

DESK36 

Customer Service Trend in 2020: **Asynchronous Communication**



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Key Takeaways

Welcome to the Desk360 CX Management Report, where we emphasize the importance of written communication and multi-channel support channels, the cornerstones of customer relations. In the first three months after its introduction to the market, the Desk360 platform onboarded 740 businesses, increased its agent count to 1150 and processed 4.5 million support tickets. Aiming to keep its clients in contact with their customers 24/7, increase their success rates and build their brand awareness, Desk360 has been growing at an impressive rate thanks to its hard-working team and a constant flow of client feedback.

In this report, we focus on the importance of providing customers with multichannel support and the business benefits associated with it. Following that, we briefly mention what Desk360 can do for your business and your customers in light of the report. For more information about the Desk360 omnichannel support platform, please email us at info@desk360.com or visit our [website](#).

Introduction

In this report, we focus on the importance of providing customers with a multi-channel support desk and its benefits to brand awareness. Irrespective of vertical, what you sell or offer, or what your business plan is, your customers are always looking for a stellar experience when they choose you over your competitors. It is the secret sauce that makes you and your product stand out from the crowd. In this report, we have decided to go over the basics and outline – as well as detail – what that secret sauce is, and how you can achieve great things by offering it to your customers. From the trends in customer experience, that's been underway for some time to generational shifts, how to structure your teams in such a way that there's less friction, and what determines the outcome of your efforts – it's all here.

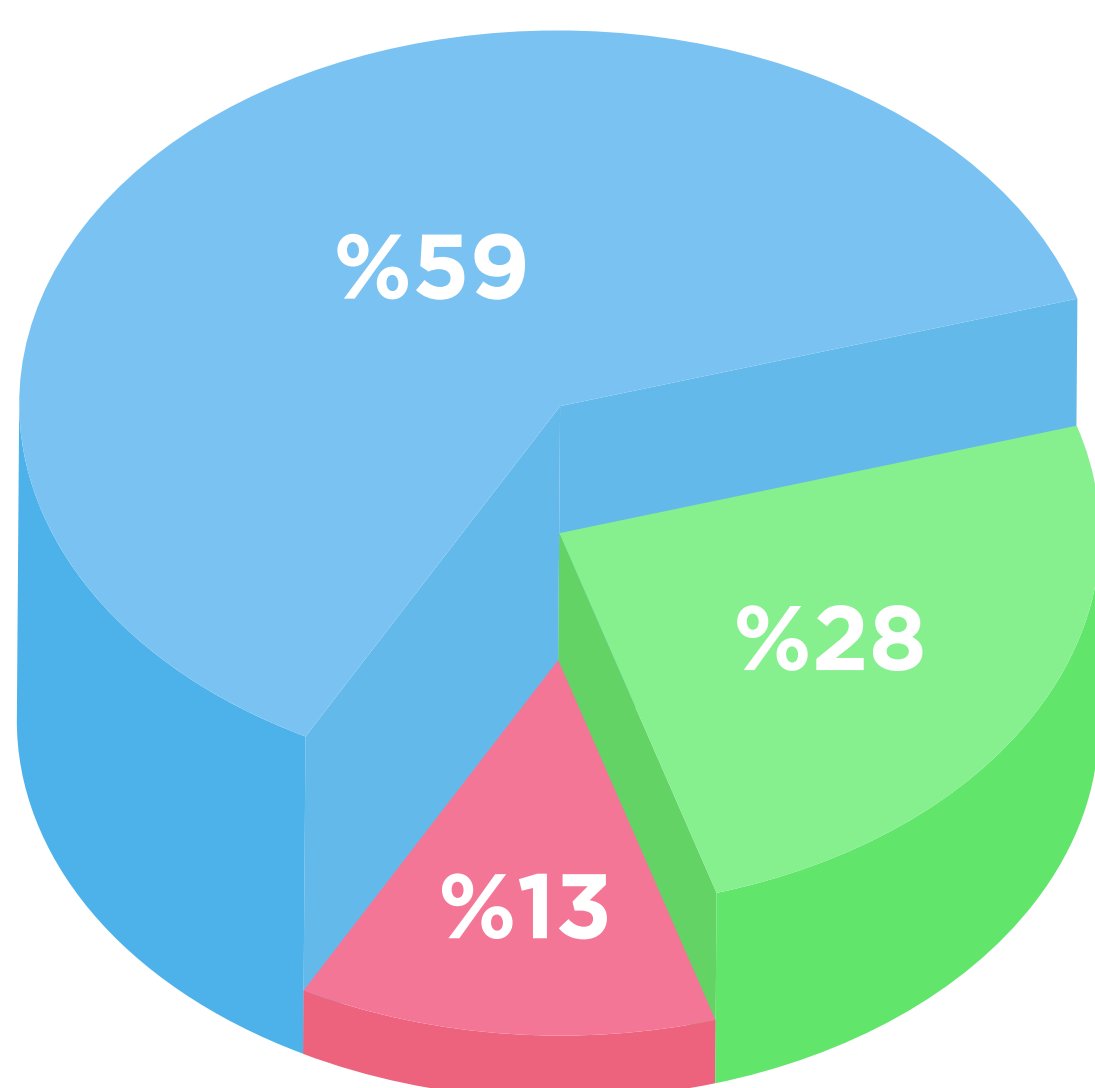
Read on to get familiarized with how a good customer experience strategy can do for you and your business.

