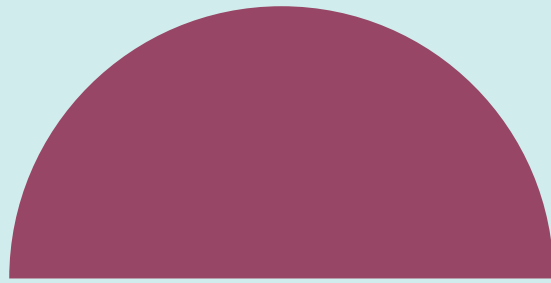# Customer Self-Service

zendesk

Customer self–service improves

Customer self-service, while not new, is growing in popularity. As many as 67 percent of consumers prefer helping themselves to speaking with a customer service agent, other studies have found. An overwhelming 91 percent in those studies also said they would use a company's knowledge base if it was available and tailored to meet their needs.[1]

As such, two major trends have been emerging:

1) Consumers today expect to help themselves before contacting companies directly. Additionally, consumers increasingly seek out peer support from online communities instead of interacting directly with brands.

2) Companies are realizing that enabling self-service support is good for business and good for customer satisfaction. Obviously, more self-service behavior lowers support costs, but it also frees up resources to dedicate to high-value customers.

Historically, customer service has always been measured from a support agent's point of view, both in terms of efficiency—through metrics like handle times and number tickets solved—as well as outcomes like customer satisfaction. This is a very "inside-out" view of customer support, measuring support primarily as a cost center in a business.

Given the shift in consumer preferences towards self-service and the growing focus on measuring customer experience, companies need new metrics to measure and benchmark their self-service efforts.

Zendesk has developed a new metric—the Self-Service Score—which begins to capture the level at which a company's customer base is engaged in self-service behavior. The higher the score, the more customers take care of themselves. Winners of the benchmark in the self-service score are providing their customers with the experience they prefer.

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1   Source:
http://www.zendesk.com/resources/searching-for-self-service

4.1

	INDUSTRY	SCORE
1	Social media	9.9
2	Software	7.1
3	Manufacturing & computer hardware	6.1
4	IT Services & consultancy	4.6
5	Web hosting	4.6
6	Web applications	4.4
7	Media & telecommunications	4.1
8	Entertainment & gaming	4.1
9	Government & non-profit	2.8
10	Education	2.4
11	Professional & business support services	2.3
12	Healthcare	2.2
13	Real estate	1.9
14	Retail	1.9
15	Marketing & advertising	1.5
16	Financial & insurance services	1.2
17	Travel, hospitality & tourism	1.1

Self–Service Score

The Self-Service Score is defined as the number of users that attempt to use content made available by the company to solve an issue divided by the number of users that submit a request for an answer. The average score for companies using Zendesk is 4.1, which means that for every four customers that attempted to solve their own issues via self-service, one customer chose to submit a support request.

Technical industries and manufacturers are leaders in this space, as they have had the most success with self-service, while industries with highly-individualized issues like travel and financial services are having the least.

This difference might be a result of the challenges that disparate industries must address: a high volume of similar questions about

specific products and features (for software and manufacturing) that are easy to answer versus industries where customers typically have questions about a travel arrangement or specific account issues.

