2018 STATE OF GLOBAL CUSTOMER SERVICE REPORT

INTRODUCTION

CUSTOMER EXPECTATIONS CONTINUE THEIR STEADY CLIMB

As customer expectations continue to climb, it becomes more challenging for brands to set themselves apart from the competition. Markets are increasingly crowded, and both price and product are being steadily overtaken by customer experience as the number one brand differentiator.

Customer service organisations are often the face of a brand and play a critical role in shaping the overall customer experience. But to have a positive impact, service organisations first need a clear understanding of customer behaviour, preferences and expectations. That knowledge, combined with the right technology and a willingness to reimagine the way they provide service, can empower them to offer the kinds of experiences that transform customers into brand ambassadors.

The Microsoft 2018 State of Global Customer Service survey polled 5,000 individuals across Brazil, Germany, Japan, the United Kingdom and the United States. Our results confirm that customer service remains a cornerstone of customer experience and can serve as a brand differentiator. In fact, 95% of our survey respondents indicated that customer service is important to their choice of, and loyalty to, a brand.

We hope you find the insights from this year's report beneficial as you continue to find new ways to provide value through exceptional customer service.

BRAND LOYALTY

BUILD BRAND LOYALTY WITH EXCEPTIONAL CUSTOMER SERVICE

In our real-time, always-on, digital world, customer expectations continue to rise. As technology evolves at breakneck speed and brands leverage data to create personalised, value-added experiences that are available anytime and anywhere, customers carry increasingly elevated expectations to every interaction – including customer service. In fact, nearly two thirds (59%) of our survey respondents have higher expectations for customer service than they did just a year ago.

An overwhelming 95% of respondents cite customer service as important in their choice of and loyalty to a brand. And 61% of our respondents have switched brands due to poor customer service, with nearly half having done so in the past 12 months. Customer service is about more than simply solving customer inquiries – it should be an integral part of your customer acquisition and retention strategy.

Great customer service builds loyalty through personalised, value-added experiences and creates brand advocates by transforming negative experiences into positive outcomes. Our survey offers several insights – directly from customers – that will help you move beyond table stakes to redefine the customer service experience.

BRAND LOYALTY

HOW IMPORTANT IS CUSTOMER SERVICE IN YOUR CHOICE OF OR LOYALTY TO A BRAND?

GLOBAL AVERAGE

Very Important: 58%

Somewhat Important: 37%

Not Important: 4%

BRAZIL

Very Important: 85%

Somewhat Important: 14%

Not Important: 1%

GERMANY

Very Important: 48%

Somewhat Important: 46%

Not Important: 7%

UNITED STATES

Very Important: 66%

Somewhat Important: 32%

Not Important: 2%

UNITED KINGDOM

Very Important: 56%

Somewhat Important: 41%

Not Important: 4%

JAPAN

Very Important: 35%

Somewhat Important: 56%

Not Important: 9%

AGES 18–34

Very Important: 61%

Somewhat Important: 35%

Not Important: 4%

AGES 35–54

Very Important: 57%

Somewhat Important: 38%

Not Important: 5%

AGES 55+

Very Important: 56%

Somewhat Important: 40%

Not Important: 4%

MALE

Very Important: 58%

Somewhat Important: 37%

Not Important: 5%

FEMALE

Very Important: 58%

Somewhat Important: 38%

Not Important: 4%

Microsoft

BRAND LOYALTY

HAVE YOU EVER STOPPED DOING BUSINESS WITH A BRAND DUE TO A POOR CUSTOMER SERVICE EXPERIENCE?

GLOBAL AVERAGE

Yes: 61%

No: 39%

BRAZIL

Yes: 76%

No: 24%

GERMANY

Yes: 55%

No: 45%

UNITED STATES

Yes: 62%

No: 38%

UNITED KINGDOM

Yes: 62%

No: 38%

JAPAN

Yes: 48%

No: 52%

AGES 18–34

Yes: 67%

No: 33%

AGES 35–54

Yes: 62%

No: 38%

AGES 55+

Yes: 52%

No: 48%

MALE

Yes: 62%

No: 38%

FEMALE

Yes: 59%

No: 41%

IF YOU HAVE STOPPED DOING BUSINESS WITH A BRAND DUE TO A POOR CUSTOMER SERVICE EXPERIENCE, DID IT HAPPEN IN THE LAST 12 MONTHS?

GLOBAL AVERAGE

Yes: 48%

No: 52%

BRAZIL

Yes: 67%

No: 33%

GERMANY

Yes: 40%

No: 60%

UNITED STATES

Yes: 42%

No: 58%

UNITED KINGDOM

Yes: 47%

No: 53%

JAPAN

Yes: 34%

No: 66%

AGES 18–34

Yes: 61%

No: 39%

AGES 35–54

Yes: 45%

No: 55%

AGES 55+

Yes: 34%

No: 66%

MALE

Yes: 50%

No: 50%

FEMALE

Yes: 46%

No: 54%

DO YOU HAVE HIGHER EXPECTATIONS FOR CUSTOMER SERVICE NOW THAN YOU HAD A YEAR AGO?

GLOBAL AVERAGE

Yes: 59%

No: 41%

BRAZIL

Yes: 82%

No: 18%

GERMANY

Yes: 50%

No: 50%

UNITED STATES

Yes: 56%

No: 44%

UNITED KINGDOM

Yes: 54%

No: 46%

JAPAN

Yes: 52%

No: 48%

AGES 18–34

Yes: 70%

No: 30%

AGES 35–54

Yes: 57%

No: 43%

AGES 55+

Yes: 49%

No: 51%

MALE

Yes: 59%

No: 41%

FEMALE

Yes: 59%

No: 41%

DO YOU HAVE A MORE FAVOURABLE VIEW OF BRANDS THAT OFFER OR CONTACT YOU WITH PROACTIVE CUSTOMER SERVICE NOTIFICATIONS?

