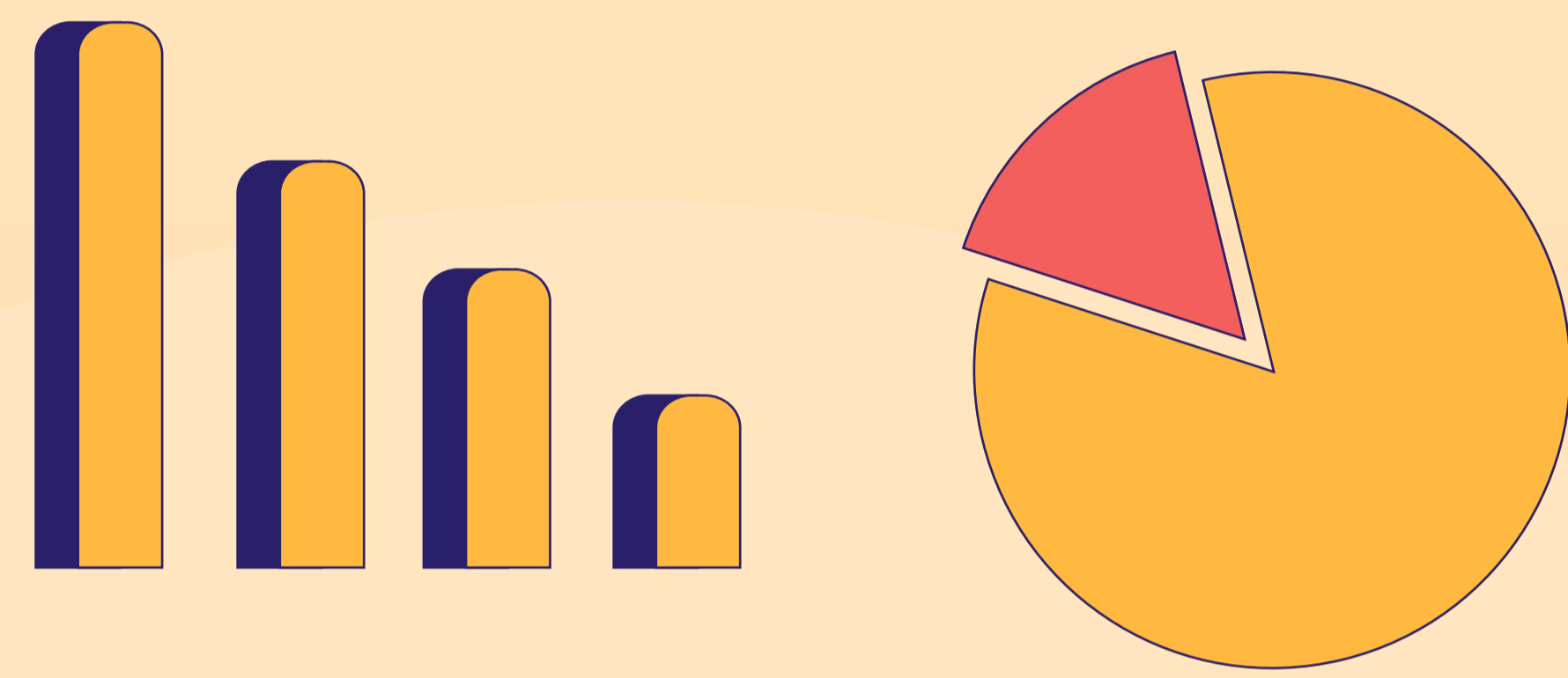




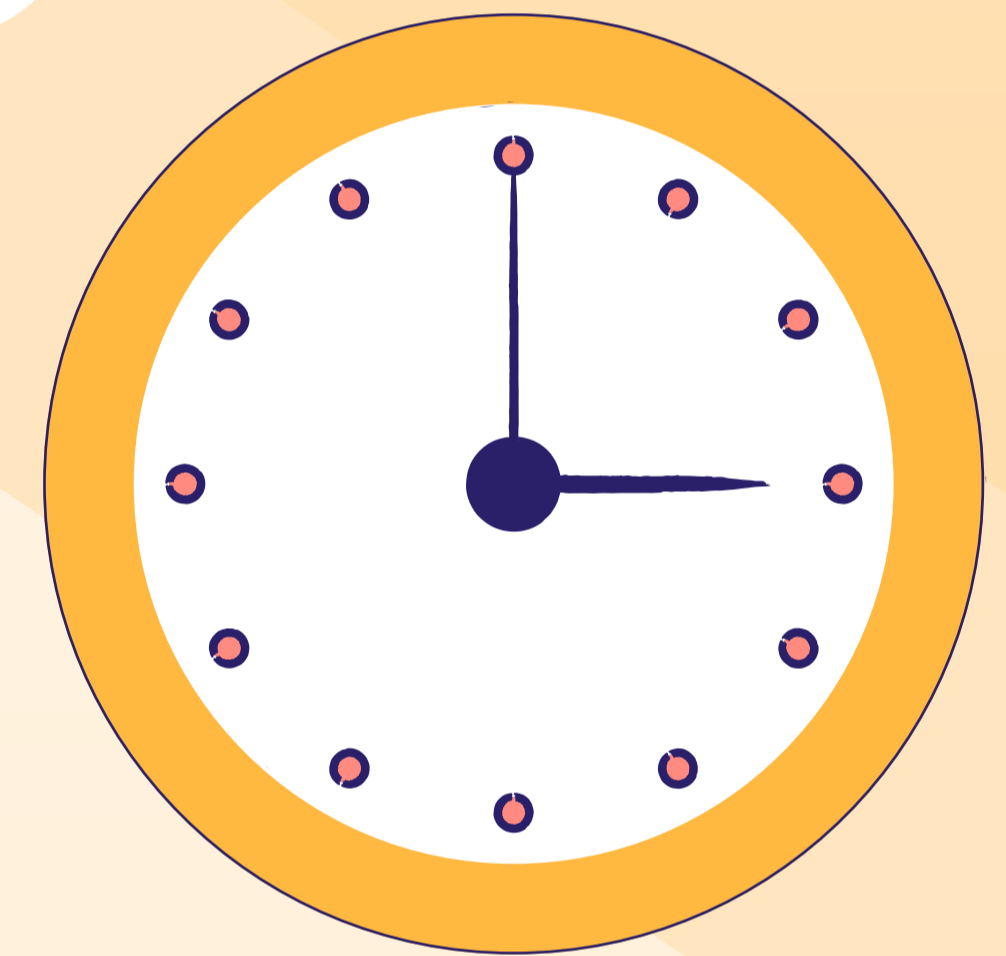
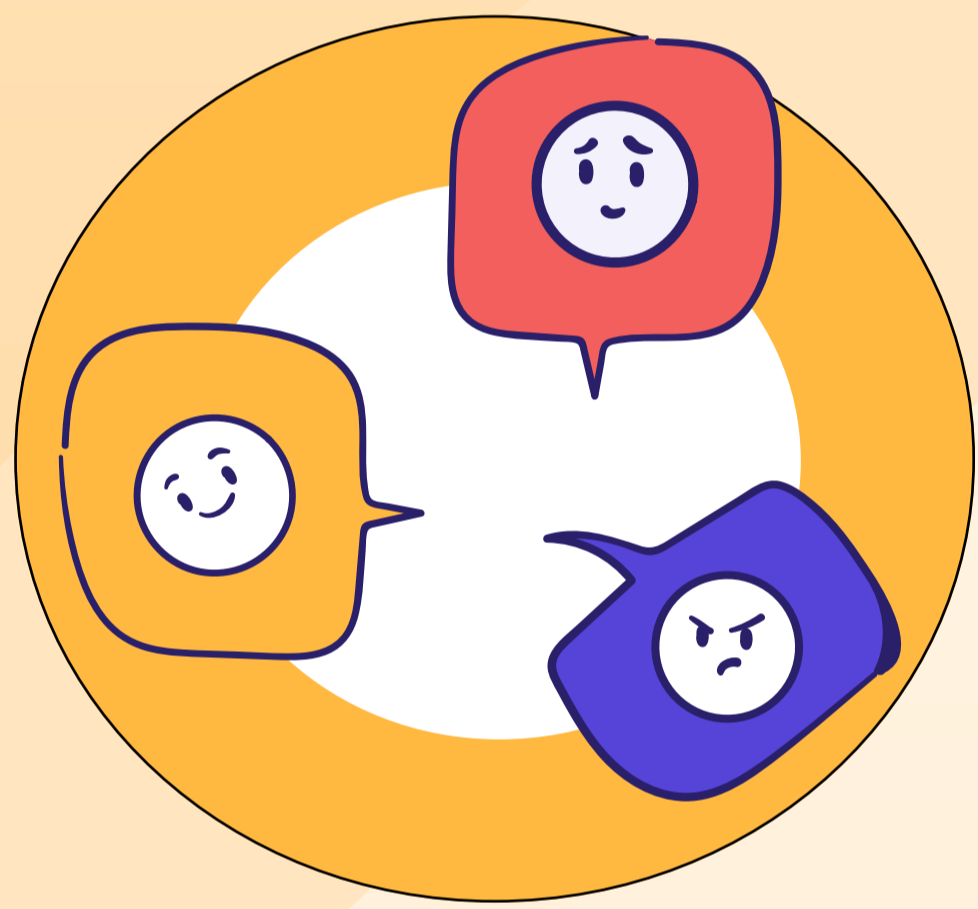
# 2024 Guide to Customer Service

## Benchmarks & Best Practices



CSAT

FRT



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# See where you stand



To get better at delivering a seamless customer experience to your customers in 2024, it's important to first see where you stand compared to others in your sector. Our report dives into **data from over 240 companies operating in 8 different industries, covering more than 30 million conversations**. You will be able to assess your performance against industry peers. Plus, we provide seven strategic recommendations designed to enhance your customer service and really get ahead of your competitors this year.



