Intercom Customer Service

INTERCOM

Trends Report 2023

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The top 5 trends transforming customer service

Unlocking the full potential of customer service in 2023

Declan Ivory

VP of Customer Support
at Intercom

In 2022, many support teams found themselves trying to balance headcount reductions and limited resources with increased customer expectations and demands.

But against the backdrop of an uncertain economic climate, one thing has become absolutely certain: customer happiness has a crucial role to play in helping businesses retain customers, deepen loyalty, and grow their bottom line in 2023 and beyond.
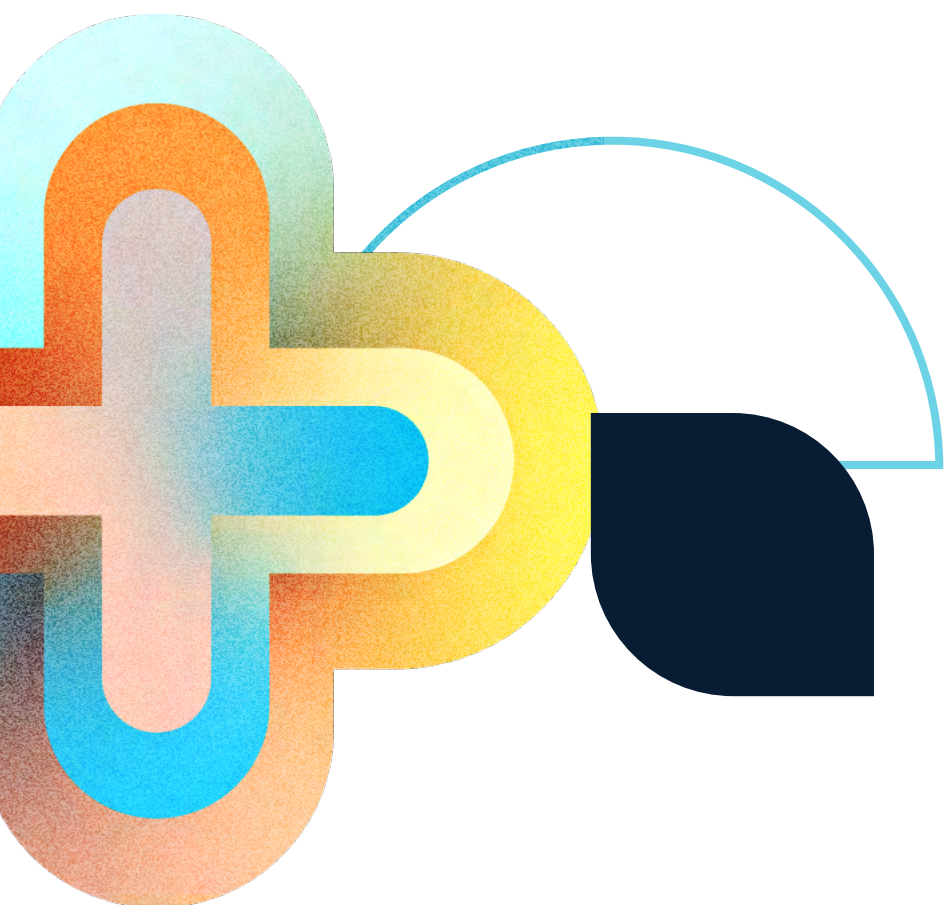
To help you prepare your team – and your business – for the year ahead, we surveyed over 1,700 global support leaders and decision makers to find out how they're responding to the challenges and opportunities of the coming year. Our survey* spanned a variety of industries, such as technology, finance, education and e-commerce, and covered a range of company sizes from small businesses with fewer than 10 employees to companies with more than 3,000.

Our research revealed that customer support teams are still feeling the challenges brought about by the last few years, but they have a renewed sense of focus and urgency. In particular, we found that:

Customer expectations are increasing, but support teams are rising to meet the challenge. This past year, 83% of support teams have seen customer expectations increase, but more teams are confident that they can meet these expectations in 2023 compared to previous years.

Support teams need to do more with less, due to headcount reductions and budget cuts – but AI and automation will help. As a result, 71% of support leaders plan to invest more in automation (e.g. chatbots) in the coming year to increase the efficiency of their support team, while 68% plan to do so to manage support costs.

Personalization is critical to business growth, with 89% of support leaders calling personalized support a key competitive differentiator. Support teams that provide personalized support are two times more likely to report increases in customer satisfaction and retention.

Disconnected support tech stacks are holding teams back. Over three-quarters (76%) of support leaders believe that their current customer service tech stack holds their team back from achieving their goals. To remedy this, 73% say that the interoperability of their tech stack will be a priority in the coming year.

All of these trends present major opportunities for support leaders and businesses. Savvy support teams know that providing world-class customer service can help them improve customer happiness, inspire brand loyalty, and drive long-term retention – and they're all in.

With these tangible business benefits in mind, support leaders are looking for strategic ways to improve the customer experience without sacrificing the employee experience, which may have already been affected by things like low morale, inefficient workflows, and disconnected technology.

In 2023, forward-thinking support leaders are seeking out opportunities to enhance their support workflows, processes, and tools so they can help their teams to be more impactful where it matters, without burning out. And with the prospect of groundbreaking AI technologies such as ChatGPT transforming the automated customer support experience, there is an awful lot to look forward to in this space.

In this edition of *The Intercom Customer Service Trends Report,* we dive into the trends shaping the future of customer service and offer actionable, practical tips to help you and your team have a major impact.

Enjoy!
Declan Ivory

*   Intercom commissioned an independent market research firm to survey a random sample of 1,775 global support leaders and decision makers. The study's margin of error is +/- 2.3% at the 95% level of significance.

Trend 01

Customer expectations continue to rise – but support teams are now more confident they can meet them

Customer expectations continue to rise – but support teams are now more confident they can meet them

Customer expectations are rising faster than ever, and they show no signs of slowing down. Over the course of 2022, 83% of customer support teams have seen an increase in the expectations customers have of support. This is up from the previous year's already high 75%, showing that the demand for exceptional customer service is only growing.

With customer expectations sky-rocketing, customer service is becoming a crucial differentiator – particularly in today's economy. In a recent survey we conducted with 1,000 US consumers, we found that as the economy worsens, how companies communicate with customers matters: 95% of US consumers say being communicated with in a way that makes them feel like a valued customer affects their decision to continue doing business with a company, with 38% ranking it as the most important factor.

It's clear that getting the customer experience right is essential to retaining customers and building loyalty. But what does "feeling valued" look like? Today's customers expect companies to know who they are and their history with them; they expect personalized communications that use their first name or even offer VIP deals to reward loyalty; and they expect companies to anticipate their needs and proactively provide tips and support.
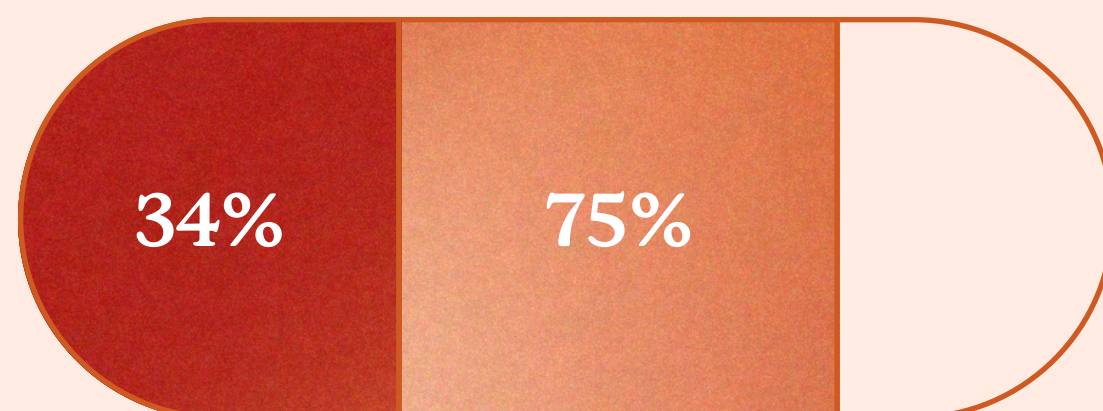
But good news: the gap between customer expectations and reality is starting to close. Now, 40% of teams who have seen an increase in customer expectations are confident that they can consistently meet those expectations, up from 34% last year.