GLOBAL AVERAGE

Yes: 70%

No: 30%

BRAZIL

Yes: 89%

No: 11%

GERMANY

Yes: 57%

No: 43%

UNITED STATES

Yes: 66%

No: 34%

UNITED KINGDOM

Yes: 56%

No: 44%

JAPAN

Yes: 80%

No: 20%

AGES 18–34

Yes: 74%

No: 26%

AGES 35–54

Yes: 70%

No: 30%

AGES 55+

Yes: 65%

No: 35%

MALE

Yes: 71%

No: 29%

FEMALE

Yes: 68%

No: 32%

Microsoft

BRAND LOYALTY

DO YOU HAVE A MORE FAVOURABLE VIEW OF BRANDS THAT RESPOND TO CUSTOMER SERVICE QUESTIONS OR COMPLAINTS ON SOCIAL MEDIA?

GLOBAL AVERAGE

Yes: 59%

No: 41%

BRAZIL

Yes: 85%

No: 15%

GERMANY

Yes: 59%

No: 41%

UNITED STATES

Yes: 47%

No: 53%

UNITED KINGDOM

Yes: 46%

No: 54%

JAPAN

Yes: 59%

No: 41%

AGES 18–34

Yes: 77%

No: 23%

AGES 35–54

Yes: 60%

No: 40%

AGES 55+

Yes: 40%

No: 60%

MALE

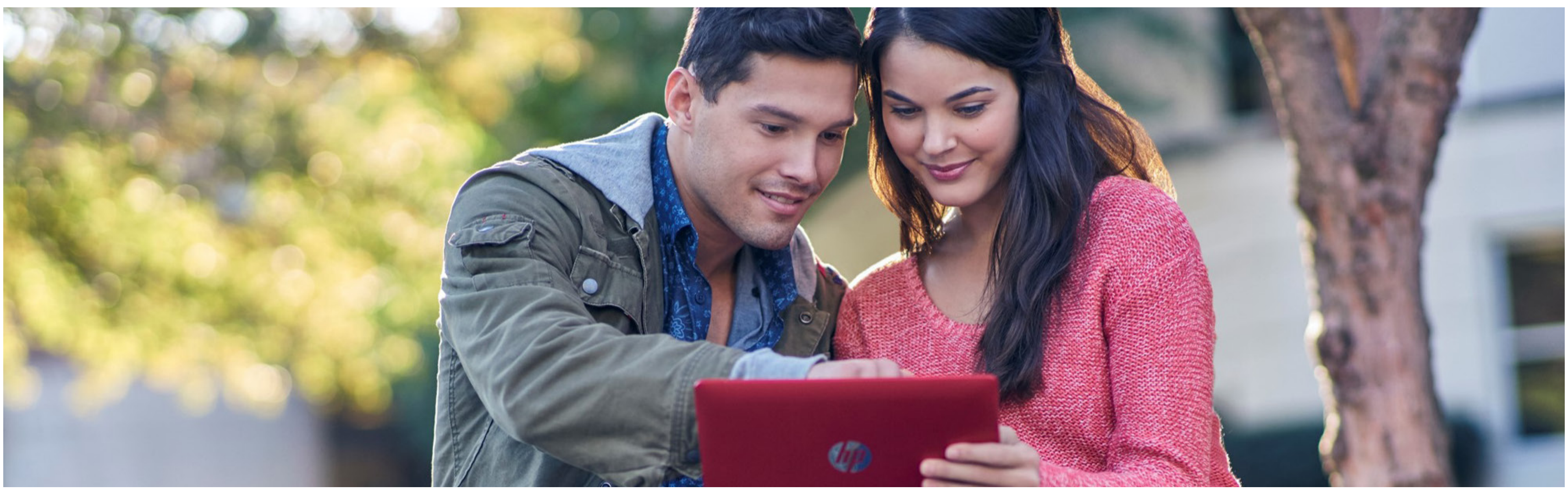
Yes: 57%

No: 43%

FEMALE

Yes: 61%

No: 39%



Microsoft

PERCEPTIONS & FRUSTRATIONS

AVOID COMMON FRUSTRATIONS TO CREATE BETTER EXPERIENCES

The good news is that 66% of respondents feel the quality of customer service is getting better. However, more than a third (34%) think customer service is actually getting worse and more than 60% don't see it as getting any easier – which means there is plenty of room for growth for brands that want to stand out from the crowd. So, what's working and what could be improved?

Providing support teams with a 360-degree view of the customer stands out as one of the biggest opportunities to improve the service experience. More than 75% of respondents expect customer service representatives to have visibility into previous interactions and purchases. Yet nearly half of those surveyed said agents almost never or only occasionally have the context they need to most effectively and efficiently solve their issue. It's no surprise customers ranked a representative's lack of knowledge about their issue and having to repeat themselves as the two most frustrating aspects of a poor service experience. By providing support teams with a 360-degree view, agents have the context and visibility they need to resolve inquiries during a single interaction, which our respondents rated as the single most important aspect of a good service experience.

A 360-degree view will also help you to create more meaningful engagement experiences, something our data indicates customers are looking for. For example, nearly all customers (90%) have a more favourable view of brands that give them the opportunity to provide feedback. Giving your customers a voice will not only help you create better experiences, it will build loyalty by giving your customers a stake in your brand.

Microsoft

DO YOU FEEL THE QUALITY OF CUSTOMER SERVICE IS GETTING BETTER OR WORSE?

