

# THE RISE OF SEARCH-BASED APPS FOR CUSTOMER SERVICE & SUPPORT



## CUSTOMERS EXPECT "EFFORTLESS" EXPERIENCES

96%



...feel more disloyal to a company when put through high-effort experiences

77%



...say that valuing their time is the most important thing a company can do to provide good service

65%



...prefer web self-service

Reduce Effort. Make Support Easy for Everyone!

## WHY COMPANIES CAN'T DELIVER

### Many Forces At Work



### Case-Resolving Information Is Everywhere

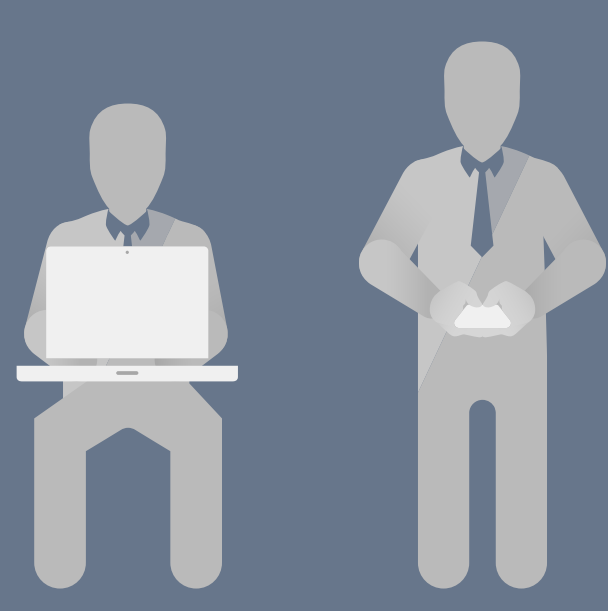
Most Common Self-Service Resources



Most Common Sources Used by Agents



### Customers & Agents Are Working Too Hard To Find Answers



Customers



Support Agents

Waste time looking in many places for relevant content

60%

of customer-facing knowledge bases do not offer access to external content

Can't find answers

79%

of companies do not proactively suggest content on customer self-service channels

Access 4-11+ systems to find case-resolving information

61%

of workers access min. 4 systems to find information they need

Don't always know who to ask for help

2/3

of companies have no capabilities for expertise finding

Case Escalation

75%

of customers who experience frustration with online self-service will escalate the issue to more expensive channels e.g. contact center

Cost Per Incident

2X

increase in cost when a case is escalated from L1 to L2 or beyond

## SEARCH IS TRANSFORMING CUSTOMER SERVICE

Search-based apps reduce effort by connecting information from across a company's entire ecosystem and deliver it to customers & agents in context



Empowered Customers



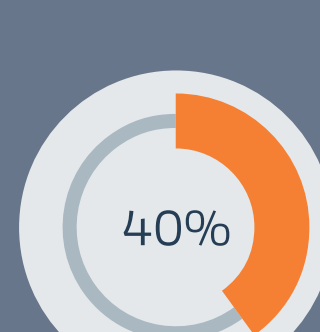
Proficient Support Agents

- Unified view of relevant content for the task at hand
- Proactively recommended helpful content and experts who can help

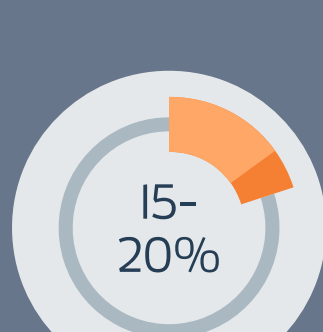
...deliver real, measurable results

### Self-Service

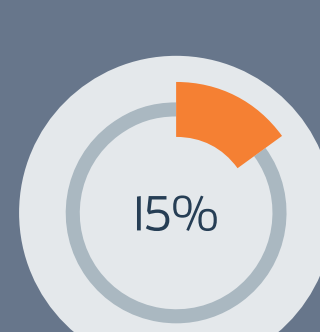
### Contact Center



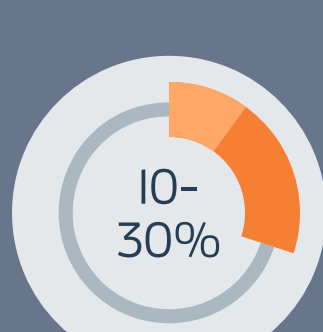
Self-Service Usage



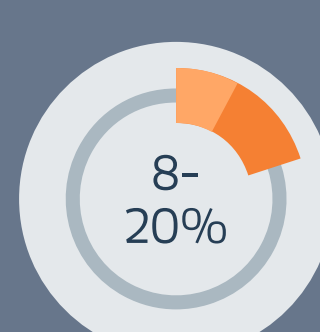
Contact Center Capacity Due to Increase in Productivity



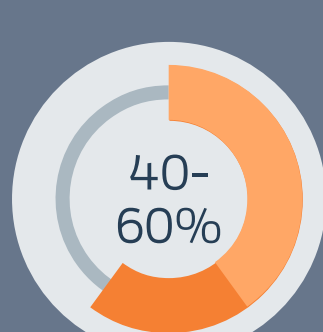
Customer Satisfaction



First Call Resolution



Number of Support Calls (Improved Call Deflection)



Case Escalations

#### Sources

- The Effortless Experience, CEB, 2014
- Search-Driven Knowledge & Salesforce to Power Customer Service, Coveo, 2014
- Channel Management: Core to Your Customer Service Strategy, Forrester Research, 2015
- Websites That Don't Support Customers' Goals Waste Millions, Forrester Research, 2010
- Knowledge Management Will Transform CRM Customer Service, Gartner, Inc., 2014
- Knowledge Management: Unlocking Hidden Value of Information Using Search & Text Analytics, IDC, 2014
- The State of Knowledge Management: 2014, TSIA, 2014
- The State of Unassisted Support: 2014, TSIA, 2014

Visit [www.coveo.com/salesforce](http://www.coveo.com/salesforce) for more on how search-powered apps improve the self-service experience and empower agents to get to the right answers faster.