How are teams bridging the gap? Support leaders believe this improved ability to meet customer expectations is due to better training, optimizing their workflow efficiency, hiring and retaining talented support reps, and providing fast, on-demand support.

Given the importance of customer satisfaction to overall business growth, particularly as we head into an uncertain economic climate, it makes sense that companies have invested in these areas – and are feeling the benefits.

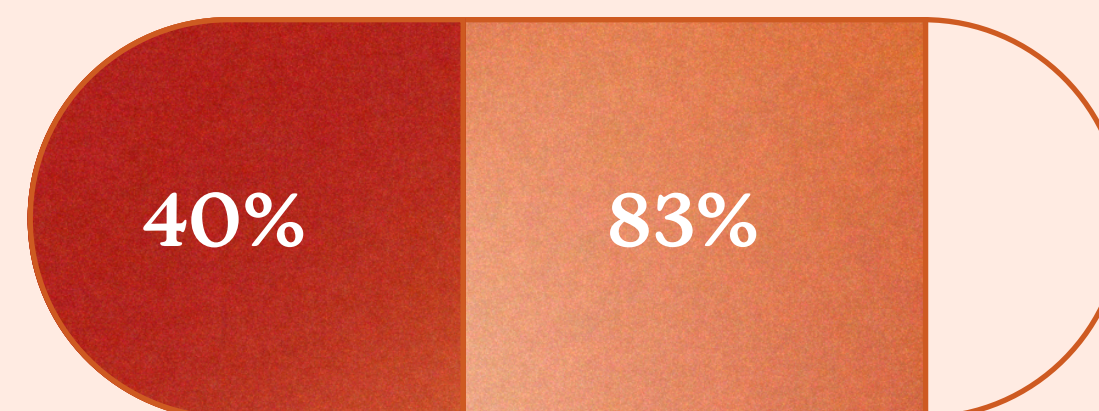## The customer expectation gap: 2022 vs. 2023

● Support teams that have seen an increase in the expectations customers have of support

● Support teams that are confident they can meet those expectations

2022

34% **75%**

75% of customer support teams have seen an increase in the expectations customers have of support.

34% of teams who have seen an increase in customer expectations are confident they can meet those expectations.

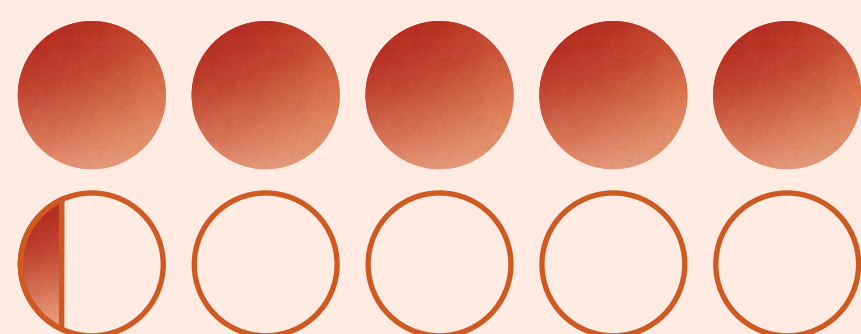**2023**

40% **83%**

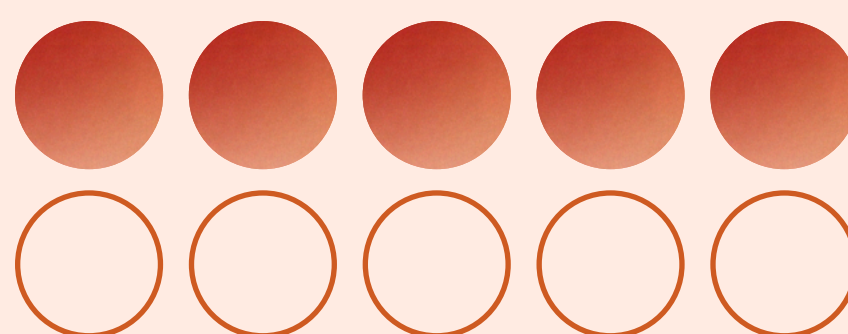**83%** of customer support teams have seen an increase in the expectations customers have of support.

40% of teams who have seen an increase in customer expectations are confident they can meet those expectations.
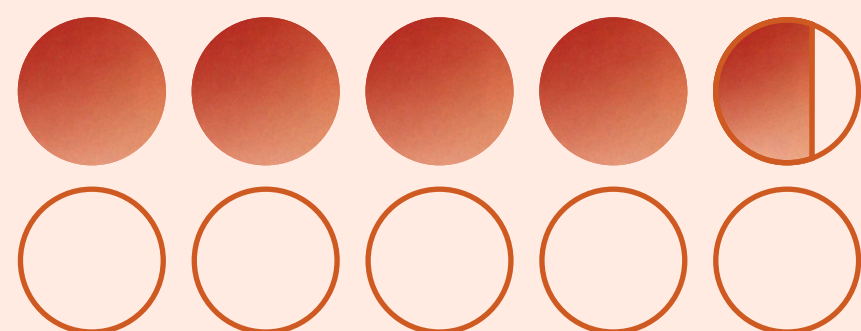
Top ways customer support teams are meeting increasing customer expectations

53% Better team training

50% Optimizing workflow efficiency

47% Hiring and retaining talented support reps
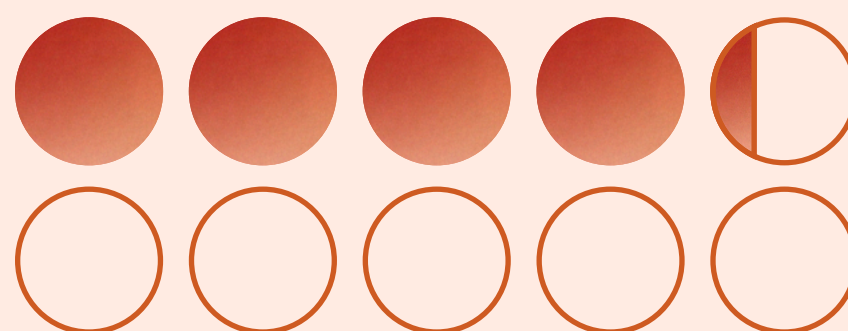
43% Providing fast, on-demand support (e.g. via chatbots and automation)

3 powerful ways to exceed customer expectations and boost team confidence

01 Align on what's important to your customers

In order to meet your customers' expectations, you need to know what those expectations are. Do they want quicker responses? More personalized answers? More proactive support?

The first step is to ask them and find out. Using feedback channels such as customer satisfaction scores and surveys, you can open a direct line to your customers, allowing you to get deeper insights into what they expect from your business's customer support.

Armed with this knowledge, you can align your support team's success metrics with what's important to your customers. For example, if feedback shows that customers really care about fast answers, then speed to resolution could be a priority metric for your team to track.

Once you have this deeper understanding of what your customers want from your support, you can start measuring your performance against areas that you *know* your customers care about.

02 Optimize workflow efficiency to create seamless customer experiences

Optimizing workflow efficiency remains a top priority for support leaders in 2023, with 50% saying that more efficient workflows have better equipped their teams to meet customer expectations.

To uplevel their workflows and create better customer experiences, many support leaders are turning to next-generation AI bots and automation. Using bots and automation are quick and efficient ways of resolving more queries, without needing to involve your support reps – and *without* losing the personal touch.

With a best-in-class customer service tool, chatbots can even connect with the other tools in your tech stack to answer more questions than ever. This cleverly enables bots to access relevant information from other databases or platforms, such as your CRM or e-commerce platform, to provide contextual, personalized answers for your customers. That means that you can use this additional data to inform the help content that gets served up, all without needing a support rep to get involved and search between tools.

The result? More customer questions can be resolved through automated and self-serve support, streamlining your workflow and saving time for both customers and your support team.

03 Empower your team to empower your customers

Employee experience has a significant impact on customer experience. When you hire and invest in great people, it shows – 53% of support leaders credit their improved ability to meet customer expectations to better team training, while 47% say it's thanks to hiring and retaining talented support reps.

Training can include both hard skills and soft skills. Leveling up your team's expertise with your customer service tool can help you to unlock more efficiency gains – leading to faster resolutions, happier customers, and more productive teams – while running sessions on how to handle complex or emotionally difficult queries can help team members stay familiar with your internal processes.

