Engaging Your Consumers & Users in a Crowded Communication Landscape

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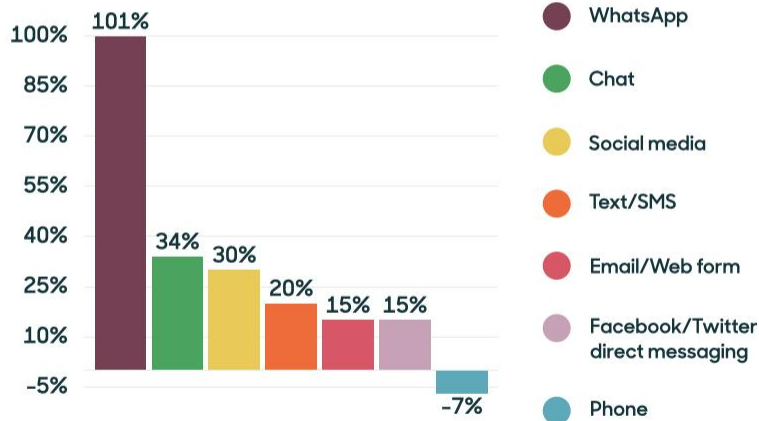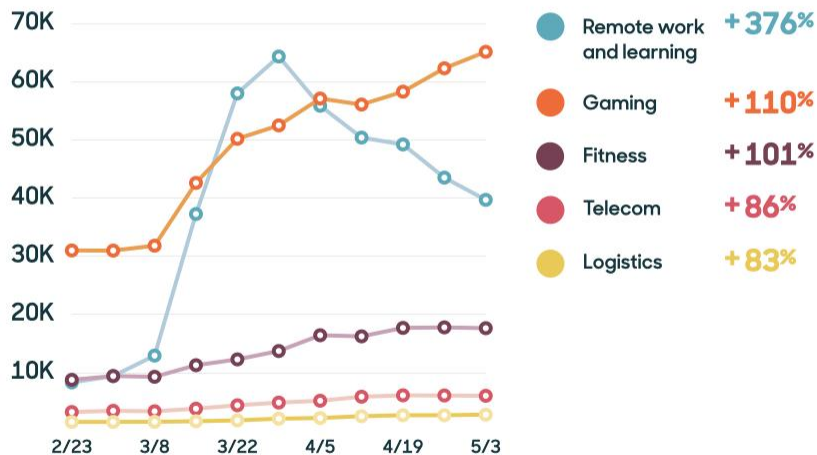https://www.linkedin.com/in/joejorczak/

May 12, 2021

First, let's take a look back to early 2020 …

Requests surged over messaging and chat, and customers turned to self-service

IN A CRISIS, WHICH CHANNELS DO CUSTOMERS TURN TO?

- 101% WhatsApp
- 34% Chat
- 30% Social media
- 20% Text/SMS
- 15% Email/Web form
- 15% Facebook/Twitter direct messaging
- -7% Phone

KEY SECTORS SAW SPIKES IN SELF-SERVICE VIEWS

- Remote work and learning **+376%**
- Gaming **+110%**
- Fitness **+101%**
- Telecom **+86%**
- Logistics **+83%**

2/23   3/8   3/22   4/5   4/19   5/3

Leading analysts recognize the consumer shift towards Messaging is real

12/02/2020

Gartner.

Predicts 2021: CRM Customer Service and Support

Published 1 December 2020 - ID G00736697 - 23 min read

By Analysts Brian Manusama, Nadine LeBlanc, Philip Jenkins, Pri Rathnayake, Jim Davies, Jim Robinson

- Messaging is rapidly becoming the preferred means of communication, thanks to the native messaging capabilities of text, multimedia and rich communication services, and to third-party messaging apps such as WhatsApp, WeChat and Facebook Messenger.

FORRESTER®

- **Asynchronous messaging gains traction**. These are interactions over channels like Apple Business Chat, Facebook Messenger, SMS, and WhatsApp, to name a few. Why? Messaging offers great customer experiences, as customers can move across channels and touchpoints and carry the conversation forward without having to repeat themselves. It's a rich experience that supports images and video. It's contextual to the customer's actions and journey. And it also makes customer service operations more effective as they don't have to staff agents to the precise peaks and valleys of engagement.

