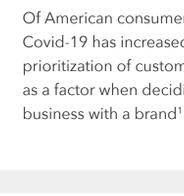


2021 Sees Customer Support Define Brands

All eyes are on customer support and service since the beginning of 2020. We pulled together 22 stats that showcase how consumers feel about customer support in 2021, **their preferences and experience desires and what companies are investing into meet changing support and services expectations.**



Of American consumers say that Covid-19 has increased their prioritization of customer service as a factor when deciding to do business with a brand¹



Of customers are willing to pay more for excellent service, a **6% increase** over 2019²

Brands Improve Problem Resolution

Customer Satisfaction is Higher Across Channels Than in 2020²

Average Customer Satisfaction for Experiences in Each Channel



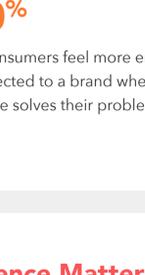
65% of Customers Use Positive Words to Describe Support³



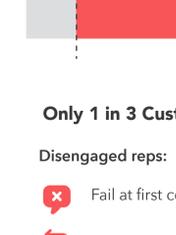
Small Business Improved Customer Service⁴



48% Of global consumers said small business got better at customer service

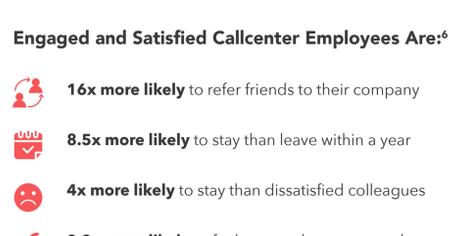


71% Of consumers said customer service at large businesses stayed the same or got worse



80% Of consumers feel more emotionally connected to a brand when customer service solves their problem¹

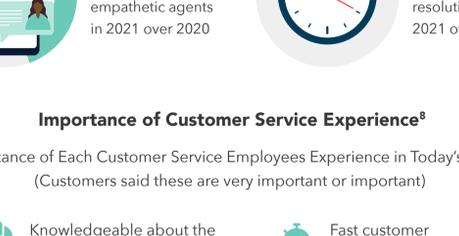
Agent Experience Matters



Only 1 in 3 Customer Service Reps Are Engaged⁵

Disengaged reps:

- Fail at first contact resolution
- Make customer repeat information
- Fail to reduce number of customer steps for resolution

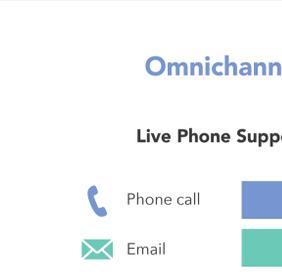


Engaged and Satisfied Callcenter Employees Are:⁶

- 16x more likely** to refer friends to their company
- 8.5x more likely** to stay than leave within a year
- 4x more likely** to stay than dissatisfied colleagues
- 3.3x more likely** to feel extremely empowered to resolve customer issues

Customer Behaviors Continue to Evolve

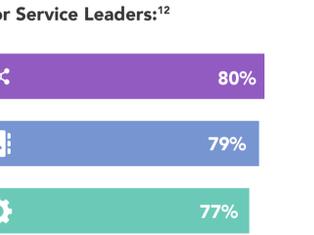
Customers Value Empathy and Quick Resolutions⁷



Importance of Customer Service Experience⁸

Importance of Each Customer Service Employees Experience in Today's World (Customers said these are very important or important)

- Knowledgeable about the product/service
- Fast customer support responses
- Kind and helpful
- Delivery
- Able to easily reach the right support person
- Empathize with frustrations
- Convenience
- Personal experience



Top 3 Areas of Concern When Considering a Purchase from a Brand¹⁰

2021

- Quality of products
- Customer service
- Speed of delivery

2020

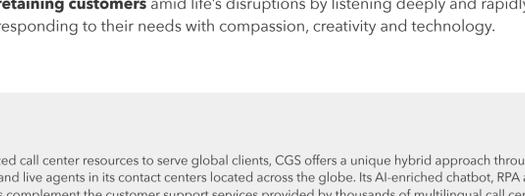
- Delayed delivery
- Product availability
- Delayed response to issue resolution

Omnichannel Is Required

Live Phone Support Still Ranks No. 1³



Social Messaging Usage Increase in 2020:⁷



Technology Investment Increases

Top 2021 Priorities for Service Leaders:¹²



Top 3 Technology Investment Areas:⁷

- Offering multiple channels
- Improving information security
- Boosting agility

Customer Lifetime Value Improves with Digital CX¹⁴

The Bottom Line

The past 24 months have dramatically changed the role of customer support. Once focused on issue resolution, agents are increasingly serving as the front door of businesses and drivers of brand loyalty. **Companies need to differentiate their approach to gaining and retaining customers** amid life's disruptions by listening deeply and rapidly responding to their needs with compassion, creativity and technology.

About CGS

With optimized call center resources to serve global clients, CGS offers a unique hybrid approach through automation and live agents in its contact centers located across the globe. Its AI-enriched chatbot, RPA and AR technologies complement the customer support services provided by thousands of multilingual call center agents. CGS Teamwork AR™ with agent assist empowers representatives and consumers with interactive remote support to help drive down product return rates and reduce costly onsite visits. CGS supports many of the world's industry-leading global brands through innovative, scalable and flexible business process outsourcing solutions.

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¹Customer Service Trends for 2021, Stella Connect
²UK Customer Satisfaction Index, Institute of Customer Service
³2021 Understanding the Modern Consumer, TCN
⁴Consumers All About Local Business Thanks to Pandemic, Retail Consumer Experience
⁵2021 Customer Service Rep Role and Engagement Survey, Gartner
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⁷Customer Service Trends to Follow in 2021, Zendesk
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¹⁰Top Consumer Shopping Trends After Covid, CGS
¹¹2021 Customer Trends and Priorities, Gartner
¹²2021 Customer Service and Support Agenda Poll, Gartner
¹³Consumer Interest in AR Support and Service is Growing, CGS
¹⁴Ecommerce and Retail Customer Experience 2021, eMarketer
¹⁵Five Best Practices to Future-Proof the Customer Experience study, 451 Research