By investing in the right resources and training sessions, you're also investing in your support reps' careers, which is crucial to their long-term happiness and fulfillment in your company.

" We want to provide a more contextualized and personal experience based on user feedback. So, once we capture the information, we can then synthesize it for our teams and then use that data to power downstream behavior. "

C coda

Brian Lederman

Head of Sales, Support, and Success at Coda

Trend 02

AI and automation will help support teams do more with less

# AI and automation will help support teams do more with less

Unfortunately, almost a quarter of support teams (23%) were impacted by headcount reductions in 2022, with a further 19% of support leaders planning to reduce their headcount for the year ahead.

But even with reduced numbers, support teams are still expected to meet higher-than-ever expectations of customer service, manage rising conversation volumes, and help their businesses grow and retain customers. As a result, support leaders need to be more conscious than ever of overloading their support teams, or risk employee burnout.

By leveraging powerful automation and AI-powered bots, as well as using the right tools to save time and increase efficiency, even scaled-down support teams can still scale up their support offering. In fact, 75% of support leaders plan to increase their technology spend over the next 12 months in order to help them manage conversation volume. And with the arrival of ChatGPT highlighting the huge potential of AI technology, expect the interest and investment in customer service automation to continue growing.

Support leaders are unlocking the power of automation

71% of support leaders plan to invest more in automation (e.g. chatbots) in the coming year to **increase the efficiency** of their support team.

71%
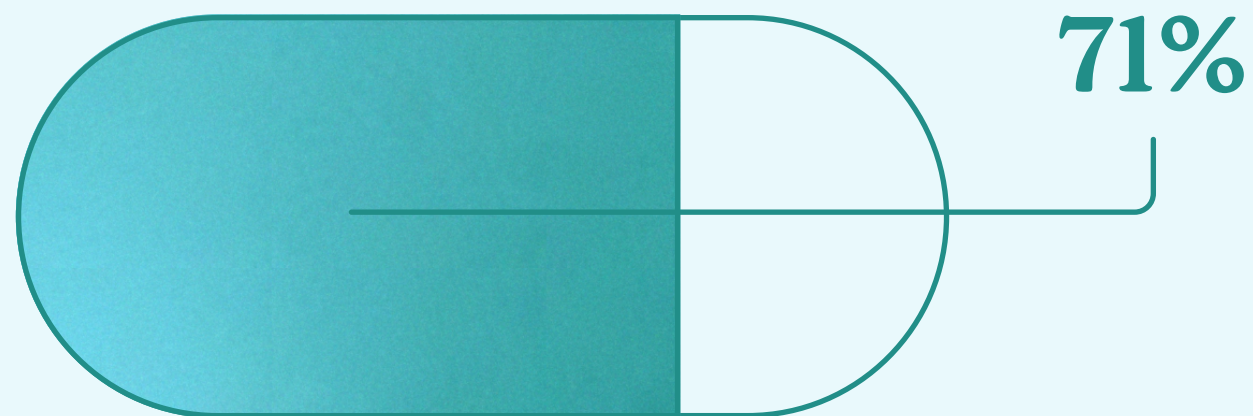
68% of support leaders plan to invest more in automation in the coming year to **manage support costs.**

68%
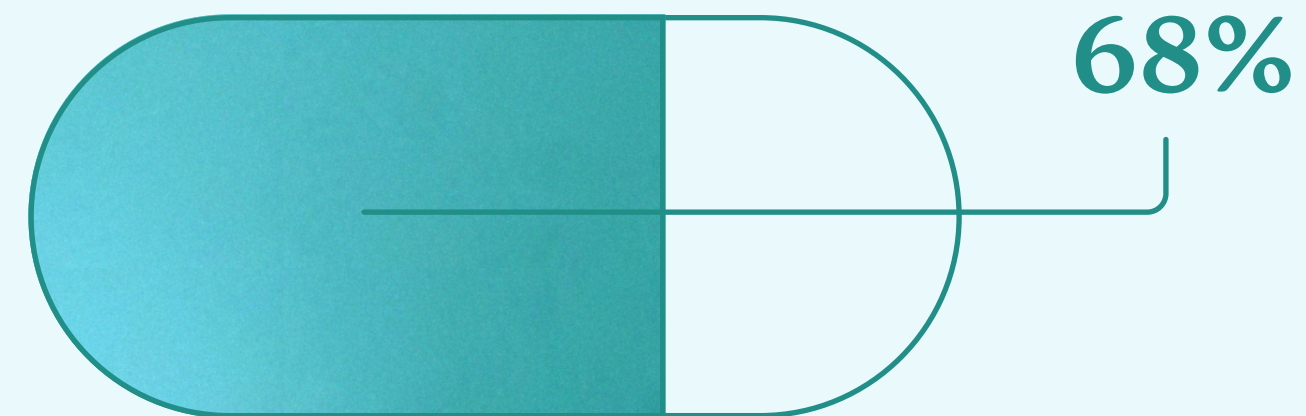
3 powerful ways tech can help support teams achieve more

01 **Use AI technology and chatbots as your first line of defense**

With 36% of support leaders citing "managing conversation or call volume" as a key challenge for 2023, it's no surprise that they're looking for ways to resolve queries before they even hit their inbox.

That's why 71% of support leaders plan to invest more in automation (such as chatbots) in the coming year to increase the efficiency of their support team. And with the dramatic advances we're seeing in generative AI and Large Language Model (LLM) technology, expect to see extraordinary opportunities for new efficiencies, from automatically summarizing customer conversations to intelligently augmenting answers.

Savvy support leaders know that chatbots are one of the most powerful ways to support their customers and their support teams. And these efficiency gains come with cost savings, too – in fact, 68% of support leaders say that managing support costs is a prime reason for why they want to invest more in automation in 2023.

To feel the biggest impact, leverage chatbots at every level of your support strategy:

✦ Use them to **automate answers to frequently asked questions** and offer customers instant answers. Certain AI-powered chatbots can **automate over a third of common questions**, saving support teams valuable time.

✦ Use them to gather information to **triage trickier problems** so your support agents have all the information they need upfront, leading to faster resolutions.

✦ Use them to **route urgent or VIP queries** straight to the right teams or point of contact (such as your security team or an account manager), to ensure that critical issues get resolved in a timely manner.

02 **Invest in self-serve support**

In the coming year, 77% of support leaders plan to invest more in self-serve support, such as knowledge base articles and FAQs, to increase efficiency.

These always-on resources mean that customers can help themselves 24/7, without needing to wait for a support rep to become available. And for your team, this means fewer questions hitting the inbox, because customers already have the answers they're looking for and are empowered to solve the problem themselves.

But how do you know which self-serve resources to create? Instead of manually trawling through your inbox trying to find common queries, look for support tools that can use machine learning to automatically surface what customers are searching for.

With these insights, you can quickly and easily identify any existing gaps in your knowledge base and create helpful articles to address the demand, freeing up time for your customers *and* your team.

" I track a lot of numbers. And one thing I pay attention to is the number of support requests versus the number of help center visitors. It's really fascinating to see how many potential questions we're able to deflect by using the help center."

Pitch

Verena Kuhn

Head of Community
Support at Pitch

03 Proactively answer questions to reduce inbound conversation volumes

In 2023, 47% of leaders say they plan to invest in proactively answering customers' known questions ahead of time.

Doing this not only creates an excellent customer experience by solving questions before they become problems, but it also prevents your inbox from filling up, reducing the number of conversations that reach your support reps.

