

There is huge momentum behind mobile for customer service

+19%

% of customers using mobile apps for support has increased from 64% to 83% in the last 2 years

+7%

Customers using mobile websites for service has increased from 57% to 64% during the same time period

82%

of customers have stopped doing business with a company following a bad customer experience

A majority of contact center managers offer or plan to offer mobile support tools (in 2016/17)



Mobile Responsive Websites



Mobile Applications



Mobile Chat Support

Customers believe access to agents has worsened

50%



...are frustrated with automated response systems

43%



...find it difficult to reach an agent

33%



...are dissatisfied with the time it takes to reach an agent

Businesses underestimate the level of customer effort in achieving issue resolution

Customers believe it takes 6 different interactions to achieve issue resolution

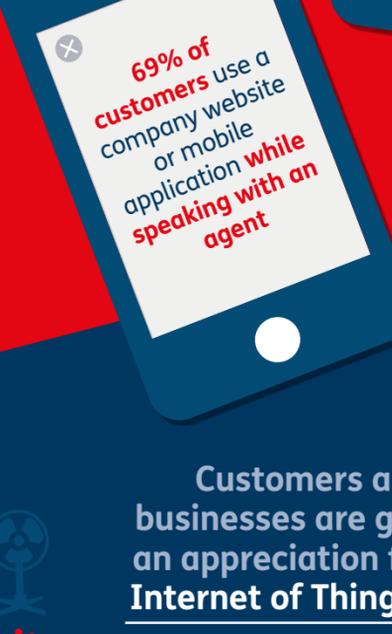


More than half of contact center managers believe customers get resolutions with 1-2 touch points

A

B

Web searches are an increasingly important supplement to live-agent customer care



Customers and businesses are gaining an appreciation for the Internet of Things (IoT)

35%

of customers currently utilize Internet-connected products, or are willing to, if it results in better customer service

47%

of contact center managers say their organizations sell or support Internet-connected products

51%

of managers who don't currently support Internet-connected products plan to support them in the future.

Contact center managers are prioritizing their investments

web support tool investment priorities include:



28%

Expanding customer channel choices

25%

Improving internal processes

...are the top priorities in the next two years

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