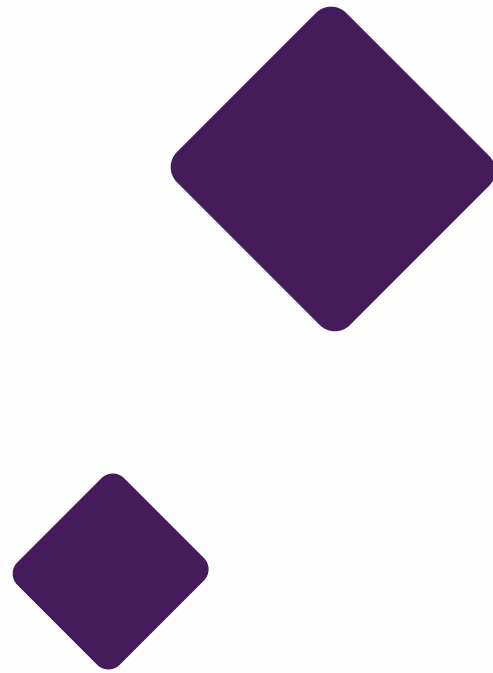




Service Relevance Report 2022

Can You Still Bank on Customer Loyalty?



Coveo introduced the Service Relevance Report in January 2021, and found that customers were disappointed by brand experiences.

In fact, 73% broke up with the brand after three bad experiences.

Twelve months later, we asked 4,000 consumers in the U.S. and U.K. if the situation had gotten better. What's more, we also looked at what triggered customers — by age.

Turns out, brand loyalties are at risk — for opposing reasons.

The Fraying Thread of Customer Loyalty

If we had to distill the current customer service landscape into a single word, that word would be *tenuous*.

Customers are losing patience — and jettisoning brands — with poor service, but the nuance of how and why different demographics choose to leave is more compelling.

Take traditional phone support: it's easy to claim that nobody wants to dial into a call center, but the data is far less definitive.

In our latest Relevance Report for Service, you'll find original research that paints a more nuanced picture of what modern customers really want from their service experiences.



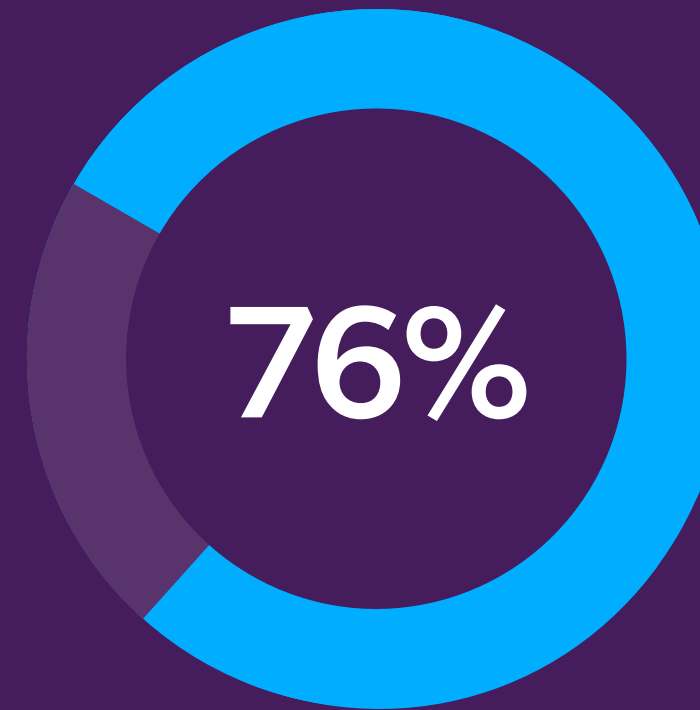
96%
of people say a negative
customer service experience
affects whether or not
they would buy from that
company again.



Customers Expect Excellence and They're Losing Patience Fast

Brands with substandard customer service can feel a lot of things when their customers churn, but surprised shouldn't be one of them. For years, we've seen a steady uptick in the rate at which customers will abandon a brand after a series of poor experiences. But now we are seeing "one-and-done" behavior emerging.

