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Binge-worthy support

Trends in keeping customers entertained with seamless customer service

With hundreds of games, movies, and shows available at customers' fingertips, there have never been more entertainment options vying for people's time and attention. As the number of commitment-free, direct-to-consumer subscription services increases and the cost of content creation rises, it's important for media and entertainment companies to deliver the best possible customer experience to nurture long-term relationships with customers.

In fact, we know from our research that customers are ready to switch to the competition after a bad customer service experience: One-third of customers will switch after one bad service interaction, and 80% will switch after multiple.

We've identified the following top trends for enterprise media and entertainment companies based on the Zendesk Customer Experience Trends Report 2020, our annual look at what leading companies are doing when it comes to customer experience and engagement.

TREND #1
Connected data means better CX

Having a single, unified view of each customer is one of the most powerful ways that modern media and entertainment companies can develop a deep, holistic understanding of their customer base, including customers' preferences and past interactions with customer service. As subscription-based businesses quickly become the norm, it's never been more important to keep customers happy and engaged for the long haul.

1.9X Enterprise media and entertainment companies are leveraging more than 1.9 times as much customer data compared to four years ago

Companies that connect and leverage the most customer data see results:

73% Data-savvy companies solve customer service requests 73 percent faster

65% Agents at companies that leverage the most data cut the average wait time to connect with support by 65 percent

3.4X Connected customer data makes agents more efficient and helps leading teams solve 3.4 times the number of tickets

High-definition workflows improve life for agents

A unified view of the customer, organized using data from multiple backend systems, enables support teams to fine-tune their processes and tailor their internal workflows to improve agents' daily life and efficiency. It also allows support teams to automate repetitive tasks, helping teams scale their efforts and freeing up agents to focus more on solving complex customer problems, while lower-value tasks vanish from their queues.

3.7X High performing teams use 3.7 times more macros to automate their workflows, putting pre-written responses to common customer questions at their agent's fingertips

2X Highly productive teams use twice as many triggers to complete actions based on events, like sending a confirmation email when a customer signs up for a subscription

1.8X High-performing companies use 1.8 times the number of automations to execute time-based actions, like following up with a customer if they haven't responded in 48 hours

Omnichannel conversations on the rise

Connecting with customers over the channels that are most important to them and unifying those conversations in one interface allows agents to have continuity as conversations move between social media, live chat, phone, email and messaging apps. Agents don't need to log in and out of multiple applications to connect the dots, and customers get the kind of fast, personalized support that inspires long-term loyalty.

5X Five times more enterprise media and entertainment companies offer omnichannel support today than in 2014

60% Companies that offer omnichannel support get back to their customers' first request for help 60 percent faster

86% Wait time for customers to connect with an agent is 86 percent faster for companies using omnichannel support

76% Compared to companies using only online ticketing, companies that combine ticketing with self-service and chat or phone support resolve requests 76 percent faster on average

Customer trust and loyalty is hard won and easily lost. As media and entertainment companies continue to move toward subscription models, it has never been more important to consider long-term relationships with customers. Zendesk's customer experience and engagement solutions make it easy to deliver the game-changing service and support at the heart of these relationships.

For more on Zendesk's solutions for media and entertainment companies, visit zendesk.com/media.

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