Pulse survey 2022

The path to customer delight: a survey

What's inside?

Platinum
Marketplace Partner

Amoeboids

Introduction

The ingredients for great experiences have always been elusive, and people have been trying to concoct personalized ones since the beginning of time. Organizations are not far behind either: They want to give customers a great experience because that will make them come back again, show their loyalty and spread the word, by sharing their experience with loved ones - yet the number of customers who are dissatisfied keeps increasing. The bird's eye-view of the customer service sphere clearly shows an experience disconnect, where organizations eagerly adopt latest technologies and design principles, without clearly understanding what their customer's needs are. The unwavering focus on omnichannel experience can put the most meaningful aspects of customer experience in the background.

Organizations and managers know that speed, convenience, consistency, and friendliness are essential for customer satisfaction. Adding the human touch can make it into customer delight, if the human is empowered to make decisions for the customer on the fly. Creating real connections should be the focus in these interactions, where technology is made human to empathize with the customers, by employees who clearly understand what they need to create better customer experiences.

Customer service is on a fast lane towards transformation, thanks to the adapting needs of the public that is adjusting to the new normal. To understand the challenges faced, Amoeboids conducted a survey of over 300+ customer service managers, and the results shine a clear light on the directions organizations can take.

ATLASSIAN | Platinum
Marketplace Partner

Amoeboids

Understanding challenges

Support plays an important part of the product or solution lifecycle, where the team understands the challenges faced by customers and tries to proactively solve them. There are two aspects to this – an immediate fix and a feature request, and not all complaints or customers issues have to be both. The survey identified the biggest challenges faced by customers or responding organizations – and slow first response time was the highest reported challenge with 38%. Taking a long time to resolve issues took 30% of the votes, and lack of documentation garnered 32%.

