

10 Powerhouse Customer Service Stats Every CX Leader Needs To Know

Customer service is evolving. These stats will help you keep up.

Competition is fierce. Customer demands are skyrocketing. And the economy's increasingly uncertain. These changes present new challenges for CX leaders and teams. So we've compiled 10 relevant (and surprising!) stats that illustrate today's evolving customer service landscape. These statistics will help you better understand your dynamic role – and make informed decisions that delight customers and ignite growth.



#1 Consumers have options. (And meteoric expectations.)

Customer expectations are at an all-time high, according to almost **90%** of CX leaders.¹

And if you don't deliver, the competition will.



#2 Customers are loyal to companies that listen.

70% of consumers will buy "exclusively" from brands that understand them on a personal level.²

What can we say? Personalization prompts purchases.



#3 Chatbots are a little too curious.

54% of consumers say their **#1** frustration with chatbots is the number of questions they're made to answer before being transferred to a live agent.³

Hi! This is chatbot. How can I help you?

Chatbot, I've had enough of the canned questions. I want to speak to a real human.



#4 The customer journey should be smooth sailing.

How critical is creating a seamless customer journey across assisted and self-service channels? **74%** of service executives say it's important or very important.⁴

Convenience. It shows you care.



#5 Customer churn is expensive (really, really expensive).

\$35.3 billion: the amount US brands lose every year due to unplanned churn caused by avoidable CX issues.⁵

Missed CX opportunities = missed revenue.



#6 The future of customer support is face-to-face.

Since 2020, video support has become **47%** more popular.⁶

Lights. Camera. Actionable solutions!



#7 Consumers have found their voice. (And they're using it.)

85% of CX leaders agree: customers are sharing their experiences – positive and negative – now more than ever before.⁸

And they're a lot louder about their negative experiences ...

Give me a great experience and I'll tell 9 friends.
But give me a bad experience? I'll tell 16!



#8 Everyone's connected – especially employees and customers.

There's a direct link between employee experience and customer experience, according to **85%** of decision-makers.⁹

Empowered employees create empowered customers.



#9 Customer-agent connections are critical.

Just 1. That's how many agents **83%** of customers expect to communicate with to resolve their complex issues.¹⁰

The last thing a frustrated customer wants to hear? "Please call back later."



#10 The market is shifting. And perspectives on CX are changing too.

40% of CX leaders say their company sees customer service as an expense – not a key driver of growth.¹¹

This statistic increased by almost **25%** in just one year!¹²



Bonus!

Despite company views, customer service is a key driver of growth.

89% of customers are more likely to become repeat customers after a positive customer service experience.¹³

Another name for CX professionals? Champions of customer retention.

So you've discovered the stats that are transforming the CX industry. Now, what can you do about them?

Should you ditch that chatbot? Ramp up your video support? Personalize every last piece of your customer journey? And what exactly can you do to ensure your employee-customer connection is strong enough to boost your business? (Hint: there's more to it than fostering employee happiness.) We reveal all the answers to these questions (and more!) over at the [Glance blog](#).



Discover exactly how to address – and leverage – these vital CX stats.

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