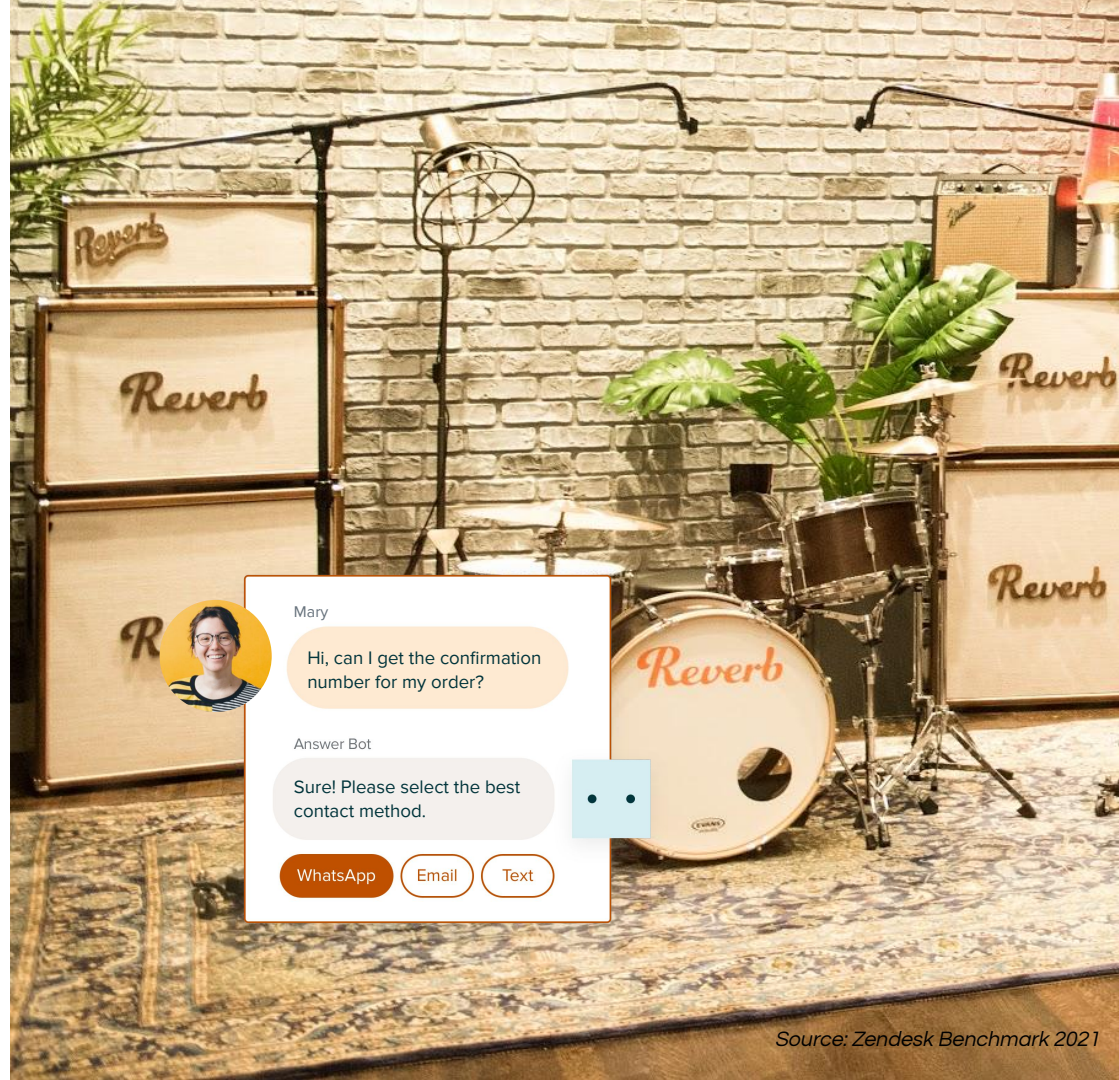# Customer engagement preferences are changing drastically as a result of the new reality we live in …
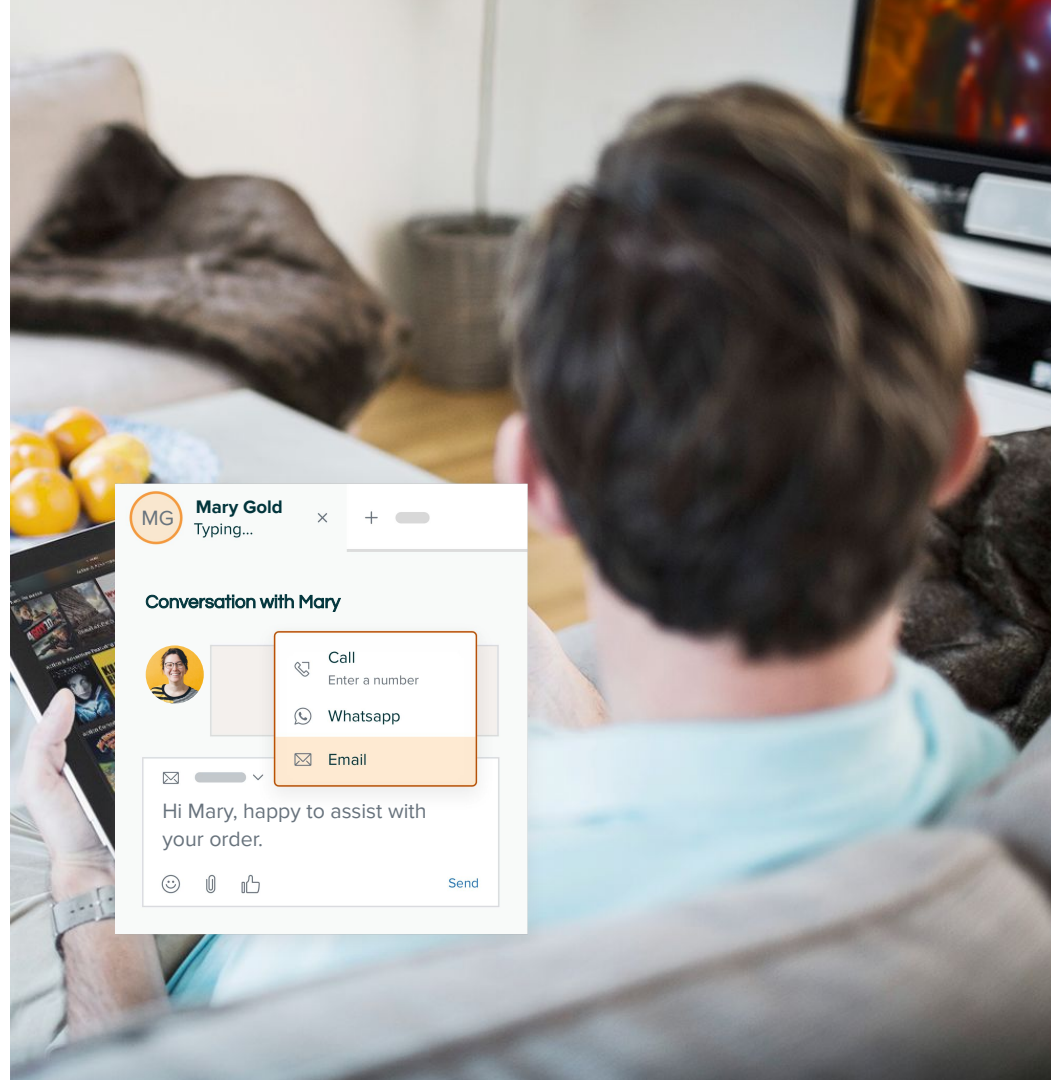
Messaging gets a boost as customers engage differently