Biggest challenges faced by customers

32%
lack of
documentation

38%
slow first
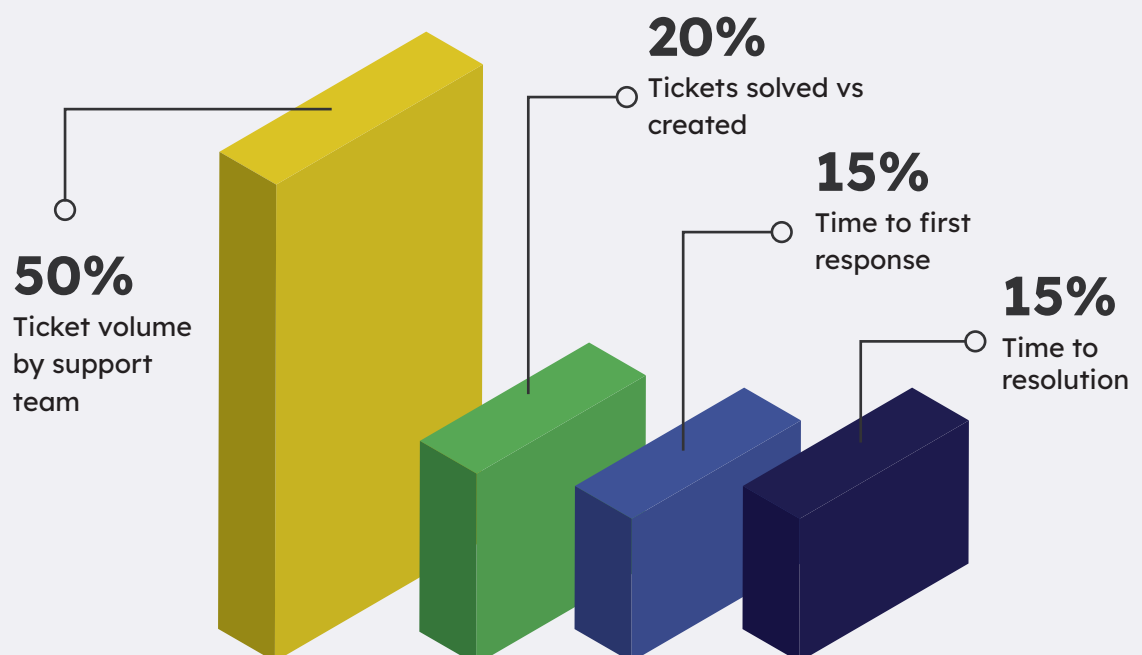response time

30%
long time
to resolve
issues
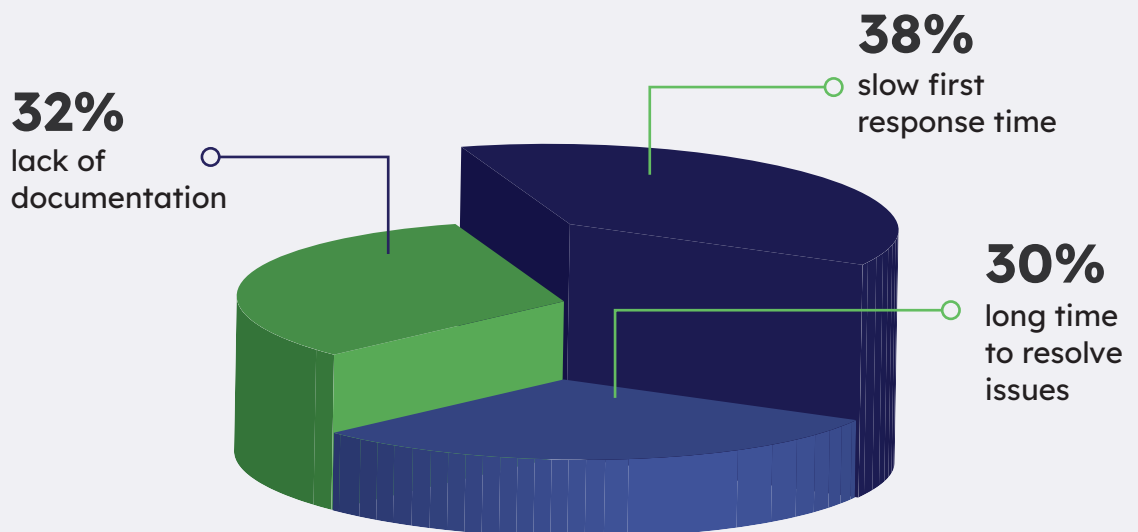
The results tell us that customers expect representatives to resolve their cases or incidents promptly and correctly when they reach out for support. Having the proper tools for communication is absolutely essential in these cases, so that the support team can address the issues the customer is facing without delay. Tools like live chat systems or real-time incident management systems can bring the human element whenever required.

Platinum
Marketplace Partner

Amoeboids

Tracking metrics

Customer support is how organizations address questions and concerns regarding their products and/or solutions. This is the first line of offense in the battle of market supremacy, as issues get identified, resolved and sent to relevant teams for further consideration. The speed at which the resolutions occur dictates if customers continue using the said product or service. Improving the support team's efficiency allows organizations to reduce friction for customers, and lets them leave support interactions feeling positive and satisfied.

The first step toward achieving speedy resolutions is improving efficiency by tracking customer support metrics. Care should be taken to shortlist parameters that give a clear picture of the team's performance and customer experiences. According to the survey, Ticket volumes are the most trusted metrics among the organizations of our respondents, with 50% of them supporting its use. Some organizations, about 20%, also use