GLOBAL AVERAGE
Better: 66%
Worse: 34%

BRAZIL
Better: 78%
Worse: 22%

GERMANY
Better: 60%
Worse: 40%

UNITED STATES
Better: 58%
Worse: 42%

UNITED KINGDOM
Better: 62%
Worse: 38%

JAPAN
Better: 74%
Worse: 26%

AGES 18–34
Better: 75%
Worse: 25%

AGES 35–54
Better: 65%
Worse: 35%

AGES 55+
Better: 60%
Worse: 40%

MALE
Better: 67%
Worse: 33%

FEMALE
Better: 66%
Worse: 34%

Microsoft

DO YOU FEEL THE PROCESS OF ENGAGING WITH CUSTOMER SERVICE ORGANISATIONS AND GETTING YOUR QUESTIONS ANSWERED IS GETTING EASIER?

GLOBAL AVERAGE

Yes: 39%

No, it's getting harder: 26%

It has remained the same: 35%

BRAZIL

Yes: 64%

No, it's getting harder: 13%

It has remained the same: 22%

GERMANY

Yes: 28%

No, it's getting harder: 34%

It has remained the same: 37%

UNITED STATES

Yes: 36%

No, it's getting harder: 30%

It has remained the same: 34%

UNITED KINGDOM

Yes: 33%

No, it's getting harder: 30%

It has remained the same: 37%

JAPAN

Yes: 31%

No, it's getting harder: 22%

It has remained the same: 47%

AGES 18–34

Yes: 51%

No, it's getting harder: 20%

It has remained the same: 29%

AGES 35–54

Yes: 37%

No, it's getting harder: 27%

It has remained the same: 36%

AGES 55+

Yes: 27%

No, it's getting harder: 32%

It has remained the same: 41%

MALE

Yes: 39%

No, it's getting harder: 27%

It has remained the same: 35%

FEMALE

Yes: 38%

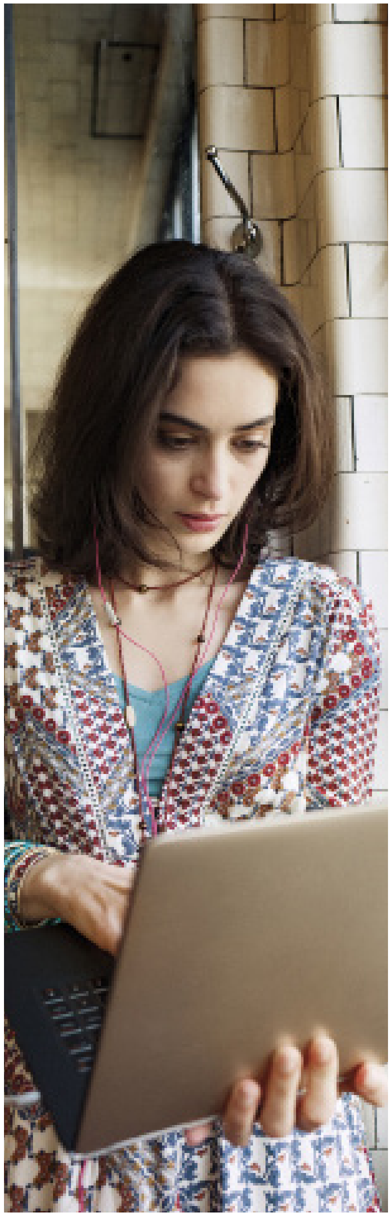
No, it's getting harder: 26%

It has remained the same: 36%

Microsoft

PERCEPTIONS & FRUSTRATIONS

WHAT IS THE MOST IMPORTANT ASPECT OF A GOOD CUSTOMER SERVICE EXPERIENCE?



GLOBAL AVERAGE

Being able to find the information I need without having to contact a support representative: 12%

A knowledgeable customer service representative: 31%

Not having to repeat myself if I'm transferred to a new agent: 21%

Getting my issue resolved in a single interaction (no matter the length of time): 33%

Other: 2%

BRAZIL

Being able to find the information I need without having to contact a support representative: 14%

A knowledgeable customer service representative: 16%

Not having to repeat myself if I'm transferred to a new agent: 26%

Getting my issue resolved in a single interaction (no matter the length of time): 43%

Other: 0%

GERMANY

Being able to find the information I need without having to contact a support representative: 7%

A knowledgeable customer service representative: 41%

Not having to repeat myself if I'm transferred to a new agent: 24%

Getting my issue resolved in a single interaction (no matter the length of time): 26%

Other: 1%

UNITED STATES

Being able to find the information I need without having to contact a support representative: 9%

A knowledgeable customer service representative: 39%

Not having to repeat myself if I'm transferred to a new agent: 14%

Getting my issue resolved in a single interaction (no matter the length of time): 36%

Other: 1%

UNITED KINGDOM

Being able to find the information I need without having to contact a support representative: 12%

A knowledgeable customer service representative: 32%

Not having to repeat myself if I'm transferred to a new agent: 21%

Getting my issue resolved in a single interaction (no matter the length of time): 34%

Other: 1%

JAPAN

Being able to find the information I need without having to contact a support representative: 17%

A knowledgeable customer service representative: 30%

Not having to repeat myself if I'm transferred to a new agent: 21%

Getting my issue resolved in a single interaction (no matter the length of time): 26%

Other: 6%

AGES 18–34

Being able to find the information I need without having to contact a support representative: 15%

A knowledgeable customer service representative: 27%

Not having to repeat myself if I'm transferred to a new agent: 21%

Getting my issue resolved in a single interaction (no matter the length of time): 34%

Other: 2%

AGES 35–54

Being able to find the information I need without having to contact a support representative: 12%

A knowledgeable customer service representative: 28%

Not having to repeat myself if I'm transferred to a new agent: 24%

Getting my issue resolved in a single interaction (no matter the length of time): 33%

Other: 2%

AGES 55+

Being able to find the information I need without having to contact a support representative: 9%