# Benchmark report

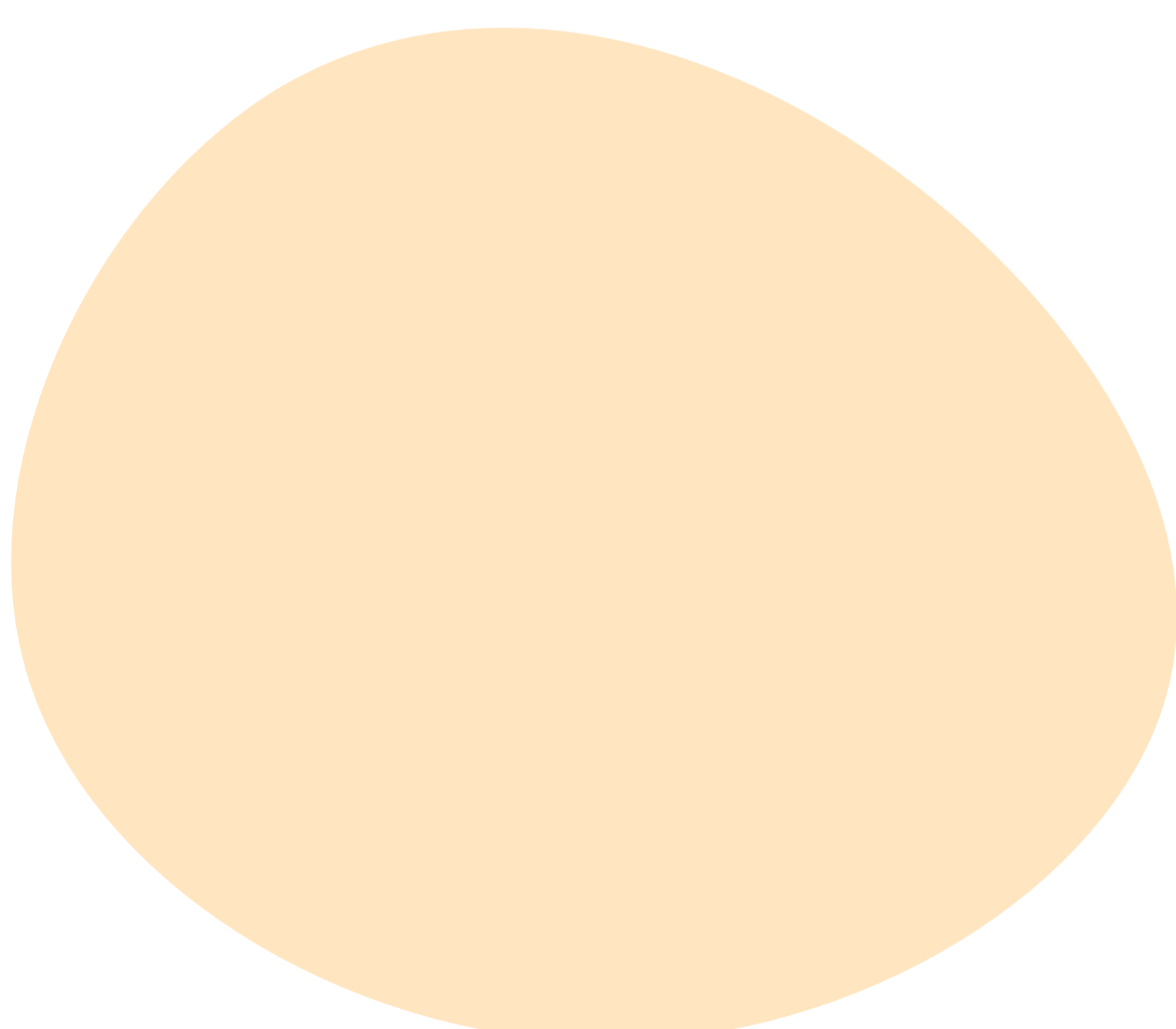
Source: Data compiled and analyzed by Dixa, encompassing 242 companies across 8 distinct industries, 2023.

## Key industries

1. Ecommerce and Retail
2. Consumer Software & Services
3. Corporate Services
4. Media and Entertainment
5. Travel & Hospitality
6. FinTech & InsurTech
7. Transport & Mobility
8. B2B Software & IT Services

## Top 4 channels in 2023 and total volume of conversations per channel

-  Email: **15.4 million**
-  Phone: **9.5 million**
-  Live chat: **8.2 million**
-  Contact form: **2.3 million**