Customer support metrics tracked by respondents

50%
Ticket volume by support team

20%
Tickets solved vs created

15%
Time to first response

15%
Time to resolution

Platinum
Marketplace Partner

Amoeboids

tickets solved vs. created as a metric – while some prefer to measure the success by time: 15% each said that they look at first response time and resolution time as indicators of customer service effectiveness.
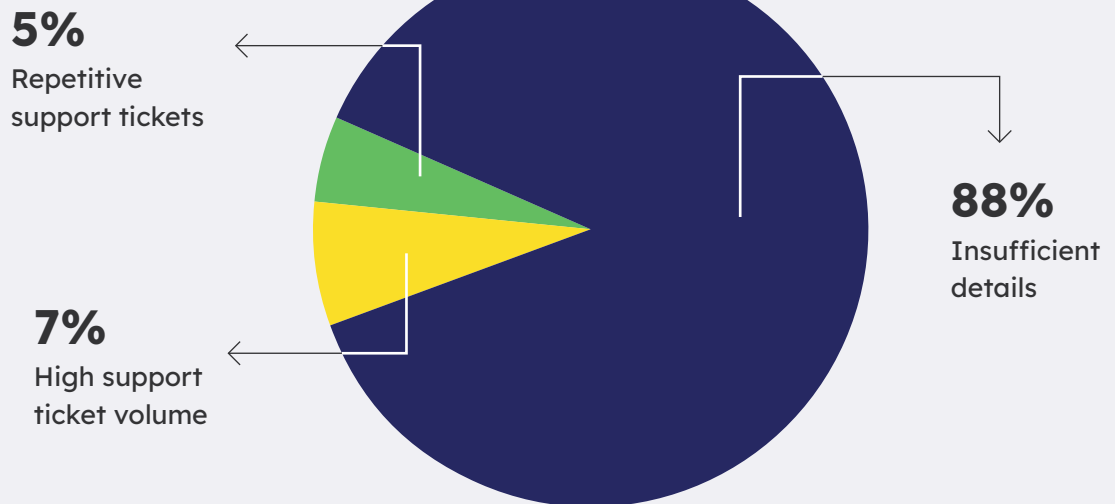
Once the challenges are clearly understood, finding metrics to measure improvement in those areas is not difficult. Organizations can either take a qualitative or a quantitative approach to this: Qualitative versions may use metrics like effectiveness of resolution, repeat customer calls etc., and Quantitative approach might use either the time (response/resolution duration) or number (ticket volumes).

Going deep on details

Customer support team adds to the voice of the business, as most of the customers believe that polite customer service agents are the key to great service. How the team members handle them is crucial to the success of any business. Knowing how to respond effectively and on time is the key to handling these challenges of customer service. It not only enhances customer experience, but also boosts customer loyalty and increases corporate profitability. The survey delved deep into this, and found that insufficient details are the most important factor in providing great customer service – with a whopping 88% of respondents saying that finding details is the biggest issue in their organization. The increasing number of ticket volumes was a distant second, with 7% of the votes – and duplication of support tickets wasa concern for the remaining 5%.

Platinum
Marketplace Partner

Amoeboids

Common challenges faced by support teams

5%
Repetitive
support tickets

7%
High support
ticket volume

88%
Insufficient
details

While repetitive tickets form a small chunk of concern, they tend to inflate the issue by increasing the number of unattended issues. This can cause extra pressure on the team members. Having a proper mechanism to collect customer issue details, be it online or helpdesk or chat, in the form of a defined structure – can reduce the frequency of data related issues.

Insights for moving ahead

According to a PwC survey, 80% of respondents consider speed, convenience, knowledgeable help and friendly service to be the most important elements of positive customer experience. That's why organizations who prioritize technologies to pass these benefits onto their customers succeed, instead of those who pick new technologies for the sake of being cutting edge. Understanding the needs of the customer is important, but the decision makers should consider the demands on the time of their employees

too. Introducing a new tool to track/manage customer tickets can mean a sharp learning curve, and might throw their 'business as usual' responsibilities into a tailspin.

Excellent employee experience precedes superior customer experience

When the organization is choosing tools to help its support team, the aim should be simplifying the workload of the support team as soon as possible, not after an initial learning period. Using add-ons that integrate into the primary tool they use – like Jira – is the most effective solution. With such tools, teams can focus on actually solving the problems of their customers instead of trying to gather information or removing duplicate issues. Organizations have a better chance of meeting their customers' expectations or exceeding them and see a positive difference to their bottom line, as customers usually reward prompt service with loyalty.

While customers generate revenue, employees drive the experience. By simplifying the mode of information exchange between the two, organizations can empower their employees to resolve customer issues satisfactorily, and allow customers to find a solution and get back to their work. This necessitates a focus on employee experience and how to enable them to perform better.

Based on the metrics selected for the support team, tools to speed up resolution can be identified: we can see that these 'most important' issues of the customer service sphere have their origins in mismanagement – be it data or job responsibility. Slow response times can occur because the employees assigned don't have enough exposure to the product documentation, and most of the time is spent in identifying proper documentation or information.

Meanwhile, the customer who has raised the ticket is getting frustrated, and it could've been avoided with Typeform integration – which offers an

Platinum
Marketplace Partner

Amoeboids

easy way to connect the immense flexibility of Jira service management with next-gen user experience. This integration creates service project tickets as and when Typeform is submitted. The data can then be used by teams to achieve the desired outcome through detailed configurations & mappings.