As to why customers have grown so impatient, two explanations come to mind: fatigue and robust competition. Customers are tired with overwhelming hoops and dead ends; and they know they have more choices than ever with respect to quickly finding what they need online.



of customers would drop a brand after just **three negative service experiences** — up from 73% last year.



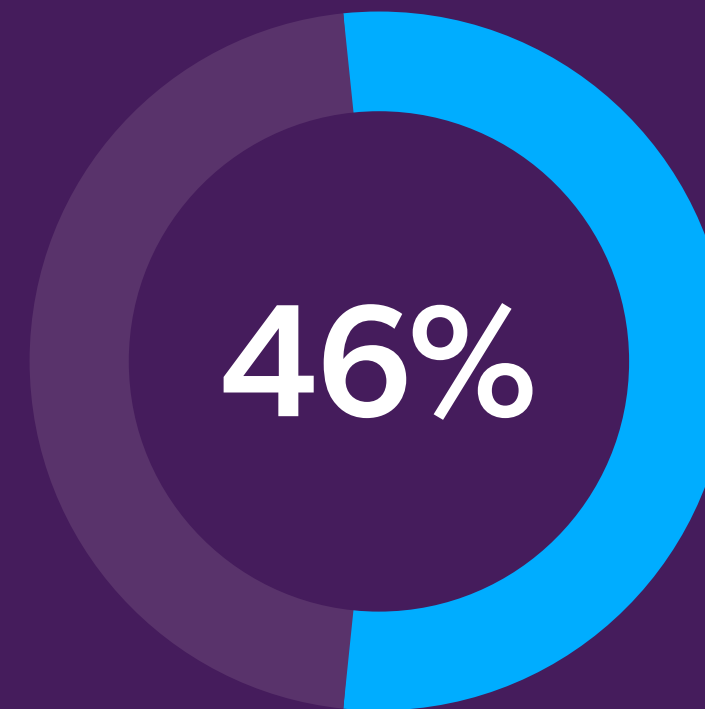
of customers would drop a brand after just **one negative service experience**.

Tip of the Iceberg: Bad Service Costs More than Companies Realize

Unhappy customers are putting less energy into suffering with poor service experiences. Why give time and effort toward a company that doesn't invest in superior customer service?

In particular, ghosting is becoming more rampant. Without giving any prior indication of dissatisfaction — no phone or email complaint, survey response, or social media mention — customers will simply leave.

This makes it difficult for companies to identify, anticipate, and respond to potential sticking points across the service journey.



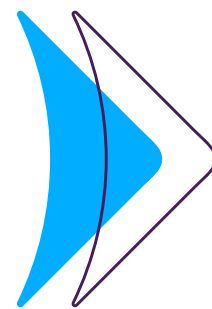
46% of customers rarely or never complain about bad experiences — up from 44% last year.



Balancing Self-Service and Contact Centers

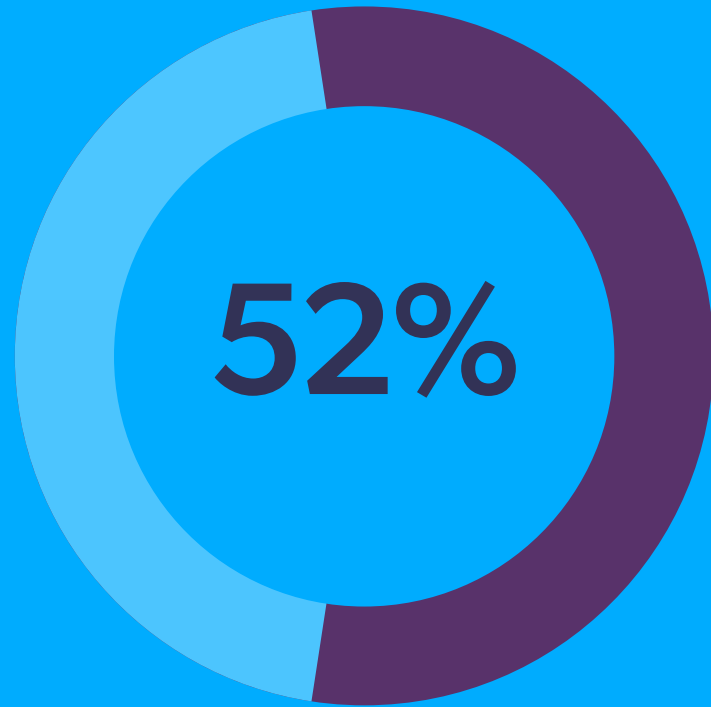
The increasing demand for timely self-service experiences is undeniable. For many customers, a simple online search can answer most of their questions, even the more complex ones. For businesses, self-service helps reduce customer friction, take pressure off the call center, and even drives down cost.

