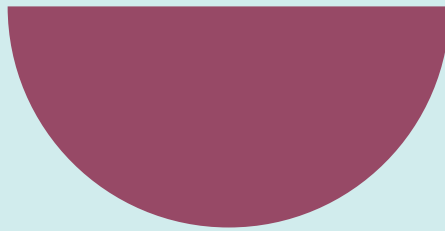# Customer Satisfaction

zendesk

Customer satisfaction by the numbers

Because customer satisfaction is such an important metric in customer service, we decided to examine some of the different factors that impact whether or not a customer is likely to be satisfied.

TIME OF DAY
Does the time that a ticket is submitted by a customer impact first reply time?
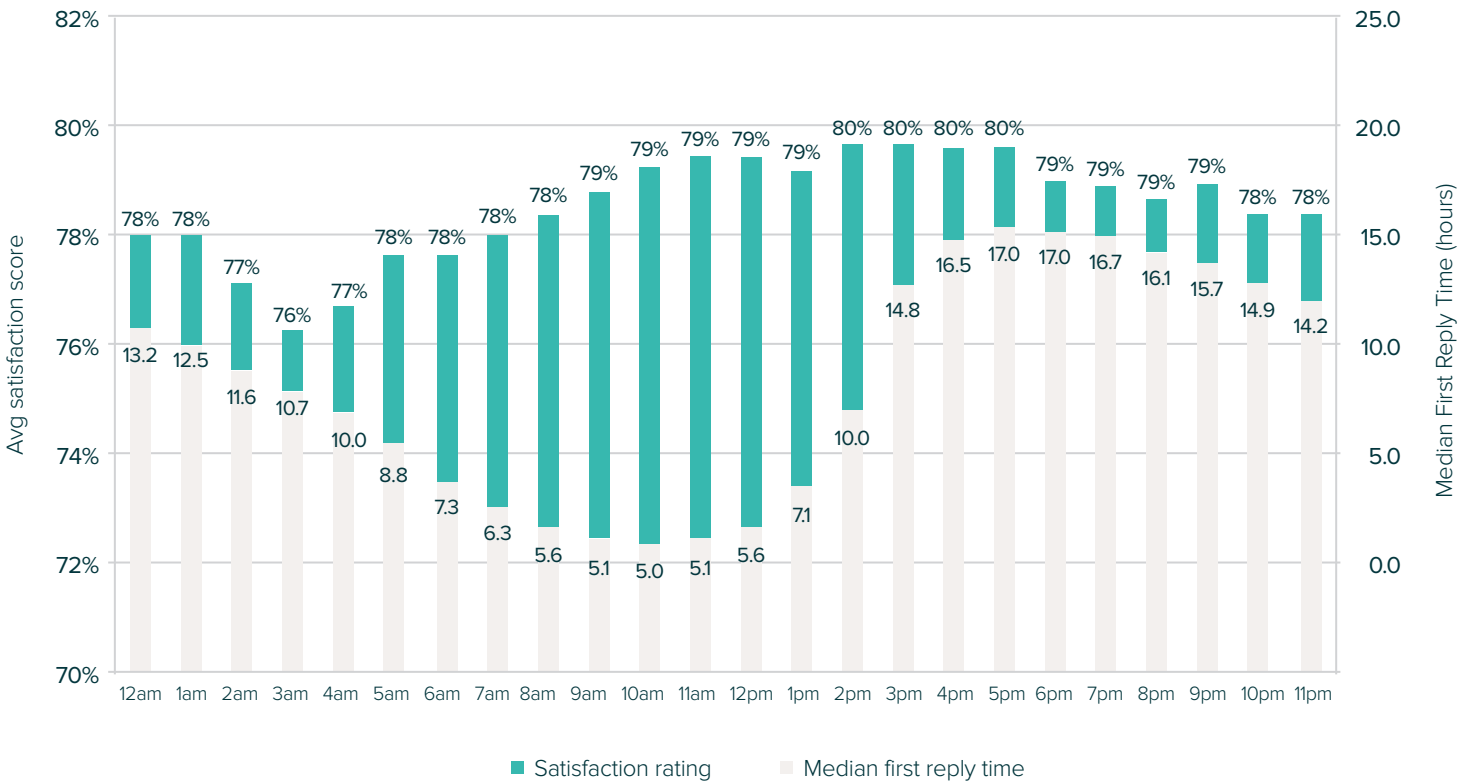
SUPPORT CHANNEL
Does the channel the customer uses to contact customer support impact customer satisfaction?

CUSTOMER TENURE
Does the length of time a consumer has been a customer of the company have an impact on their satisfaction?

Net Promoter Score®

First reply time vs. satisfaction by ticket created hour

Conventional wisdom (and Zendesk data) holds that speedy service has a positive impact on the ultimate success of a customer service interaction: A slow first reply leads to lower customer satisfaction and a quick first reply results in higher satisfaction. Our chart illustrates the general connection between agents responding to tickets quickly and customers feeling satisfied.

When we grouped tickets by the hour that they were created and then looked at average first reply times (FRT), the trend is somewhat

intuitive: Tickets submitted outside of normal business hours have the slowest FRT. However, things tend to speed up when tickets are submitted around 9 a.m., after the tickets submitted from the night before have been dealt with but before the tickets from the day have begun to accumulate. Finally, FRT hits a peak around 6 p.m. when much of the support staff leaves for the day and non-urgent tickets may have to wait 12–14 hours before the next fully staffed shift begins and agents start tackling the queue.