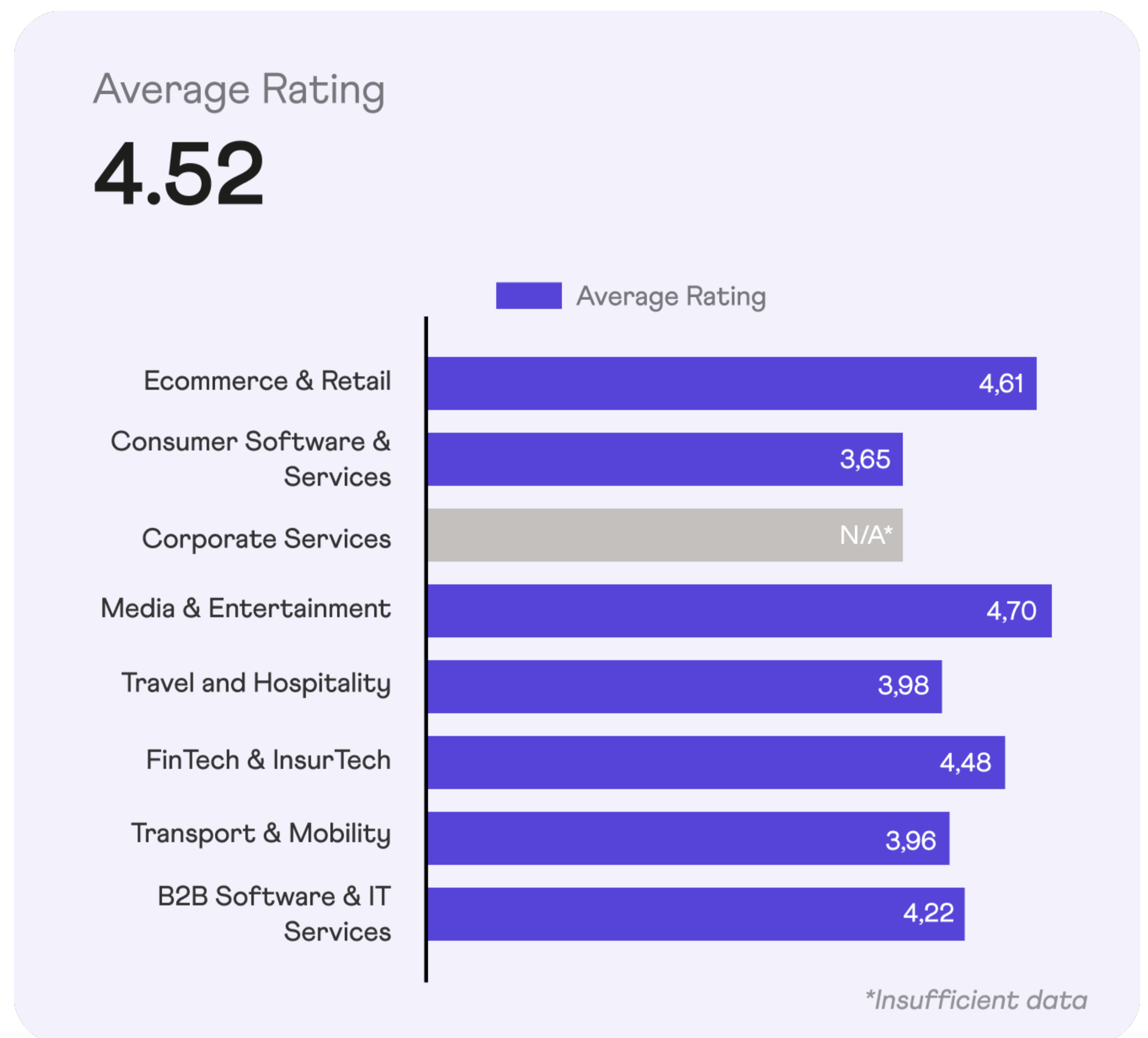


# Customer satisfaction score (CSAT)

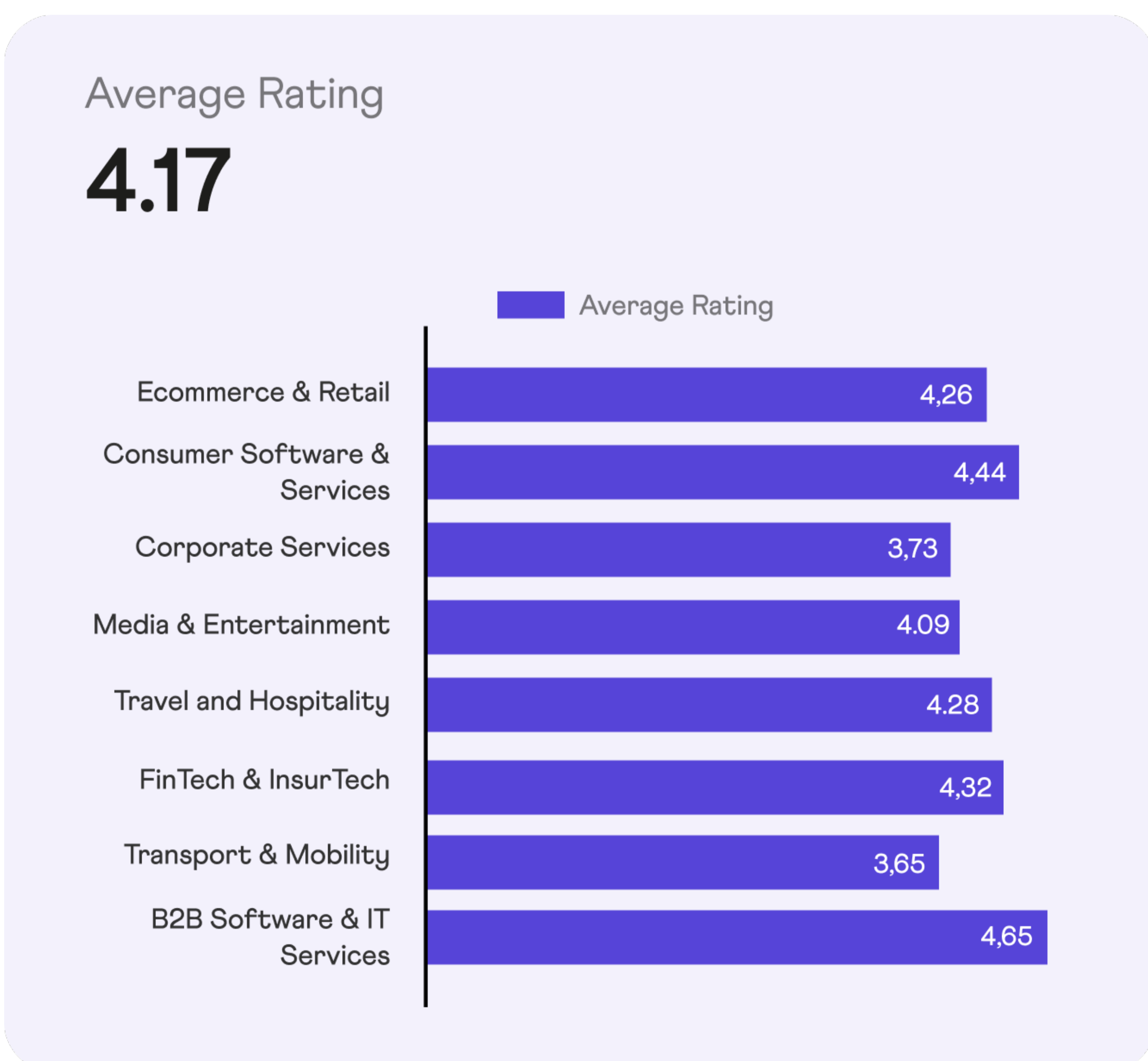
## Email



## Phone



## Live chat



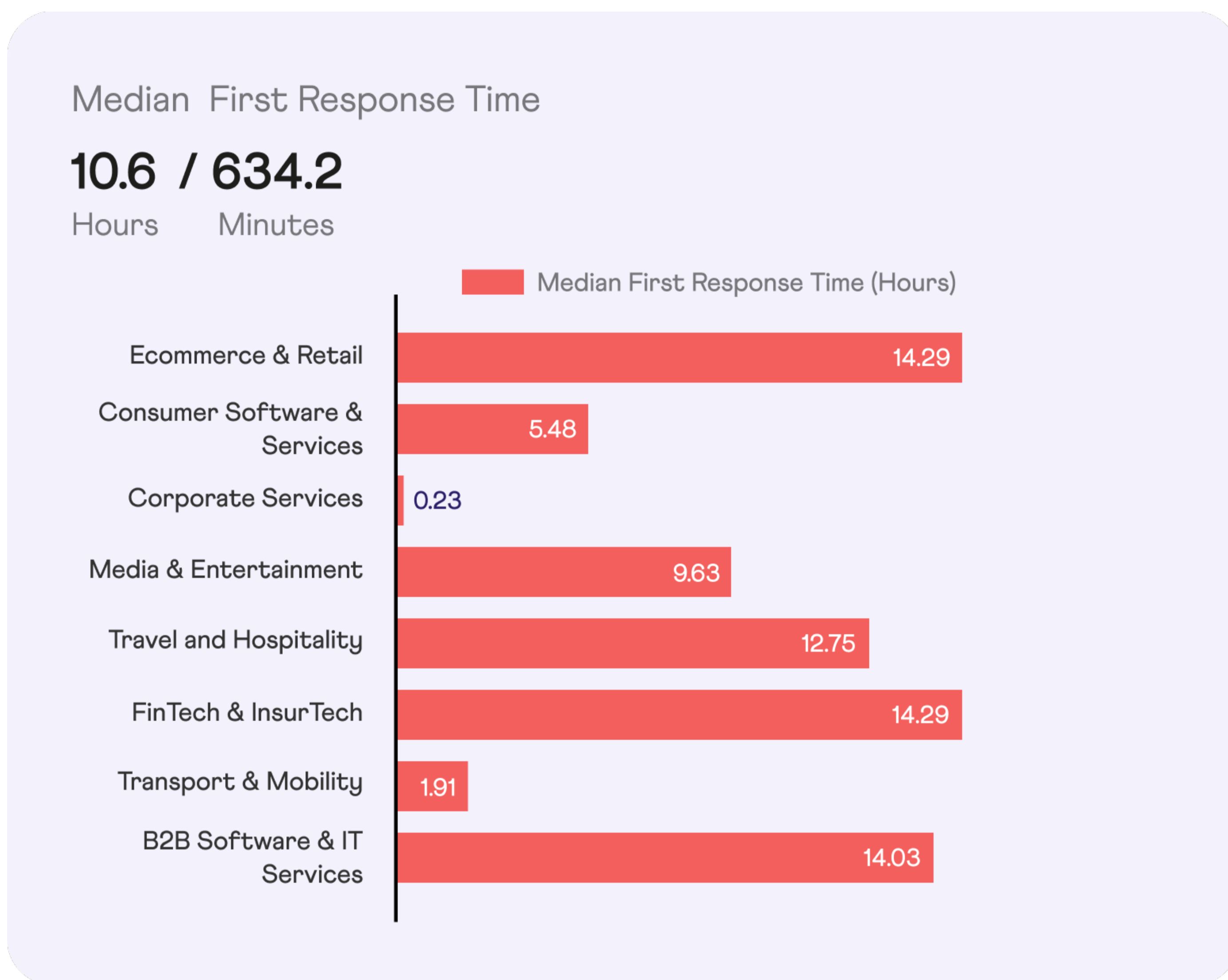
## Contact form



Source: Data compiled and analyzed by Dixa, encompassing 242 companies across 8 distinct industries, 2023.

