



2020 Customer Expectations Report

As we all know, the world has changed. It's changed in that we're living in a world where we talk about social distancing and flattening the curve. And as a result, we've seen the explosion of ecommerce and digital commerce as the main way we as consumers engage with the companies and brands that we love. And as consumers our expectations continue to evolve.

For the past four years the Gladly Customer Expectations Report has served as the voice of consumers—what we expect from the brands they love. The world has changed rapidly and dramatically since we issued the survey in January 2020, but we believe that the results apply now more than ever. In a time of chaos, consumers find comfort in personalized service—and the connection, speed, and ease it brings.

Consumers want to be known

The best experiences are personalized. Consumers want to be known by their name, they don't want to be treated like a case or a ticket. They expect companies to know their shopping and relationship history, and have insight into why they are reaching out and to suggest things that might help. At Gladly, we call this being Radically Personal. It not only brings a smile to a customer's face, but empowers companies to transform customer service from a cost center to a revenue center—and to do things more efficiently and effectively.

Consumers expect you to talk with them wherever they are

Think of how we all communicate with friends and family—starting on text, jumping on the phone, following up with an email. Consumers expect to use those same channels when communicating with brands they love. And as they move from one channel to the next they expect it to be one seamless lifelong conversation. No one wants to repeat themselves every time they continue a conversation.

Consumers value empowered problem-solvers

These days consumers of all ages rely on customer service more than ever—for connection, for speed, and for a purchase recommendation. At a time when they can't be face to face with a store associate, consumers want support heroes that are empowered problem solvers. And after a great customer service experience, they go out of their way to spend more and advocate your brand to friends, family, and over social channels.

We hope you will appreciate and enjoy the details below. There were a few interesting surprises as well.

We wish your family and work team continued health and safety. We are here at Gladly to help you along your journey to Radically Personal customer service.



Joseph Ansanelli
CEO, Gladly

TL;DR Consumer Highlights

79%

say personalized service is more important than personalized marketing

86%

expect conversations with agents to seamlessly move between channels

84%

go out of their way to spend more money with great experiences

Trend 01.

**Consumers
Want To
Be Known**

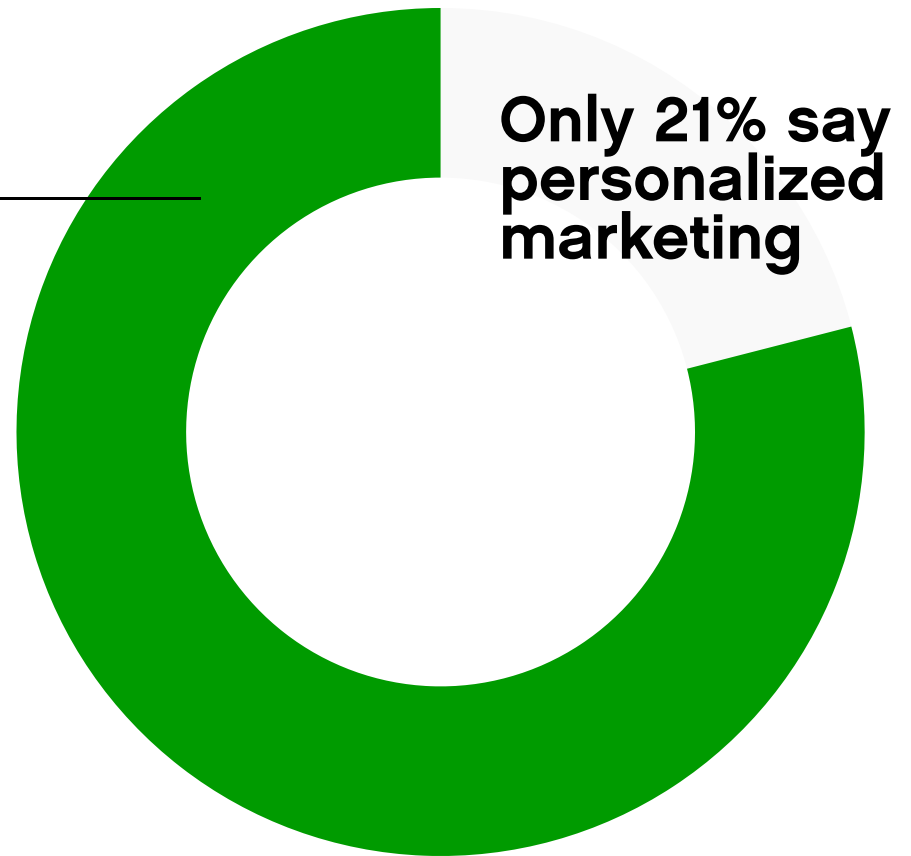
Personalized service matters more than ever