Support channel

Customers have more technologies and applications at their disposal than ever, and they're using them all when buying from and interacting with businesses. Providing customer service across multiple channels is becoming increasingly important—from the phone and email to Twitter and whatever as-yet unknown channel is just around the corner. And yet most companies struggle to provide consistently great service for every channel. Providing an integrated experience across all the various channels is the ultimate omnichannel challenge that virtually all businesses are facing.
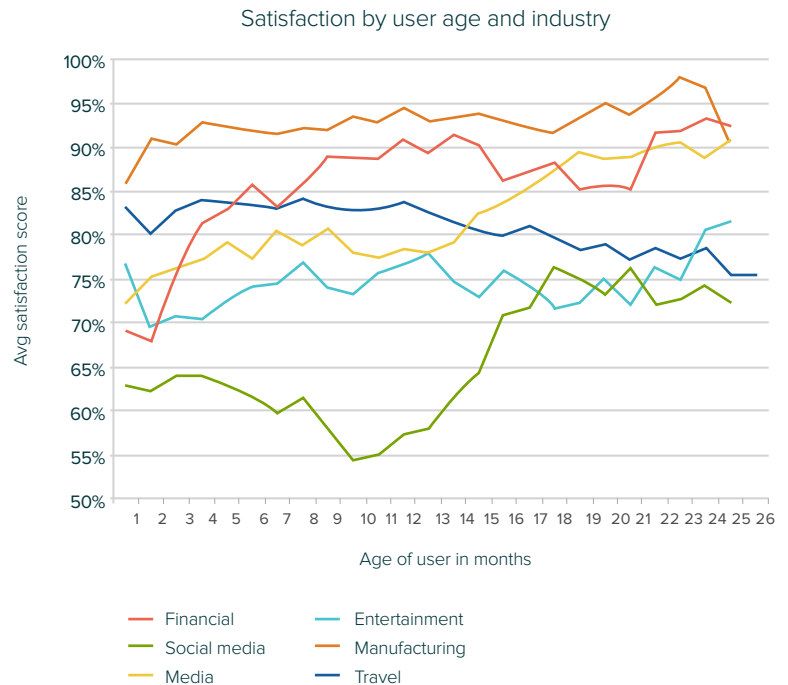
Let's look at the data to see where companies are doing well today. The most traditional channel—phone or other internet telephony services like Zendesk Talk—enjoys the highest levels of customer satisfaction. Chat has the second-highest customer satisfaction rate. The common thread in these top-performing channels is 1:1 real-time interactions between agents and customers, likely contributing to their higher levels of satisfaction.

Looking at the data by channel reveals a satisfaction bias toward older, more established channels. It's debatable if this is caused by customers' expectations for each distinct channel, or if companies are simply struggling to develop effective customer service strategies for newer channels. Many businesses are still experimenting with how to best support customers via social channels, which could explain the lower satisfaction scores for Twitter and Facebook.

Satisfaction by channel

Talk	Chat	Help Center/web form	Email	Twitter	Facebook
91%	85%	83%	82%	81%	74%
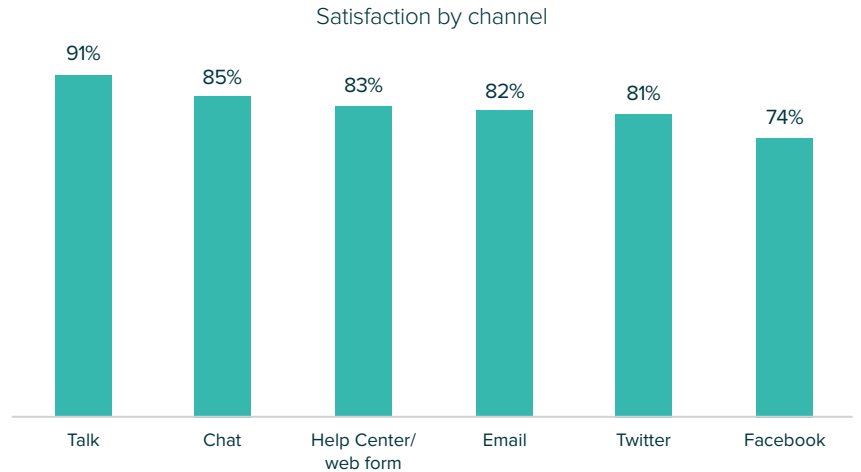
Customer tenure

For several industries, the amount of time that a customer has been interacting with the company is a big predictor of their likely customer satisfaction. "Customer tenure" is a measure of how long a customer has been a user in the business's instance of Zendesk, which in many cases reflects the lifetime of their interactions with a company. Taking the long view, it would appear that being a long-time customer generally leads to higher satisfaction. However, plotting customer satisfaction by customer tenure shows that customers experience dips and peaks throughout their customer service journeys, and also that these ups and downs vary widely by industry.

Satisfaction by user age and industry

Avg satisfaction score

Age of user in months

- Financial
- Social media
- Media
- Entertainment
- Manufacturing
- Travel

SENDGRID

SendGrid is getting ahead of satisfaction ratings by actually trying to predict the outcome. The team piloted a new predictive satisfaction app by Zendesk, which provides a prediction score of good or bad on each ticket—allowing SendGrid to hopefully one day provide more tailored support to customers who require special attention.

While satisfaction ratings are ticket-specific, customer satisfaction is a team metric for SendGrid. With three teams spread out geographically, multiple agents jump in on a ticket so they collectively work out the best solution for the customer.

Customer satisfaction goes beyond a measure of customer sentiment for SendGrid. It's also a means to make business decisions. By analyzing ticket ratings through various categories, they can identify trends—for example, a higher volume of unsatisfied tickets related to billing at certain times of the month.

CUSTOMER SATISFACTION RATING

SendGrid: 91%   **Web applications industry: 86%**   **sendgrid.zendesk.com**

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