# First response time (FRT)

## Email



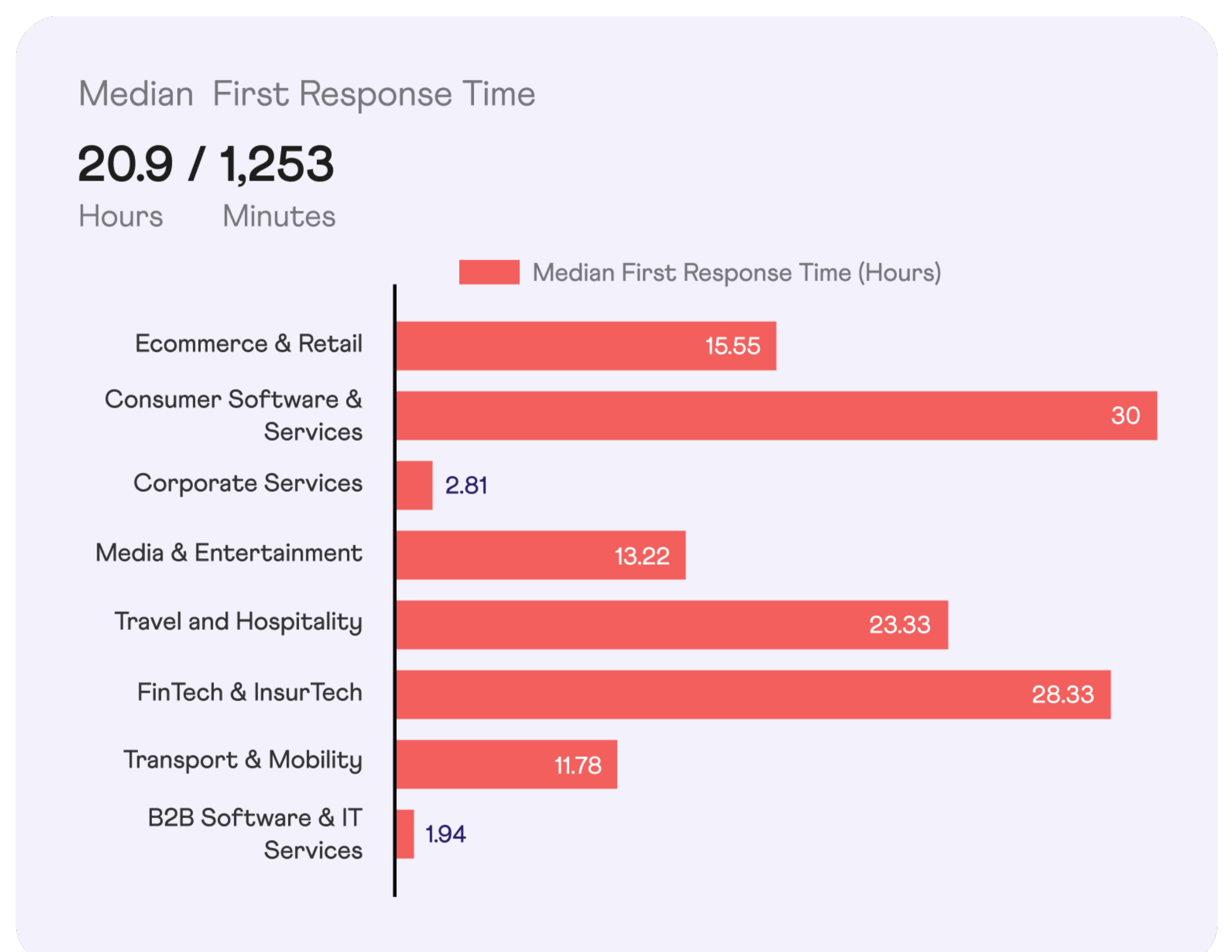
## Phone



## Live chat



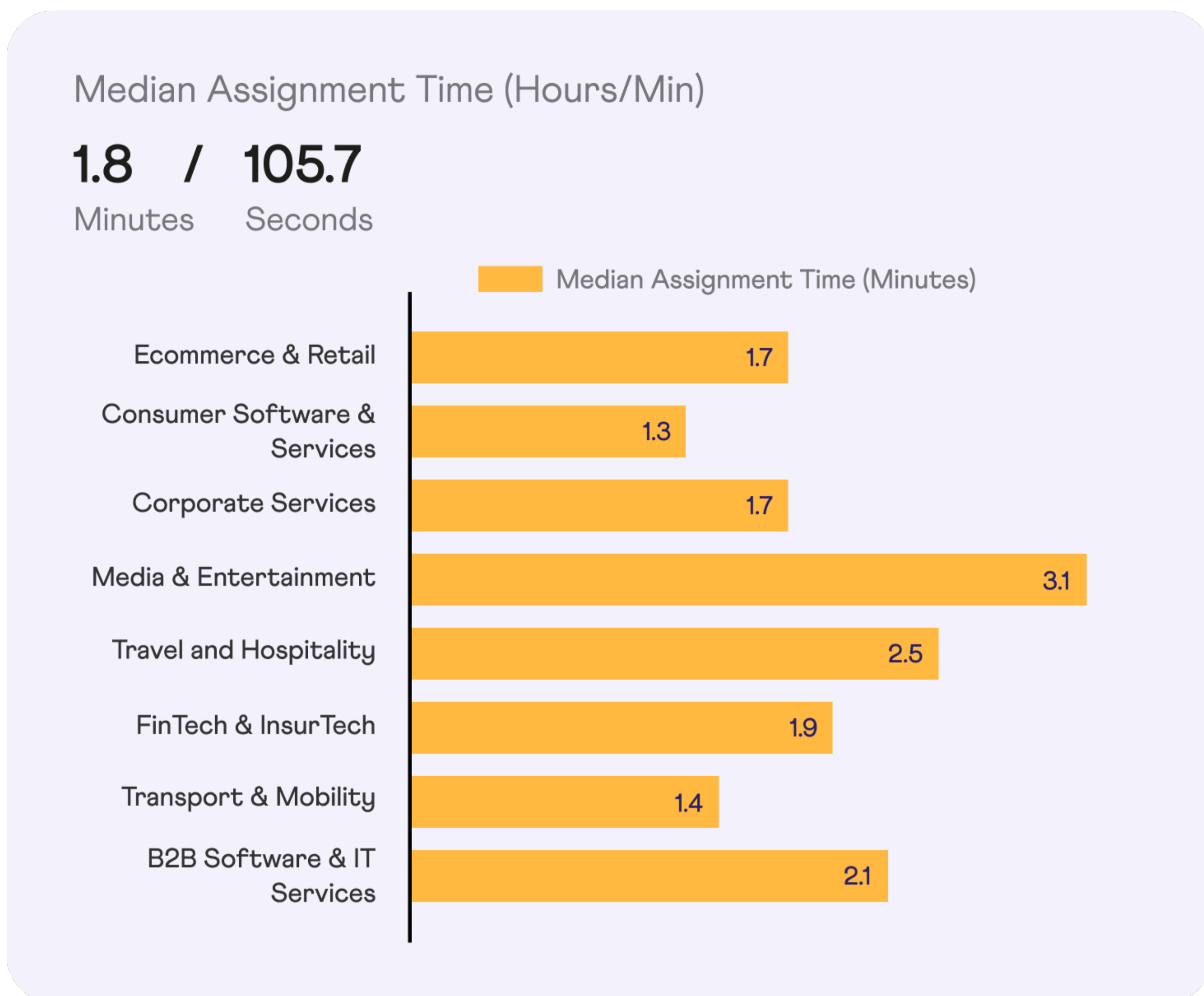
## Contact form



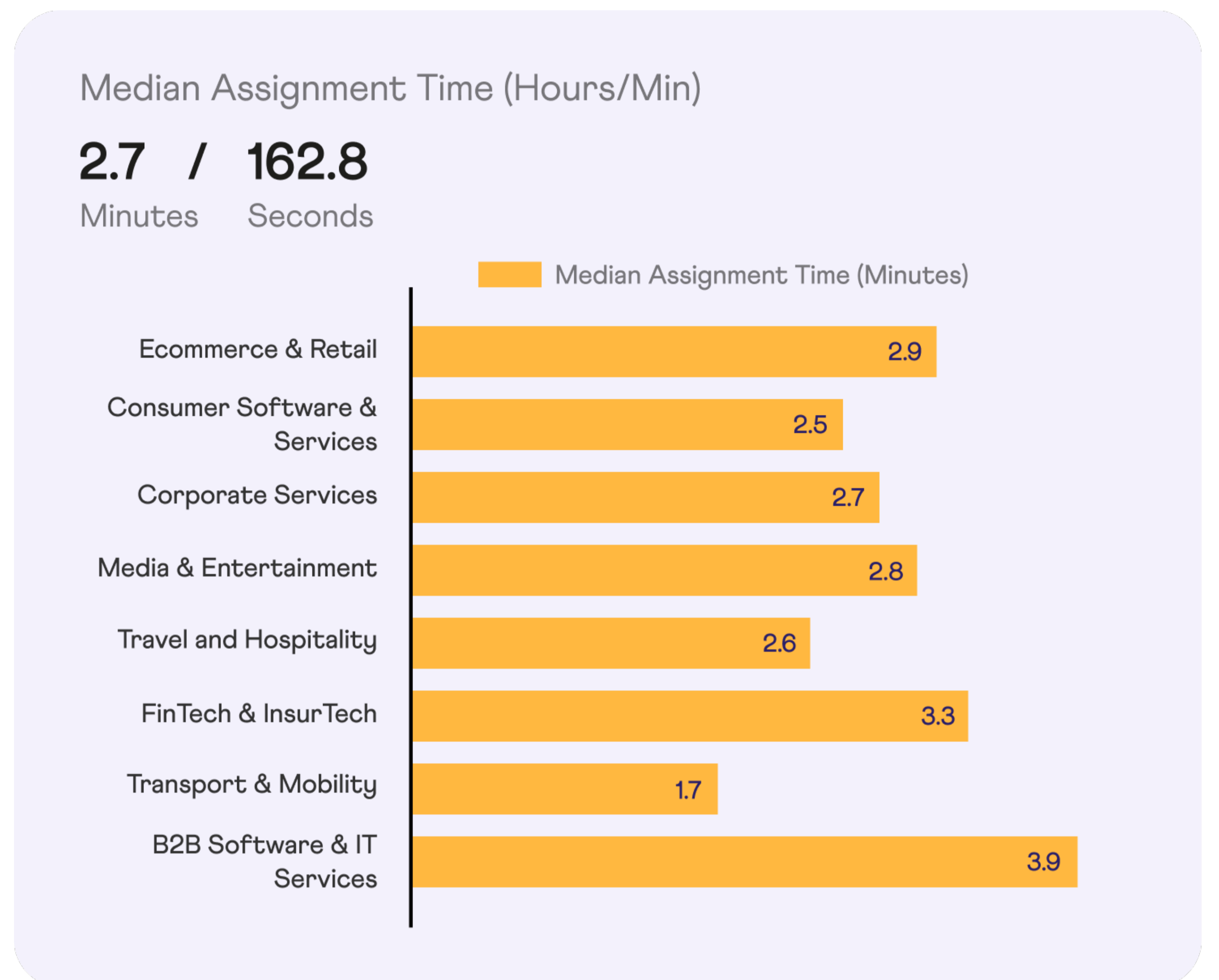
**Source:** Data compiled and analyzed by Dixa, encompassing 242 companies across 8 distinct industries, 2023. Updated version with the Median data insights.