64%

of customers have tried a new way to get in touch with customer service

Customers are now more likely to:

- **Message or chat** with a company
- Try to find answers with **self-service**
- Interact with **AI or a chatbot**

Mary

Hi, can I get the confirmation number for my order?

Answer Bot

Sure! Please select the best contact method.

WhatsApp   Email   Text

*Source: Zendesk Benchmark 2021*

Stuck at home, customers flocked to messaging

- It's seen the biggest spike in popularity
- It's the channel the largest share of customers tried for the first time
- Younger people (especially) prefer it:
  - → 1 in 3 people under 40 say social messaging is among their most preferred support options

26%
of customers tried **messaging** for the first time in 2020
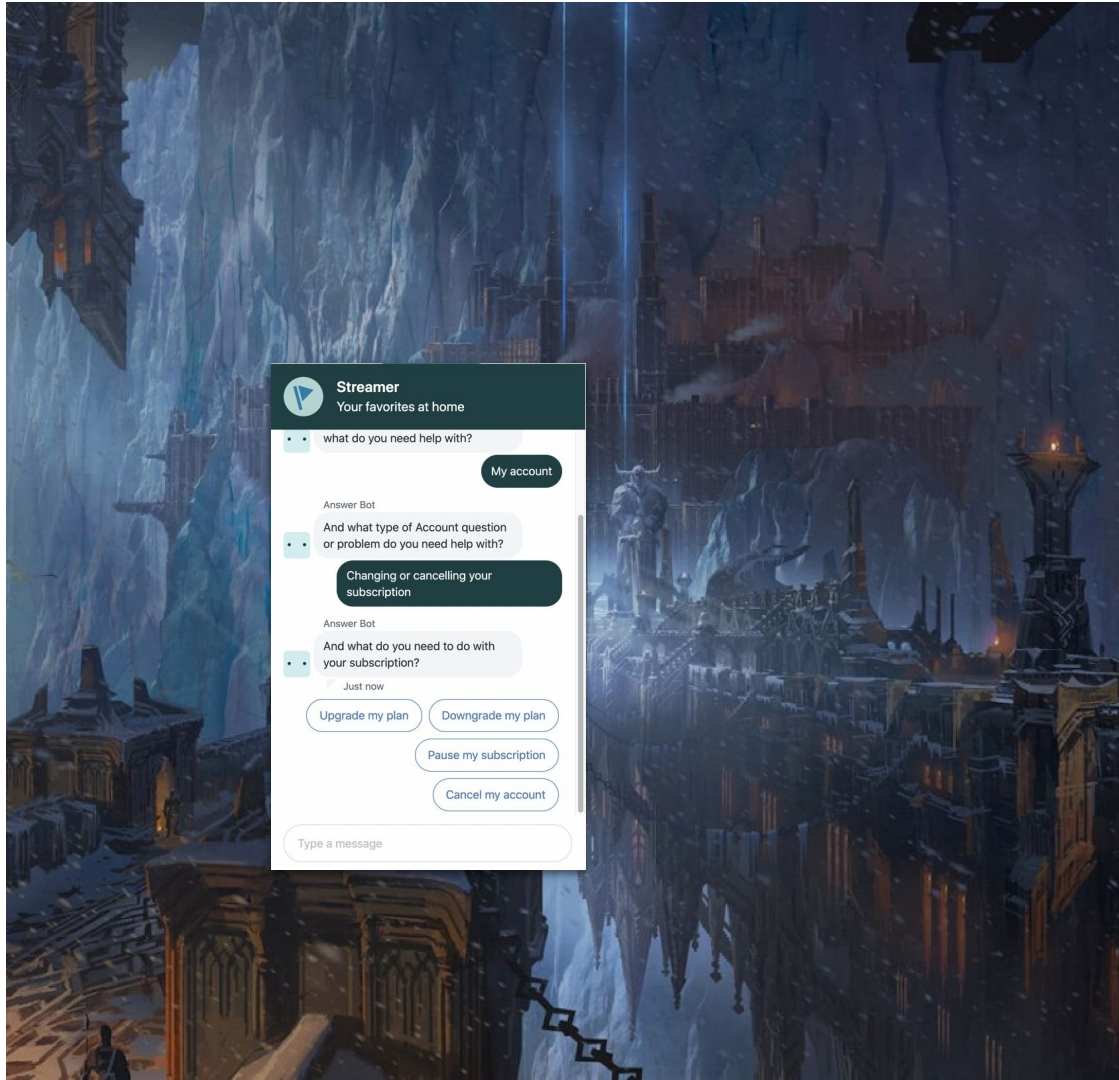
Companies meet customers where they are with messaging

