

STATE OF CUSTOMER SERVICE & SUPPORT SOFTWARE TRENDS 2014

Finding the right customer service and support software can be difficult, especially for first-time buyers.

Software Advice's recently released 2014 Customer Service and Support Software BuyerView report shows what buyers are looking for in a customer service solution. See how you compare and let us help you find the right support software.



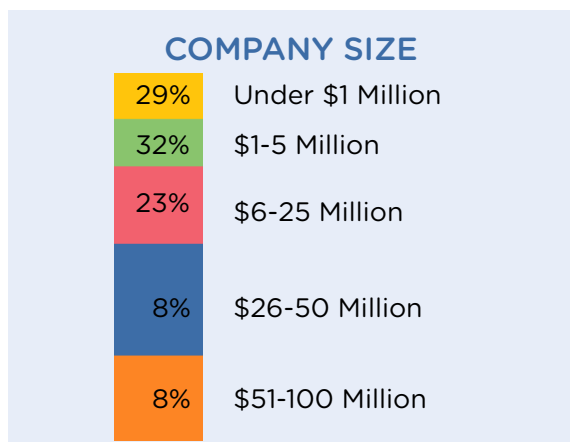
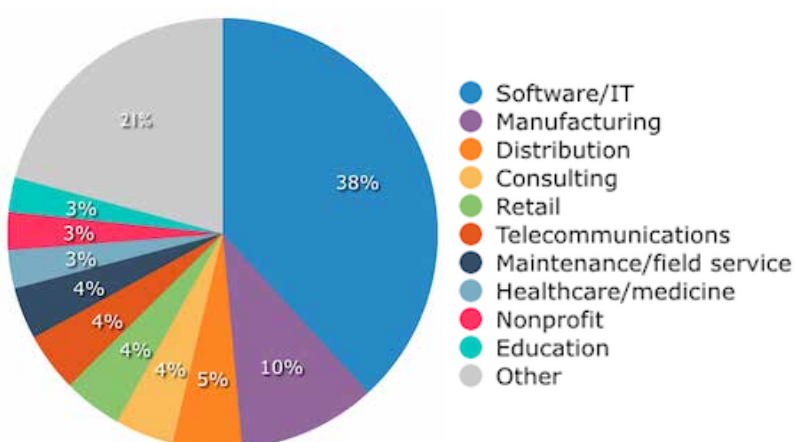
WHO IS LOOKING FOR CUSTOMER SUPPORT SOFTWARE?

52% of buyers are using manual methods to manage customer support functions

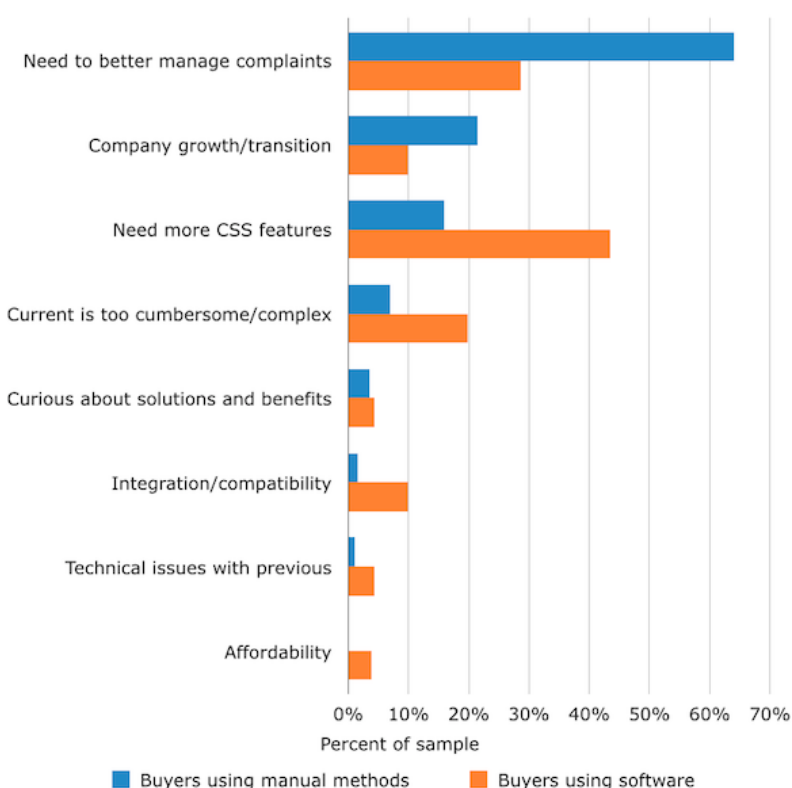
**Primarily spreadsheets, emails, and even paper notes. Sound familiar?*

45% are replacing an existing system that lacks dedicated CSS features

**Like ticket management & automation*



WHY ARE COMPANIES LOOKING FOR CUSTOMER SERVICE AND SUPPORT SOFTWARE?



64% of first-time buyers stated a general need to better manage customer complaints as a primary reason for evaluating customer support software

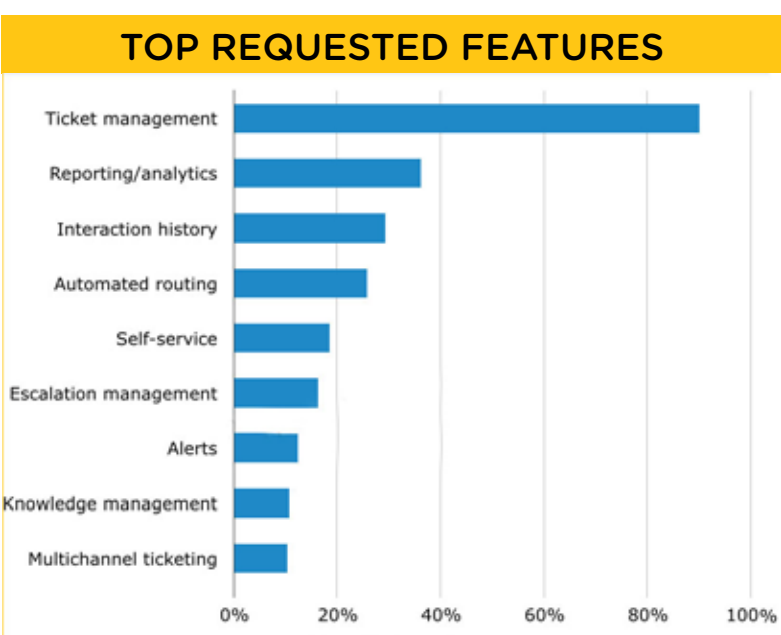
21% are experiencing company growth or transition

WHAT ARE BUYERS LOOKING FOR IN CUSTOMER SERVICE AND SUPPORT SOFTWARE?

90% of buyers are looking for ticket management features

36% want higher level reporting & analytics

29% want to see interaction history with customers



“The software we use to manage our customer support team, our customers, and their needs is easily one of the more critical pieces of our entire organization.”
 - Scott Little, MultiSystems Inc.

HOW ARE YOU MANAGING YOUR CUSTOMER SUPPORT?

Source: Software Advice Customer Service and Software Small Business BuyerView 2014