How can you be more proactive with your support? Look for seamless ways to preemptively help customers right where they are. For example, you can use targeted messages to share educational content at exactly the right moments of your customer's journey to guide them through a set-up process or get started using a new feature. This will help you to answer any questions they might have before they pop up, and ultimately reduce the number of support queries reaching your team.
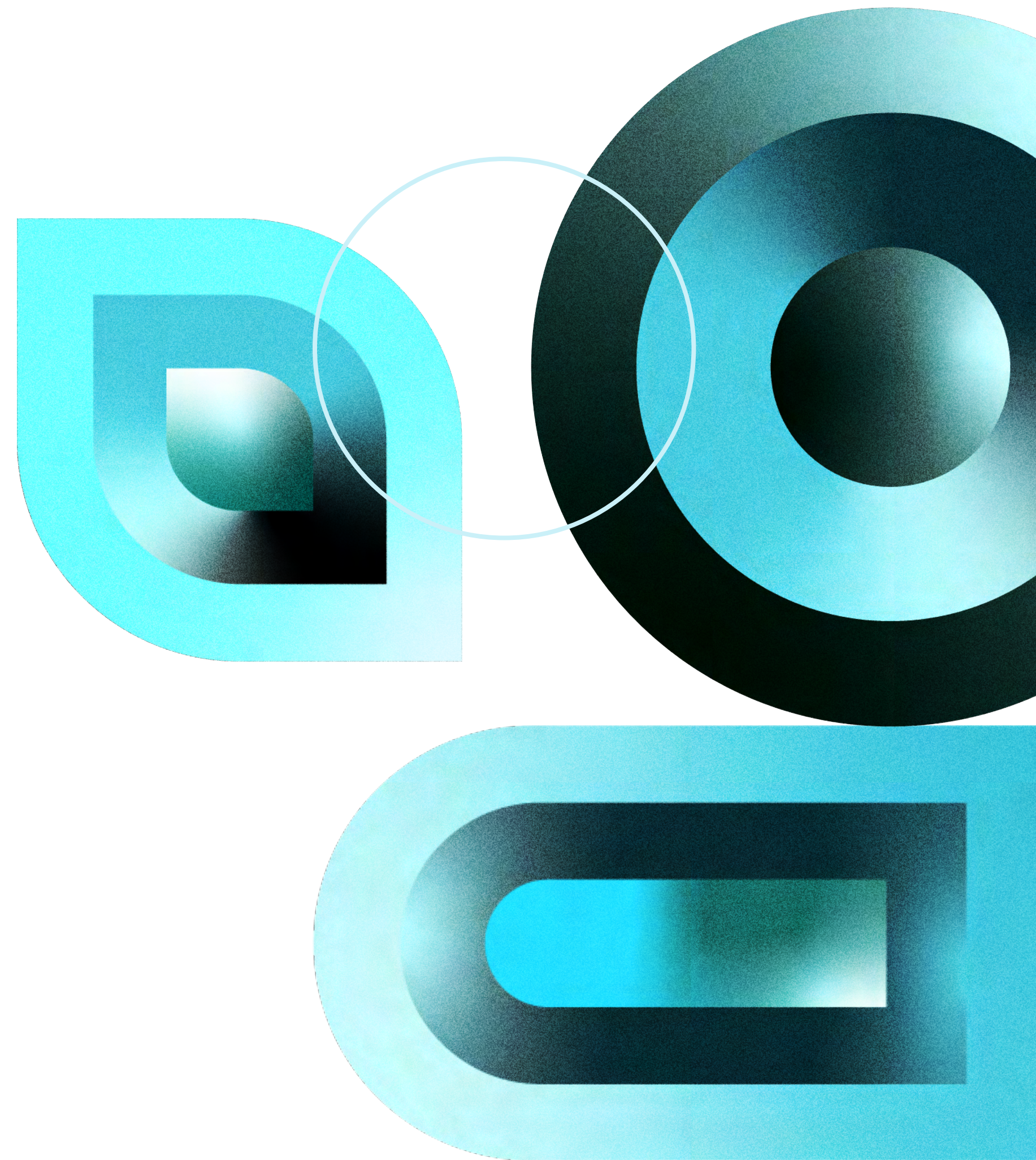
Trend 03

Personalization is essential for happy customers and business growth

Personalization is essential for happy customers and business growth

When it comes to getting support, there's nothing worse than feeling like you're just a random ticket number in an endless sea of random ticket numbers. Customers want to be understood by the businesses they're reaching out to.

They want support teams to already know who they are, their past interactions with the company, how they use your product, their communication preferences...
In other words: they want personalized support.

A huge number of support leaders (82%) say that customer expectations for personalized support have grown over the last 12 months. In fact, 89% of support leaders say that it's a key competitive differentiator. For companies that *do* offer personalized support, the results speak for themselves: teams are two times more likely to report an increase in customer satisfaction, as well as nearly two times more likely to report an increase in customer retention and loyalty.

But despite these tangible business benefits, over half of support teams (54%) still lack the tools they need to actually provide this personalized support at scale.

To meet these customer demands and boost bottom-line growth, 77% of support leaders plan to invest more in personalization over the next 12 months. What does this personalization actually look like? In order to provide personalized support that meets customers' unique needs, support leaders will need to leverage first-party data by using a modern, powerful customer service tool that helps them to better understand their customers and how to support them.

For personalized support to have the greatest impact, leaders highlight the importance of helping customers where and when they need it (such as when they're using your product or app); gathering and acting on customer data and feedback; and using a consistent customer record to provide targeted, tailored support.

The business benefits of personalized support

89%

89% of support leaders say that personalized support is a key competitive differentiator.

2x

Support teams that provide personalized support are **2x more likely** to report an increase in customer satisfaction.

2x

Support teams that provide personalized support are nearly **2x more likely** to report an increase in customer retention and loyalty.

3 powerful ways to deliver personalized support at scale

01 **Help customers where and when they need it most with in-product messaging**

Most questions arise when your customers are using your product, so the best place to answer them is right there and then. With in-product messaging, you can reach your customers when they're already engaged with your product or app, making it even faster and easier to resolve queries and guide them along.

Given their growing demand for fast answers and instant resolutions, it's no wonder that customers love in-product messaging. It's convenient and time-saving, giving them immediate answers without the disruption that comes from switching to other channels, like phone or email.

It also has the power to unblock customers in the moment. Not only does this create a better, more frictionless customer experience, but it also means that customers can go on to purchase or deepen their usage right then and there. For example, instead of getting stuck and switching off, a well-timed in-product message can help customers to not only complete the step they were trying to take, but can even encourage them to take the next step – and the next.

And for businesses, your product is the only channel that you truly own, so in-product messaging gives you full control over the customer experience, allowing you to deliver a seamless, on-brand, personalized experience at scale.

02 Use first-party data to create unified customer records

As we increasingly move towards a cookieless digital world, customers are becoming more conscious of how and where their information is stored. But many customers are happy for businesses to use first-party data in order to provide better, more personalized experiences.

First-party data is any information that your company owns and has collected directly from your audience. Think: site visitor information, email addresses captured through sign-up forms, and actions taken across your product, website, and app. Because it's data that you've collected first-hand, it's more reliable and accurate. It also means that customers and prospects have consented for you to capture and use it.

With a modern customer service tool, you can capture relevant first-party data and use it to build rich customer profiles that help you to offer more personalized support and resources. Your customer service tool can help you to capture custom data attributes – such as price plan, account value, number of teammates added, subscription renewal date, and more – which you can then use to create your profiles, segment your support, and create personalized in-product messaging campaigns.

This first-party data doesn't just help you to provide better customer service. By sharing your knowledge with other teams such as marketing and sales, these rich customer profiles can be leveraged across the whole business to create more comprehensive customer journeys.

" We want to make sure that each customer's experience is tailored to the needs of that particular customer, because we've seen that personalized experiences drive much stronger outcomes than non-personalized experiences."

