

PRESENTED BY

**nimaworks**



Alina Gleiss

EMEA SENIOR SALES MANAGER,  
Zendesk

# CX Trends 2021

How your company can benefit now



WHAT'S CHANGED

# Redefining CX for a new era

Our research shows that 2020 ushered in big changes.



## Customers

- Care more about a company's CX when making a purchase
- Have new expectations
- Will switch to the competition after bad experiences



## Teams

- Agents are overwhelmed
- Started operating remotely, often almost overnight
- Still don't feel they have the right tools to succeed



## Businesses

- Say CX is now key to informing business strategy
- Face gaps in being able to keep up with customer needs
- Plan to ramp up tech adoption

WHAT IT TAKES

# The three components to great CX

Your success depends on delivering great CX. Here's how to do it.



MAKE IT EASY FOR  
YOUR CUSTOMERS



SET YOUR TEAMS UP  
FOR SUCCESS



KEEP YOUR  
BUSINESS IN SYNC

THE ZENDESK SUITE

# The complete customer service solution

The only solution that does all three.



## Make it easy for your customers



Conversational experiences

All the channels you need

Self-service at scale

Personalized and contextual

## Set your teams up for success



Easy to use agent workspace

Powerful collaboration tools

Routing and intelligence

Seamless content creation

## Keep your business in sync



Unified view of your customers

Powerful reporting and analytics

Customizable workflows

Integrations to connect your data

POWERED BY AN OPEN, FLEXIBLE AND SECURE PLATFORM aws

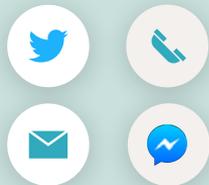
# Keep up with this year's biggest trends

The world has changed. Your customer experience needs to change with it.

Trend 1  
**Spotlight on  
CX**



Trend 2  
**A more  
conversational  
world**



Trend 3  
**Emphasis on  
agility**



Trend 4  
**The future of  
work is now**



Trend 5  
**The digital  
tipping point**



## TREND 1: SPOTLIGHT ON CX

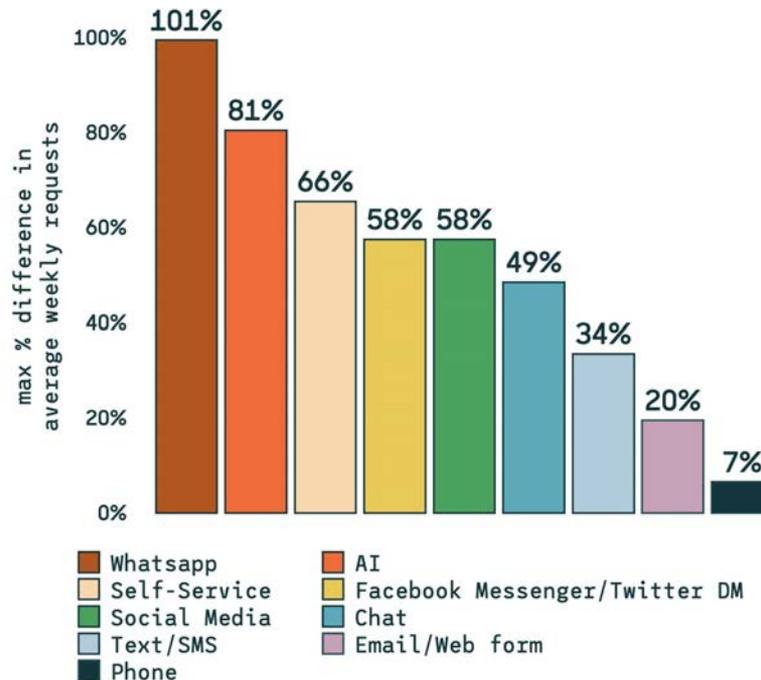
# Digital interactions surge to all-time high

Customers have new expectations shaped by interactions with sectors that have grown fastest since COVID

- **The good news:** Investing in CX is an opportunity to grow — 75% of customers will spend more to buy from a company that offers good CX
- **The bad news:** 2020 hasn't made customers more patient, and half will defect after one bad experience