# Assignment time (or handling time)

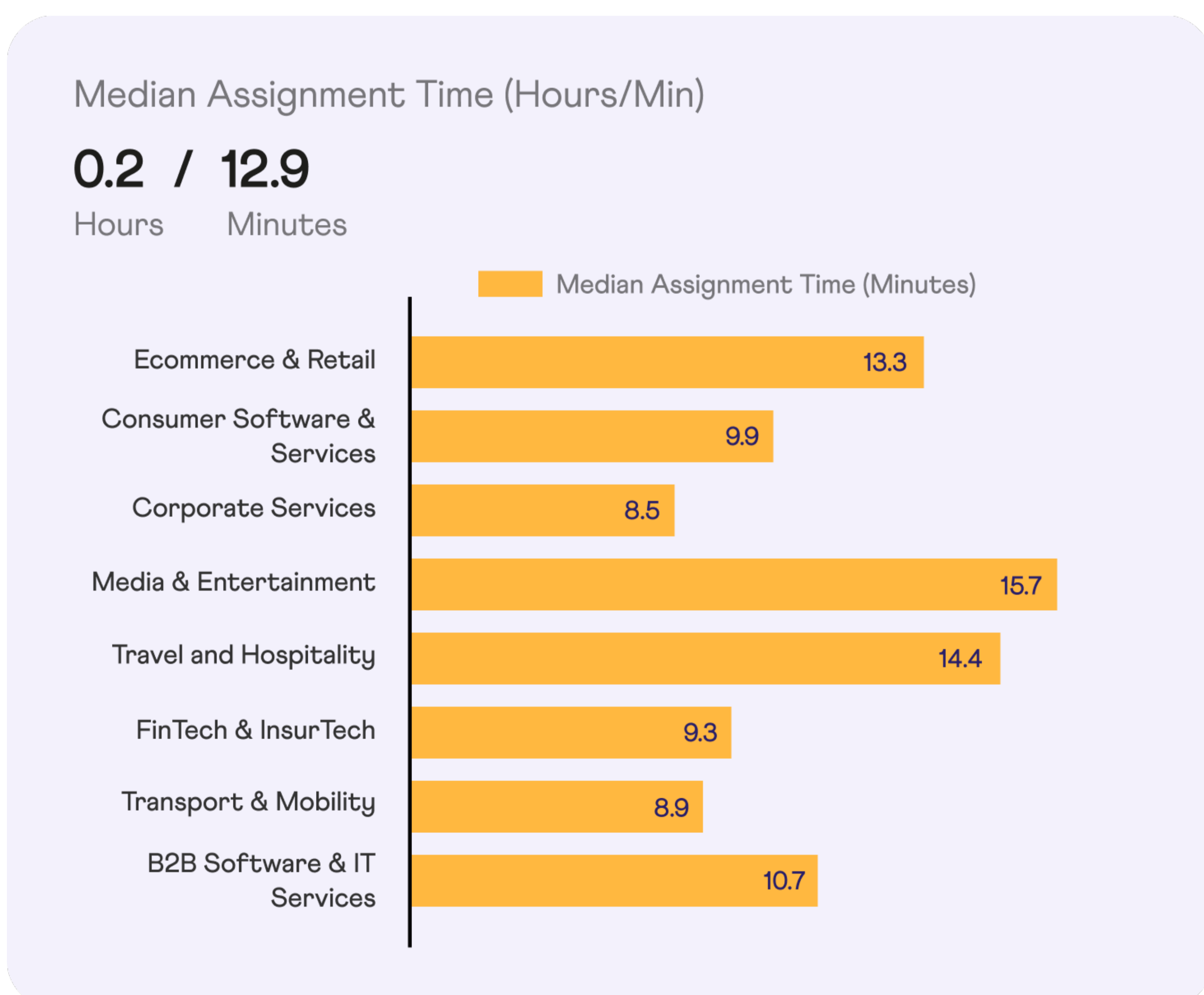
## Email



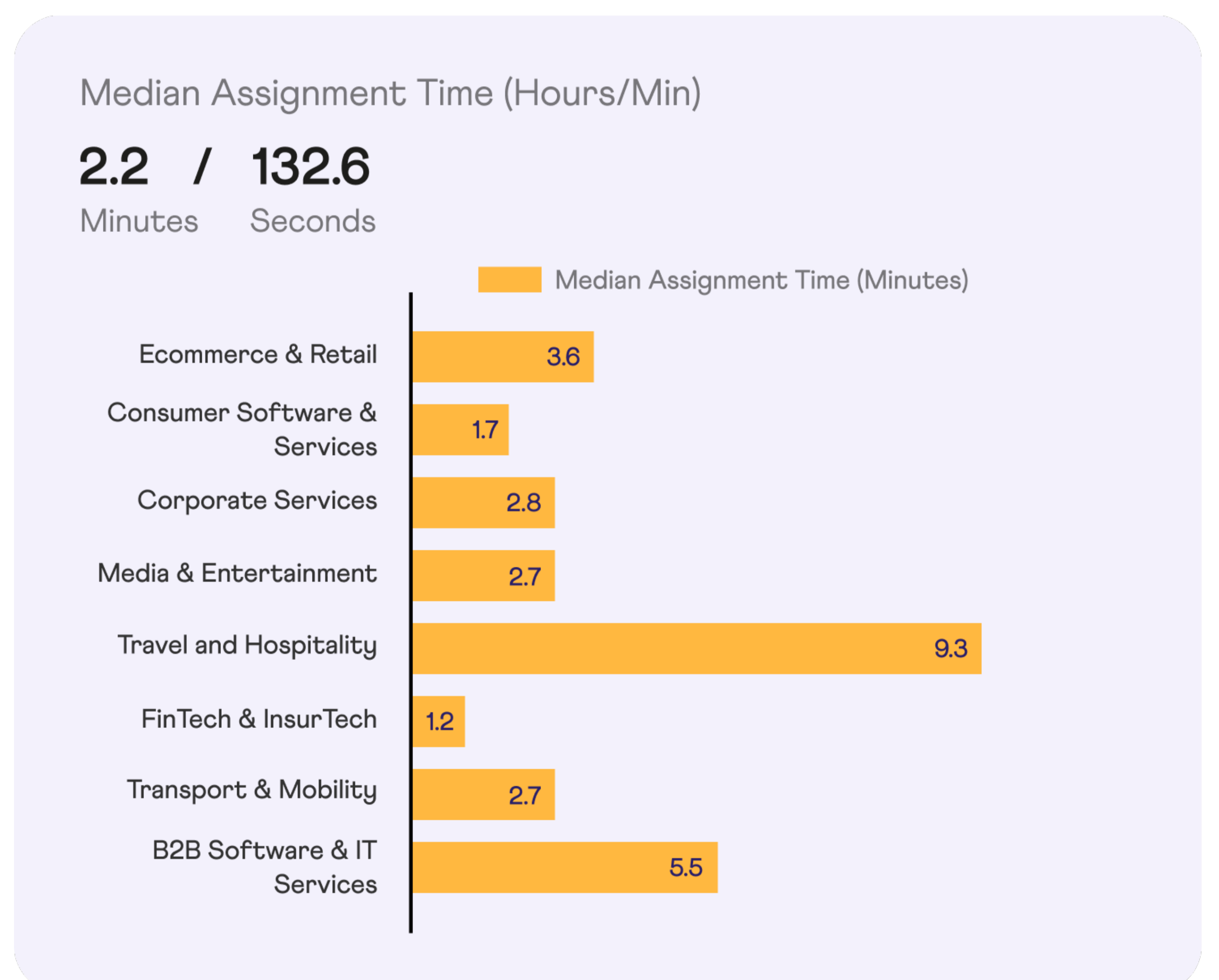
## Phone



## Live chat



## Contact form



**Source:** Data compiled and analyzed by Dixa, encompassing 242 companies across 8 distinct industries, 2023. Updated version with the Median data insights.