Amplitude

Craig Vincent

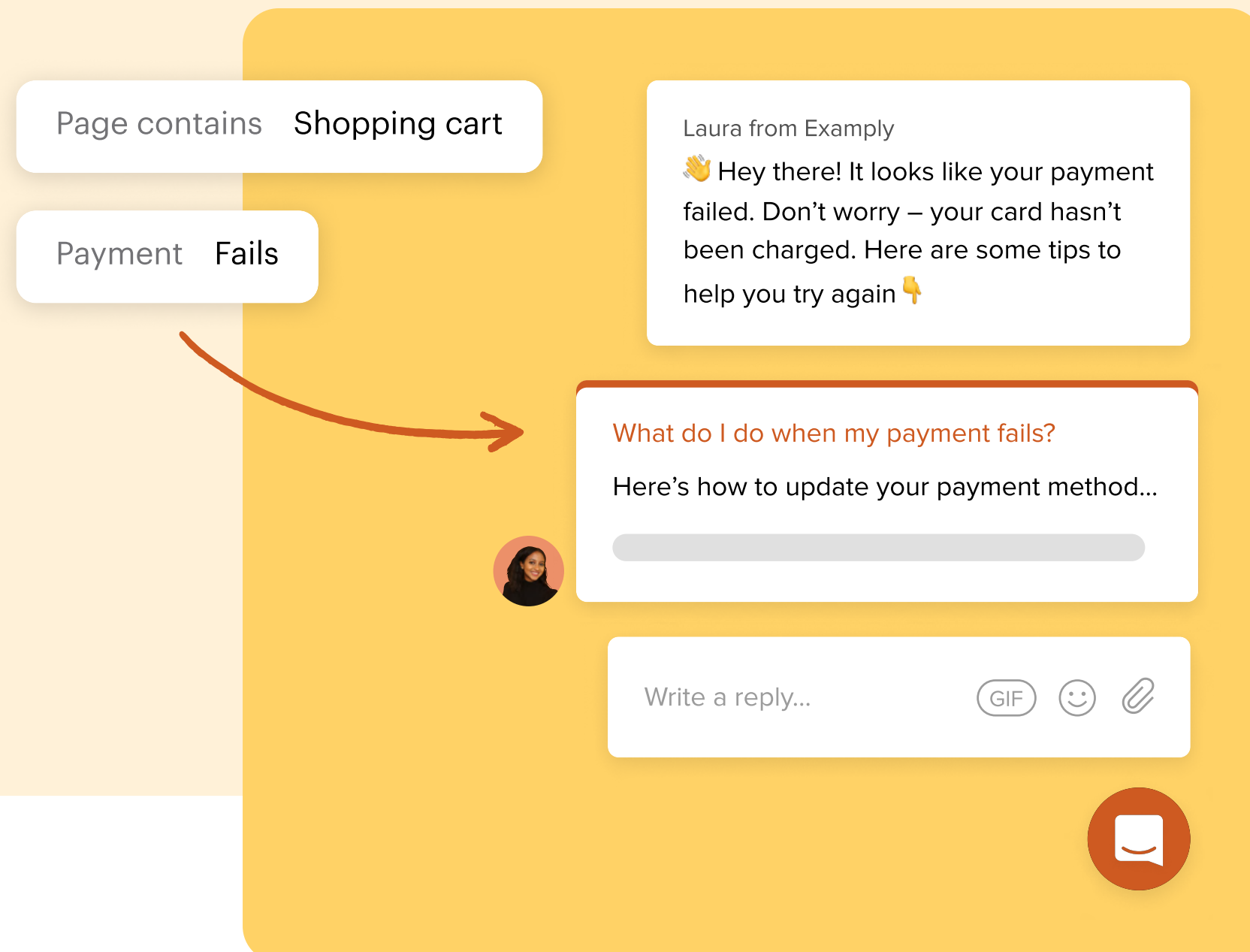Head of Global Success Programs, Customer Success, at Amplitude

03 Create personalized flows based on customer behavior

Getting personalization right isn't just about knowing who your customers *are*; it's about knowing what they *do*.

In addition to gathering and acting on information about your customers, you can also trigger messages and user flows based on events (i.e. an action your customer takes on your site or in your product). These events can be anything from making a purchase to resetting a password. Then, you can send personalized messages to people who have completed those actions, populated with customer data such as their first name to ensure they feel personalized and relevant.

Modern customer service tools empower support teams to create engaging, personalized experiences

Page contains   Shopping cart

Payment   Fails

Laura from Examply
👋 Hey there! It looks like your payment failed. Don't worry — your card hasn't been charged. Here are some tips to help you try again 👇

What do I do when my payment fails?
Here's how to update your payment method...

Write a reply...   GIF

For example, for a "payment failed" event, you can trigger a personal message that informs the customer of the payment failure, reassures them that no money has been taken from their account, and encourages them to check out an article on how to update their payment method. Or when someone exits a support article in your knowledge base, you can send a follow-up message to ask if they got the answers they needed or if they'd like to start a conversation with your support team.

All of this means that you can use customer behavior to send the right message at the right time, allowing you to proactively help customers based on their own unique experience of your product, website, or app.

" Intercom really helps us understand our user personas and where they are in their journey with Coda so that we can continue to provide a really rich and personal experience based on who they are … and where they are in their experience with our product."

coda

Brian Lederman

Head of Sales, Support, and Success at Coda

Trend 04

Support team morale is low, but technology can help

## Support team morale is low, but technology can help

With the Great Resignation, followed by headcount reductions affecting team numbers, support reps have been stretched thin for some time now. Set this against a backdrop of ongoing economic uncertainty, and it's probably no surprise that customer support team morale is low.

Our survey shows that 51% of customer support leaders have reported a drop in team morale over the last few months, and 42% say this decreased morale has negatively impacted team performance. Not only that, but 44% of support leaders anticipate a drop in team morale over the next 12 months. In order to keep teams and customers happy and engaged, support leaders need to act fast to address the issues affecting their support reps.

Key among them is burnout. After a challenging few years, support reps are still struggling: more than half of support leaders (54%) say members of their teams have felt "burned out" in the past few months. Thankfully this is a decrease of 10 percentage points from last year – as we can see, all those efforts to increase operational efficiency and improve workflows are good for customers *and* employees – but there's still significant room for improvement.

More support teams than ever are turning to tech to improve employee engagement and attrition rates. And they're feeling the benefits: 81% of customer support leaders believe that technology, such as automated support tools, will help to improve the employee experience and reduce attrition. This is up from last year, suggesting that in 2023, technology has an even bigger role to play in keeping your support team happy and engaged.

Low morale is affecting team performance, but the right technology can help

42% **51%**
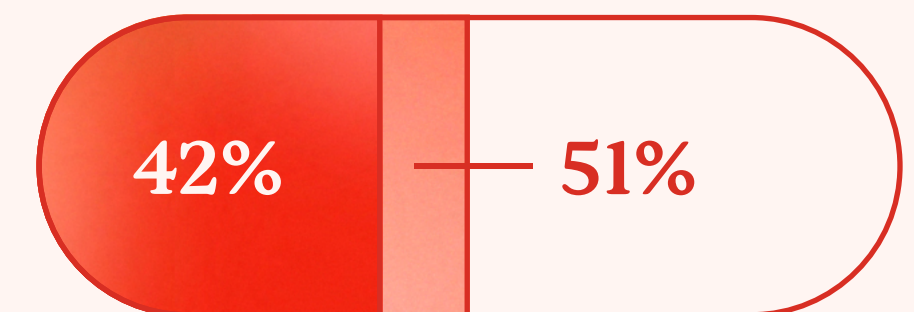
51% of customer support leaders have seen a drop in team morale over the last few months.

42% of support leaders say a drop in team morale has negatively impacted support team performance.

81%
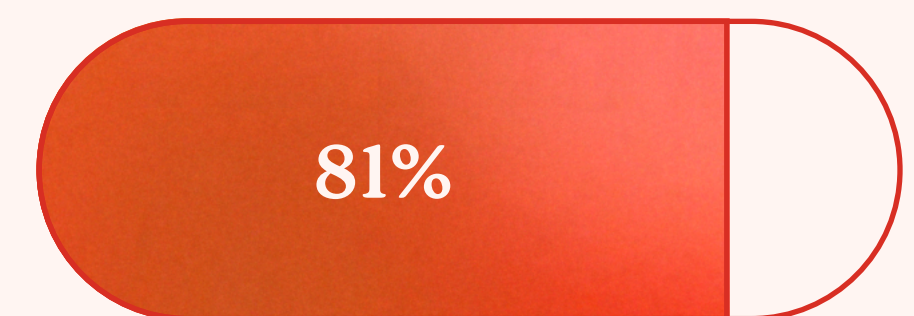
81% of support leaders believe that technology, such as automated support tools, will help improve employee engagement and attrition rates on their support team in 2023.

3 powerful ways to boost team morale

01 Embrace remote working or hybrid models

The past few years have changed the way we work. Many people no longer want to sit in an office five days a week, while others can't wait to get out of their living room and back to their desks.

To empower their team to choose what's best for them and help support reps feel more engaged, many support leaders are implementing flexible working conditions. Some 64% of support leaders say that allowing flexible working conditions (such as flexible work hours and working from home) is the best way to maintain a higher level of morale.

Adopting flexible working policies gives your team more freedom to work where they're most productive, whether that's from the office, a co-working space, or at home with their furry friend. It also encourages a better work-life balance, which can further boost engagement and improve morale.

But to facilitate these hybrid ways of working, you need the right technology. Using a centralized, consolidated customer service tool – one that allows you to manage multiple support channels from one integrated inbox – means that your team is always in sync, no matter where they are or how your customers want to connect with you.