## TREND 2: CONVERSATIONAL WORLD

### Tickets spike over messaging apps



## TREND 2: CONVERSATIONAL WORLD

# Messaging gets a boost as customers engage differently

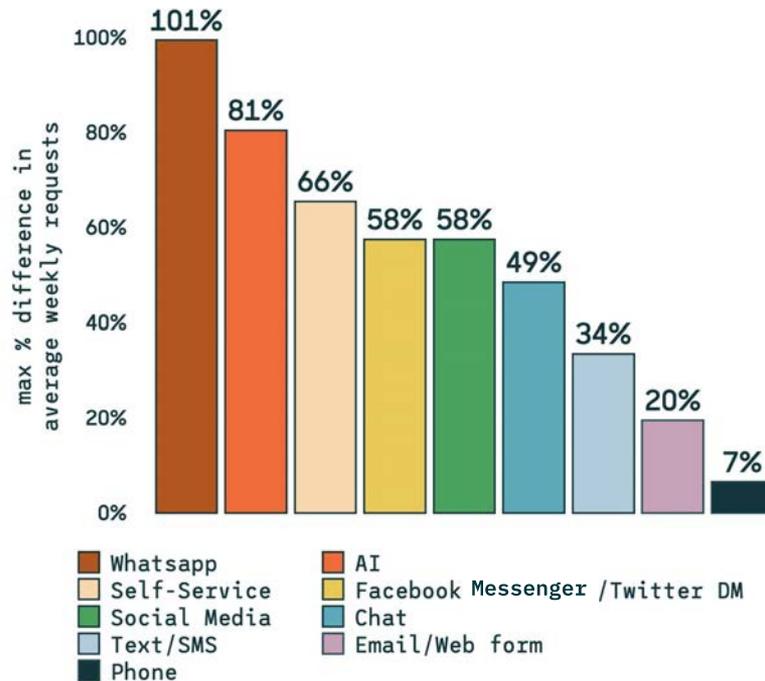
# 64%

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

Tickets spike over messaging apps



## TREND 3: EMPHASIS ON AGILITY

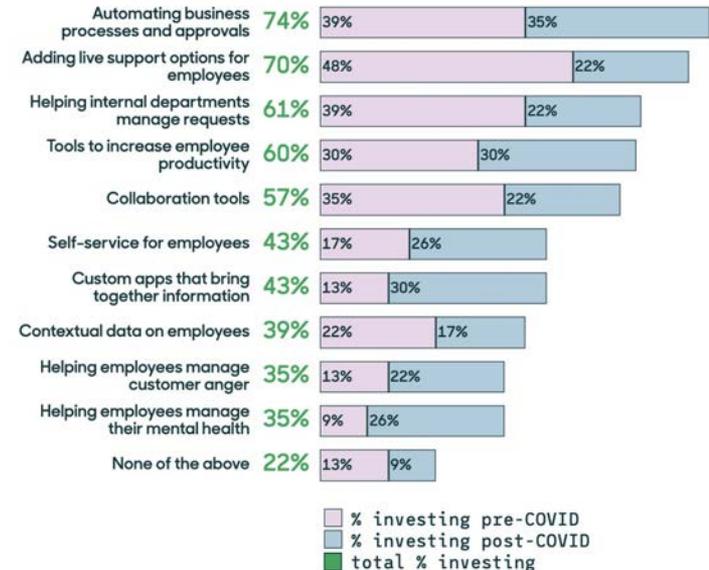
## Agility is the top priority for SMBs

Facing unprecedented volatility, SMBs are looking to adjust more quickly to changing customer preferences

- 67% of leaders say being agile is now more important than it was a year ago
- In 2020, SMBs assigned 24% more agents to work across channels
- 22% more SMBs used collaboration features, compared to 2019