02

The Importance of Asynchronous Communication

Written communication is important, especially in this day and age. Asynchronous communication has become the norm with Gen Z and it doesn't look like it's going to change anytime soon. It has almost become rude to call up anyone and expect an answer, and for good reason: we have enough distractions around us, and being interrupted is the last thing we want when we're hard at work. Written communication has been on the rise in the past decade, replacing synchronous methods like calling someone for a real-time chat. While it still has its place, it's definitely not the most widely preferred way of communication.

How important is a company being “omnichannel” to you?



IMPORTANT: I don't need companies to be everywhere, except when I really need something.

CRITICAL: Companies should be where I want, when I want, ready to share and communicate how I expect.

UNIMPORTANT: I really do not care if a company has different communication channels.

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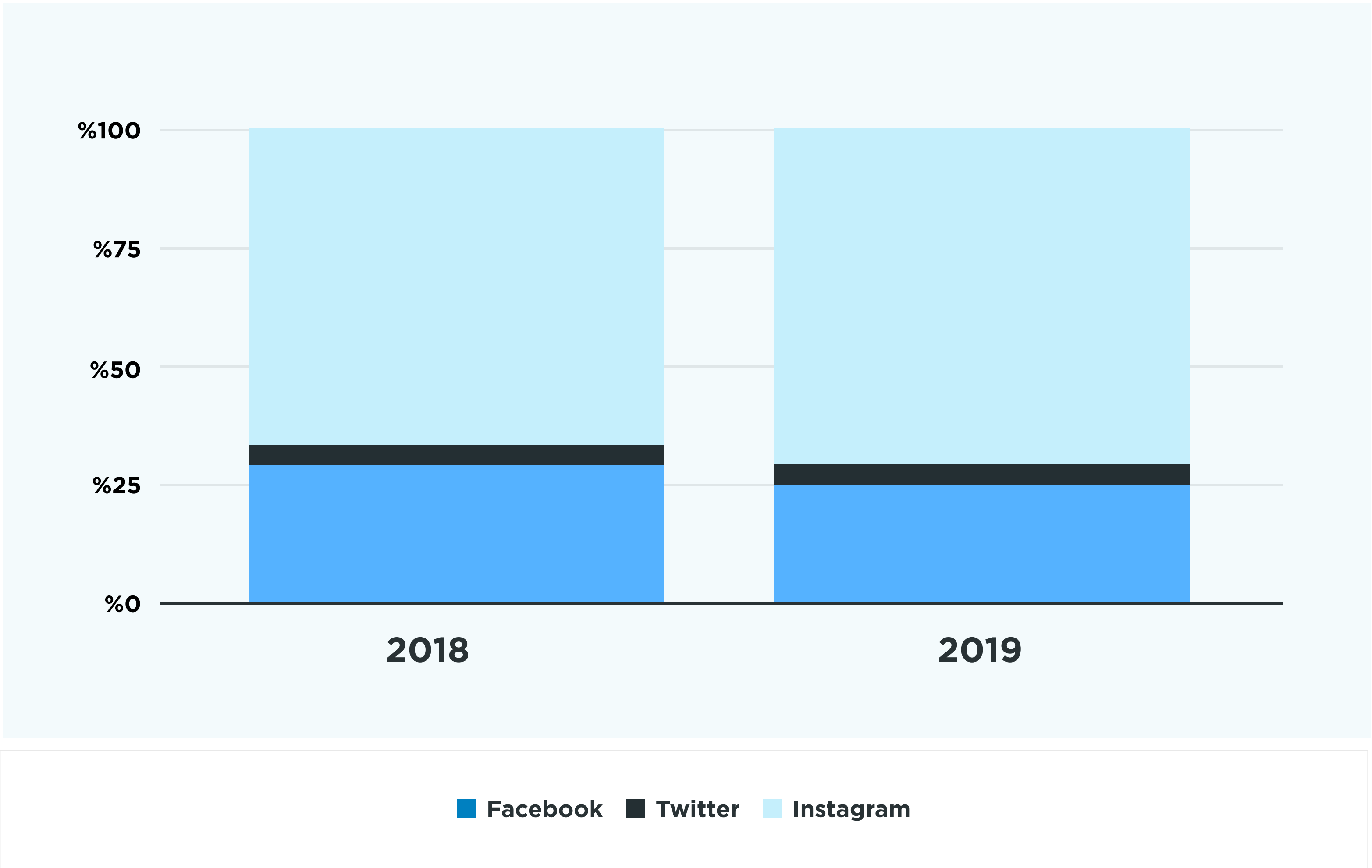
Details: Critical Channels of Choice, CMO Council, 2019

This trend applies to customer communication channels as well. Today's customers are constantly online, making purchases from mobile, communicating with brands through social media, and more importantly, reach out to customer service through the same channels.