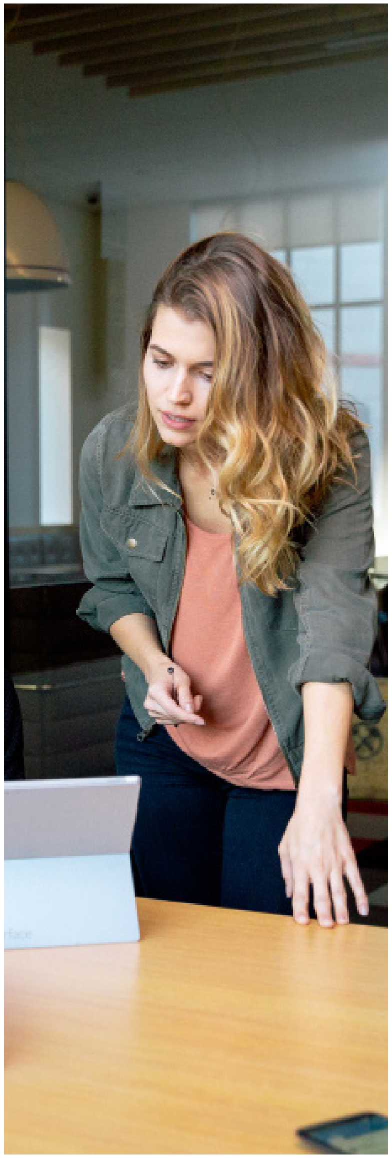
A knowledgeable customer service representative: 40%

Not having to repeat myself if I'm transferred to a new agent: 18%

Getting my issue resolved in a single interaction (no matter the length of time): 31%

Other: 2%

WHAT IS THE MOST FRUSTRATING ASPECT OF A POOR CUSTOMER SERVICE EXPERIENCE?



GLOBAL AVERAGE

Not being able to resolve the issue on my own using self-service: 12%

Difficulty reaching or inability to reach a live agent: 20%

The representative lacks the knowledge or ability to resolve my issue: 36%

Having to repeat or provide my information multiple times: 31%

UNITED STATES

Not being able to resolve the issue on my own using self-service: 7%

Difficulty reaching or inability to reach a live agent: 24%

The representative lacks the knowledge or ability to resolve my issue: 40%

Having to repeat or provide my information multiple times: 29%

AGES 18–34

Not being able to resolve the issue on my own using self-service: 17%

Difficulty reaching or inability to reach a live agent: 18%

The representative lacks the knowledge or ability to resolve my issue: 36%

Having to repeat or provide my information multiple times: 30%

BRAZIL

Not being able to resolve the issue on my own using self-service: 18%

Difficulty reaching or inability to reach a live agent: 12%

The representative lacks the knowledge or ability to resolve my issue: 34%

Having to repeat or provide my information multiple times: 35%

UNITED KINGDOM

Not being able to resolve the issue on my own using self-service: 9%

Difficulty reaching or inability to reach a live agent: 21%

The representative lacks the knowledge or ability to resolve my issue: 34%

Having to repeat or provide my information multiple times: 37%

AGES 35–54

Not being able to resolve the issue on my own using self-service: 12%

Difficulty reaching or inability to reach a live agent: 19%

The representative lacks the knowledge or ability to resolve my issue: 37%

Having to repeat or provide my information multiple times: 32%

GERMANY

Not being able to resolve the issue on my own using self-service: 7%

Difficulty reaching or inability to reach a live agent: 24%

The representative lacks the knowledge or ability to resolve my issue: 44%

Having to repeat or provide my information multiple times: 25%

JAPAN

Not being able to resolve the issue on my own using self-service: 19%

Difficulty reaching or inability to reach a live agent: 22%

The representative lacks the knowledge or ability to resolve my issue: 28%

Having to repeat or provide my information multiple times: 31%

AGES 55+

Not being able to resolve the issue on my own using self-service: 8%

Difficulty reaching or inability to reach a live agent: 25%

The representative lacks the knowledge or ability to resolve my issue: 35%

Having to repeat or provide my information multiple times: 31%

SHOULD ORGANISATIONS GIVE YOU THE OPPORTUNITY TO PROVIDE FEEDBACK?

GLOBAL AVERAGE

Yes: 90%

No: 10%

BRAZIL

Yes: 97%

No: 3%

GERMANY

Yes: 89%

No: 11%

UNITED STATES

Yes: 95%

No: 5%

UNITED KINGDOM

Yes: 95%

No: 5%

JAPAN

Yes: 75%

No: 25%

AGES 18–34

Yes: 90%

No: 10%

AGES 35–54

Yes: 90%

No: 10%

AGES 55+

Yes: 91%

No: 9%

MALE

Yes: 90%

No: 10%

FEMALE

Yes: 91%

No: 9%

HOW OFTEN ARE YOU GIVEN THE OPPORTUNITY TO PROVIDE FEEDBACK?