As a support leader, using a centralized customer service tool also gives you visibility into your team regardless of where or when they're working. With 54% of support leaders saying that adjusting workloads is another crucial way to maintain support team morale, this visibility is invaluable. It means that you can ensure you're still hitting your targets in every region, spot any potential roadblocks, and step in to manage workloads as necessary, so no one gets overburdened or burned out.

02 Ensure support reps have clear progression paths

Our survey shows that 57% of support leaders are finding it hard to recruit and retain high quality support agents right now. This attrition is costly. In addition to losing talented, knowledgeable support reps who know your product inside and out, it takes time and money to hire and train new employees – and it takes even longer again for those new hires to reach expert status.

So how can you retain your best reps? You need to address the cause of churn. According to McKinsey, the main reasons for customer support employees leaving their jobs is poaching by competitors, employee dissatisfaction, and lack of potential advancement.

In order to keep morale high and retain your best support reps, make sure that they have clear advancement opportunities to work towards. As a leader, this means having regular 1:1 conversations to discuss individual goals and opportunities. Setting (and accomplishing!) career development goals will help reps to feel more fulfilled and engaged, creating a culture of growth and a more satisfied team.
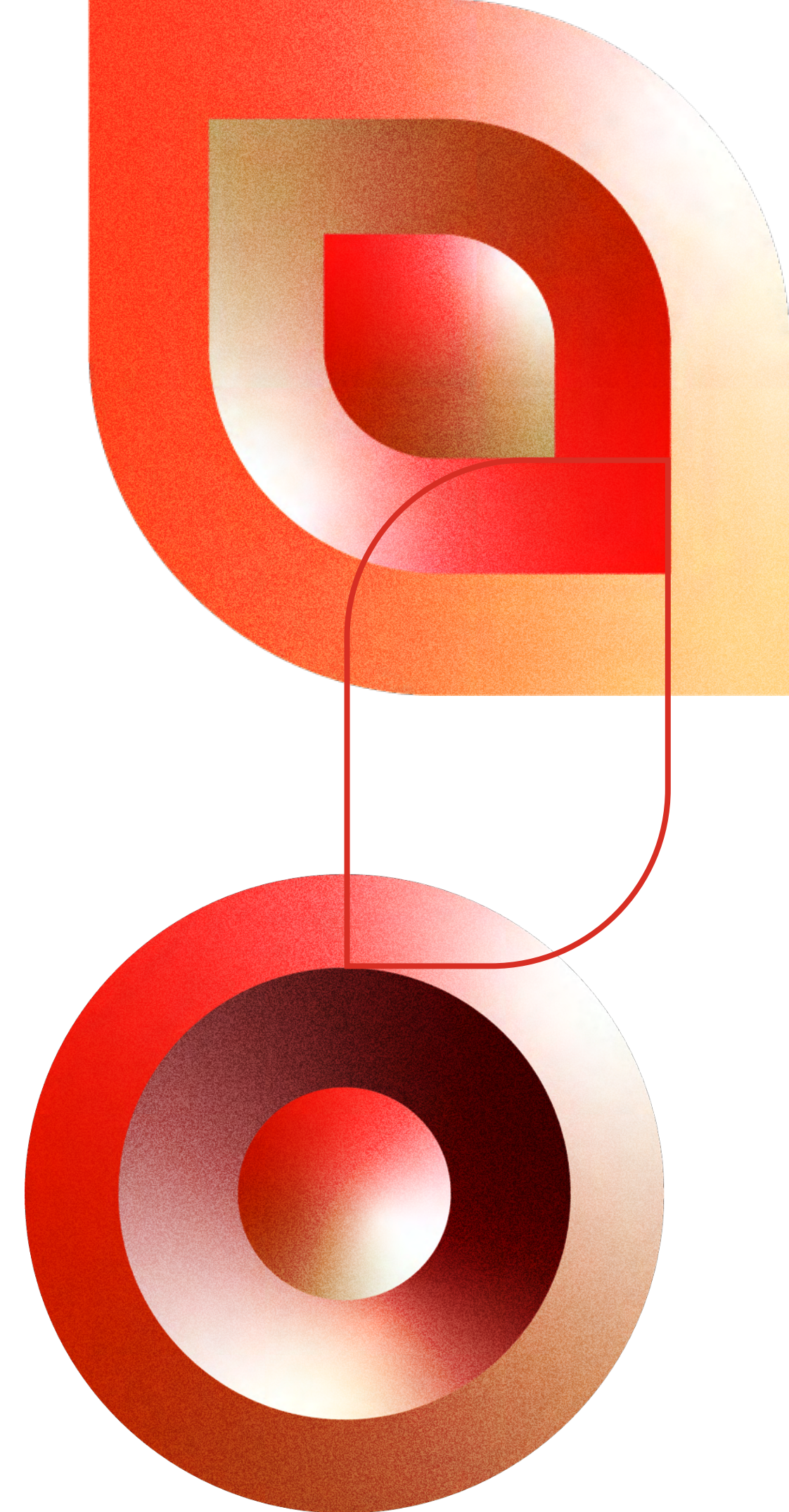
03 Invest in tools that can help with the workload

Over half (52%) of our survey respondents cited "investing in technology that helps with workload" as a major way to boost support team morale.

That's because using technology makes your support reps' jobs more enjoyable – and more satisfying. With a modern customer service tool, you can use automation to more efficiently manage team workloads. And by more efficiently managing team workloads, you can free up your team to focus on the areas where they can have the greatest business impact.

The right tool can help by:

✦ Leveraging chatbots to help resolve simple queries so support reps don't need to answer the same repetitive questions over and over (and over) again, and can instead use their unique problem-solving skills to work on **more complex, impactful queries.**

✦ Making essential processes like tagging and routing more efficient and seamless, so support reps can **spend less time on manual tasks**, and more time connecting with customers – which feels more fulfilling and satisfying.

✦ Sharing **real-time feedback from customers** with support reps who have helped them, because who doesn't get a boost from hearing that they've made someone's day a little brighter and better?
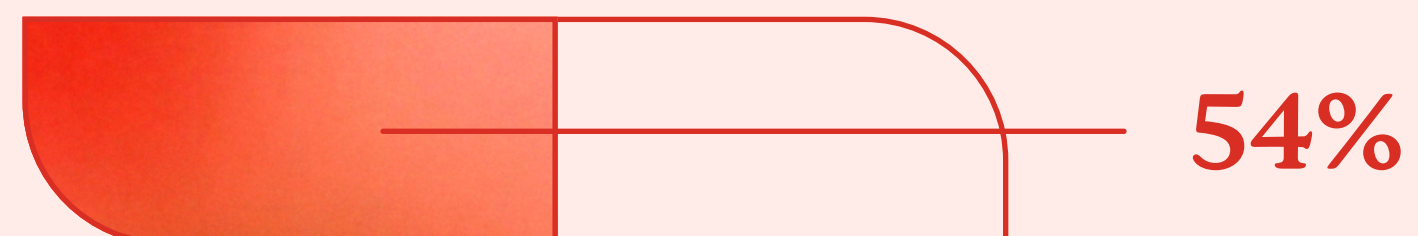
These quick wins are powerful ways to lighten workloads *and* improve morale, making them a win-win for support teams.
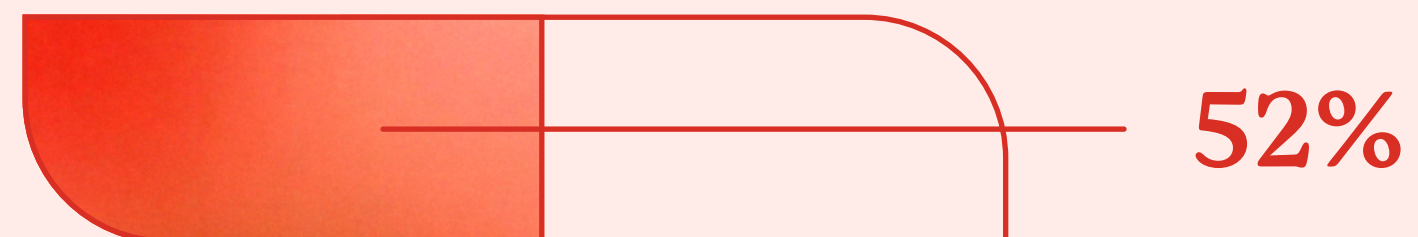
Top ways support leaders are retaining agents and maintaining morale in 2023