Written communication channels used to be just the contact forms on a company website or a support email address, now written channels encompass social media platforms such as Facebook, Twitter, and Instagram and messaging platforms like WhatsApp and Telegram.

In 2019, customers interacted with brands on many different social media platforms and according to [Shareablee](#), Instagram took the lion's share of the pie by 70%, proving that it's a major platform for brands to showcase their products and services and to interact with their customers. This was followed by Facebook with 24% of the share of the total brand interactions, and Twitter came in last by 6%.

Distribution of brand content interactions in the United States in 2018 and 2019, by platform

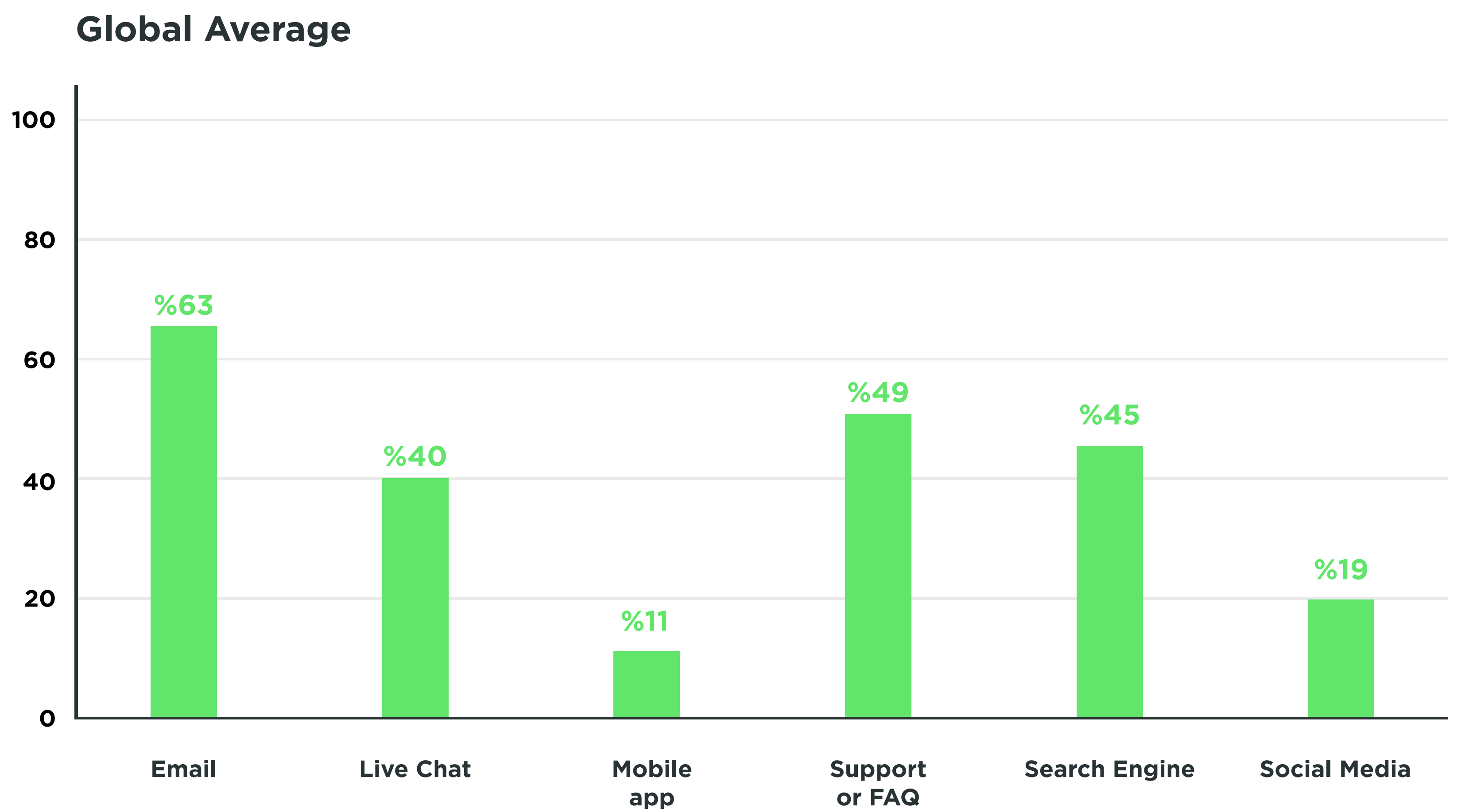


Details: United States,Shareablee, 2018 and 2019 © Statista 2020

When it comes to customer service, e-mail is still the go-to written channel. According to Forrester, 54% of customer service tickets were generated through e-mail in 2018. A global survey conducted by Microsoft reveals that in 2017, 63% of consumers contacted their customer support through e-mail, regardless of the age group, meaning that e-mail is still the king across the board.