- It's the channel companies most frequently added in 2020
- Agents prefer it to web chat: They'd rather have a conversation that persists
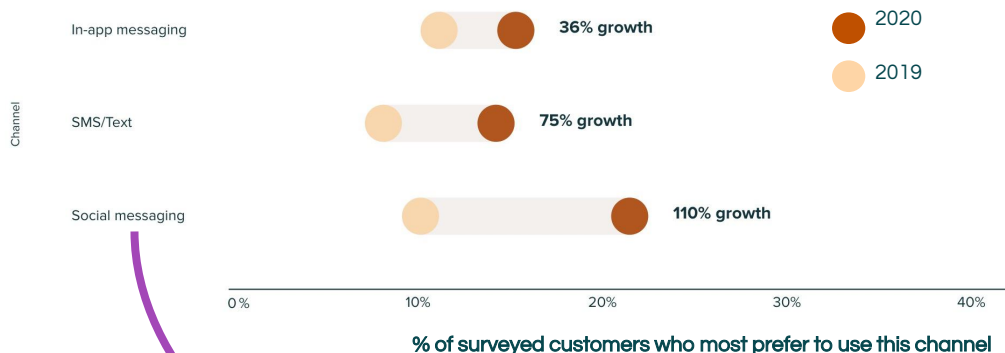
High performing teams are

42%

more likely to offer messaging

Messaging saw the biggest jump in popularity among customers

Which communication method do you most prefer to use for customer service issues?

Channel		
In-app messaging		36% growth
SMS/Text		75% growth
Social messaging		110% growth

2020
2019

0%   10%   20%   30%   40%

% of surveyed customers who most prefer to use this channel

110%

Growth in social messaging alone. Messaging has seen the biggest jump in popularity among customers.

Requests have surged over messaging channels

As customers communicated over messaging more in their personal lives, they also increasingly used it to talk to companies about support requests.
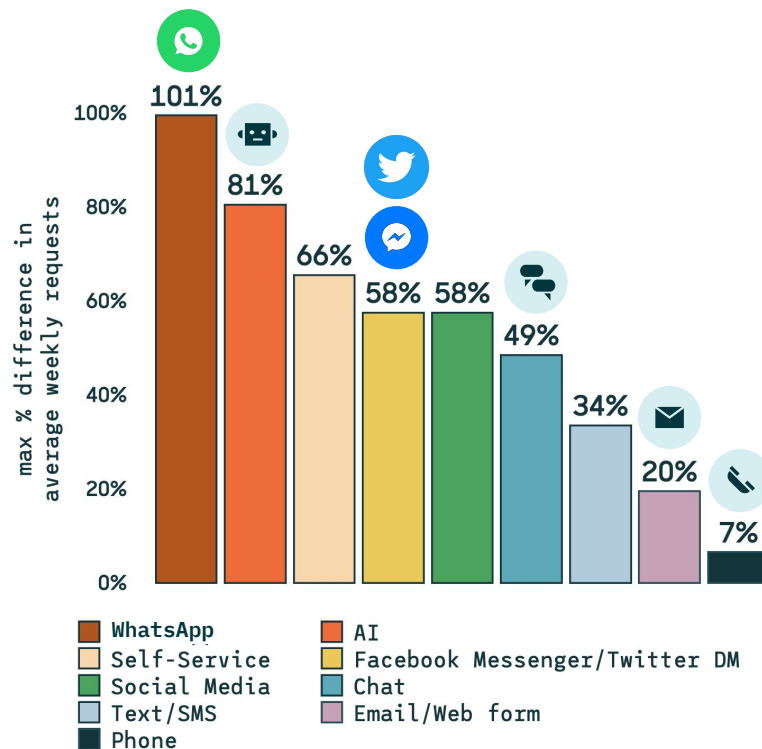
Global changes in messaging requests
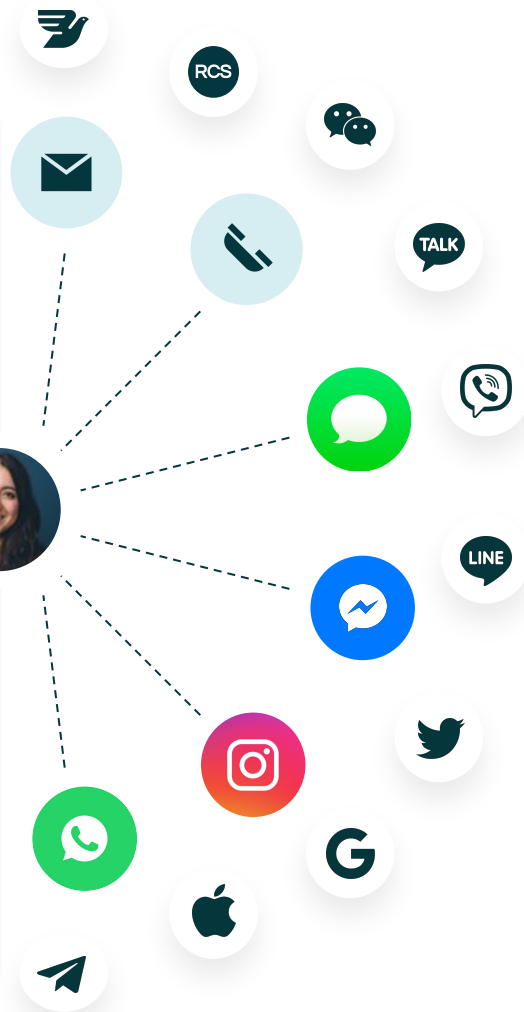
WhatsApp +101%