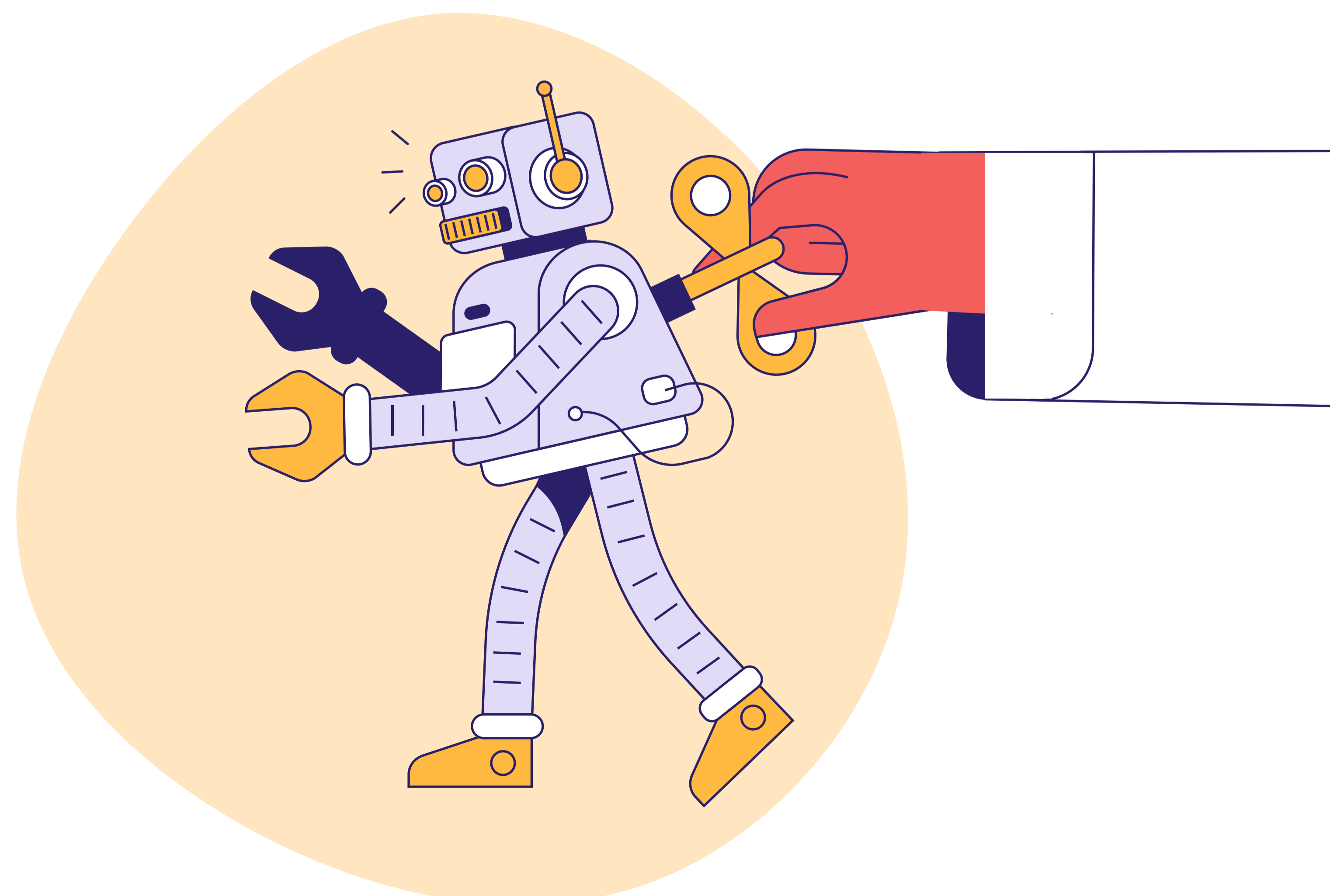
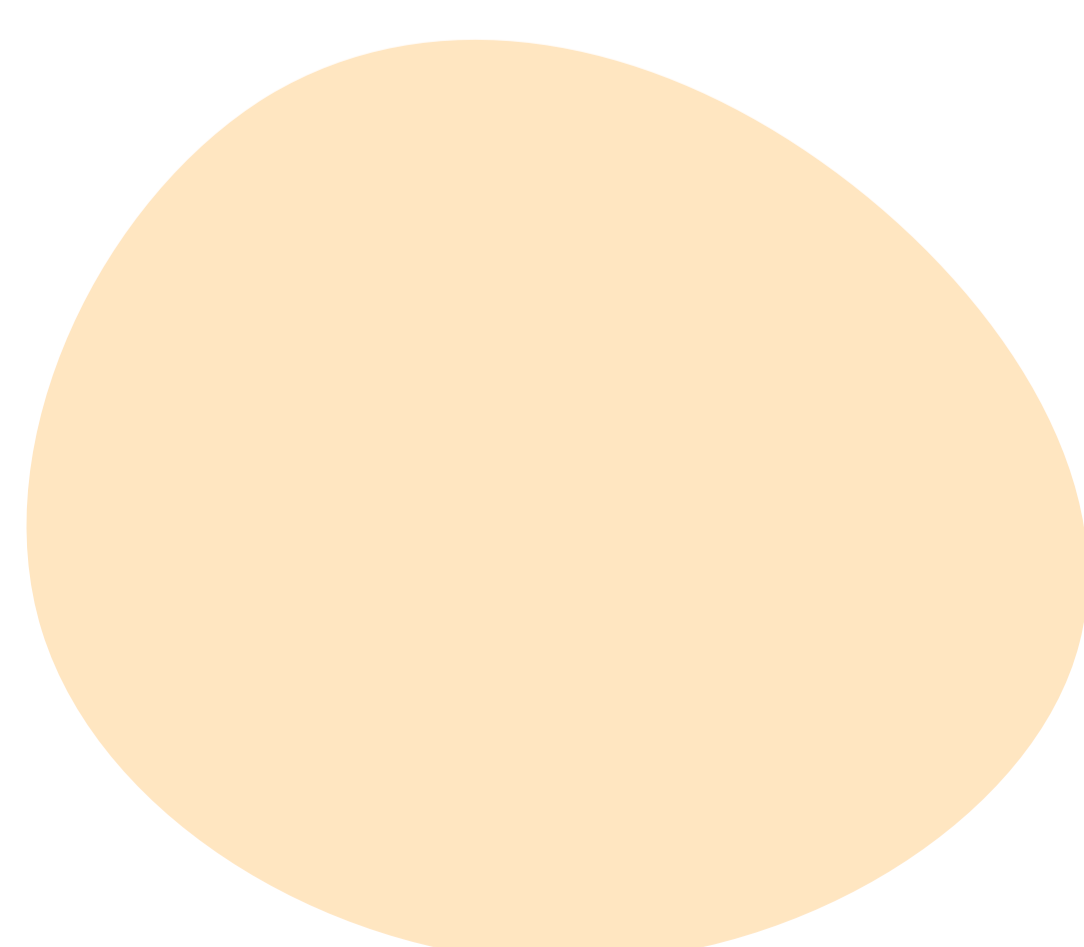
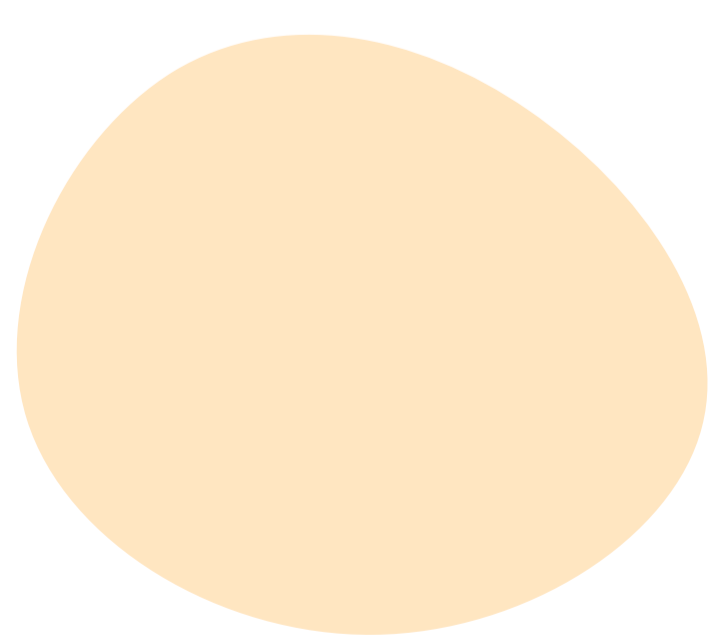
# 7 best practices to increase your customer service performance



## 01 Supercharge your team with an AI agent assistant to improve top customer service metrics

Adding an [AI agent assistant](#) to your customer service team can have a big impact on [key performance metrics](#) such as first contact resolution (FCR), response time (RT), and average handling time (AHT).

By augmenting your teams with AI, you empower them to resolve customer issues sooner and faster, spend less time on each interaction, while improving customer satisfaction and reducing the need for follow-up contacts.





An AI agent assistant can analyze customer queries rapidly, offering your agents valuable support such as:

- \* Summaries of a customer's previous interactions;
- \* Suggested knowledge base articles relevant to the conversation topic;
- \* Tools to craft replies more swiftly, including expanding replies for keywords, rephrasing for tone (formal or friendly), and spell checking;
- \* Translation of messages into the agent's language and replies into the customer's language.

Following the deployment of an AI agent assistant, [our customers](#) have experienced major improvements:

-  A top pet tech company achieved a **30% decrease in response time**.
-  A leader in connected homes and smart home technology successfully cut their **average handling time from 10 to 5 minutes**.
-  A high-end furniture provider experienced a **16% reduction in email handling time** and an impressive **54% decrease in handling time for Facebook Messenger inquiries**.

An AI assistant not only boosts the overall efficiency of your customer service team but also simplifies the agents' work, leading to happier and more satisfied agents.

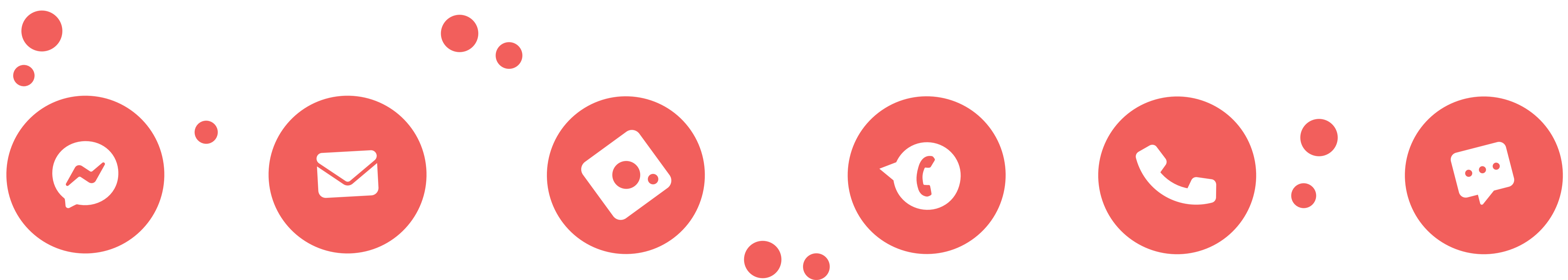
## 02 Increase CSAT through an omnichannel customer service

Omnichannel customer service is about meeting customers where they are, in a way that's easy and makes them feel understood and valued. This naturally leads to happier customers.