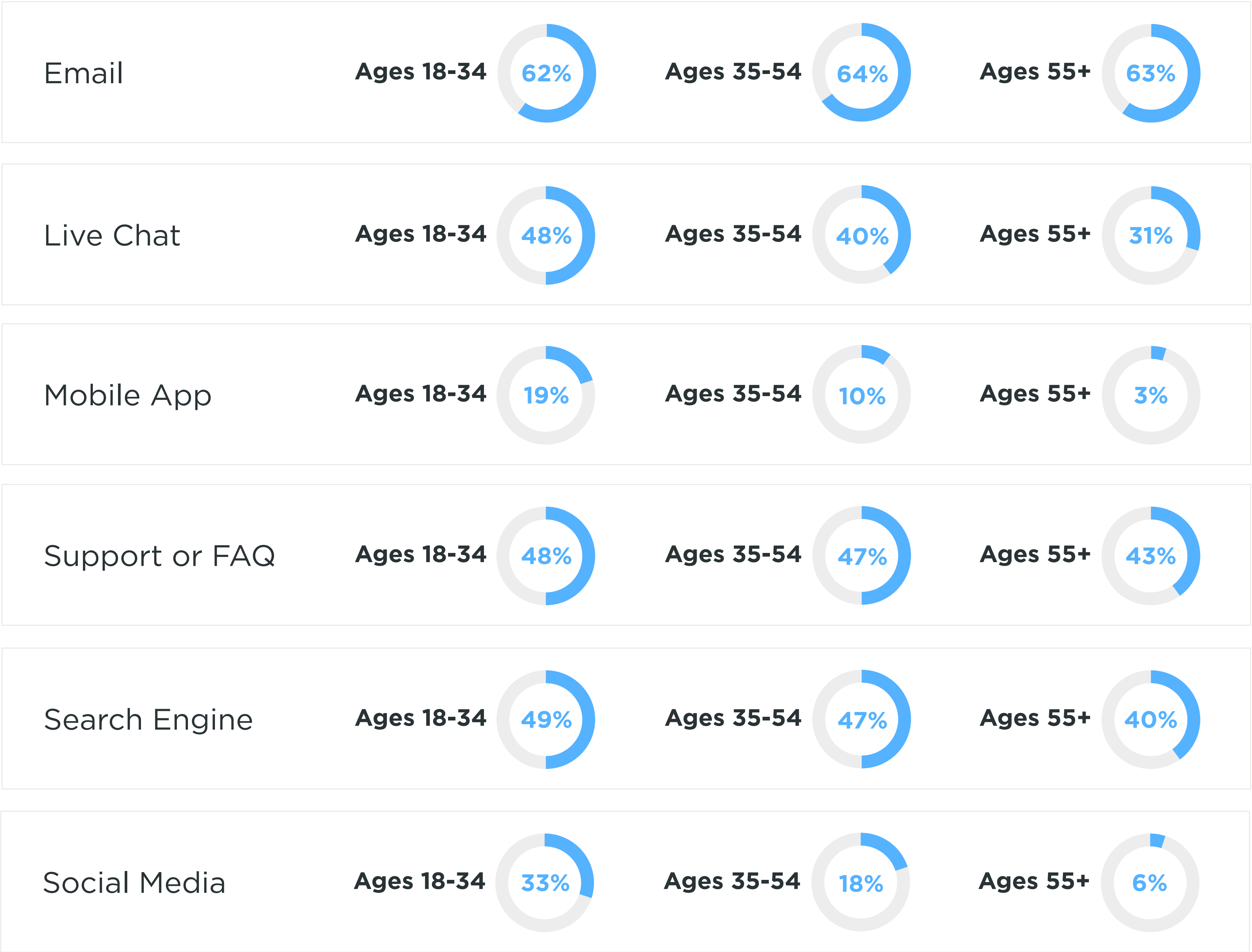
Live chat comes second with less than half the share as it provides a halfway point between synchronous and asynchronous mode of communication and it's still a surefire way to stand by your customer.

Which of the following customer service channels have you used?