64%
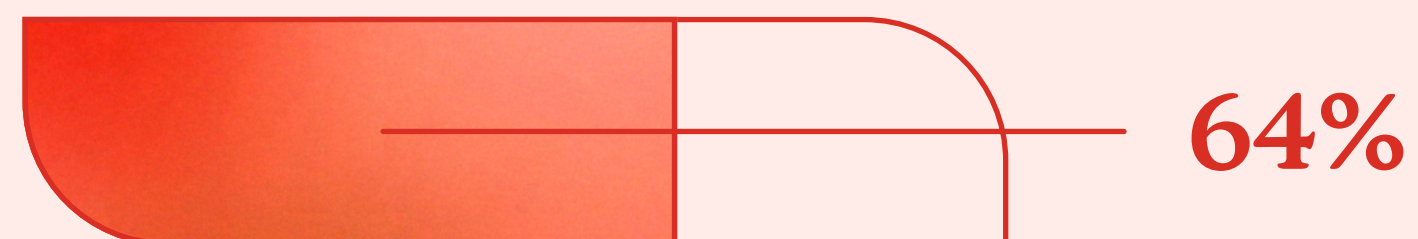
64% Allowing flexible working conditions.

54%

54% Adjusting workloads.

52%

52% Investing in technology that helps with workload.

" The happier our team is, the easier it is for them to delight our customers. So, Intercom was that one platform that tied all of those pieces together for us. We fell in love with it."

REBAG
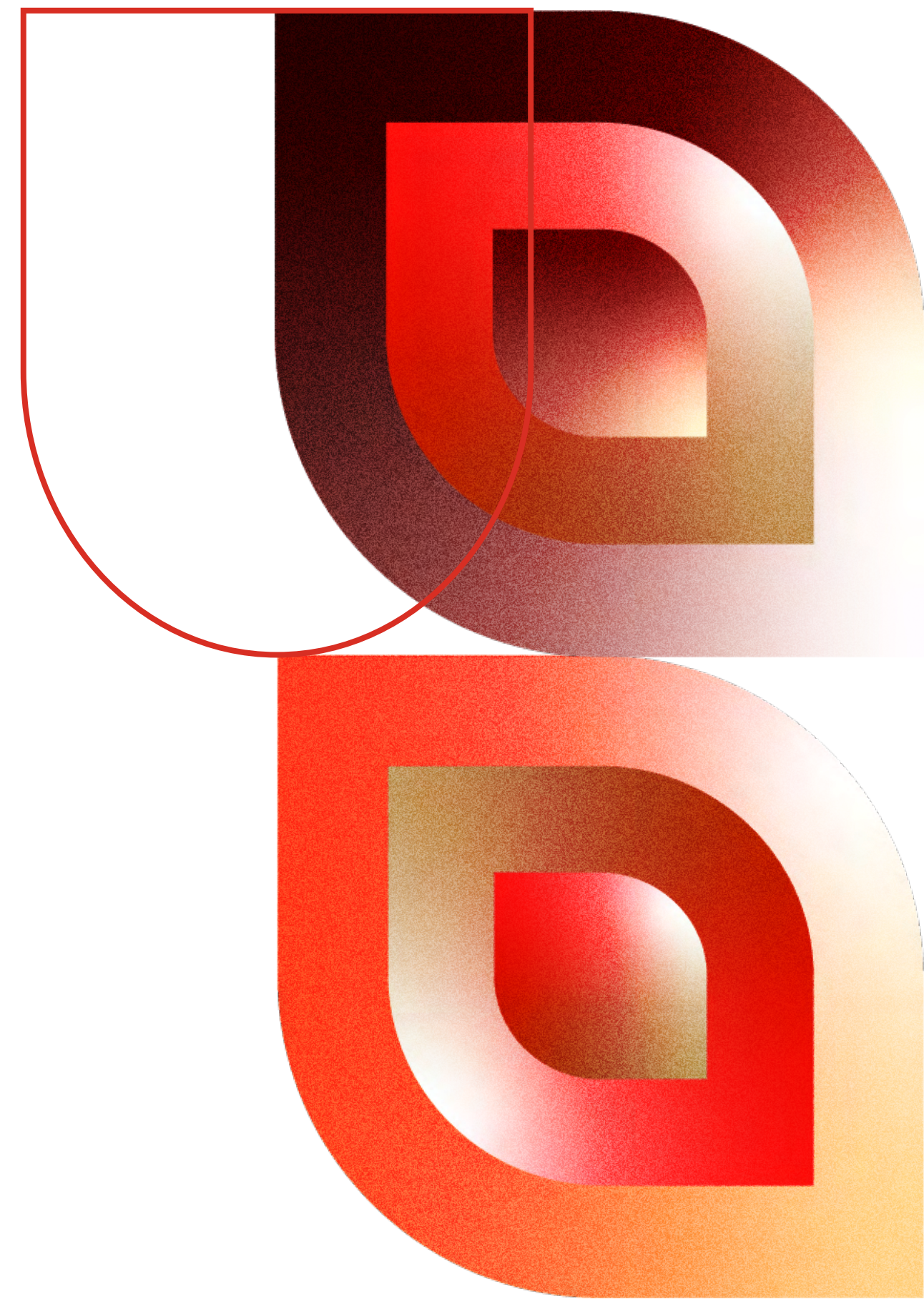
Geronimo Chala

Chief Consumer Officer at Rebag

" My team works in Intercom every day and we pay such attention to detail, design, and user experience as a company. My team should enjoy the platform they use, and their feedback was that they enjoyed working in Intercom the most. "
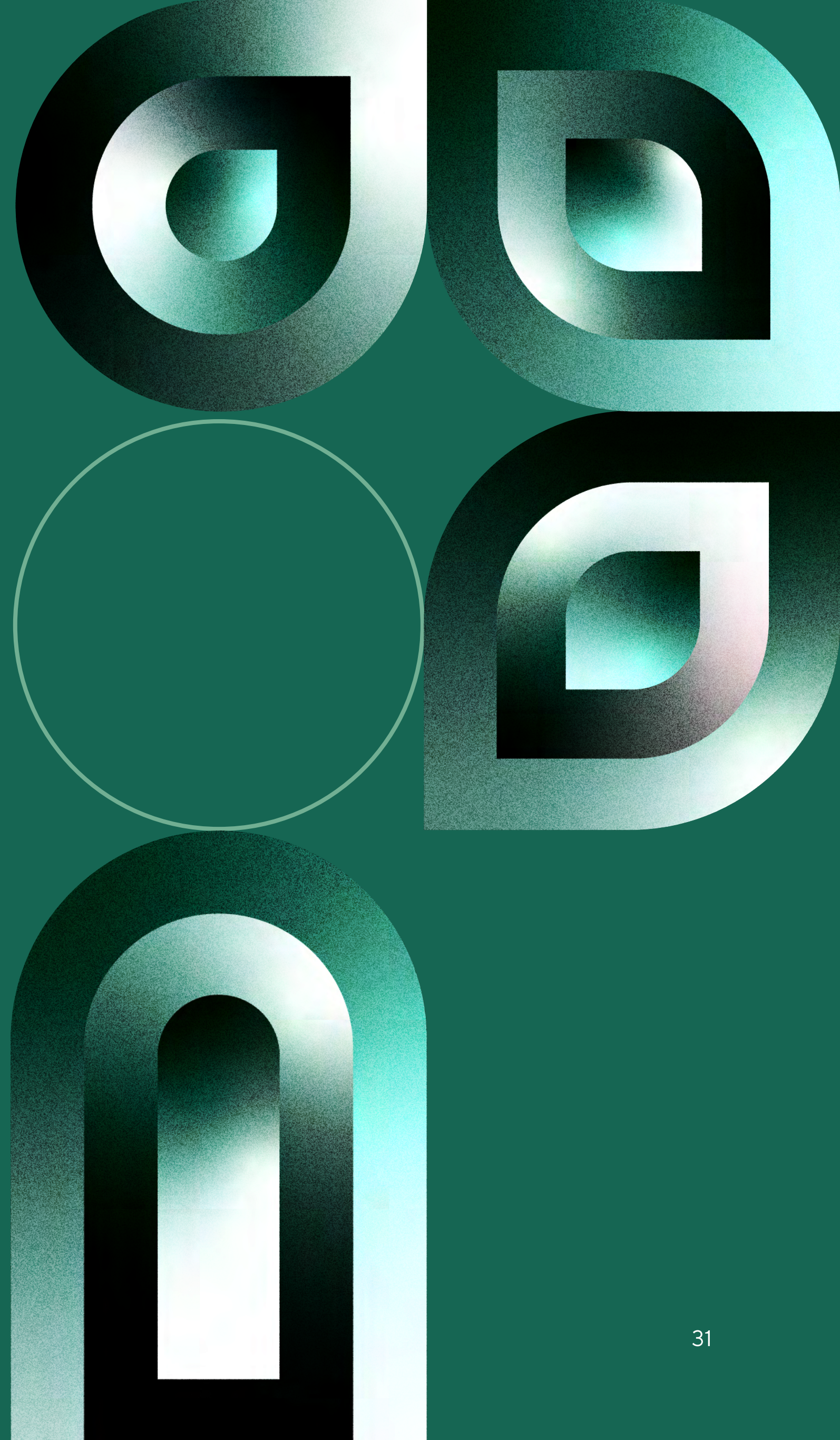
Pitch