FB/Twitter: +58%

Text/SMS: +34%
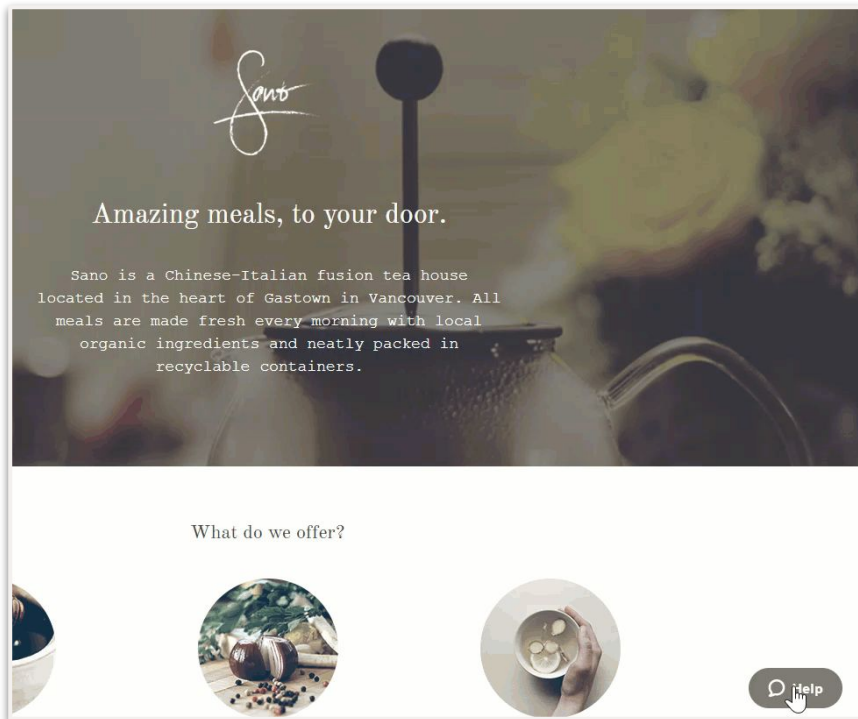
Conversations spike over messaging apps

max % difference in average weekly requests

- WhatsApp
- Self-Service
- Social Media
- Text/SMS
- Phone
- AI
- Facebook Messenger/Twitter DM
- Chat
- Email/Web form

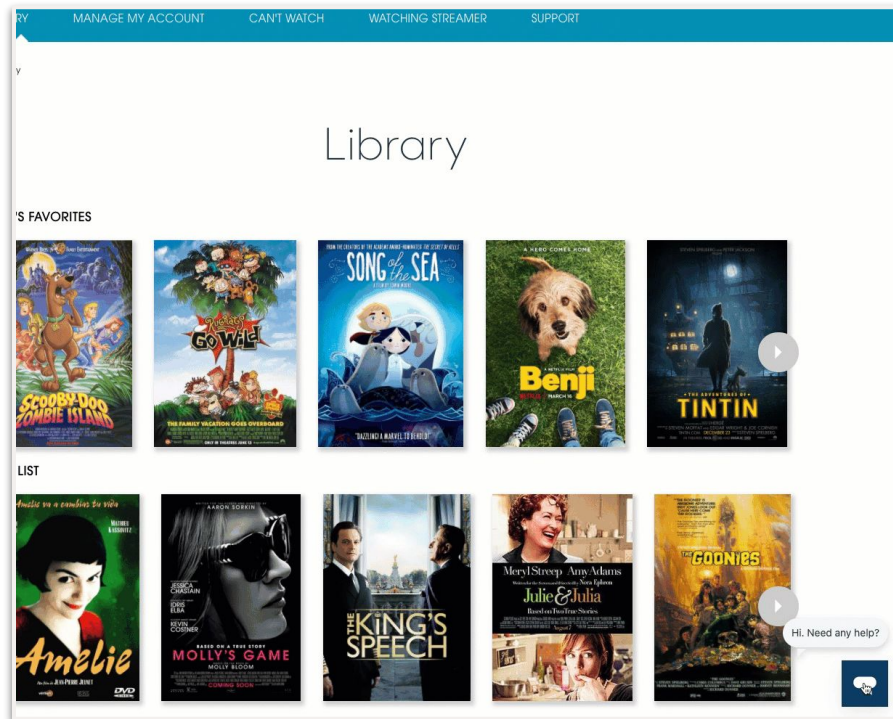Values shown on bars: 101%, 81%, 66%, 58%, 58%, 49%, 34%, 20%, 7%