The goal is to make support easy and consistent. So, no matter how a customer chooses to contact your company, they get the same helpful service. Customers don't have to repeat their issue every time they switch to a different channel. It saves time and reduces frustration.

Here are some to key tips to achieve a successful omnichannel strategy:

- \* **Ensure a consistent CX across channels:** Ensure that the customer receives the same level of service whether they interact with your brand through social media, email, phone, live chat, or in-person. Consistency in tone, response time, and quality of service is key.



- \* **Choose an integrated customer service platform:** Offering more channels does not mean adding complexity to your operations, or having your agents have to switch between 15 different tabs. Utilize an [all-in-one customer service platform](#) that allows you to track customer interactions across all channels. This ensures that no matter which channel a customer uses, their history and context are readily available to your CS team.
- \* **Personalize interactions:** Use customer data to personalize interactions. Acknowledge previous interactions and purchases, and use this information to provide a more tailored service experience.
- \* **Train and empower staff:** Train customer service representatives to handle inquiries across multiple channels effectively. Empower them with the necessary tools and information to make decisions that improve customer satisfaction.
- \* **Leverage the feedback loop:** Regularly collect and analyze customer feedback specific to each channel. Use this feedback to make continuous improvements in your service delivery.

By implementing an omnichannel strategy that focuses on consistency, personalization and efficiency, you can significantly enhance customer satisfaction and build stronger relationships with your customers.

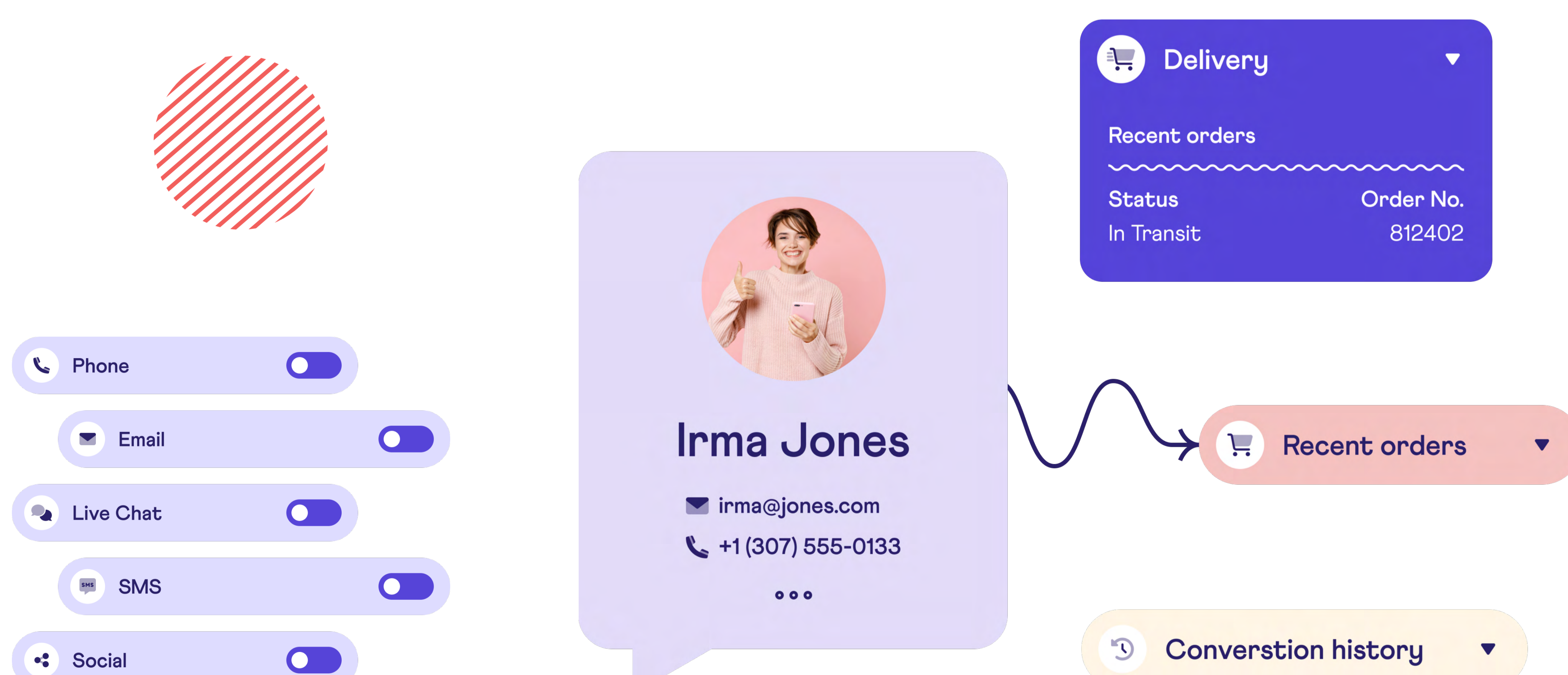


## 03 Boost team productivity with an integrated CX setup

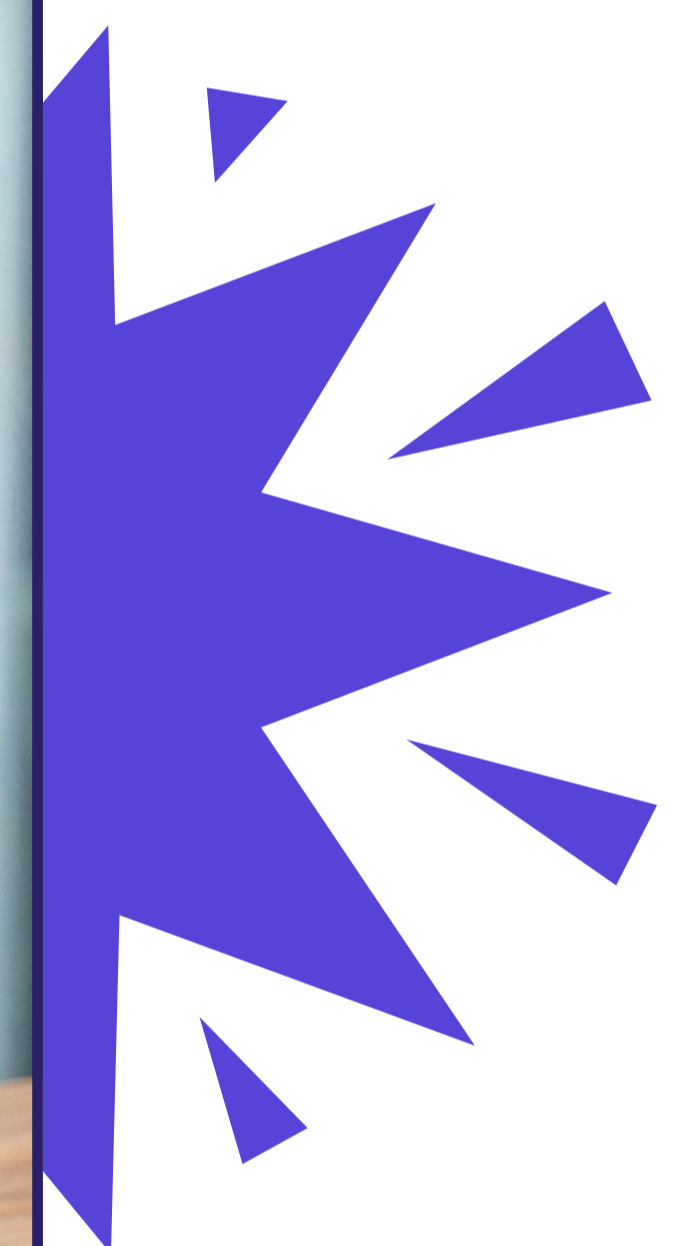
Having an integrated customer experience (CX) setup, or an all-in-one customer service platform, significantly boosts team efficiency for several reasons.

Firstly, it centralizes all customer interactions across various channels into a [single interface](#). This eliminates the chaos of agents navigating through numerous tabs and systems, a common issue in companies with multiple solutions tacked together. By [streamlining the process](#), it becomes easier to track, manage, and respond to customer inquiries, ensuring quicker and more coherent responses.

Also, an integrated CX system prevents the common pitfalls of information being lost or entered multiple times. It keeps everything in one place – from order details to customer history – so agents don't miss steps or waste time searching for information. This not only makes life easier for agents but also enables them to provide better, more personalized service to customers.



Overall, an integrated CX setup not only empowers agents with the necessary context and data at their fingertips, leading to more productive work, but also enhances the overall customer experience. Both agents and customers benefit from this seamless service experience, increasing customer satisfaction and brand loyalty.



# 04 Embrace quality assurance and AI analytics to elevate agent experience and operational efficiency

Leveraging [quality assurance \(QA\) & AI analytics](#) in customer service has a big impact both on team dynamics and operational efficiency.