Verena Kuhn

Head of Community
Support at Pitch

Trend 05

Customer service tech stacks need to work harder

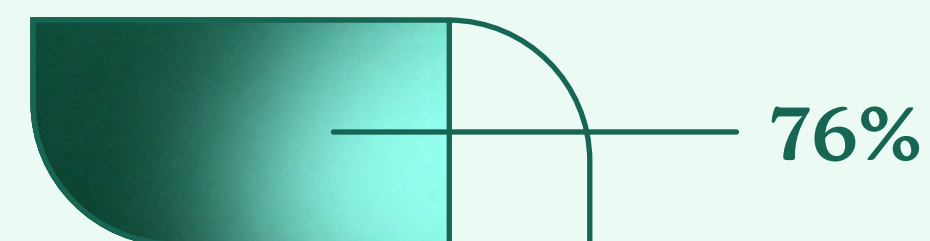## Customer service tech stacks need to work harder

In order to ensure business resilience in the face of economic uncertainty, leaders have become hyper-conscious of their costs going into 2023. So, as many budgets are getting reduced, it's imperative that every tool in your tech stack delivers a clear return on investment and value for money.

Slow, disconnected, time-sucking tools don't just hold teams back – they drag them down. This is particularly true when they compound other problems faced by already-stretched support teams, such as additional admin work, no single source of truth for customer data, needing to cross-reference with other tools, wasted time cycling between apps due to lack of integrations, and more.

Our survey reveals that 55% of support teams are slowed down weekly because their customer service tools aren't integrated with each other, which is an increase of eight percentage points from last year. What's more, 76% of support leaders believe that their current customer service tech stack holds their team back from achieving their goals. And we've seen how important those goals are to a business's bottom line – especially in 2023.

As a result, 73% of support leaders say that they'll need to make their tech stacks work harder (that is, make them more streamlined, cost-effective, and value-driving) in the next 12 months. To do this, leaders will need to optimize the tools their teams use every day, cut the ones they don't, and look for integrations that make workflows seamless.

How tech stacks are changing in 2023

76%

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73%
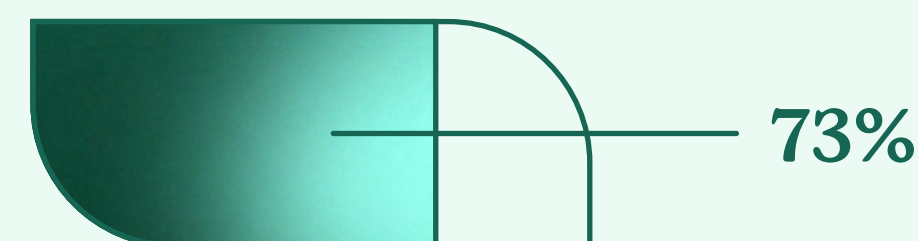
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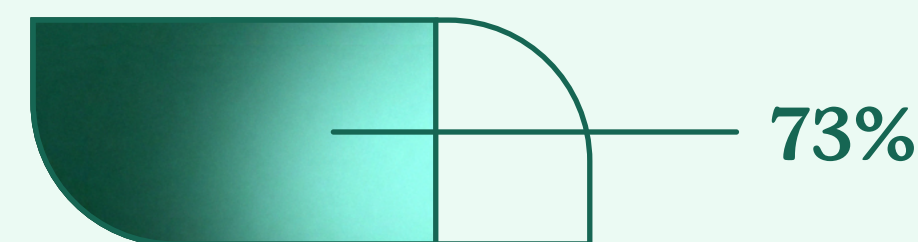
73% of support leaders say that interoperability/integration of their tech stack will be a priority in the coming year.

3 powerful ways to supercharge your customer service tech stack

01 Use it or lose it

The right tools are worth their weight in gold, but the wrong ones are more like lead balloons: clunky, pointless, and going nowhere.

To ensure your tech stack isn't holding your team back, it's worth auditing the tools you use regularly to see which ones are helping your team and which ones may be hindering them.

When it comes to slimming down your toolkit, look for ways to make the tools you already have do double (or triple, or quadruple) duty.

Are there additional functionalities in your core tech stack that you can adopt instead of using single-use tools to do the job?

For example, are you using a separate survey tool for customer feedback when you could be using a feature that's already built into your customer service tool?

You'll quickly see that "more is less", and that cutting the tools you barely use is an easy way to save time and cut costs.

02 Make sure everything works together seamlessly

The biggest challenge teams are facing with their current customer service tech stacks? According to 50% of support leaders, it's integrations between tools not working seamlessly.

Research published in the Harvard Business Review found that the average user spends almost four hours a week switching between apps. This "toggling tax," as they call it, adds up to five working weeks lost to context-switching in the course of a year.

So it's no surprise that 73% of support leaders say that the interoperability of their tech stack will be a priority in the coming year. Integrating the tools you use every day is a simple but effective way to help you save time, improve workflow efficiency, and protect your team's attention from the dreaded toggle tax.

To keep it even simpler, look for out-of-the-box integrations so you can get up and running with no engineers or code necessary.

And by integrating your everyday customer service tools with the core tools used by other teams such as sales and marketing, you can also create more comprehensive customer profiles that fuel better customer experiences, allowing your entire business to create a more cohesive and thoughtful customer journey overall.

" We've integrated Intercom with some tools that we've built internally, as well as some others like our POS system, ticketing system, CRM retail platform, and business development platform."

REBAG

Geronimo Chala

Chief Consumer Officer
at Rebag

03 Look for ways to measure (and report on) success

"Getting value for money" is a top goal for 45% of support leaders when they think about optimizing their tech stack. And with this renewed focus on ensuring tech stacks are more cost-effective and value-driving, you'll want to be confident that your customer service tools are delivering a clear return on investment.

However, almost a third of support leaders (31%) report "limited reporting capabilities" as one of the biggest challenges with their current customer service tech stack.

To ensure you're getting a good ROI from your customer service tool, look for one that offers reporting and can also integrate with your existing reporting tools to give you at-a-glance insights into how your team is performing.

This will allow you to dig in and track important numbers, such as how many conversations your team is handling, number of reopened conversations, and how effective the answers are (e.g. how many replies or reassignments it takes to reach a resolution). It can also give you deeper insights into things like which channel and what times are busiest, allowing you to adjust workloads and allocate resources to manage busy periods.

Then, as you streamline and improve your support tech stack, keep an eye on how your key metrics change. Are you seeing faster resolutions? Higher customer satisfaction scores? Fewer inbound conversations? More queries resolved without needing to talk to a support rep, through self-serve channels like articles or bots? All of these metrics can reveal valuable efficiency gains and cost savings.

Get ahead of the trends with Intercom

Ready to exceed customer expectations?

With automation, chatbots, integrations, and more, Intercom helps support teams all over the world streamline their workflows, manage their conversation volumes, and optimize their resources – all from one easy-to-use, central platform.

Hello, Paul.
How can we help?

Send us a message
Usual reply time is a few minutes

Search for help

Navigating around the app

Learning the basic functionality

Troubleshooting issues with accessing your account data

Exporting your data

Home   Messages   Help   News