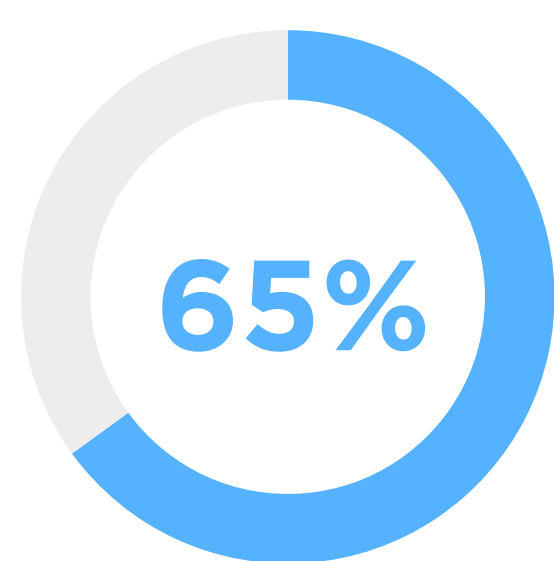


In the same report, the analysis of different age groups and their channel preferences reveal that all three age groups opt for the email channel on a global average. The main difference between age groups is the choice of social media channels. When it comes to customer experience management, 33% of participants in ages between 18-34 prefer using social media channels and only 5% of participants over the age of 55 are on these platforms.

The channel choices of respondents in different ages.



According to a HeyWire [Business survey](#), 53% of the respondents aged between 18-34 said they'd go with text messages rather than the traditional phone conversation when they need to contact their customer support reps. This trend is bound to show its strength in the coming years because younger generations, especially Gen Z, are moving away from voice and indicatively turning to other, asynchronous modes of communication such as text, e-mail, and live chat.



According to a Microsoft survey, 65% of customers aged 18-34 feel social media platforms are an effective channel for customer service.

Percentages may change over time and platforms may shift, but the key takeaway here is that asynchronous customer interaction/support is here to stay and companies are in dire need to catch up with this trend. Businesses who lag behind risk a great deal here – in the age of lightning-speed communication, customers expect companies to answer their questions right away and in a meaningful manner. Companies who adapt to this way of connecting to their customers surely will thrive and those who don't, will not cut it in the long run.

The question is, what can companies do to catch this trend? A qualified support team is absolutely necessary, but they can only go so far without a suitable infrastructure. The company needs to leverage a customer support platform that meets the support team's requirements: a multichannel platform that eliminates siloing and allows interdepartmental communication to be managed from a single source.

95%

of loyalty program members according to a Bond report want to engage with their brand's program through new and emerging technologies.

Omnichannel support

The word “omnichannel” has been in the lexicon of every B2C business for a while and it’s started to become a buzzword, with its meaning ranging from sales and marketing to customer service. Never mind whether it’s a buzzword or not, the reality is, there is an ever-increasing number of ways for consumers to interact with your brand, and businesses often struggle to keep up with this trend.



The omnichannel approach unifies all of the touchpoints in a single place to coordinate multiple departments within a company.

While it isn’t difficult for businesses to have multi-channel engagement points, such as a website with contact forms, social media accounts on multiple platforms, even a presence on IM platforms like WhatsApp and Telegram, the omnichannel approach unifies all of these touchpoints in a single centralized place to coordinate multiple departments within a company. This helps eliminate siloing where different departments operate on their own without much needed interdepartmental communication that would benefit the consumer greatly. What this means is that if one customer opens a support ticket through e-mail one day, you should be able to