Yet, self-service alone is not enough. Overcommitting to call deflection can be a mistake. As our research shows, many customers end up in the call center anyway, either out of necessity or personal preference. Some people simply must get through to a human being — it's how they want to get help.



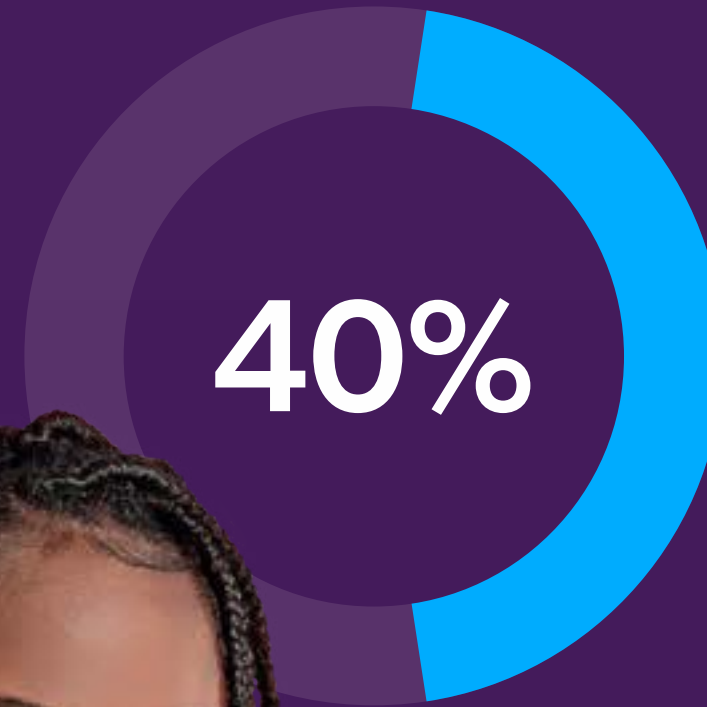
Companies must give due balance to self-service and contact centers, with the two working in tandem.

Baby Boomers



More than 52% of Baby Boomers will drop a brand if they can't speak to a person.

Generation Z



40% of Generation Z say they will abandon a brand if they can't resolve an issue on their own.



22%

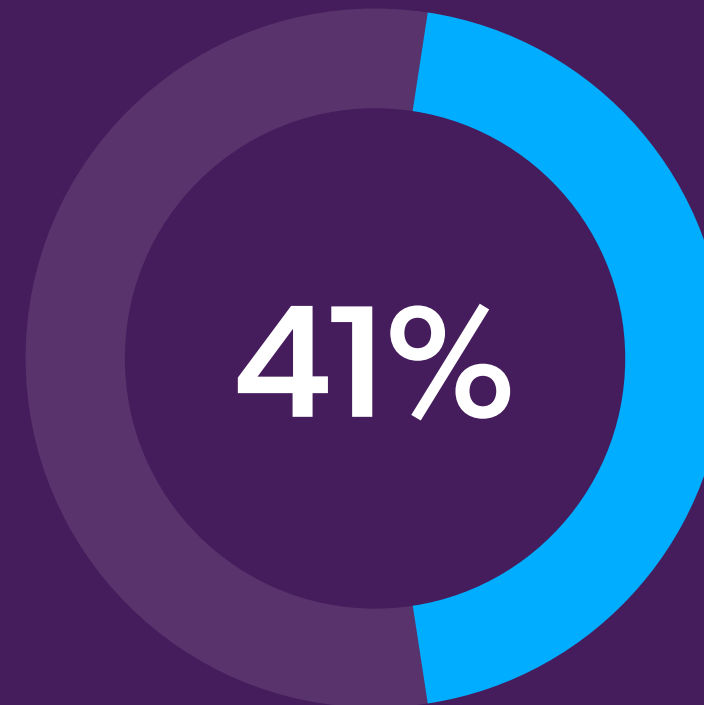
of customers would abandon a brand after getting conflicting information from customer service and support agents.