Many of the industries that have had the most success in the Self-Service Score were in a sense "born in the cloud." Social media, software, and even manufacturing are modern and web based, potentially giving them an edge in understanding and meeting the needs of the self-service landscape.
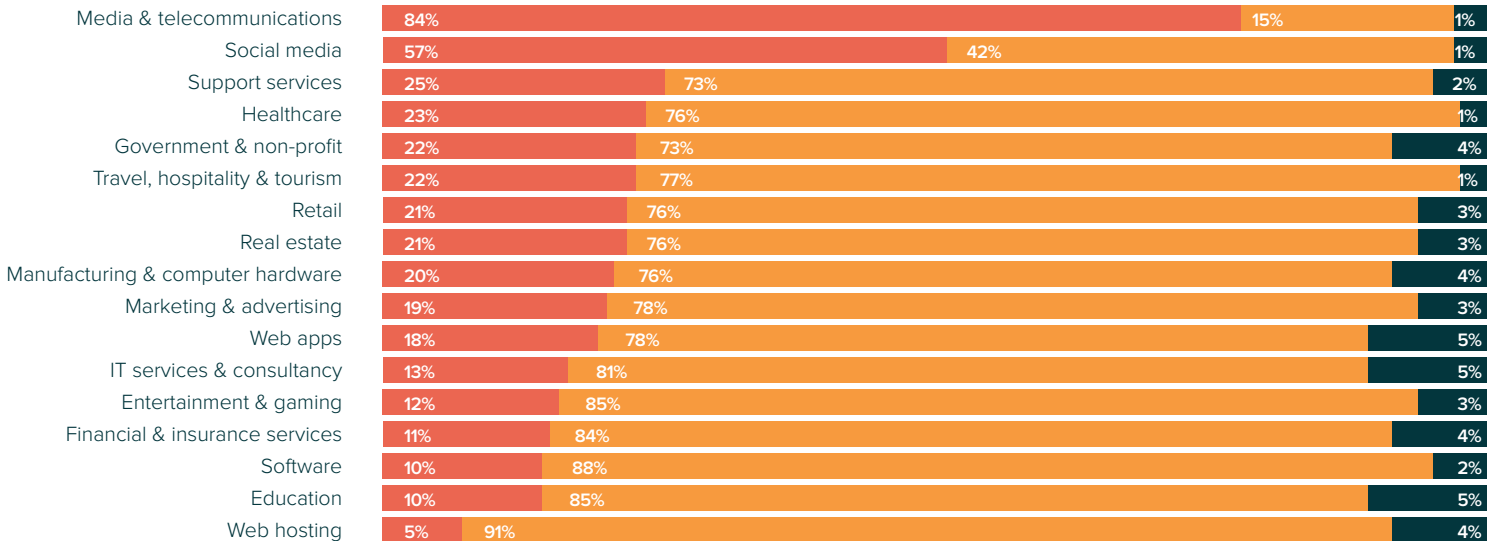
Going mobile

Another clear trend is the rise of the mobile consumer. Everyone has heard about the consumer shift to mobile with the rise of smartphones

and tablets; these trends are apparent in consumer preferences for engaging with brands through forums and help centers.

The percentage of users accessing self-service content from their mobile devices has grown by 50 percent over the last year. In Q2 2013, 26 percent of self-service users were on mobile compared to 17 percent during the same period a year earlier.

An ongoing challenge has been driving users to help themselves as consumer device preferences change. The rise of mobile as a means of accessing self-service options will need to be addressed by companies as consumers are increasingly turning to their mobile devices for answers.

DEVICES USED BY SELF-SERVICE USERS BY TARGET INDUSTRY

Legend: ■ Mobile ■ Computer ■ Other

Industry	Mobile	Computer	Other
Media & telecommunications	84%	15%	1%
Social media	57%	42%	1%
Support services	25%	73%	2%
Healthcare	23%	76%	1%
Government & non-profit	22%	73%	4%
Travel, hospitality & tourism	22%	77%	1%
Retail	21%	76%	3%
Real estate	21%	76%	3%
Manufacturing & computer hardware	20%	76%	4%
Marketing & advertising	19%	78%	3%
Web apps	18%	78%	5%
IT services & consultancy	13%	81%	5%
Entertainment & gaming	12%	85%	3%
Financial & insurance services	11%	84%	4%
Software	10%	88%	2%
Education	10%	85%	5%
Web hosting	5%	91%	4%

TANGO

Tango, a popular app for voice and video calls, supports lots of customers around the world. To help scale their support, Tango focuses on self-service to help customers find answers to their own support questions. And with 93 percent of their Help Center traffic coming from mobile devices, mobile self-service is also a must-have.

To support their mobile customers, Tango automatically detects a customer's mobile device and serves device-specific support content. To get customers to adopt self-service, they surface their Help Center articles everywhere—listing related articles at the end of every article and even creating automated ticket replies that point customers to relevant content.

SELF-SERVICE SCORE

Tango: **71.3**   Media and Telecommunication Industry: **4.1**

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