Messaging is more than your traditional website chat experience
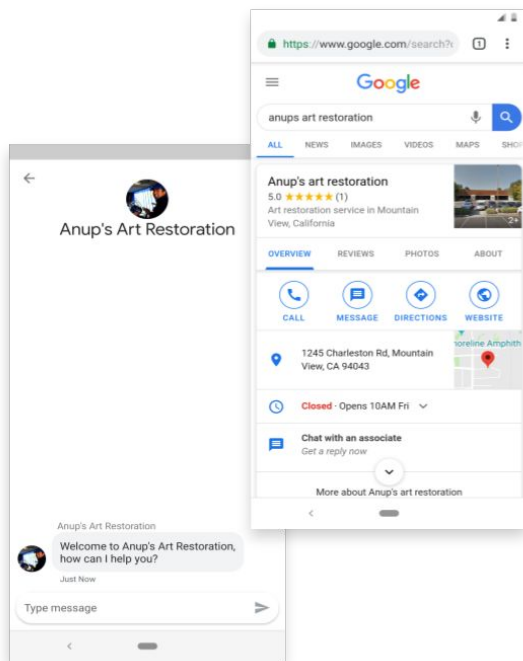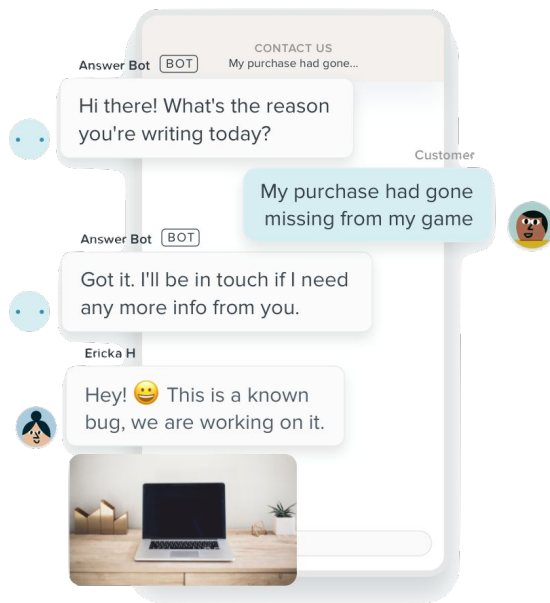

CHAT

SYNCHRONOUS & SESSION-BASED

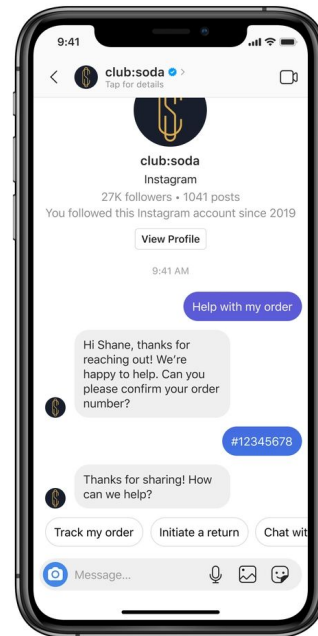**MESSAGING**

ASYNCHRONOUS & PERSISTENT

Messaging is embedded in the entire customer journey

SEARCH INTEGRATION
Apple Business Chat &
Google Business Messenger

UNITY SDK
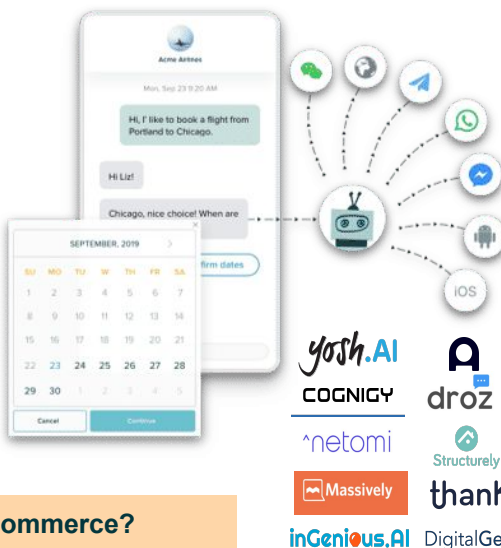In-app support for games

INSTAGRAM
(and embedded voice)