It's 2022 and Agents Are Still Buried

Across all of the demographics we surveyed, customers expect the service and support agents they interact with to be consistent, accurate, and fast. But how are agents supposed to meet this expectation when they're constantly sifting through irrelevant intel?

Despite tremendous advances in enterprise search, call deflection, and self-service — in call center technology, customer insights, and knowledge management — far too many agents still struggle to find the right information in the right moment.



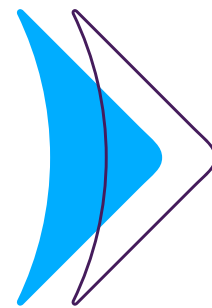
of the information that the average person working in customer support receives at work every day is irrelevant to their job role — a 65% leap over last year's report.



Anticipating Customer Intent

As these latest findings suggest, accounting for all nuances across every service journey remains a distinct challenge. Those journeys comprise disparate customer groups, each with their own expectations, alongside the many service and support agents working to serve them. Don't forget the various service channels and countless digital touchpoints available to customers.

To enrich service experiences (regardless of channel) with relevance at scale, **companies need the help of artificial intelligence (AI).**



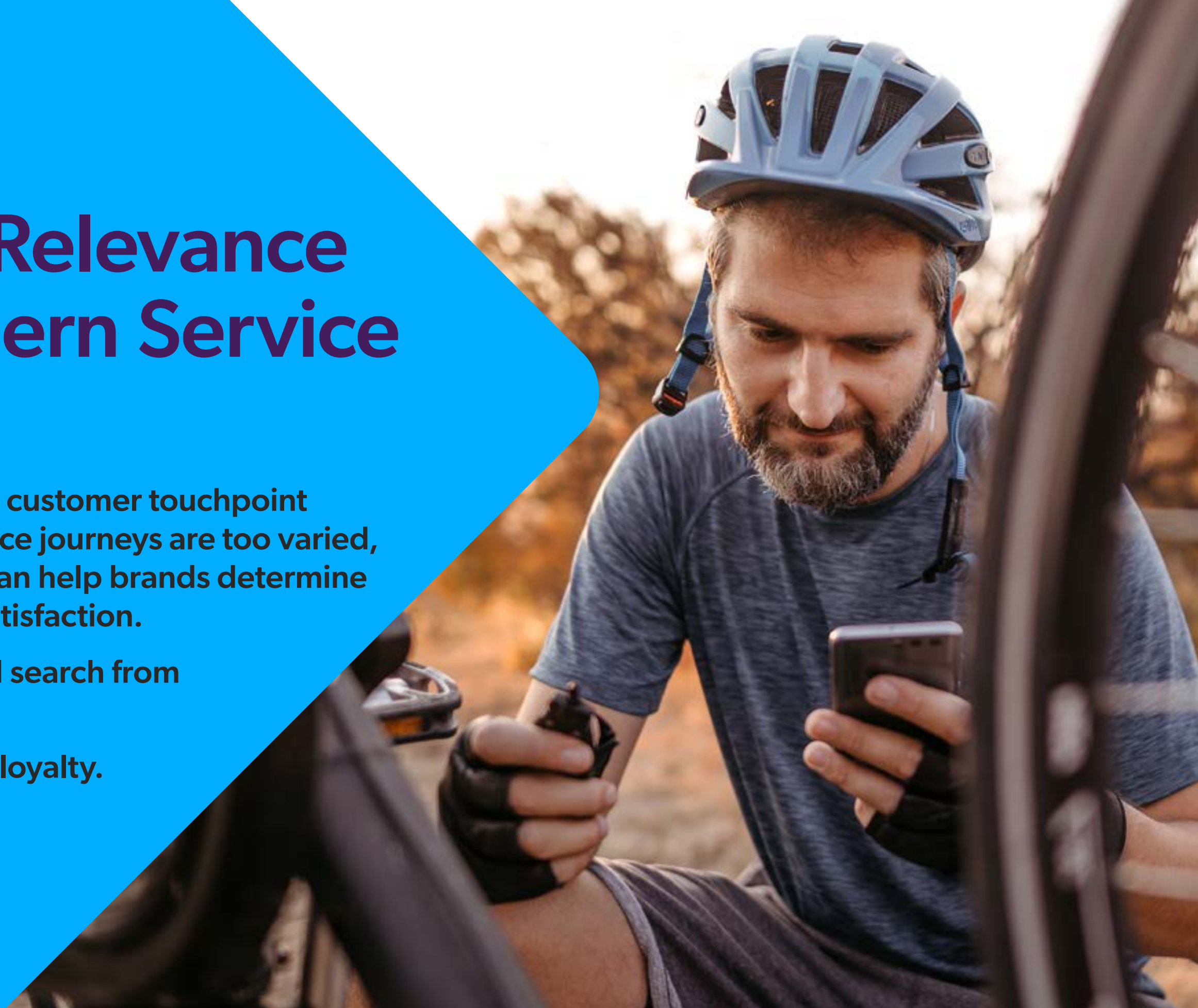
Self-service experiences must anticipate customer intent — while service and support agents must be empowered with timely, relevant answers.

