

# Refitting retail service and support

Trends in omnichannel service that are reshaping retail



Customers expect fast, personal support from retailers. They want to connect with companies on their own terms, over the channels that are most important to them. When a shopper has a question, they want agents to connect the dots and solve their problems without shuffling them between departments. Companies that get it right enjoy happy, loyal customers.

But companies that don't keep up with customer expectations pay a steep price. 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 retail 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

### Get to know your customers

Businesses are inundated with customer data from dozens of different, often disconnected sources. The data is incredibly valuable, but it can be overwhelming and hard to manage. Leading retailers organize, analyze, and access that data in a single solution, providing their support teams a holistic view of each customer. This makes it easy to deliver fast, efficient service that is personalized to customer preferences.

**2.4X**

Enterprise retail companies manage more than twice as much customer data as they did in 2014

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

**30%**

Data-savvy companies solve customer problems 30 percent faster

**49%**

Agents at companies leveraging the most data have customers that spend almost half the time waiting

**+4**

Businesses that use the most connected customer data score 4 points higher on average when it comes to CSAT

## TREND #2

### Keep the conversation flowing

Customer expectations have never been higher—which is why it's crucial for companies to deliver on them. Customer experience and engagement tools help businesses understand their customer's journey and be there for shoppers over the same channels they use to connect with their families and friends.

**In the past four years, retailers have added new ways for customers to get in touch:**



The number of retailers offering self-service options like FAQs and knowledge bases is up 43 percent



Use of live chat has increased by 62 percent, giving customers fast, real-time answers to their questions

**150%**

In-app messaging has exploded in popularity, with usage more than doubling among companies on Zendesk

**210%**

The phone remains a popular way for customers to connect with business and saw a 210 percent increase

## TREND #3

### Power agent productivity

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' productivity. It also allows support teams to automate repetitive tasks, freeing up agents to focus more on solving complex customer problems, while lower-value tasks vanish from their queues.

**High-performing enterprise retail companies optimize workflows and analyze data:**

**3.8X**

They use 3.8 times as many macros to automate their workflows, giving agents pre-written responses to common queries

**1.6X**

They use 1.6 times the number of triggers to automatically apply business rules to common situations, like a ticket opening or closing

**1.8X**

They use 1.8 times as many automations to automate time-based actions to their workflow around tickets



Three-quarters of high performers use Zendesk's analytics solution, Zendesk Explore

Great customer experiences are built on great relationships. And great relationships start with a holistic understanding of customers. Zendesk's open and flexible CRM platform makes it easy for retailers to personalize their customer interactions, meet customers over the channels that are most important to them, and then give agents the tools to deliver fast, friendly support.

For more on Zendesk's retail solutions, visit [zendesk.com/retail](https://zendesk.com/retail).