Personalized service is nearly four times more important to consumers than personalized marketing.

WHICH IS MORE IMPORTANT?

79%

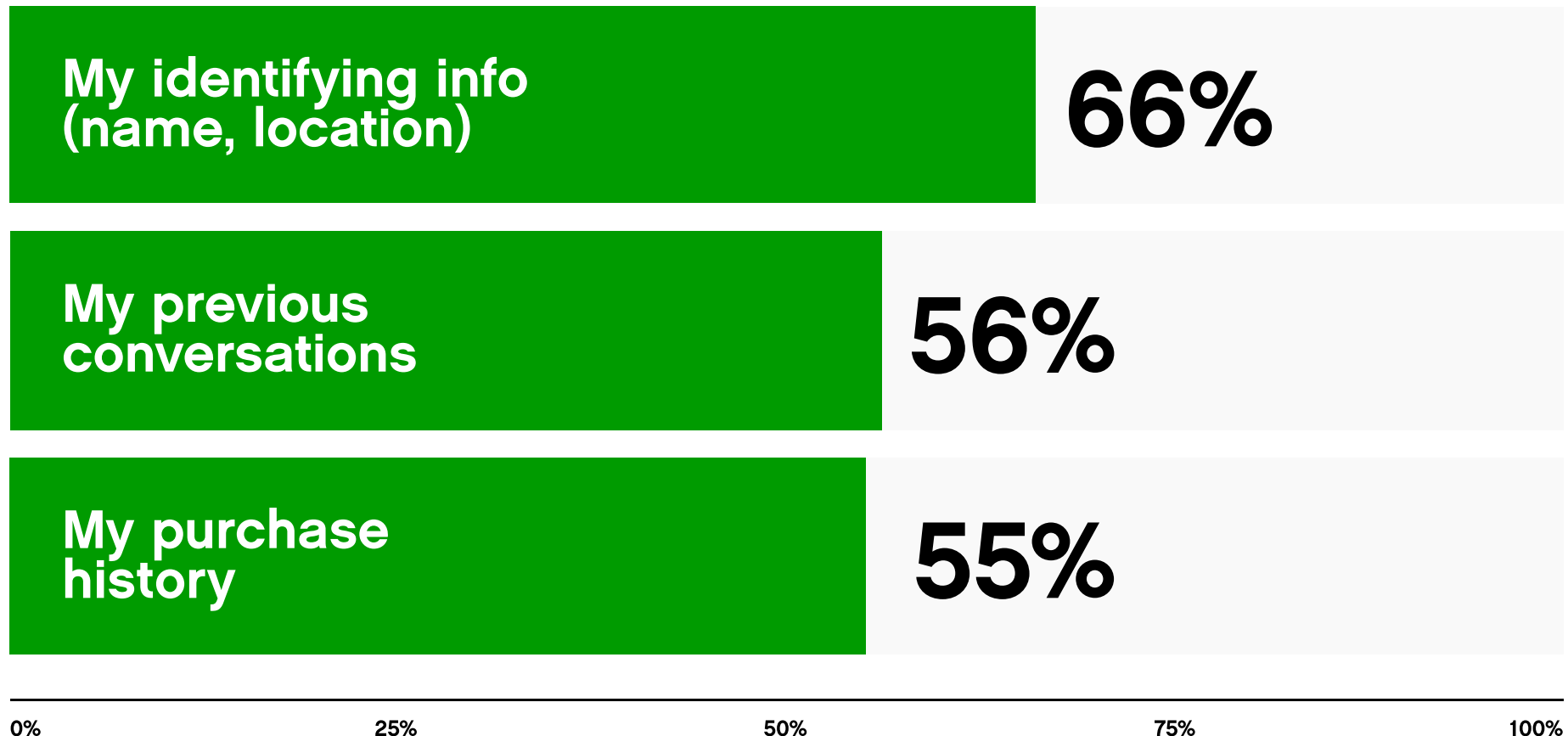
say personalized service is more important than personalized marketing