GLOBAL AVERAGE

Almost never: 17%

Occasionally: 37%

About half the time: 22%

Often: 17%

Almost always: 7%

UNITED STATES

Almost never: 7%

Occasionally: 32%

About half the time: 25%

Often: 24%

Almost always: 11%

UNITED KINGDOM

Almost never: 6%

Occasionally: 37%

About half the time: 29%

Often: 20%

Almost always: 9%

BRAZIL

Almost never: 19%

Occasionally: 42%

About half the time: 18%

Often: 15%

Almost always: 6%

GERMANY

Almost never: 11%

Occasionally: 42%

About half the time: 22%

Often: 19%

Almost always: 7%

JAPAN

Almost never: 42%

Occasionally: 31%

About half the time: 18%

Often: 7%

Almost always: 3%

AGES 18–34

Almost never: 14%

Occasionally: 36%

About half the time: 24%

Often: 16%

Almost always: 9%

AGES 34–54

Almost never: 19%

Occasionally: 37%

About half the time: 23%

Often: 15%

Almost always: 6%

AGES 55+

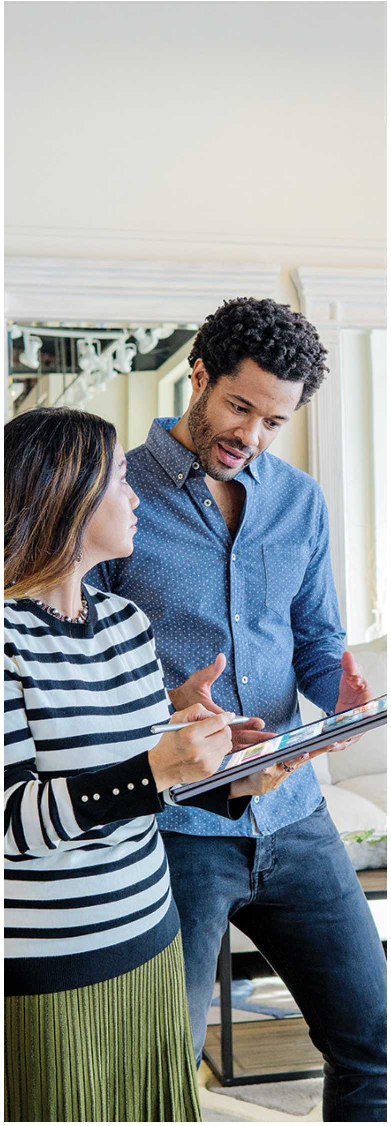
Almost never: 16%

Occasionally: 38%

About half the time: 20%

Often: 20%

Almost always: 6%



DO YOU BELIEVE MOST BRANDS TAKE ACTION ON FEEDBACK PROVIDED BY THEIR CUSTOMERS?

GLOBAL AVERAGE
Yes: 49%
No: 51%

BRAZIL
Yes: 56%
No: 44%

GERMANY
Yes: 42%
No: 58%

UNITED STATES
Yes: 55%
No: 45%

UNITED KINGDOM
Yes: 46%
No: 54%

JAPAN
Yes: 47%
No: 53%

AGES 18–34
Yes: 55%
No: 45%

AGES 35–54
Yes: 48%
No: 52%

AGES 55+
Yes: 44%
No: 56%

MALE
Yes: 49%
No: 51%

FEMALE
Yes: 50%
No: 50%

DO YOU EXPECT A CUSTOMER SERVICE REPRESENTATIVE TO KNOW YOUR CONTACT, PRODUCT AND SERVICE INFORMATION/HISTORY?

GLOBAL AVERAGE
Yes: 76%
No: 24%

BRAZIL
Yes: 93%
No: 7%

GERMANY
Yes: 79%
No: 21%

UNITED STATES
Yes: 70%
No: 30%

UNITED KINGDOM
Yes: 72%
No: 28%

JAPAN
Yes: 64%
No: 36%

AGES 18–34
Yes: 79%
No: 21%

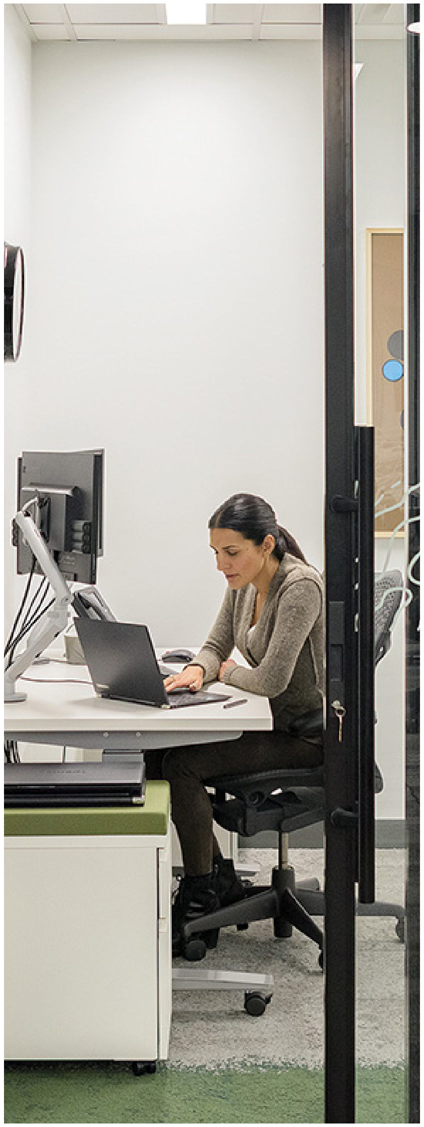
AGES 35–54
Yes: 76%
No: 24%

AGES 55+
Yes: 72%
No: 28%

MALE
Yes: 77%
No: 23%

FEMALE
Yes: 75%
No: 25%

IN YOUR EXPERIENCE, HOW OFTEN DOES A SERVICE REPRESENTATIVE HAVE ACCESS TO THIS INFORMATION?



GLOBAL AVERAGE

Almost never: 15%

Occasionally: 31%

About half the time: 23%

Often: 21%

Almost always: 10%

UNITED STATES

Almost never: 8%

Occasionally: 26%

About half the time: 27%

Often: 23%

Almost always: 15%

AGES 18–34

Almost never: 12%

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BRAZIL

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Often: 22%

Almost always: 7%

UNITED KINGDOM

Almost never: 10%

Occasionally: 35%

About half the time: 24%

Often: 20%

Almost always: 10%

AGES 34–54

Almost never: 17%

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About half the time: 24%

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Almost always: 9%

GERMANY

Almost never: 8%

Occasionally: 33%

About half the time: 23%

Often: 24%

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JAPAN

Almost never: 37%

Occasionally: 24%

About half the time: 20%

Often: 16%

Almost always: 4%

AGES 55+

Almost never: 15%

Occasionally: 30%

About half the time: 20%

Often: 24%

Almost always: 11%

OMNI-CHANNEL

DELIVER QUALITY SERVICE ANYTIME, ANYWHERE

Today's customers expect to receive service across multiple channels and on any device. In fact, 59% of our 2018 respondents have used three or more channels to get their questions answered. As those customers jump from channel to channel – particularly during a single enquiry – many customer service organisations are unable to transform multiple touchpoints into a frictionless, personalised engagement experience. Regardless of the resolution path, customers should experience a smooth and effortless transition between channels and interactions.

