

# The future of Customer Service

## The State of Customer Service: Serving Customers Digitally

We are moving towards a fully connected world enabled by technology. Today's customers demand immediacy, connectivity and simplicity in every interaction on their buying journey.

Companies that are able to provide relevant and agile customer experiences will be the ones that differentiate themselves from their competitors.

### Where we were in



For the first time, **50%** of the customer experiences were digital.

*July 2021 UK Customer Satisfaction Index (UKCSI). Click to download source.*

Digital adoption in Europe jumped from **81%** to **95%** as a result of the COVID-19 crisis.

*McKinsey. Click for source link.*

**55%** of customers – including **68%** of millennials – prefer digital channels over traditional ones.

*Salesforce. Click for source link.*

### CX has never been rated higher

**84%** of customers say the experience a company provides is as important as its products and services.

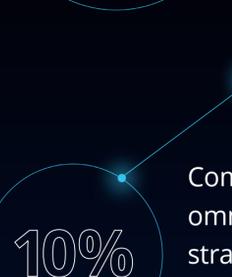
*Salesforce. Click for source link.*

**73%** of customers expect companies to understand their needs and expectations.

*Salesforce. Click for source link.*

**86%** of buyers are willing to pay more for a great customer experience.

*Superoffice. Click for source link.*



**1 in 3** customers will leave a brand they love after just one bad experience.

*PwC. Click for source link.*

### Omnichannel matters

Companies with the strongest omnichannel customer engagement strategies enjoy a **10%** Y-O-Y growth.

*Adobe. Click for source link.*

**87%** of customers believe brands need to put more effort into providing a more seamless experience.

*V12. Click for source link.*

Companies with extremely strong omnichannel customer engagement retain on average **89%** of their customers, compared to **33%** for companies with weak omnichannel customer engagement.

*Digitalcommerce360.com. Click for source link.*

Purchase frequency is **250%** higher on omnichannel vs. single channel and the average order value is **13%** more per order on omnichannel vs. single channel.

*Omnisend. Click for source link.*

### Mobile customer experience is a must

**57%** of customers won't recommend a business whose website isn't mobile friendly.

*Socpub. Click for source link.*

**52%** of Internet traffic is now via a mobile device.

*Statista. Click for source link.*

**84%** of customer-centric companies focus on the mobile customer experience.

*Superoffice. Click for source link.*

## The Future of Self-Service: Customer-Led Automation

### 2022

In **2022** **70%** of customer interactions will involve emerging technologies such as machine learning (ML) applications, chatbots and mobile messaging.

*Gartner. Click for source link.*

### 2022

In **2022** **85%** of all customer service interactions will start with self-service.

*Gartner. Click for source link.*

### 2023

By **2023** customers will prefer to use speech interfaces to initiate **70%** of self-service.

*Liferay. Click for source link.*

### 2025

By **2025** customer service organisations that embed AI in their multichannel customer engagement platform will increase operational efficiency by **25%**.

*Liferay. Click for source link.*

### 2030

**91%** of organisations are planning to deploy AI within the next three years. By **2030**, a billion service tickets will be raised automatically by customer-owned bots.

*Gartner. Click for source link.*