Show me you know me

The three most important things brands should know about consumers: who they are, what you talked about previously, and their purchase history.

THE TOP THREE THINGS A BRAND SHOULD KNOW



No one wants to feel like a ticket

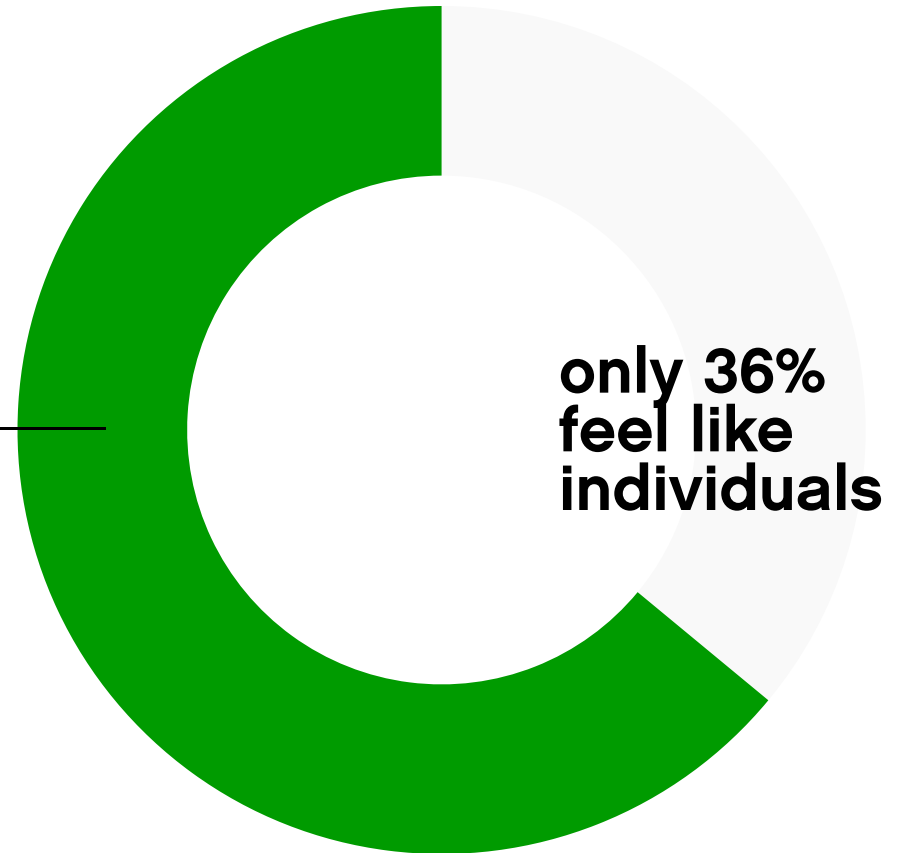
Many customer support teams still center their support around cases instead of customers. Only 36% of consumers feel like a unique individual when engaging with customer service.

