

January 2022

Information on: European Customer Service Excellence survey

NGCS - *Digital Customer - Customer & Marketing*

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Digital



Introduction of the European Customer Service Excellence survey - 2022

With participation across Europe and from various industries, the Customer Service survey can provide you with new valuable insights regarding the **overall situation** and **future direction** of customer service. By responding, you will gain access to the final report and together we can work on how you can utilize the findings for your company!



What is in plan and why?

- To distribute a European (14 countries) Customer Support survey to gather data and analyze insights on;
 1. the **status** and getting the **overall picture** on how clients in various industries handle their Customer Service business in SE (and the Nordics)
 2. specifications on **trends** and directions of Customer Service developments in the future (e.g., self-service)
- To distribute this survey on a yearly basis to ensure traceability, also catering for additional questions added based on industry needs and continuous development



What can you as a company gain from participating?

By participating in the survey, **you** and your **company** will;

- Gain consolidated insights from Deloitte's analysis of relevant Customer Service data from:
 - your industry
 - related/other interesting industries
 - Nordic and European insights
- Be able to benchmark and find inspiration on how to **develop** and **improve your Customer Service business** based on your **company-specific needs** with your Deloitte contact and the Deloitte Next Generation Customer Support CoE (Center of Excellence).

Reach out to us and we will provide you with a presentation of the findings based on your specific area of interest!

Survey overview

- ✓ 32 survey questions
- ✓ 10 minutes to respond
- ✓ Anonymous – company is optional, and industry belonging is one of the questions

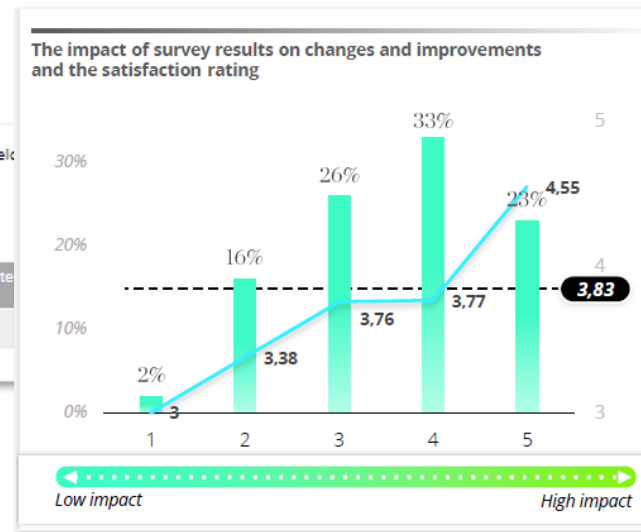
The survey is divided in 6 sections:

1. Information about the customer service department
2. Customer service employees
3. Tools, technology and channels
4. Feedback from customers and evaluation
5. Plans and organization
6. Information about the respondent and general data

Example questions and results from 2020

10. What is the impact of information included in the surveys and their findings on the planned changes or developments?

Please rate on a scale of 1 - 5.



26b. What actions can clients take within the self-service option?

Please select all answers that apply.

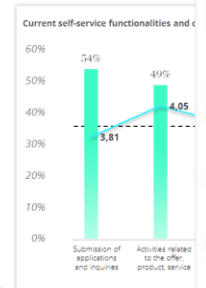
- Downloading documents, e.g. invoices, duplicates
- Actions related to personal data
- Searching for help articles
- Actions related to the offer, product, service (purchase)
- Submitting applications and enquiries
- Other. Please specify

Self-service - a non-contact form of service as an investment and a response to the need for independence of customers

In the context of the most frequently indicated priority of Customer Service Departments, i.e. investment in self-service, it is worth looking at the currently available functionalities of portals through the prism of assessing customer satisfaction.

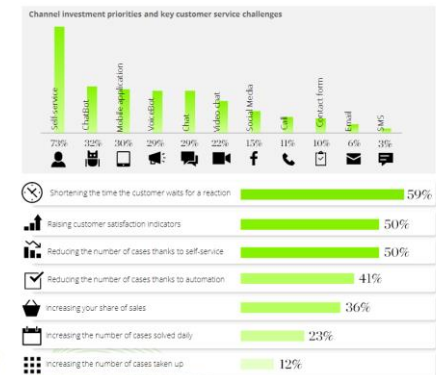
- Submission of applications and enquiries
- Activities related to the offer or product
- Knowledge base

Providing the same interface elements and the same knowledge base to clients and agents will maximize the return on investment in the self-service channel and improve the consistency of customer service across channels.