AI-Powered Relevance for Ultramodern Service Experiences

No brand can account for every customer touchpoint 24/7 — at least not alone. Service journeys are too varied, non-linear, and ubiquitous. AI can help brands determine customer intent and improve satisfaction.

That's exactly what AI-powered search from Coveo is designed to do.

We help you bank on customer loyalty.

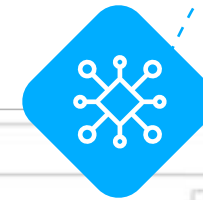


Understand Customer Intent. No Matter the Channel.



Understand what customers need and provide relevant content throughout the support journey so customers can resolve issues on their own.

Surface relevant information to call center agents to help them help customers better — and close cases faster.



Insights related to this case

Session Summary

RECENT CLICKED DOCUMENTS

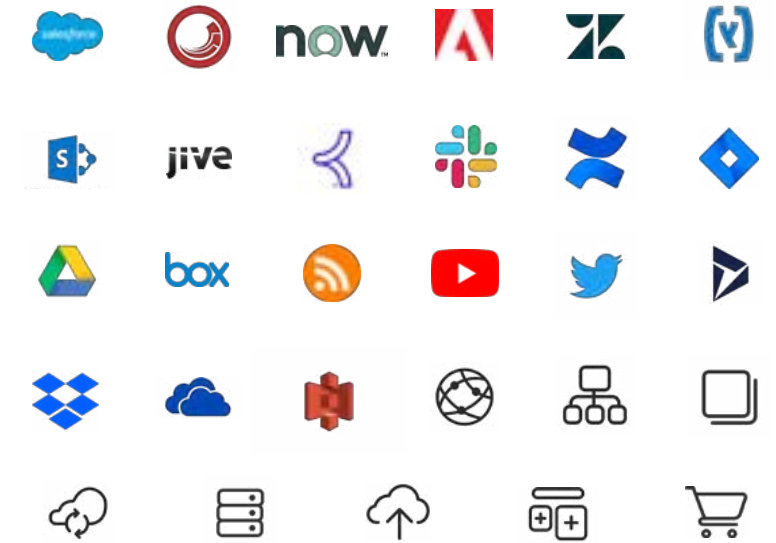
- Speedbit Koro User Manual.pdf
- VERSION 8.124
- Updating your Speedbit