Lack of personalization makes

64%

feel like a ticket number

CUSTOMER SERVICE MAKES ME FEEL



**Goodbye tickets.
Hello Radically
Personal.**

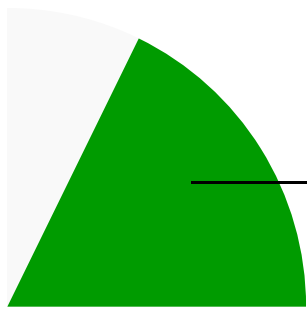
Trend 02.

**Consumers
Expect One
Lifelong
Conversation**

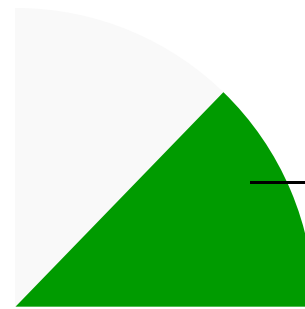
What makes the best experience?

In today's world, consumers want their issues resolved quickly, don't want to repeat themselves, and would love to use their channel of choice. More than half of consumers say that in the best experiences they feel like they're having one conversation.

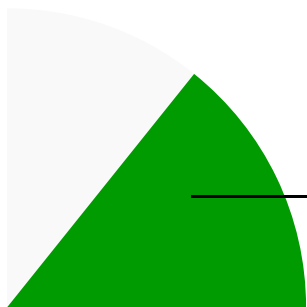
IN THE BEST CUSTOMER SERVICE EXPERIENCES



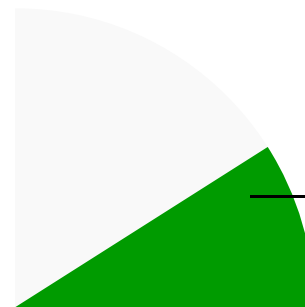
71%
My issues are resolved quickly



51%
One conversation. No repeat!