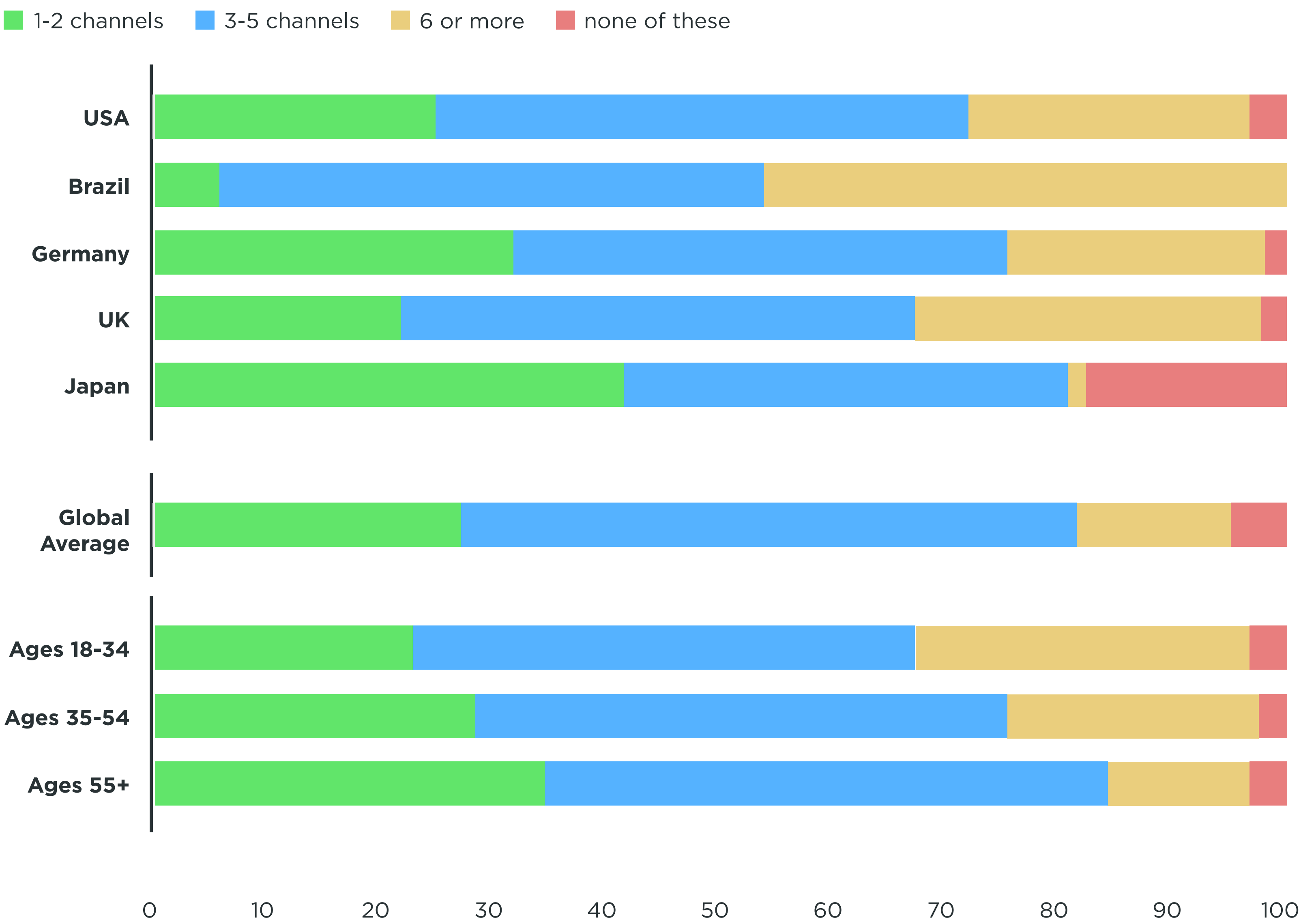
continue the conversation the next day on a different channel without making the customer repeat himself/herself. Providing your teams the necessary tools to look up a customer's support history is crucial for personalizing your support efforts and responding to your customer's issues as quickly as possible and showing your customers that you care. This can only be done by implementing a centralized customer management system that supports multiple channels at once.

**So what do your customers expect
from you exactly?**

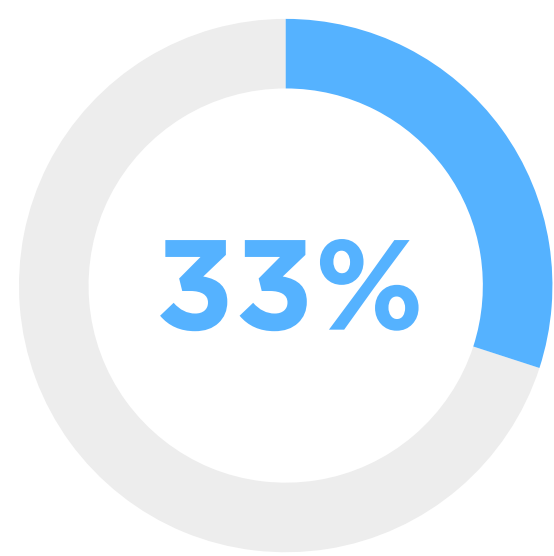
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According to [Invesp](#), businesses with a sound omnichannel strategy retain 89% of their customers on average, as opposed to 33% for companies with lackluster customer support approaches. [Microsoft's survey](#) supports this data: when asked how many different customer service channels have they used, 24% of respondents in the 18-24 age group said they utilized 1 to 2 channels, 41% said they have reached out to support reps through 3-5 channels, and 31% answered 6 or more. The global figures average out at 44% of respondents saying they have used 3-5 channels, and this is bound to increase in the coming years.

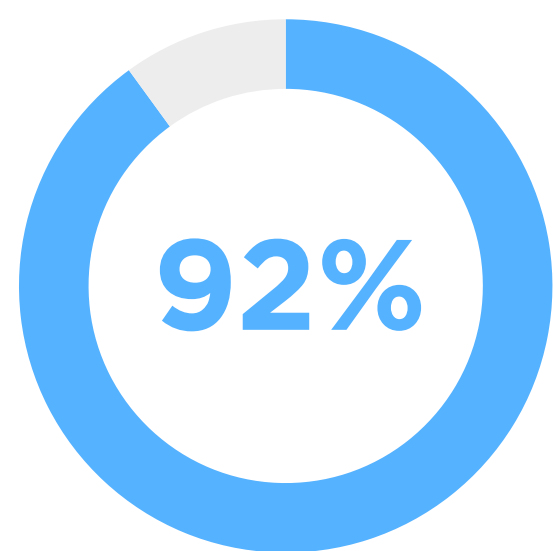
How many different customer service channels have you used?