RECENT QUERIES

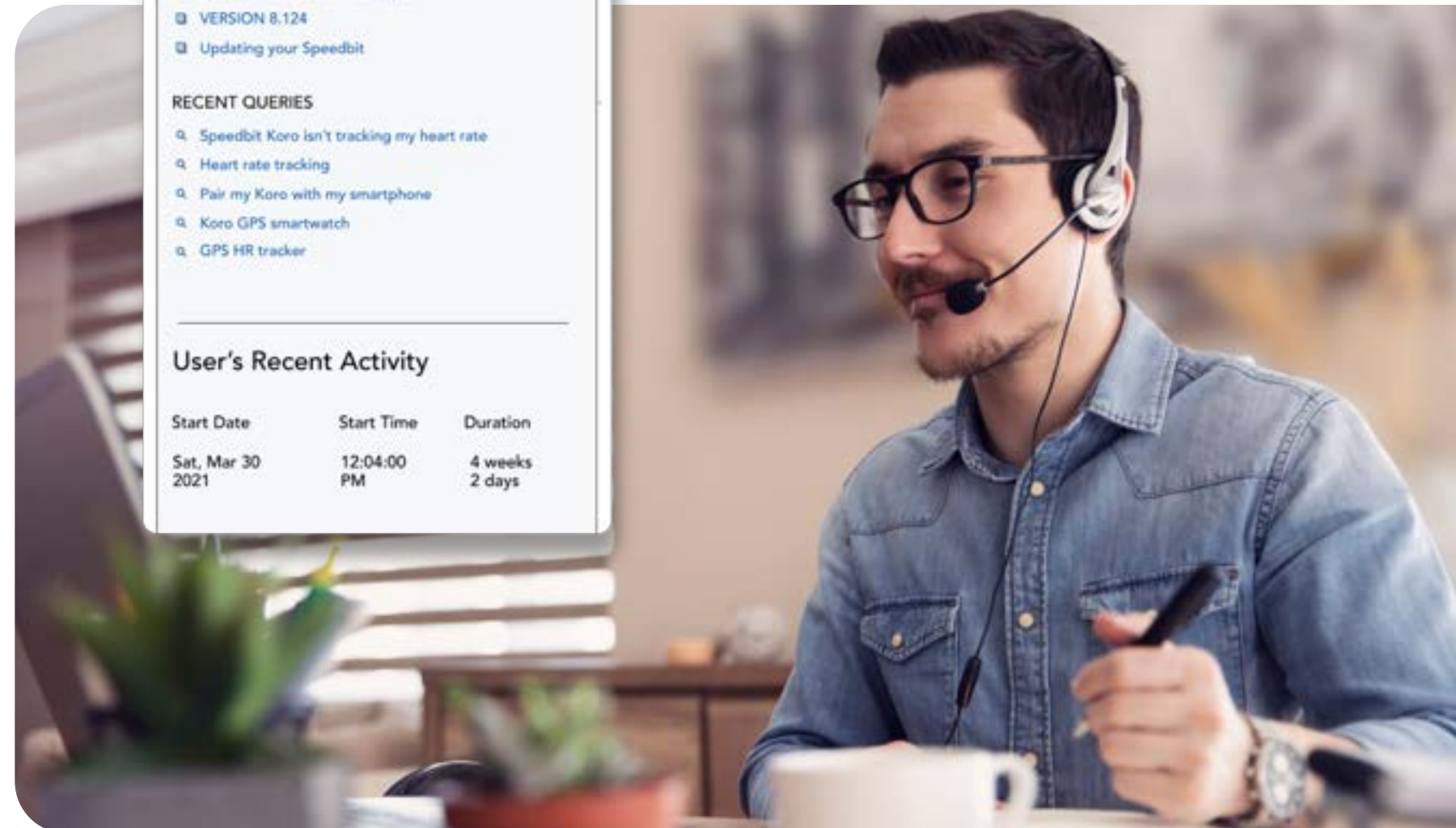
- Speedbit Koro isn't tracking my heart rate
- Heart rate tracking
- Pair my Koro with my smartphone
- Koro GPS smartwatch
- GPS HR tracker

User's Recent Activity

Start Date	Start Time	Duration
Sat, Mar 30 2021	12:04:00 PM	4 weeks 2 days



+10,000 more connectors



Methodology | As part of Coveo's 2022 Relevance Report in retail, Arlington Research was commissioned to undertake a study across the UK and USA to discover trends relating to Ecommerce, Customer Services, and the Digital Workplace. The survey comprised a nationally representative sample of the working population across both the UK and USA, with **4,000 adults aged 18+** taking part, evenly distributed between each country. All respondents were people who use a computer for their work, as a part of companies which contain more than 250 employees. This first instalment focused on trends relating to Ecommerce.



Learn more about Coveo

Coveo is the world's leading cloud-based relevance platform. The Coveo Relevance Cloud™ uses applied AI to deliver relevant experiences in all digital interactions, from search to recommendations to personalization.

Contact us



coveo.com