With two-thirds of all customers preferring to first try solving issues on their own, self-service should be a cornerstone of any omni-channel strategy. But not every enquiry can be resolved through self-service. For complex issues, customers should also be offered a choice of assisted service channels to effectively address their needs.

Channel preferences vary from phone to chat to social media, so knowing how your customers prefer to interact remains a key priority. And it's important to evolve with your customers. For instance, our study found that the percentage of customers aged 35+ using social channels for support doubled in the last year. No longer just an important option for millennials, social channels are fast becoming a standard for all demographics.

When it comes to channel options, you not only need to offer your customers choice and convenience – you need to deliver a consistent, effortless and unified customer service experience across every touchpoint.

HOW MANY DIFFERENT CUSTOMER SERVICE CHANNELS HAVE YOU USED?

GLOBAL AVERAGE

1 or 2 channels: 37%

3 to 5 channels: 50%

6 or more: 9%

None: 4%

JAPAN

1 or 2 channels: 60%

3 to 5 channels: 25%

6 or more: 1%

None: 14%

AGES 18–34

1 or 2 channels: 32%

3 to 5 channels: 52%

6 or more: 12%

None: 4%

MALE

1 or 2 channels: 39%

3 to 5 channels: 48%

6 or more: 9%

None: 4%

UNITED STATES

1 or 2 channels: 34%

3 to 5 channels: 54%

6 or more: 9%

None: 3%

UNITED KINGDOM

1 or 2 channels: 31%

3 to 5 channels: 58%

6 or more: 10%

None: 2%

AGES 34–54

1 or 2 channels: 37%

3 to 5 channels: 48%

6 or more: 10%

None: 5%

FEMALE

1 or 2 channels: 36%

3 to 5 channels: 51%

6 or more: 9%

None: 4%

BRAZIL

1 or 2 channels: 22%

3 to 5 channels: 59%

6 or more: 18%

None: 0%

GERMANY

1 or 2 channels: 40%

3 to 5 channels: 50%

6 or more: 7%

None: 3%

AGES 55+

1 or 2 channels: 43%

3 to 5 channels: 49%

6 or more: 4%

None: 4%

Microsoft

OMNI-CHANNEL

WHICH OF THE FOLLOWING CUSTOMER SERVICE CHANNELS DO YOU PREFER?

GLOBAL AVERAGE

Email: 20%
Live chat: 16%
Online self-service options: 12%
Social media: 5%
Phone or other voice channel: 39%
SMS or text message: 3%
Undecided: 5%

UNITED STATES

Email: 16%
Live chat: 23%
Online self-service options: 6%
Social media: 4%
Phone or other voice channel: 44%
SMS or text message: 4%
Undecided: 4%

UNITED KINGDOM

Email: 26%
Live chat: 26%
Online self-service options: 8%
Social media: 4%
Phone or other voice channel: 31%
SMS or text message: 3%
Undecided: 3%

JAPAN

Email: 23%
Live chat: 4%
Online self-service options: 21%
Social media: 3%
Phone or other voice channel: 30%
SMS or text message: 6%
Undecided: 14%

BRAZIL

Email: 18%
Live chat: 21%
Online self-service options: 15%
Social media: 10%
Phone or other voice channel: 33%
SMS or text message: 2%
Undecided: 1%

GERMANY

Email: 19%
Live chat: 6%
Online self-service options: 10%
Social media: 5%
Phone or other voice channel: 57%
SMS or text message: 1%
Undecided: 3%

AGES 18–34

Email: 20%
Live chat: 21%
Online self-service options: 13%
Social media: 10%
Phone or other voice channel: 29%
SMS or text message: 4%
Undecided: 4%

AGES 35–54

Email: 21%
Live chat: 16%
Online self-service options: 12%
Social media: 4%
Phone or other voice channel: 38%
SMS or text message: 4%
Undecided: 5%

AGES 55+

Email: 20%
Live chat: 10%
Online self-service options: 10%
Social media: 1%
Phone or other voice channel: 50%
SMS or text message: 1%
Undecided: 6%

WHEN ENGAGING WITH A BRAND OR ORGANISATION FOR CUSTOMER SERVICE, DO YOU TRY TO USE SELF-SERVICE FIRST, OR DO YOU IMMEDIATELY ENGAGE WITH AN AGENT?

GLOBAL AVERAGE

Begin with self-service: 66%

Immediately engage with an agent: 34%

BRAZIL

Begin with self-service: 79%

Immediately engage with an agent: 21%

GERMANY

Begin with self-service: 58%

Immediately engage with an agent: 42%

UNITED STATES

Begin with self-service: 61%

Immediately engage with an agent: 39%

UNITED KINGDOM

Begin with self-service: 64%

Immediately engage with an agent: 36%

JAPAN

Begin with self-service: 70%

Immediately engage with an agent: 30%

AGES 18–34

Begin with self-service: 74%

Immediately engage with an agent: 26%

AGES 35–54

Begin with self-service: 67%

Immediately engage with an agent: 33%

AGES 55+

Begin with self-service: 58%

Immediately engage with an agent: 42%

MALE

Begin with self-service: 66%

Immediately engage with an agent: 34%

FEMALE

Begin with self-service: 67%

Immediately engage with an agent: 33%

DO YOU EXPECT A BRAND OR ORGANISATION TO OFFER AN ONLINE SELF-SERVICE SUPPORT PORTAL?

