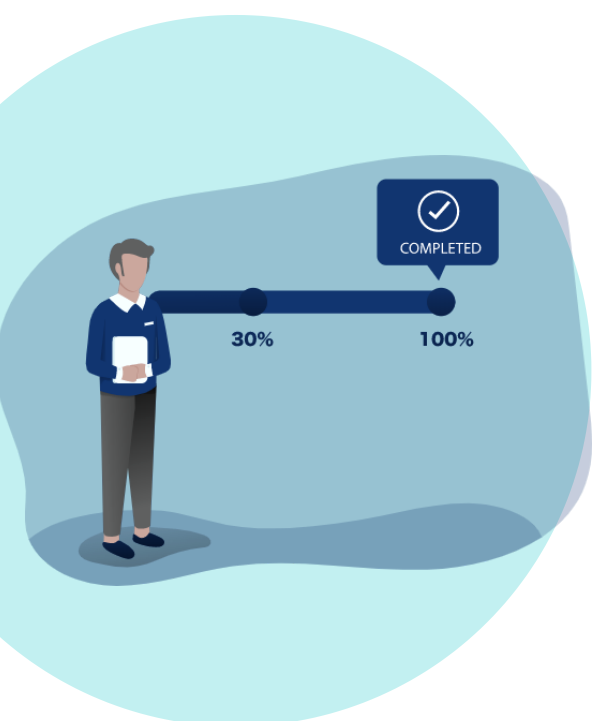


CUSTOMER SERVICE TRENDS TO TAKE INTO 2020

With 53% of Twitter users expecting a response from brands within an hour of reaching out, companies must find solutions to meet customers on their digital platforms of choice, all while juggling more traditional methods of dialogue.



TREND #1 SELF-SERVICE UX

According to Aspect Software, over 70% of users prefer to solve issues on their own. In addition, Microsoft reported that 77% of consumers have already used a self-service support portal. Common approaches for 2020 include FAQs, Videos, Chatbots and Product Tours as they allow users to find information and complete tasks before contacting support teams.

TREND #2 OMNICHANNEL

With millennials taking over the workforce, texting, live chat and social media are the new norm for communications. According to Microsoft, 65% of people aged 18-34 believe social media is an effective customer service channel. In 2020, companies will bet on omnichannel softwares to handle inquiries with speed and ensure the experience is consistent in multiple channels.



TREND #3 ARTIFICIAL INTELLIGENCE

According to Ameyo, it's estimated that by 2020, 85% of customer service interactions will be automated. Artificial intelligence is already helping businesses automate actions such as email follow ups. AI use will continue expand to more channels and become capable of expressing complex responses beyond basic inquiries through Chat Bots.

TREND #4 MOBILE SUPPORT

With 64% of daily phone use dedicated to browsing, consumers are researching products, shopping specific solutions and making purchases through their smartphones. As 90% of users have had poor experiences looking for support on mobile, businesses are competing to best cater to the experiences of smartphone and tablet users. The use of responsive help messages will be crucial in 2020.