Instead of letting customers go through a difficult to understand issue report process, Typeform allows them to create a Jira support ticket that can be reviewed by the support team within their individual Jira instances. The fields of customer feedback or issue firm can be easily mapped to that of Jira tickets with Typeform, to give a defined structure to the data collected. This way, the customer support team can view tickets from their Jira instances and take care of the issues. Also, with Typeform, teams can display only those fields that move the conversation forward from their customers, instead of displaying a huge list of mandatory fields which can deter customers. Amoeboids Typeform app for Jira service management serves this purpose efficiently thereby ensuring customer satisfaction.

Platinum
Marketplace Partner

Amoeboids
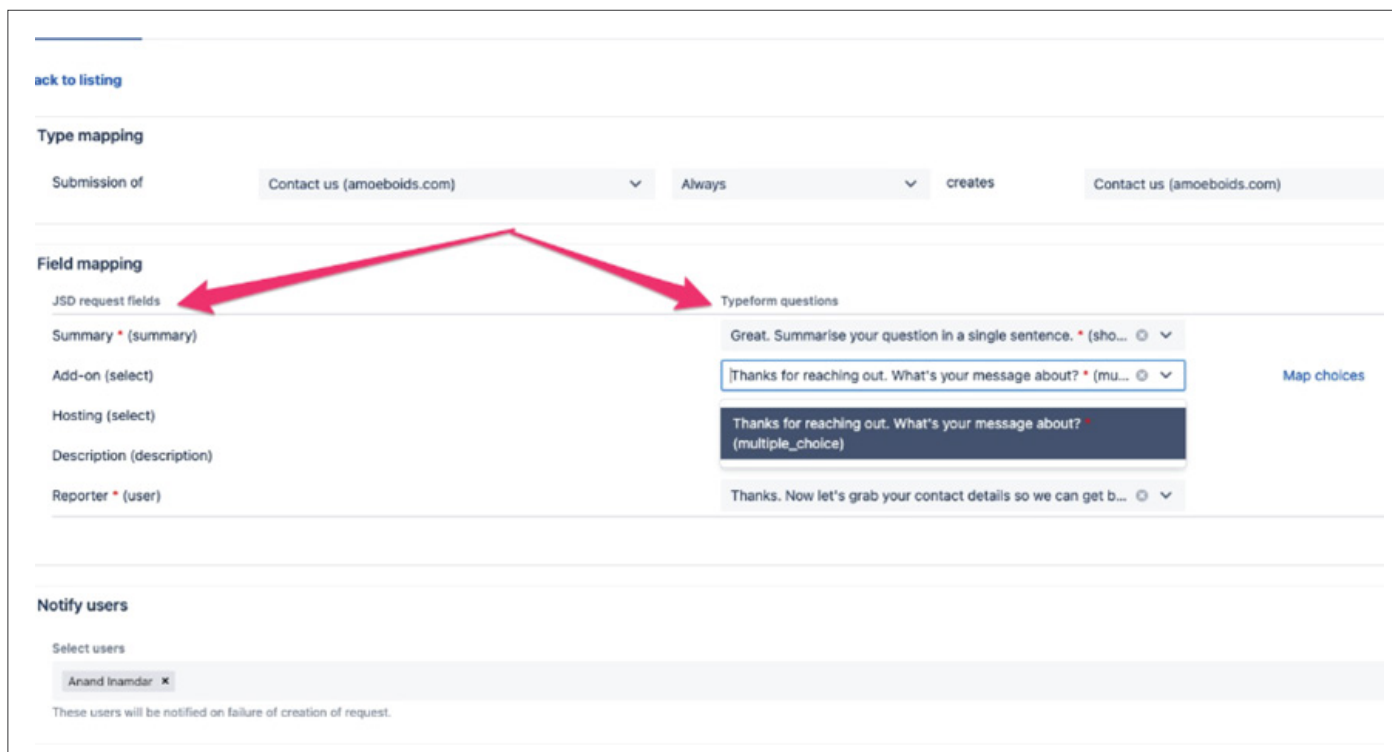
Conclusion

The customer service vertical of various organizations is going through a seismic change, and the issues they have to address are increasing with every new release. By establishing a robust mechanism for issue collection and management, organizations can score twice with one shot – simplifying the reporting experience of their customers, and enabling their customer service teams to take care of the issues faster and better.

About Amoeboids

We work to make workplaces better

We at Amoeboids want to build a future in which we'd love to work in. We take immense pride in building products that enrich workplace culture, build focus across any department of the organization