GLOBAL AVERAGE

Yes: 88%

No: 12%

BRAZIL

Yes: 96%

No: 4%

GERMANY

Yes: 87%

No: 13%

UNITED STATES

Yes: 88%

No: 12%

UNITED KINGDOM

Yes: 92%

No: 8%

JAPAN

Yes: 77%

No: 23%

AGES 18–34

Yes: 92%

No: 8%

AGES 35–54

Yes: 88%

No: 12%

AGES 55+

Yes: 84%

No: 16%

MALE

Yes: 88%

No: 12%

FEMALE

Yes: 89%

No: 11%

Microsoft

IF YOU DID NOT FIND THE RESPONSE YOU WERE LOOKING FOR, WHAT WAS THE KEY ISSUE?

GLOBAL AVERAGE

Not enough information available through self-service: 43%

Too much information to sort through: 16%

The information was disorganised with no ability to search: 18%

My issue was too complex: 22%

UNITED STATES

Not enough information available through self-service: 44%

Too much information to sort through: 13%

The information was disorganised with no ability to search: 13%

My issue was too complex: 31%

AGES 18–34

Not enough information available through self-service: 42%

Too much information to sort through: 19%

The information was disorganised with no ability to search: 19%

My issue was too complex: 20%

BRAZIL

Not enough information available through self-service: 43%

Too much information to sort through: 15%

The information was disorganised with no ability to search: 27%

My issue was too complex: 14%

UNITED KINGDOM

Not enough information available through self-service: 49%

Too much information to sort through: 13%

The information was disorganised with no ability to search: 13%

My issue was too complex: 25%

AGES 35–54

Not enough information available through self-service: 44%

Too much information to sort through: 16%

The information was disorganised with no ability to search: 19%

My issue was too complex: 21%

GERMANY

Not enough information available through self-service: 32%

Too much information to sort through: 19%

The information was disorganised with no ability to search: 23%

My issue was too complex: 26%

JAPAN

Not enough information available through self-service: 48%

Too much information to sort through: 23%

The information was disorganised with no ability to search: 15%

My issue was too complex: 14%

AGES 55+

Not enough information available through self-service: 44%

Too much information to sort through: 14%

The information was disorganised with no ability to search: 17%

My issue was too complex: 25%

WHICH SOCIAL CHANNELS HAVE YOU USED FOR CUSTOMER SERVICE?

GLOBAL AVERAGE
- Facebook: 32%
- YouTube: 14%
- Twitter: 13%
- Instagram: 9%
- LinkedIn: 4%
- Other: 3%
- **None: 55%**

UNITED STATES
- Facebook: 28%
- YouTube: 12%
- Twitter: 11%
- Instagram: 9%
- LinkedIn: 6%
- Other: 2%
- **None: 61%**

UNITED KINGDOM
- Facebook: 29%
- YouTube: 11%
- Twitter: 16%
- Instagram: 7%
- LinkedIn: 3%
- Other: 1%
- **None: 59%**

JAPAN
- Facebook: 11%
- YouTube: 12%
- Twitter: 12%
- Instagram: 6%
- LinkedIn: 2%
- Other: 1%
- **None: 72%**

BRAZIL
- **Facebook: 61%**
- YouTube: 18%
- Twitter: 18%
- Instagram: 17%
- LinkedIn: 8%
- Other: 9%
- None: 26%

GERMANY
- Facebook: 29%
- YouTube: 17%
- Twitter: 6%
- Instagram: 7%
- LinkedIn: 3%
- Other: 2%
- **None: 60%**

AGES 18–34
- **Facebook: 51%**
- YouTube: 22%
- Twitter: 21%
- Instagram: 19%
- LinkedIn: 7%
- Other: 4%
- None: 31%

AGES 35–54
- Facebook: 29%
- YouTube: 14%
- Twitter: 13%
- Instagram: 6%
- LinkedIn: 4%
- Other: 3%
- **None: 58%**

AGES 55+
- Facebook: 15%
- YouTube: 6%
- Twitter: 3%
- Instagram: 2%
- LinkedIn: 2%
- Other: 3%
- **None: 78%**

WHAT IS YOUR EXPECTED RESPONSE TIME FOR SOCIAL MEDIA QUESTIONS OR COMPLAINTS?

