radically Personal service is all about delivering an experience that feels personalized and effortless, without compromising on speed.

Gladly helps companies deliver on that standard with a 'single pane of glass' view of your customer, a customer-based approach that makes ticket duplication history, and every channel you need built into a single platform.

SEE A DEMO →

After switching to Gladly, companies see up to:

20%
increase in agent productivity

20%
increase in operational efficiency

50%
savings from consolidating platforms

+ Gladly