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### KEY CUSTOMER SUPPORT TRENDS FOR 2020 AND BEYOND

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#### #1 LESS PHONE TIME, MORE LIVE CHAT

Even if you're primarily switching over to live chat as a reaction to COVID-19, you should consider moving forward with this strategy after the crisis has passed. Perhaps the most compelling long-term reason is the fact that customers like live chat.

79%

of consumers prefer live chat over other forms of communication because of the almost instantaneous response time it offers.

99firms.com



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#### #2 MORE FACE-TO-FACE INTERACTIONS

With the realities of modern customer support (as well as social distancing guidelines), more and more consumers are becoming familiar with video conferencing technology — and sooner or later they'll expect companies to offer face-to-face chat as a support option.



Because of the pandemic, Zoom's daily active user count in March skyrocketed by

378%

compared to where it was at the same time last year.

Apptopia

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#### #3 MORE ADVANCED SELF-SERVICE OPTIONS

Independently-minded consumers, and consumers that for one reason or another don't want to interact with a support agent, love self-service options. From a purely financial perspective, self-service is also an extremely cost-effective support solution.

85%

of consumer interactions can be managed without human assistance.

Gartner



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#### #4 INCREASED EMPHASIS ON SOCIAL MEDIA

Expect to see more and more companies make social media interactions a key part of their customer support strategy. When agents are vigilant about responding to complaints and issues, and offering assistance and advice, then your brand's reputation is sure to benefit.



83%

of consumers partially or completely trust the recommendations of friends and family.

Nielsen.com

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#### #5 MORE ASSISTANCE FROM BOTS

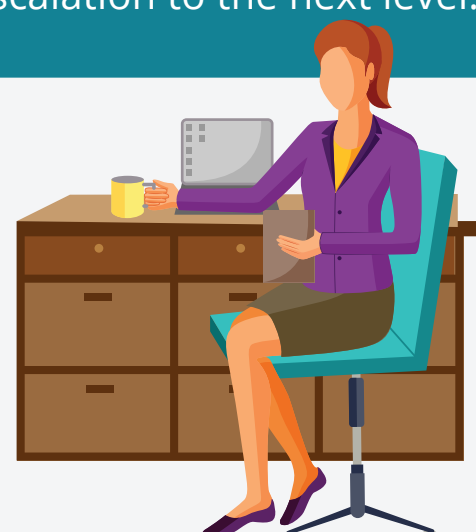
Most bots can be programmed to handle basic customer support inquiries, and even routine transactions. As these bots take away some of the burden of high inquiry volume from live agents, those agents have more time to interact with consumers that actually need escalation to the next level.

The average customer support agent may spend up to

90%

of his time repeating answers to the same old questions, and resolving the same old issues for customers.

Hubspot



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