

Bad service.

We all know what that *feels* like.



Left waiting on hold. Having to repeat yourself every time you get bounced to a new department. Dealing with rude service agents. We all know the sorts of frustrations that make people dread contacting customer service. But that doesn't mean that businesses are always doing enough to avoid these frustrations.

We surveyed 12,500 business leaders, customer-facing employees and customers globally to better understand perceptions of customer service in 2019: What's going well? What isn't? And what does that mean for organizations today?



Business leaders
1,900

Customer-facing employees
3,600

Customers
7,000

THE GOOD

Customers and service providers agree on what matters most

The most important aspects of customer service for leaders, employees, and customers (top 3):



BUSINESSES ARE DIVERSIFYING SERVICE



BUT FOR CUSTOMERS

Human interactions still reign supreme

How customers want to receive service