## TREND 4: THE FUTURE OF WORK IS NOW

## SMBs plan to invest more in employee tools



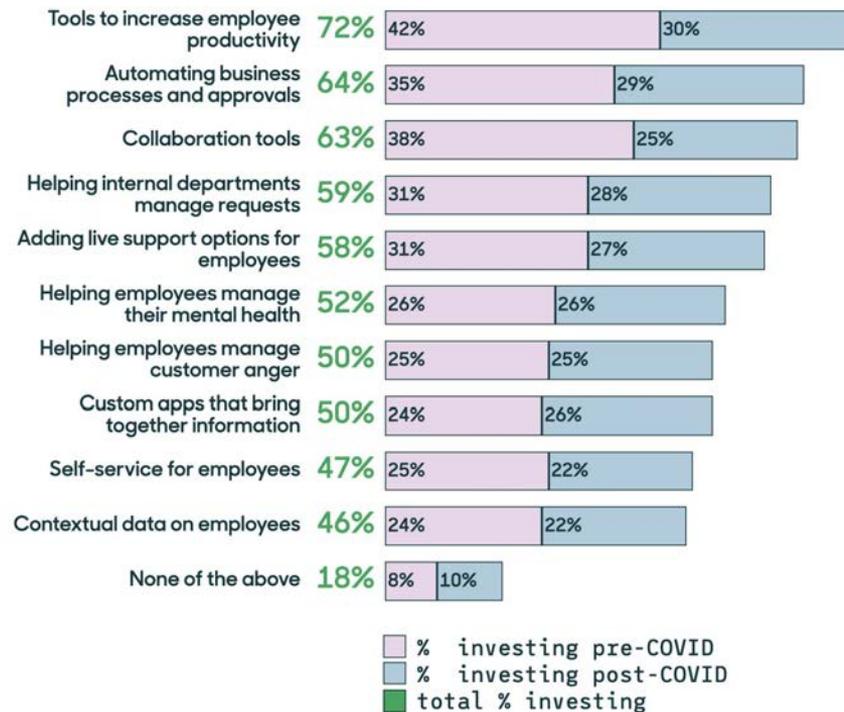
## TREND 4: FUTURE OF WORK

# Companies take to flexible work

Workplaces have undergone rapid changes, with more teams taking on new tools and processes and moving toward flexible work

- Most are looking to *invest* in new ways to engage employees
- Half of teams have gone remote
- 40% laid off agents
- Many still don't have the right tools to succeed remotely

## Companies plan to double investment in employee experience areas

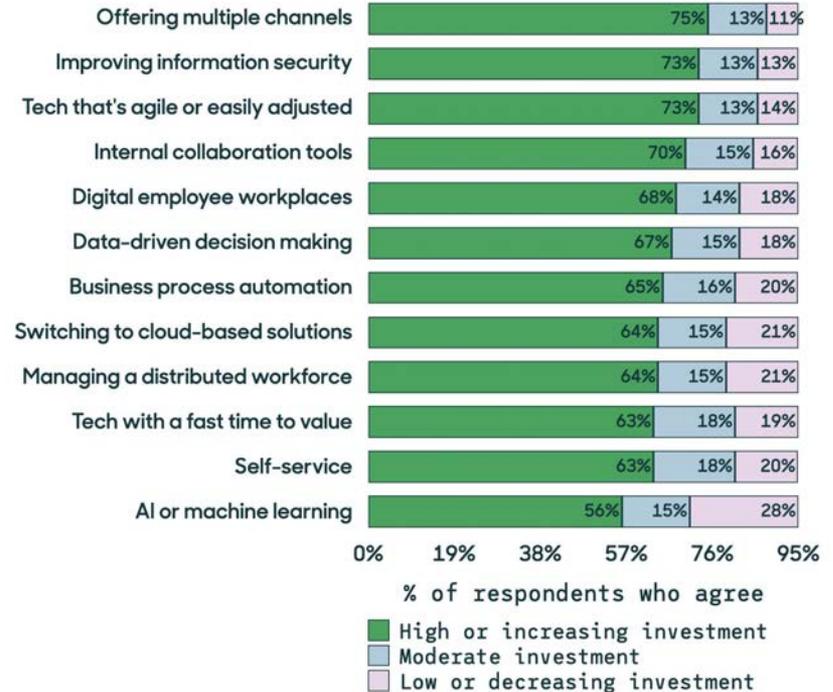


## TREND 5: DIGITAL TIPPING POINT

# When it comes to adding tech, it's adapt or get left behind

- 75% of decision makers say COVID has sped up tech adoption
- Leaders expect bigger budgets
  - More than half say budgets will increase in 2021
- Big bets companies are prioritizing:
  - Omnichannel service
  - Better IT security
  - Agile tech
  - Collaboration tools
  - Digital workplace

## Most companies plan to ramp up adoption of digital tech





Alina Gleiss

EMEA SENIOR SALES MANAGER

# CX Trends 2021

How your company can benefit now



+

**nimaworks**

## Next Steps:

- Meet nimaworks ...
- [Get the report](#)
- [Join the CX-Trends Webinar](#)
- [Free Zendesk Suite Trial](#)



***BALEARIA***



**WARGAMING.NET**



**CONRAD**



**thank you**