This is where businesses ought to focus their attention. Companies might have multiple channels but if they are inconsistent among themselves, it diminishes the value as a whole. This is what consumers expect: if they don't get it, they might turn to your competition, and it takes a lot to convince a dissatisfied customer to come back. According to [PwC's survey](#), the data is clear:

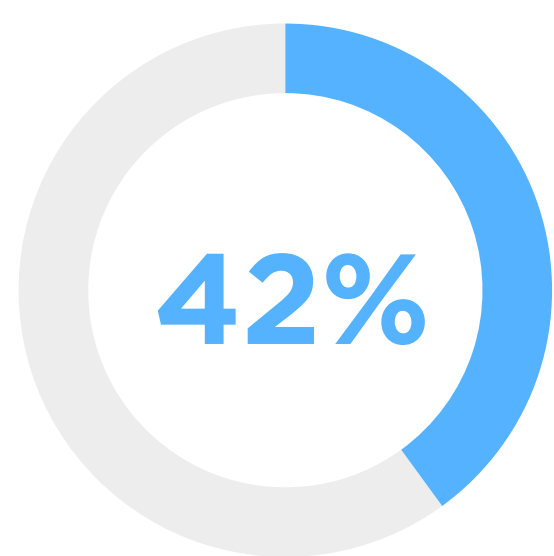


33% of customers will abandon the brand just after one bad experience.



92% will sever their ties completely after two or three bad experiences.

Customers demand fast response times as well as multiple channels. According to The Social Habit's [research](#):



42% of consumers complaining in social media expect 60 minute response time, whereas businesses respond in five hours on average.

In contrast, 73% of consumers hold the position that valuing their time is the most important thing a company can do for them(4). Ignoring this crucial aspect of customer experience is extremely detrimental to a business, and in the long run, it might prove catastrophic.

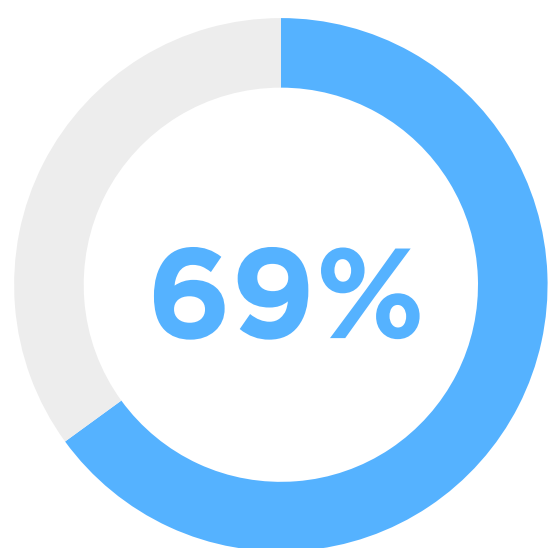
While e-mail is the most popular service channel among consumers, providing them multiple channels of communication and letting the consumer choose which channel works best for them are becoming increasingly important for brand loyalty. It provides an easier and faster line of getting customer's problems solved and maintaining an active presence on social media grants businesses a more effective marketing channel. CX and marketing, and as a corollary, brand loyalty go hand in hand after all.

Providing your customers a robust multichannel support ensures your customers will be more loyal to your brand. These complementing aspects of a brand are hugely important for resonating with your customers locally and globally. But what does it truly mean to have brand loyalty? In the next chapter, we cover how brand loyalty can affect your business and determine its future in most instances.

Brand Loyalty Is Paramount

We live in an age of instant gratification: meaning that customers demand fast results, anytime, anywhere. No matter where the engagement takes place, you have to be there. As customer expectations rise, you need to up your game to match that ever-increasing demand and create great experiences for your customers. You need to identify their needs, analyze what the most convenient communication channel is, and build a loyal customer base.

Customer experience is how your company is perceived by your customers. These perceptions drive their behavior toward you. You treat them right and in turn, they return the favor. In other words, if they are happy with the experience you give them and do it consistently, they will continue to use your services and recommend you to other prospective customers.



69% of consumers according to a Microsoft survey say customer service is very important when it comes to their loyalty to a brand.

It's pretty evident why so many companies focus their efforts on customer experience – the long-term payoff is worth it. In brief, reliable and consistent support builds loyalty and increases CLV.