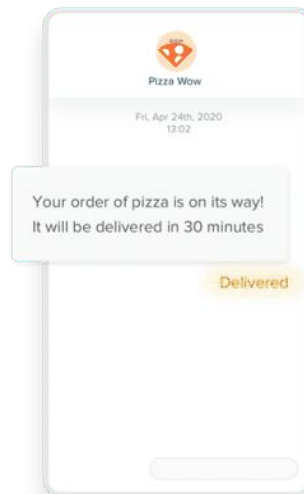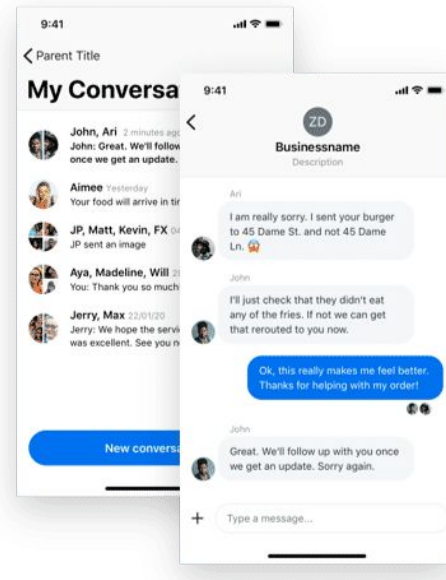# With Messaging you can extend and customize the experience

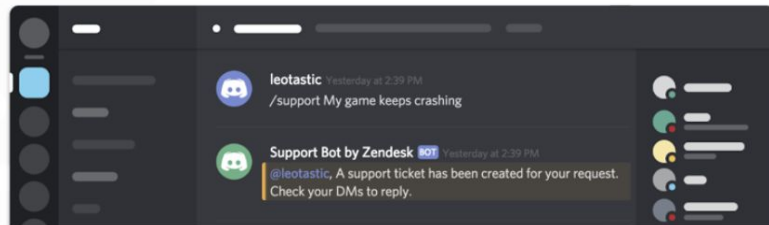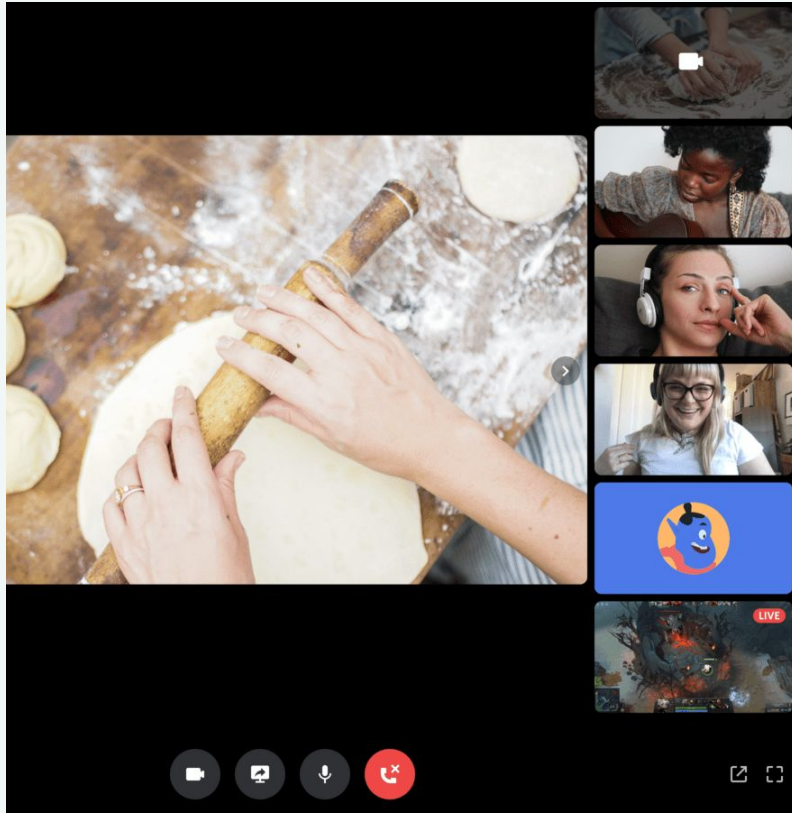THIRD PARTY INTEGRATIONS

THIRD PARTY BOTS & AI

PROACTIVE MESSAGING

GROUP MESSAGING

Spotlight: What is conversational commerce?

Conversational commerce is how messaging interacts with e-commerce. Customers want to ask questions, conduct research, and get support — and according to research by Facebook, 75% of these shoppers actually make a purchase.

DISCORD

The all-in-one voice, video, and text chat for gamers that's free, secure, and works on your desktop & phone.

CHALLENGE

Demand for Discord's service skyrocketed outside of gaming circles when much of the world began sheltering in place due to the COVID-19 pandemic.

SOLUTION

Discord easily managed the unprecedented surge in queries thanks to an early decision to make big investments in automation, deflection, and AI using Zendesk Support, Guide, Gather, and Answer Bot.

RESULTS

Customers quickly and easily get the answers they needed, while freeing agents to focus on more complex, high-priority conversations.