57%
I feel listened to and heard



36%
I can use the channel of my choice

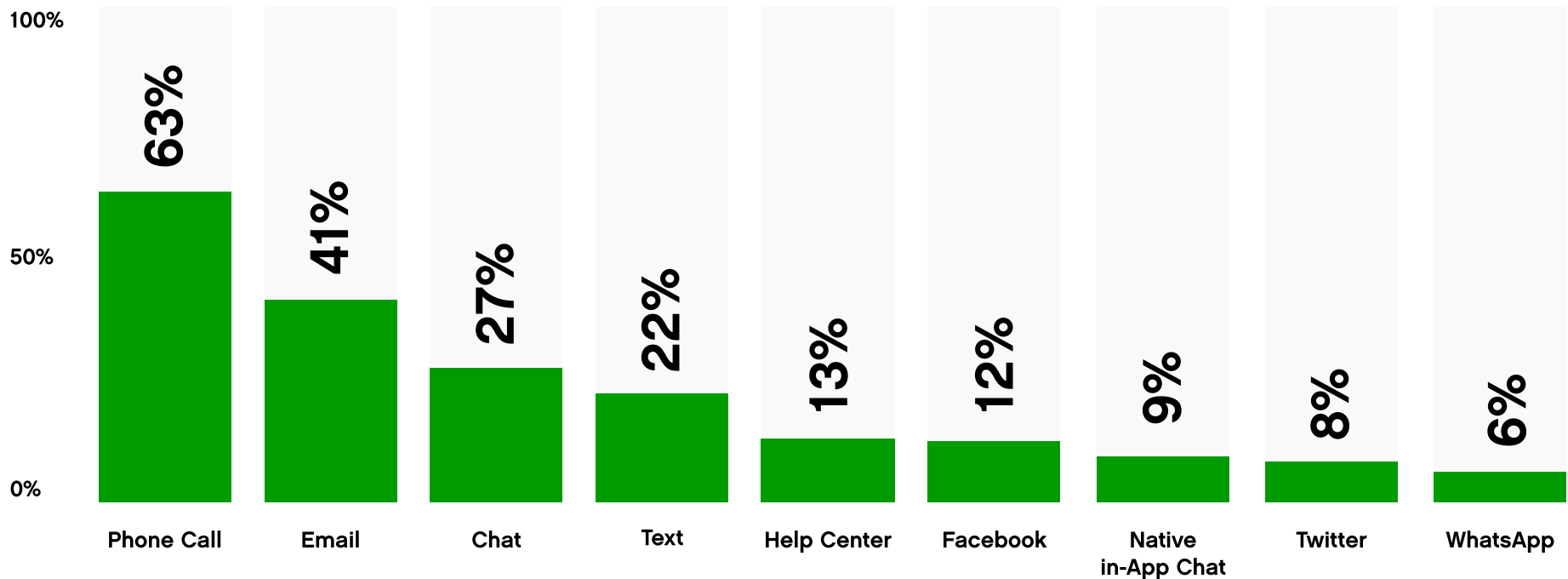
One lifelong conversation

The top channels consumers want to move between are phone, email, live chat, and SMS. They expect their conversations to continue seamlessly no matter how many times they change channels. And they really don't want to repeat themselves. 73% say one of their biggest frustrations is having to repeat themselves multiple times.

86%

of consumers expect conversations with agents to seamlessly move between channels.

TOP NINE CHANNELS CONSUMERS LOVE TO MOVE BETWEEN

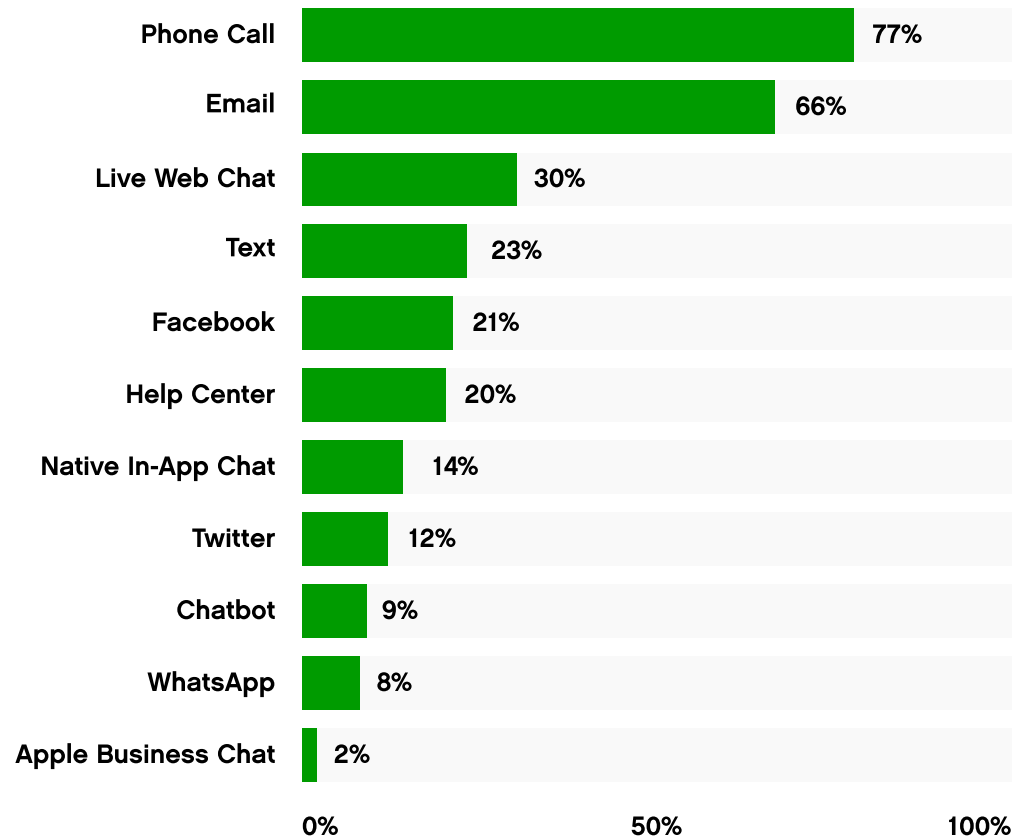


The future looks digital

Phone and email continue to be the channels that are used most frequently. Millennials use digital channels more than any other age group: Facebook 35%, Twitter 24% and Whatsapp 17%.