There's no doubt data improves the team and [agent experience](#). By monitoring agent performance through QA and AI analytics, you increase transparency within the team and reduce the amount of manual work needed to perform reviews. A healthy [QA culture](#) empowers agents to self-improve and enables managers to provide more targeted coaching. This approach can also uncover career development opportunities for agents, using data to highlight areas of strength and potential growth. When agents understand their performance metrics and see the impact of their work, they feel more empowered and engaged.



AI's predictive analytics are also key for anticipating customer service trends and seasonality. By analyzing historical CSAT data, AI can extract valuable insights within seconds. This enables customer service managers to identify the factors driving customer satisfaction, pinpointing the organization's strong points as well as areas needing improvement. These insights are key to always elevating your CX, keeping customers happy, and upholding top-notch service standards.

AI analytics not only streamline customer service operations but also contribute to a more positive and productive work environment for the team.



## 05 Leverage the dual benefits of a knowledge base

Incorporating a knowledge base into your customer service operations offers a dual benefit, making it a win-win solution.

For customers, having access to a [comprehensive knowledge base](#) enables them to find answers independently, increasing self-service capabilities. This not only enhances customer satisfaction by providing immediate solutions but also reduces the contact rate, freeing up your agents to focus on more complex issues that require personal attention.

On the other hand, a [knowledge base for your agents](#) acts as an invaluable resource. It puts all necessary information at their fingertips, allowing for quick access to answers and solutions. This significantly improves response times, as agents spend less time searching for information and more time resolving customer queries effectively.

By ensuring that both customers and agents have easy access to information, a knowledge base streamlines your customer service operations, simultaneously enhancing customer experience and agent efficiency.





## 06 Adopt an AI chatbot to increase first contact resolution (FCR)

Implementing an [AI chatbot](#) can significantly improve FCR rates by efficiently handling a large volume of simpler inquiries. It will filter out basic requests that can be solved without human intervention, so that your agents can spend their time and skills on more complex and challenging issues.

We've observed with our customers that initially, there might be a slight dip in CSAT scores as the system transitions and [customers adjust to interacting with an AI chatbot](#) for basic queries. But you should take this phase as an opportunity to specialize your agents, equipping them to deal with intricate and nuanced customer needs more effectively.

Over time, this specialization can lead to improved handling of advanced issues, potentially raising CSAT scores as customers receive expert assistance for complicated problems.

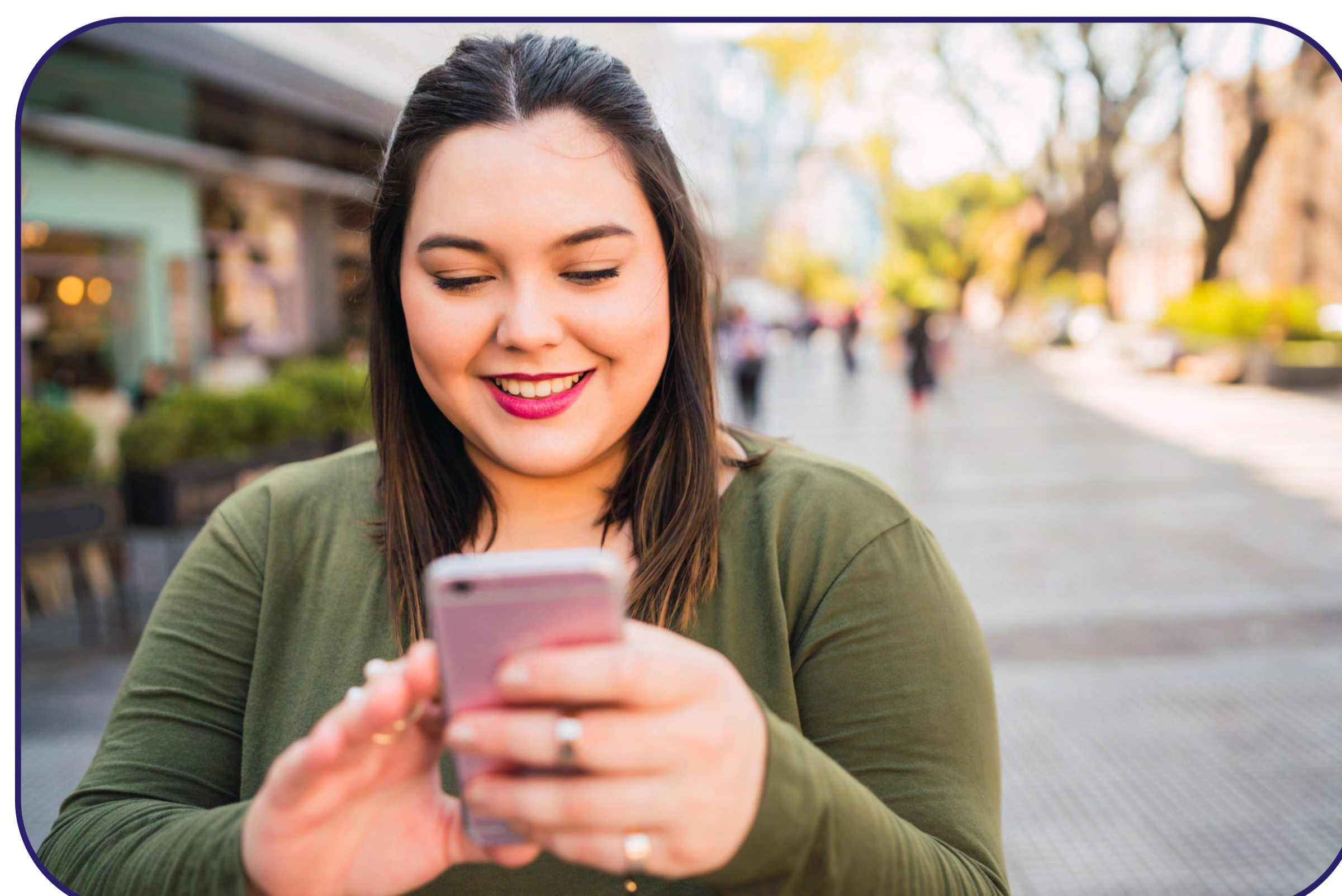
The introduction of an AI chatbot not only optimizes various customer service metrics, but also sets the stage to develop a more skilled and efficient customer service team, capable of delivering high-quality, specialized support.

## 07 Optimize customer engagement through live channels

The shift towards live channels in customer service is a direct response to today's customer demands for instant and interactive communication. We've seen a noticeable surge in the use of live channels in our customers, such as live chat and messenger, as customers seek real-time assistance and a more personalized service experience.

Adding these live channels doesn't necessarily mean hiring more agents. Instead, [integrating an AI chatbot](#) can be a strategic move. As we already mentioned, AI chatbots can efficiently manage the initial interaction, handling routine inquiries and gathering essential information before escalating more complex issues to live agents.

This approach ensures that live agents are utilized more effectively, focusing their expertise on situations where human intervention is most valuable. By doing this, your business will be able to meet the rising demand for live interactions without significantly increasing its workforce, all while increasing CSAT.



# Ready to jumpstart your customer service success in 2024?



We really hope you've had fun diving into this benchmark and that it's given you a good snapshot of where you stand in the industry jungle. Think of it as a helpful guide to show you how you're doing compared to the others.

Also, as you start 2024, these seven top best practices will help you up your customer service game. Put them into action, and you're on your way to creating a seamless service experience for your agents and customers.

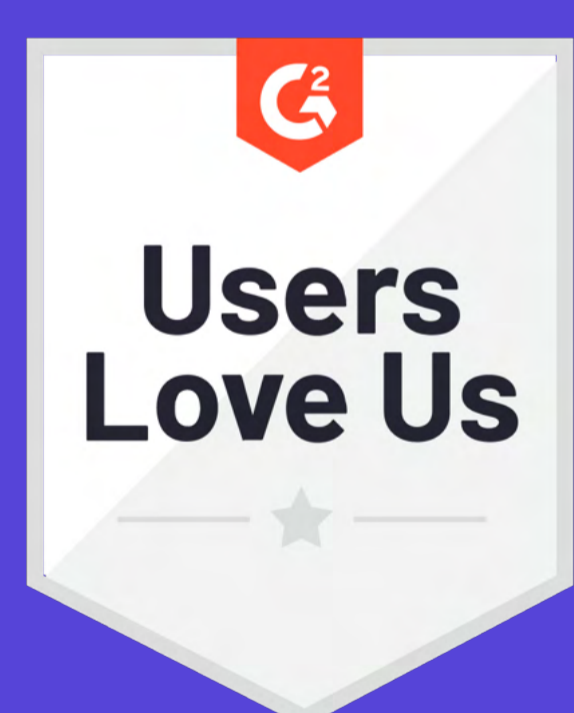




Dixa enables companies to deliver customer service as it is meant to be. We help customer service leaders to create effortless experiences for customers and teams that unlock loyalty. Dixa's Conversational Customer Service Platform combines powerful AI with a human touch to deliver a highly-personalized service experience that scales.

Our dedicated customer success team ensures you are up and running quickly. Dixa powers more than 30 million conversations a year and is trusted by leading brands such as Interflora, On, Wise, Deezer, Rapha, Too Good to Go, Hello Print, and Wistia.

Learn more by visiting [dixa.com](https://dixa.com).



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