



The 2023 State of Support: Efficiency Report

Study Overview

In 2022, TeamSupport partnered with ServiceXRG, a business dedicated to guiding Service and CX leaders towards enhancing the impact of their operational effectiveness, to perform a study on support industry trends and challenges.

In order to understand the obstacles the industry faces and learn what the strategies and practices are for meeting these demands, TeamSupport and ServiceXRG analyzed:

- **95 million support cases over four years**
- **25 million support cases in 2022**
- **Interviews from top executive-level support and service leaders**

What we found is that the overall strategic importance of Support is rising and businesses are beginning to truly recognize their impact on success initiatives.

However, support demand is increasing, making teams busier than ever, while many teams face resource reductions - forcing leaders to evaluate their practices and find ways to be more efficient.

Over the next few pages are highlights from the study that illustrate our findings on support demand and efficiency.

More importantly, this data showcases that Support must accelerate efforts to increase issue prevention in order to maximize efficiency.



The Strategic Role of Support

Support protects and increases recurring revenue because it is intrinsically aligned with customer satisfaction and retention. On average, 74% of revenue comes from existing customers and 16% is at risk if customer-facing teams don't take action to engage with their customers.

Revenue from existing customers



74% of existing revenue comes from existing customers

Customer churn



The average customer churn rate is 21%

Though a majority of revenue stems from existing customers, the average churn rate is 21%, which often stems from poor experiences or failure to achieve expected outcomes. This proves that Support is necessary for retaining and satisfying customers through their innate role in shaping customer experiences.

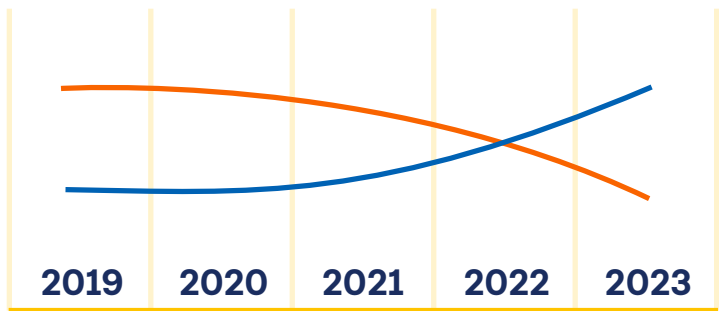
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The Crush of Support Demand

Due to mostly positive factors, including more customers and proactive engagement, support demand has grown by around 11% annually since 2019. Yet, organizations are facing challenges keeping pace due to a reduction in the ability to increase headcount.

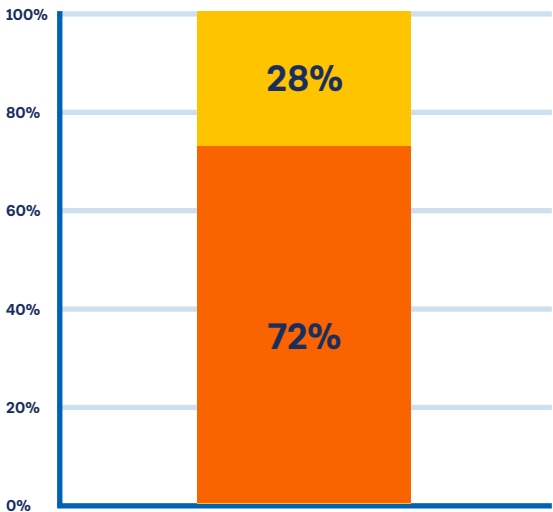
Demand vs. Resources



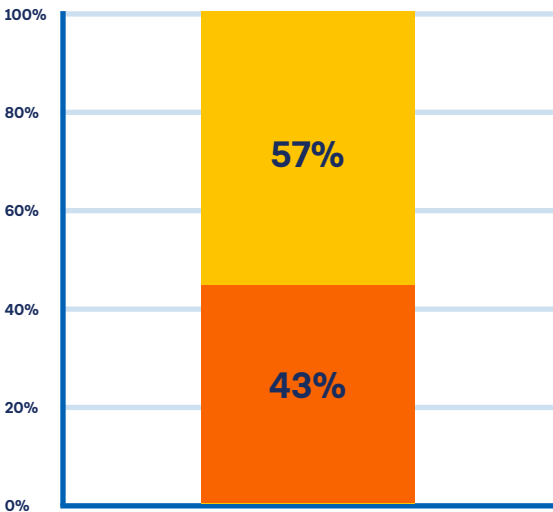
Demand is rising while 80% of service leaders have experienced or anticipate reduction in ability to hire.

More and more cases are handled through unassisted channels as organizations rely on self-service and automation for demand increases. However, many issues that come through unassisted channels are not able to be resolved without assistance and are escalated.