Digital channels on the rise

CHANNELS USED IN THE PAST 12 MONTHS



Trend 03.

Consumers

Value

Empowered

Problem

Solvers

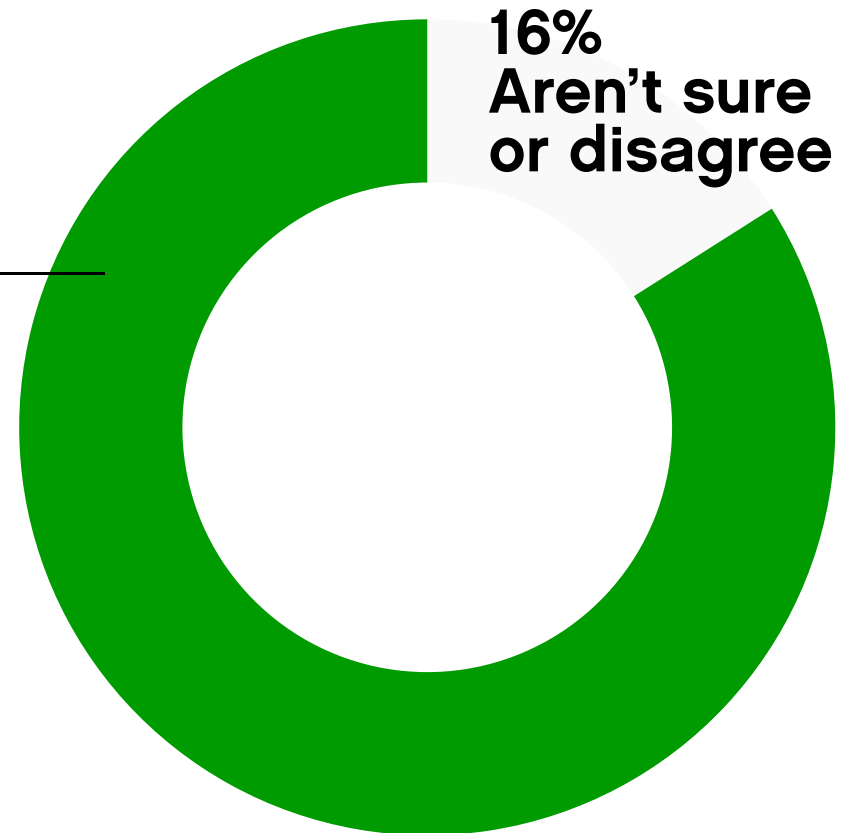
Great experiences pay

A great experience is worth it to consumers. A whopping eight of ten people will go out of their way to spend more money with the brands they love.

I GO OUT OF MY WAY TO SPEND MORE FOR A GREAT EXPERIENCE

84%

go out of their way to spend more money with a brand that provides great experiences



Which agents are loved most?

Now more than ever, speed and expertise matter. On everything from reservation changes to purchase recommendations, consumers want to be supported by an Empowered Problem Solver with the knowledge and authority to answer any question and resolve any issue.