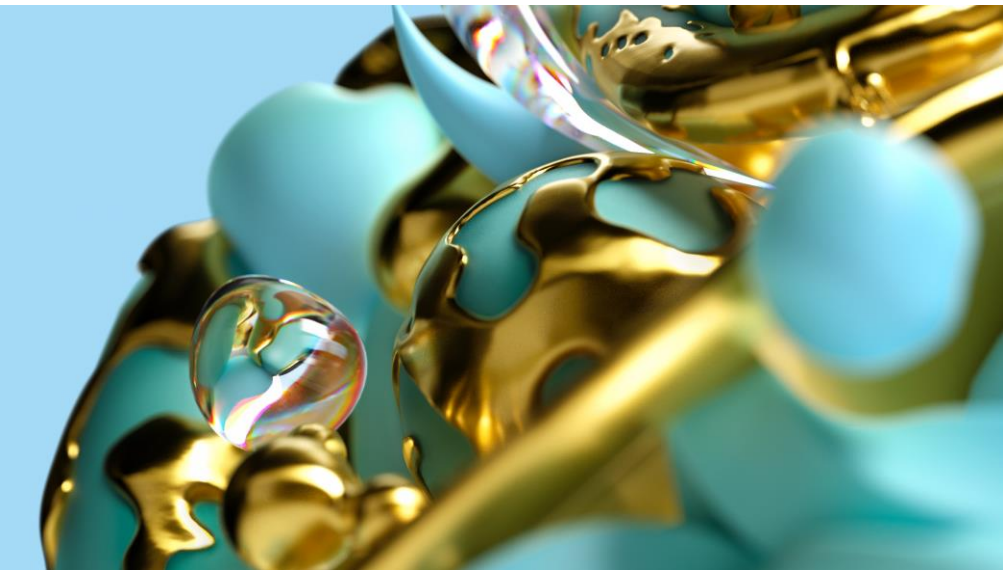
Companies want to invest in channels that improve the resolution of repetitive and simple cases

- Planned investments in contact channels:
- 'Metachannels', i.e. self-service and mobile applications that allow you to solve cases on your own and also contact with CSD via chat and forms (86%)
 - Modern conversations based on the use of artificial intelligence (chatbot, voicebot) and video (53% in total). For 79% of companies planning to implement chat, ChatBot is not a priority
 - Traditional channels which include a phone call, SMS, e-mail and contact form, are not treated with priority in total 22% of respondents vs 14% for modern channels - chat, self-service, bots, application)



How can we help you shape a better customer support future?

We are continuously building our expertise in helping clients to realise a seamless Customer Experience across channels and platforms by **identifying, driving through the journey** and succeeding with **meeting key objectives**.



- > We gather and analyze trends to generate insights on how to **optimize customer support businesses**
- > We **identify core capabilities and gaps** within the organisation and the technology.
- > We analyze facts and customer data to enable **data-driven decisions** that align with strategic business goals.
- > We create actionable **customer and employee journeys** that drive business growth.
- > We implement **new ways of working** as well as support the implementation of technology.
- > We focus on change orchestration to enable the **customer experience transformation**.

Deloitte is the leading service provider within Customer Transformations

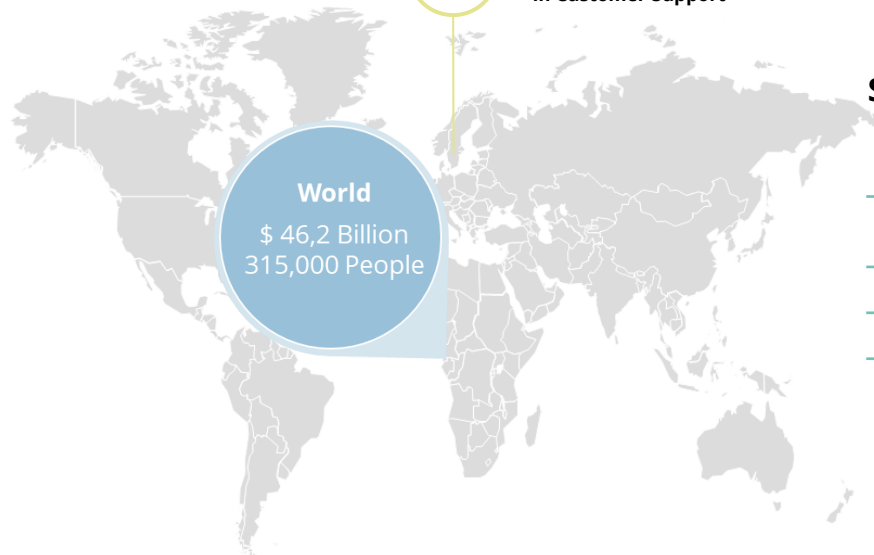
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DELOITTE GLOBAL

Deloitte is a global firm offering multidisciplinary professional services in consulting, audit, accountancy, financial advisory, tax and law.



Nordics is home to a Center of Excellence (CoE) in Customer Support



DELOITTE CONSULTING

Our vision is to be a standard of Excellence by providing differentiated service with high added-value that allow us to stand out of the competition in the marketplace.

Strategy, Analytics and M&A

- Strategy & Business Design
- Analytics & Cognitive
- Mergers & Acquisitions

Customer & Marketing

- Customer Strategy & Applied Design
- Marketing, Commerce & Content
- Digital Customer
- Next Generation Customer Support CoE

Business Operations

- Operations Transformation
- System Engineering
- Cloud Engineering
- Industry Solutions

Enterprise Performance

- Finance & Performance
- Supply Chain & Network Operations
- Technology Strategy & Transformation
- SAP

Human Capital

- HR Transformation
- Organization Transformation
- Workforce Transformation



Thank you.

Digital Customer - SE

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