Allocation of transactions



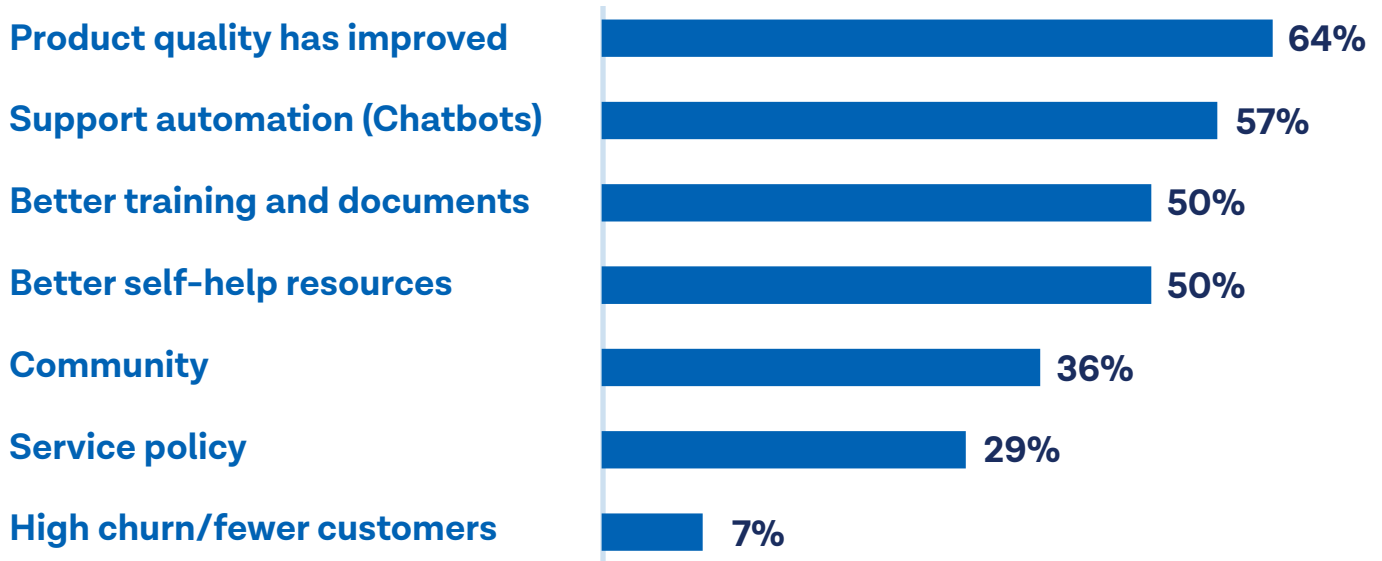
Less than a third of support demand is served exclusively through personal assistance channels.



Many cases that begin in self-help or automation tools are escalated to assisted channels, where they are then resolved. Over half of support transactions are resolved in assisted channels.

The most effective response to growing support demand is improvements to product quality, self-service, and automation tools. Moreover, self-help and automation initiatives must be balanced with greater commitments to reduce support demand.

Drivers of lower assisted support demand



The main contributors for reducing assisted support demand are improved product quality, automation, and better self-help resources.



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Support at a Disadvantage

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Proactive vs. reactive interactions



71% of support cases are reactive

Slightly more than half of support issues are resolved at first contact, yet nearly an equal percent remain open as backlogged cases. These primarily digital interactions are unstructured and tend to increase resolution time and effort. Again, Support does not have all that is required to lessen its burden.