I WANT MY CUSTOMER SERVICE AGENT TO BE

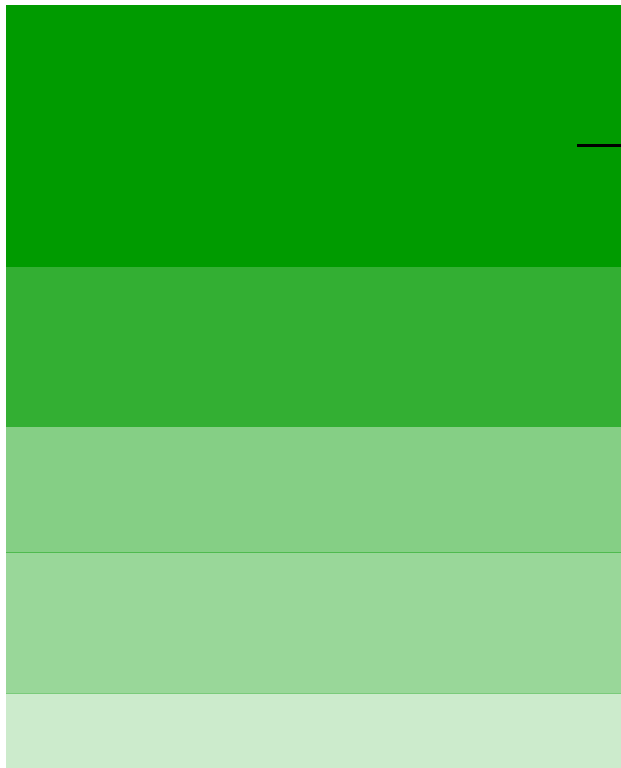
34%
An Empowered
Problem Solver

21%
A Product Expert

19%
A Trusted Advisor

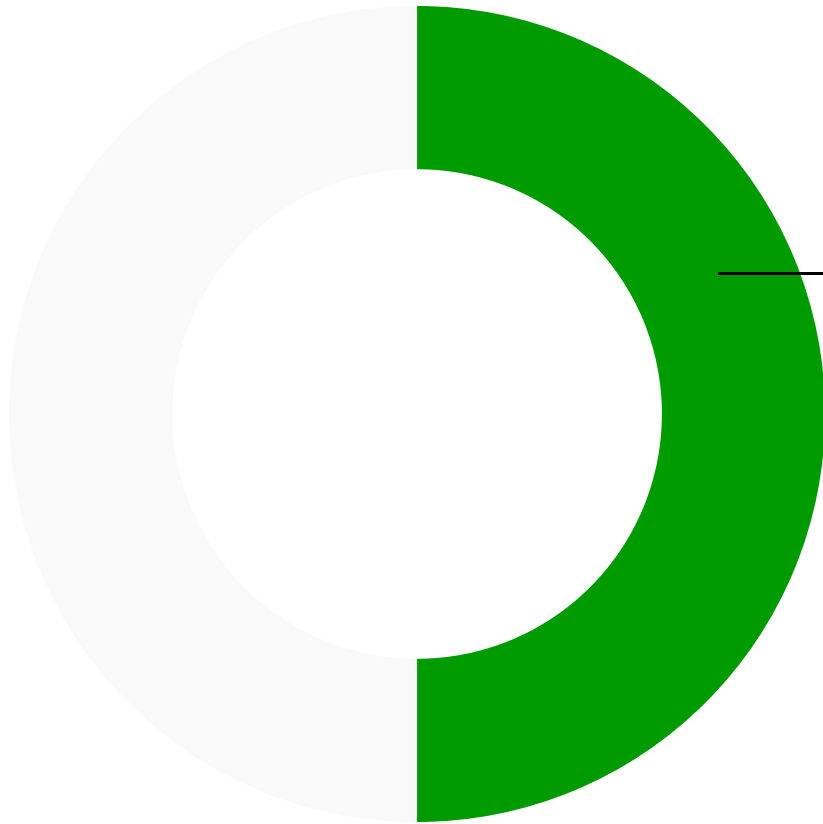
16%
A Patient Listener

10%
A Close Friend



**Empowered
problem
solvers are #1**

One and Done



51%

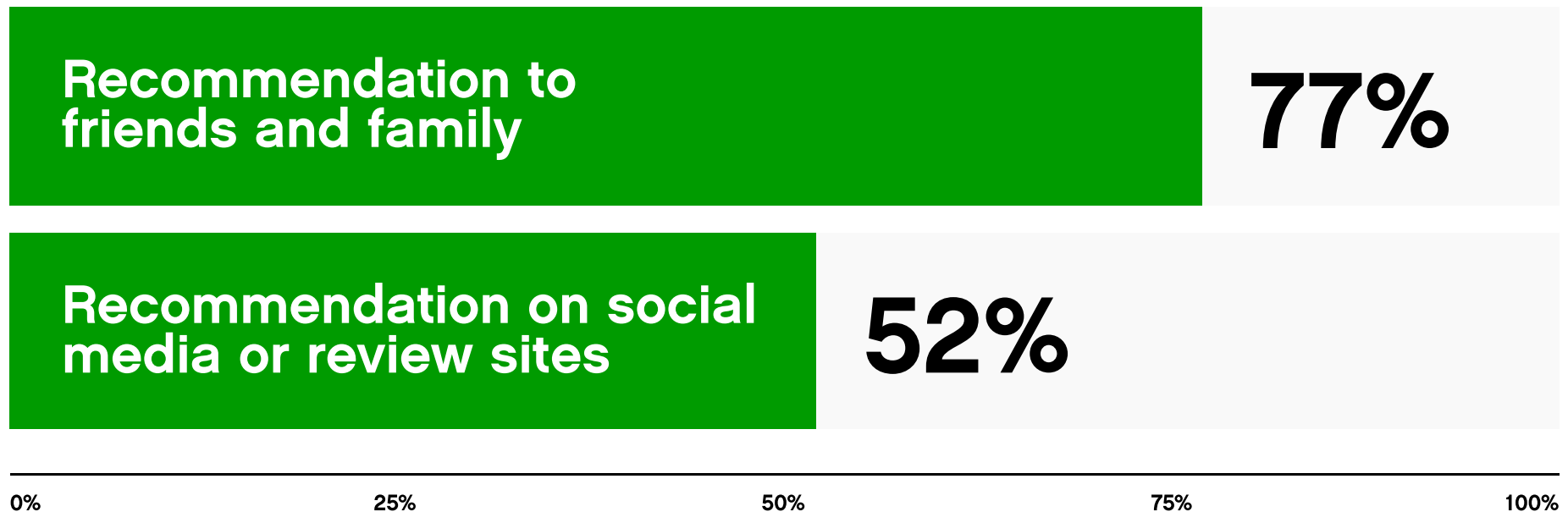
of people will switch brands after 1 or 2 bad experiences

You'd switch too! A negative customer experience leaves consumers feeling 🤔😓💔

Personalized experiences create evangelists

77% recommend a brand to friends and family if they provide a more personalized experience. And more than half would recommend the company on social media or review sites.

A PERSONALIZED EXPERIENCE LEADS TO



**Radically Personal
customer service.
The quickest way
to a smile.**

Methodology and demographics

Gladly commissioned Zogby Analytics, a nationally and internationally respected research firm, founded in 1984, to conduct an online survey of 1,500 adults in the U.S. Using internal and trusted interactive partner resources, thousands of adults were randomly invited to participate in this interactive survey. Each invitation was password coded and secure so that one respondent could only access the survey one time. Based on a confidence interval of 95%, the margin of error for 1,509 is +/- 2.5 percentage points. This means that all other things being equal, if the identical survey were repeated, its confidence intervals would contain the true value of parameters 95 times out of 100.

Female 51%
Male 49%
Non-binary 1%

Gen Z (1996-2010) 9%
Millennials (1980-1995) 31%
Gen X (1965-1979) 21%
Boomer (1946-1964) 34%
Silent (1946 and before) 5%

East 20%
South 31%
Central Great Lakes 25%
West 24%

Are You Ready For Radically Personal Customer Expectations?

Put people at the center

79% of consumers say personalized service is more important than personalized marketing—make every customer feel known at hello.

Build a single lifelong conversation

86% of consumers expect conversations with agents to seamlessly move between channels—build one continuous conversation across all channels.

Create wildly productive heroes

84% of consumers go out of their way to spend more money with great experiences—turn your agents into revenue generating customer service heroes.

Get Radically Personal at www.gladly.com