Customer Experience Drives Sales



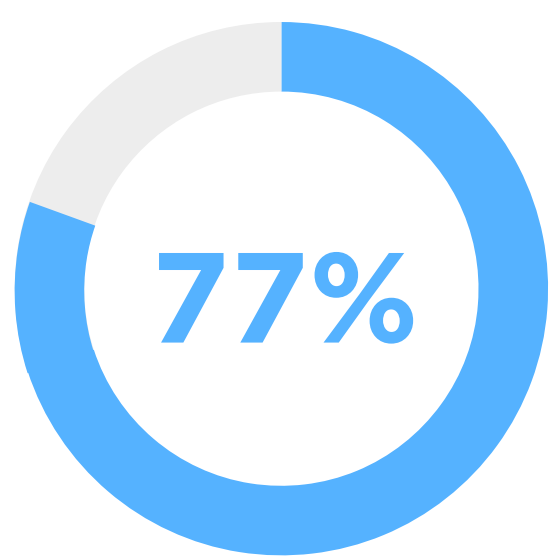
Source: Medallia Analysis

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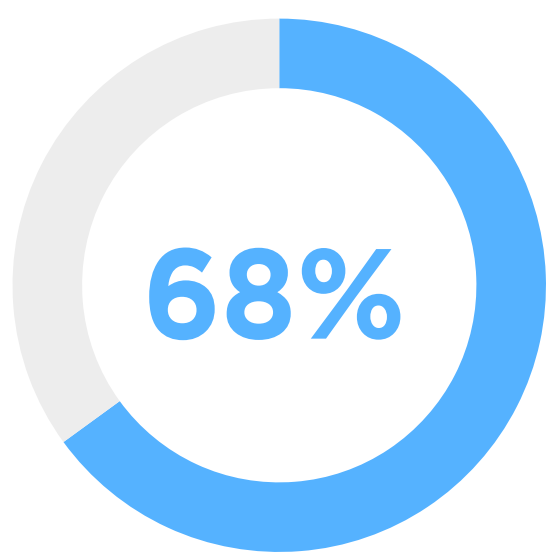
An experience of a customer is a predictor of what is to come. According to [Harvard Business Review](#), customers who had the best past experiences spend 140% more compared to those who had the poorest experience. By providing consistent and positive outcomes to customers, they'll anticipate the next engagement with your company will be just as pleasant, if not more. Thanks to the advent of new technologies and platforms, these customer interactions are more frequent than ever and this allows businesses to increase their brand awareness and customer loyalty.

According to a [Microsoft survey](#), 96% of respondents stated that customer service is a key point in their relationship with the company and ultimately affects loyalty. There's a direct correlation between great customer service and brand loyalty, and this means it's a key differentiator of your company and the products you offer.

Your customer service department plays a big role in your organization. According to the same survey:



77% of customers hold a more favorable view of brands that ask for their feedback.



68% of the respondents said that they appreciate it when customer service is more proactive with their approach

Ultimately, a good customer experience strategy minimizes friction, provides speedy and efficient outcomes, and makes the customers feel acknowledged, appreciated, and well cared for.

If you ensure their interaction with your business is without any hiccups and always improving, your brand loyalty is bound to increase, and so will your customer base.

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Key Takeaways

Multichannel support is key

Offering your customers a multichannel support system goes a long way. Customers at different age groups prefer different channels, and you need to be accessible through those channels in a much faster way. It essentially means serving more customers within the same time frame and if you implement a unified dashboard to process customer tickets, you'll eliminate siloing, which is detrimental to the speed of your responses.

“
Customers usually don't tolerate bad experiences. Adopting Desk360's multichannel support system reduces the chances of that happening: no ticket goes unanswered, faster response times across the board, and you'll offer an overall better support experience to your customers.
”

Unify your CX efforts

Today's consumers look for an exceptional customer experience: this includes the ease of interaction as well as your response time. With a considerable amount of consumers expecting to wait up to an hour maximum for a support request, you don't have time to lose. Unifying your support teams, as well as other departments in your organization, really shines in the eyes of the customer, as they're getting answers really fast, and they're able to move the conversation to another channel seamlessly.

“
Provide an exceptional experience to your customers with Desk360's interdepartmental ticket management system. Track your customer journeys through different inboxes for your agents and customer behavior data efficiently and effortlessly.
”

Take care of your customers and they'll take care of you

Customers tend to stick with the brands they know and trust. This is why you don't want to let them down for any reason. Earning that trust is hard enough, and maintaining it is even harder. You need to find out what your customers want and plan your customer experience efforts accordingly. Your efforts will be seen and will be a great predictor of how your customers perceive you as a brand after all. Keeping your existing customer base is hugely important, as they will act as your brand ambassadors if you keep up with providing great service to them.

“ With Desk360’s advanced reporting system, you can analyze all the metrics you need to retain your customer portfolio and reaching to prospective customers, such as product reviews, support lifecycles, channel-based ticket volume and team performance. ”

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by visiting our website.**

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