GLOBAL AVERAGE

Immediately: 18%

Within an hour: 28%

Sometime that day: 37%

I don't expect a response: 17%

UNITED STATES

Immediately: 20%

Within an hour: 24%

Sometime that day: 31%

I don't expect a response: 25%

UNITED KINGDOM

Immediately: 13%

Within an hour: 30%

Sometime that day: 39%

I don't expect a response: 18%

BRAZIL

Immediately: 29%

Within an hour: 39%

Sometime that day: 29%

I don't expect a response: 3%

GERMANY

Immediately: 12%

Within an hour: 28%

Sometime that day: 45%

I don't expect a response: 15%

JAPAN

Immediately: 13%

Within an hour: 21%

Sometime that day: 42%

I don't expect a response: 23%

AGES 18–34

Immediately: 22%

Within an hour: 34%

Sometime that day: 37%

I don't expect a response: 8%

AGES 34–54

Immediately: 18%

Within an hour: 29%

Sometime that day: 39%

I don't expect a response: 14%

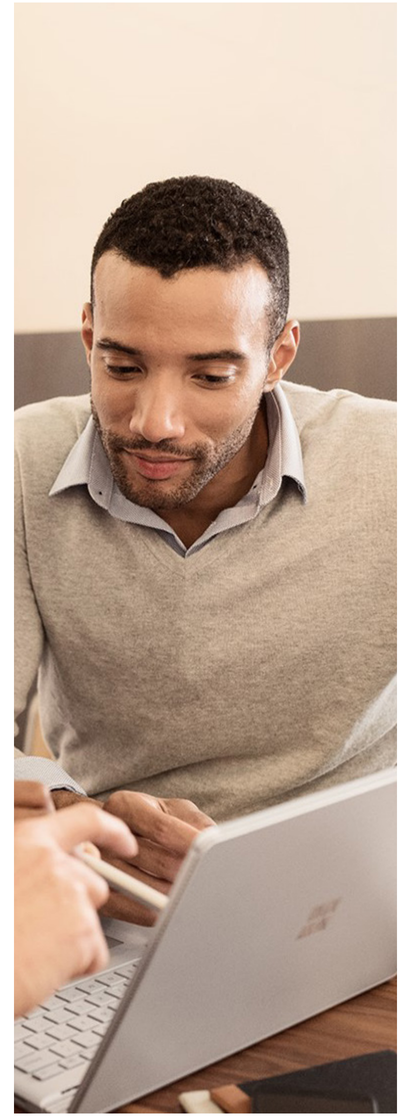
AGES 55+

Immediately: 13%

Within an hour: 22%

Sometime that day: 36%

I don't expect a response: 29%



DIGITAL & EMERGING TRENDS

PROVIDE THE RIGHT DIGITAL TOOLS FOR THE JOB

Our survey participants said getting their issue resolved in a single interaction is the most important aspect of a good service experience. As you evolve your service strategy, consider the types of enquiries you typically receive, and then create alignment by offering the channels best suited for quick resolution.

Video chat and co-browsing, for example, are incredibly effective for customers who require more hands-on, high-touch support. The proof is in the pudding: the vast majority of those we surveyed who had used video chat or co-browsing for support found those channels helpful.

AI-driven virtual agents are one of the hottest emerging channels. Capabilities like natural language processing and machine learning can create an experience that is smart, conversational and fast – and available 24/7. Bots can automate resolution while reducing costs and improving customer satisfaction, freeing agents to work on more complex issues. Learn how HP transformed its customer support experience with virtual agents.

Your customers are looking for end-to-end effortless customer service on the channel of their choice. Leveraging the right technology creates a significant opportunity to differentiate your brand.

IF YOU HAVE USED VIDEO CHAT, DID YOU FIND IT HELPFUL?

GLOBAL AVERAGE
Yes: 85%

No: 15%

UNITED STATES
Yes: 85%

No: 15%

AGES 18–34
Yes: 88%

No: 12%

MALE
Yes: 89%

No: 11%

BRAZIL
Yes: 89%

No: 11%

UNITED KINGDOM
Yes: 78%

No: 22%

AGES 35–54
Yes: 82%

No: 18%

FEMALE
Yes: 79%

No: 21%

GERMANY
Yes: 80%

No: 20%

JAPAN
Yes: 89%

No: 11%

AGES 55+
Yes: 82%

No: 18%

IF YOU HAVE USED CO-BROWSING, DID YOU FIND IT HELPFUL?

GLOBAL AVERAGE
Yes: 91%

No: 9%

UNITED STATES
Yes: 92%

No: 8%

AGES 18–34
Yes: 92%

No: 8%

MALE
Yes: 92%

No: 8%

BRAZIL
Yes: 93%

No: 7%

UNITED KINGDOM
Yes: 82%

No: 18%

AGES 35–54
Yes: 90%

No: 10%

FEMALE
Yes: 90%

No: 10%

GERMANY
Yes: 90%

No: 10%

JAPAN
Yes: 93%

No: 7%

AGES 55+
Yes: 90%

No: 10%

TAKEAWAYS & CONCLUSIONS

Most organisations recognise customer experience as a major competitive differentiator, and customer service plays a key role in defining that experience. To provide a differentiated experience, organisations must first understand what their customers are looking for, and then use the right technology to reimagine the customer service experience. Key learnings from The Microsoft 2018 State of Global Customer Service Report include:

1. CUSTOMER SERVICE ORGANISATIONS PERSONIFY YOUR BRAND

Customer service can make or break your brand. Every interaction provides an opportunity to transform negative experiences into positive outcomes and to create brand champions. Every touchpoint is meaningful.

2. CUSTOMERS WANT TO BE ENGAGED AND KNOWN BY BRANDS

Customers increasingly favour brands that recognise them and understand their needs. They want a two-way conversation, and to feel that brands are listening to them and taking what they say to heart. Customer service plays a strategic role in long-term customer engagement.

3. CUSTOMERS BRING HIGH EXPECTATIONS ACROSS ALL SERVICE CHANNELS

Regardless of which channel they choose, customer expectations for the quality and timeliness of service interactions are soaring. Smart alignment and application of digital tools like video chat and AI-enabled virtual agents as part of your omni-channel approach will help you achieve a level of support that's sure to delight.

Microsoft

DISCOVER INTELLIGENT CUSTOMER SERVICE

Microsoft

Microsoft Dynamics 365 is the next generation of intelligent business applications that enable your organisation to grow, evolve and transform. These applications unify CRM and ERP capabilities with purpose-built applications that work seamlessly together to help manage specific business functions.

Service organisations are at the epicentre of a company's ability to deliver differentiated and consistent engagement experiences. Microsoft Dynamics 365 for Customer Service helps organisations digitally transform their service experience to more effectively engage their customers, empower their agents with the tools they need to deliver differentiated levels of support, optimise their business processes and find new ways to provide value to their customers. Our industry leading technologies, including machine learning, IoT and advanced analytics, give our purpose-built service solution the breadth and depth necessary to address this transformation. Industry leading technology, including machine learning, IoT and advanced analytics, uniquely positions brands to capitalise on the new service economy while building advocacy and loyalty through effortless service experiences.

Learn more at: https://dynamics.microsoft.com/customer-service/overview/

Contact us to discuss your unique needs: 1.888.477.7989

Follow us on Twitter: @MSFTDynamics365