Cases closed at first contact

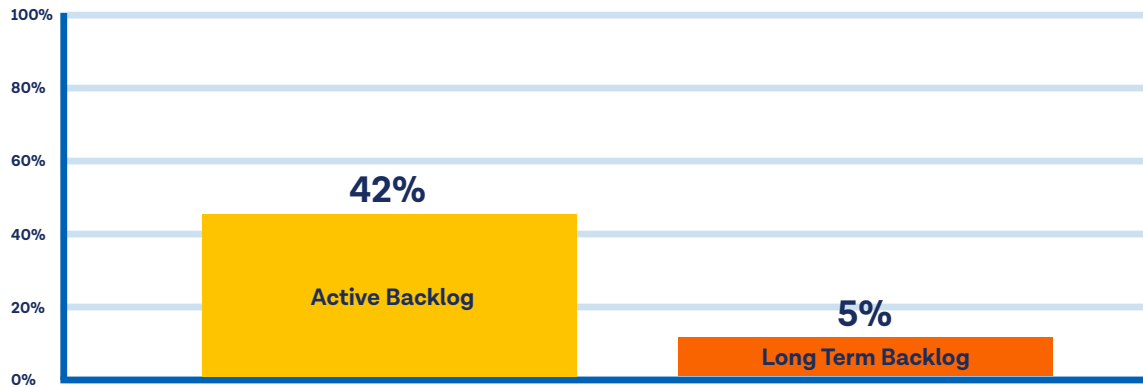


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Backlog Cases

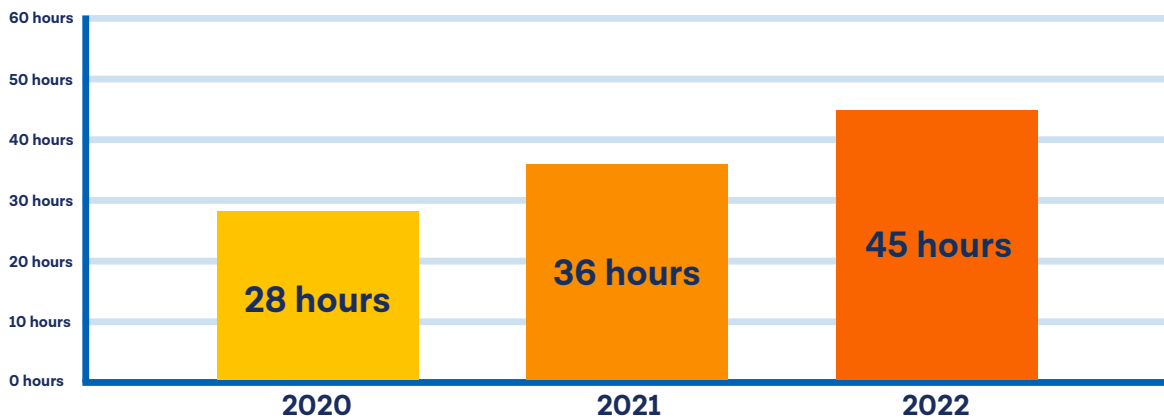


Cases not resolved at first contact are added to the backlog where 5% require long term review

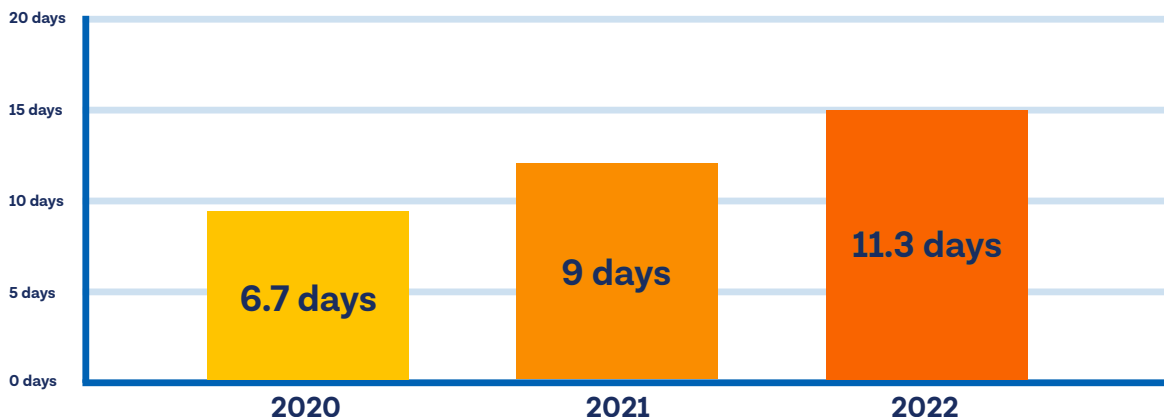
Time to resolve

Cases that do not require engineering support or customer feedback are resolved within 1 to 2 days. When they do require their attention however, resolve times can exceed 2 weeks.

Time to resolve - active issues hours



Time to resolve - escalated issues days



Maximizing Support Efficiency

To gain control of demand, businesses need to do more with the resources they have - unless they can hire their way to greater capacity. This can be achieved through greater emphasis and investment in lowering support demand:

- Focus on resolving “known” issues with lower cost channels
- Recognize when high-touch direct assistance is the most cost-effective way to resolve cases and sustain customer satisfaction
- Formalize the process of resolving “unknown” issues through high-touch direct assistance to create opportunities for future prevention

Three Ways To Increase Support Efficiency

Prevent

- Focus efforts on reducing support demand

Share

- Develop skills
- Share knowledge
- Encourage customers to help themselves
- Engage the community to resolve issues

Automate

- Automate troubleshooting and issue resolution



About TeamSupport

Since 2008, TeamSupport has been determined to make customer support easier on agents and teams while empowering more customer-centric practices. Today, we offer a complete Customer Service Platform that makes it easy to bring customers to the forefront of your business. Our platform includes Support (ticket management), Messaging & Live Chat (live chat software), Insights (analytics), and Success (customer success tool).

With TeamSupport, you can protect your most valuable asset - your customers, through proactive engagement, convenient channels for connection, and 360-degree views of their experience.

Schedule a demo today!