162 Agents

13 Languages supported

10% Ticket deflection rate

70% Increase in help center pageviews post-COVID

If you haven't already, it's time to get started

IT'S CONVENIENT

Messaging is convenient and it fits their communication style

"9 out of 10 customers want to message a business"
Source: Statista

IT'S FAST

It resolves issues faster and reduces costs with bots and third-party integrations

"74% of customers report interacting with a bot before reaching an agent"
Source: Zendesk CX Trends

IT'S PERSONALIZED

It offers rich, interactive conversations that are tailored to a customer's personal requirements

"Three quarters of customers expect personalization"
Source: Zendesk CX Trends

thank you

zendesk

Media and Entertainment

In 2020, media and entertainment companies faced exceptional challenges. Adapting to a world reshaped by COVID-19 has meant significant changes in how businesses are run, and how customers interact with brands.
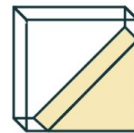
In Zendesk's third annual Customer Experience Trends Report, media and entertainment companies reported major disruptions to the way they work:

83%
implemented new tools or processes

50%
manage remote staff

34%
had to lay off employees

That's a lot to handle at once. And these companies are managing all that while also seeing a 25% increase in customer engagement. It's no wonder that 77% of agents report feeling overwhelmed.

Meeting customer expectations is hard right now. This year's report reveals five trends that are helping customer experience (CX) leaders set a high bar.

https://www.zendesk.com/media/
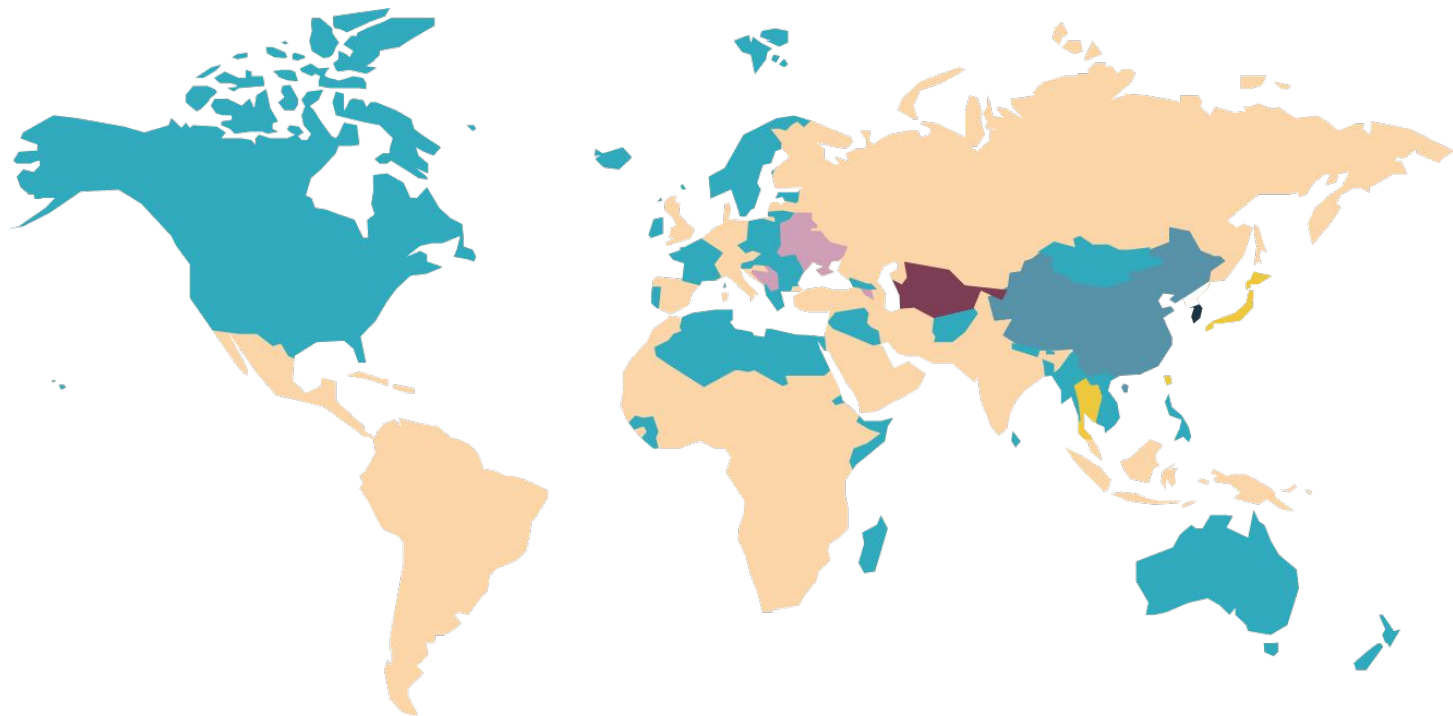
TOP MESSAGING APP IN EACH COUNTRY

WHATSAPP

FACEBOOK MESSENGER

VIBER

WECHAT

LINE

KAKAOTALK

IMO

hygge-zendesk.com/streamer

Incognito

Streamer

LIBRARY   MANAGE MY ACCOUNT   CAN'T WATCH   WATCHING STREAMER   SUPPORT

Home | Library

⚠ Unable to stream content, no available devices.   **GET HELP NOW**   ✕

KID'S FAVORITES

MY LIST

Streamer
Your favorites at home

Here is an article that tells you a little bit about all our plan types.

What are all the subscription plan options?
We have 3 Streamer subscription plans available - Basic, Premium & Unlimited. A Basic subscription is $5.99 per month. Pr...

View article

Was this helpful?

Yes, problem solved

Answer Bot

Great. Knowledge is power. You can ask me another question at any time.

Start over

Answer Bot

● ● ●

Type a message

✕