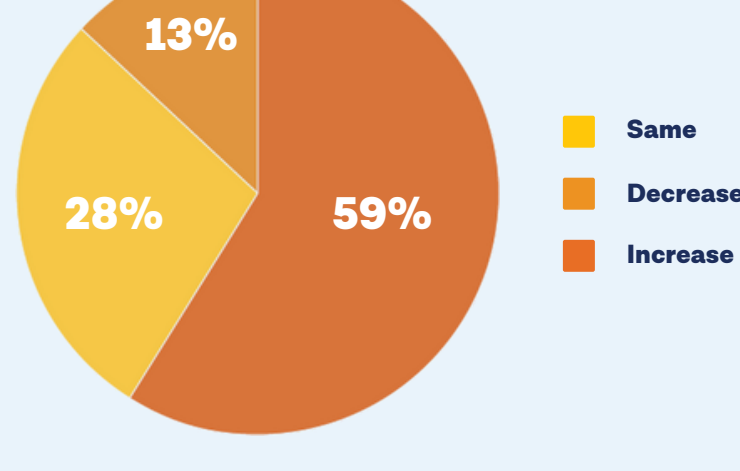


8 Support Efficiency Stats From 2022 You Need To See

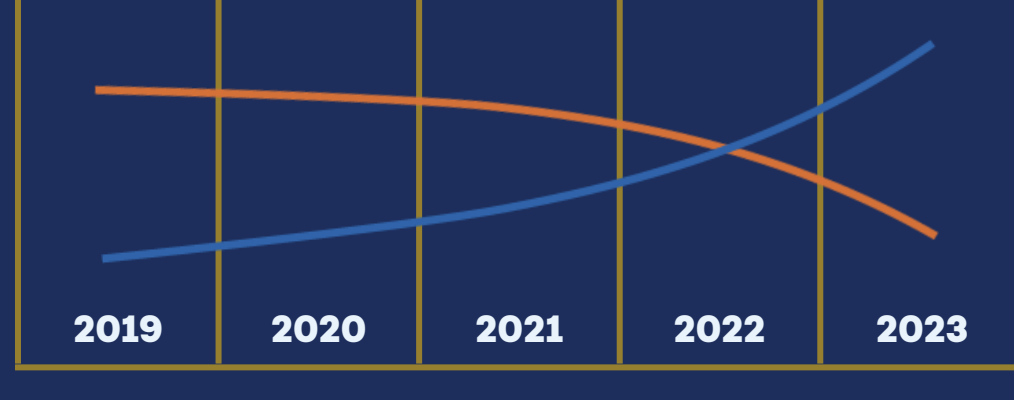
Part 1 of *The State Of Support: Efficiency* Series

Support demand has increased by close to 11% for the past few years.

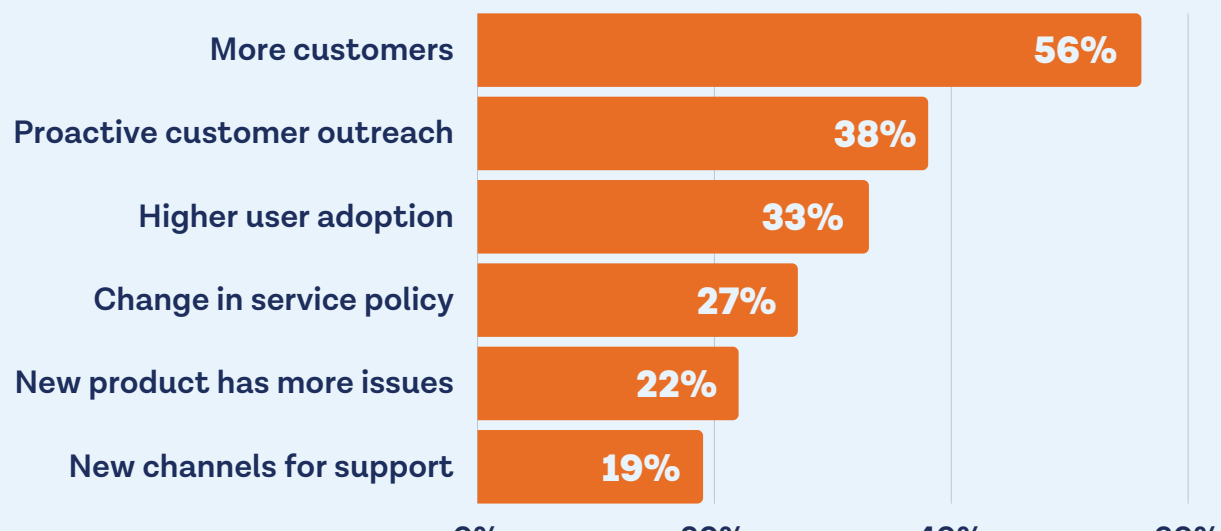
In 2022, 59% of businesses reported an increase in demand for their support teams.



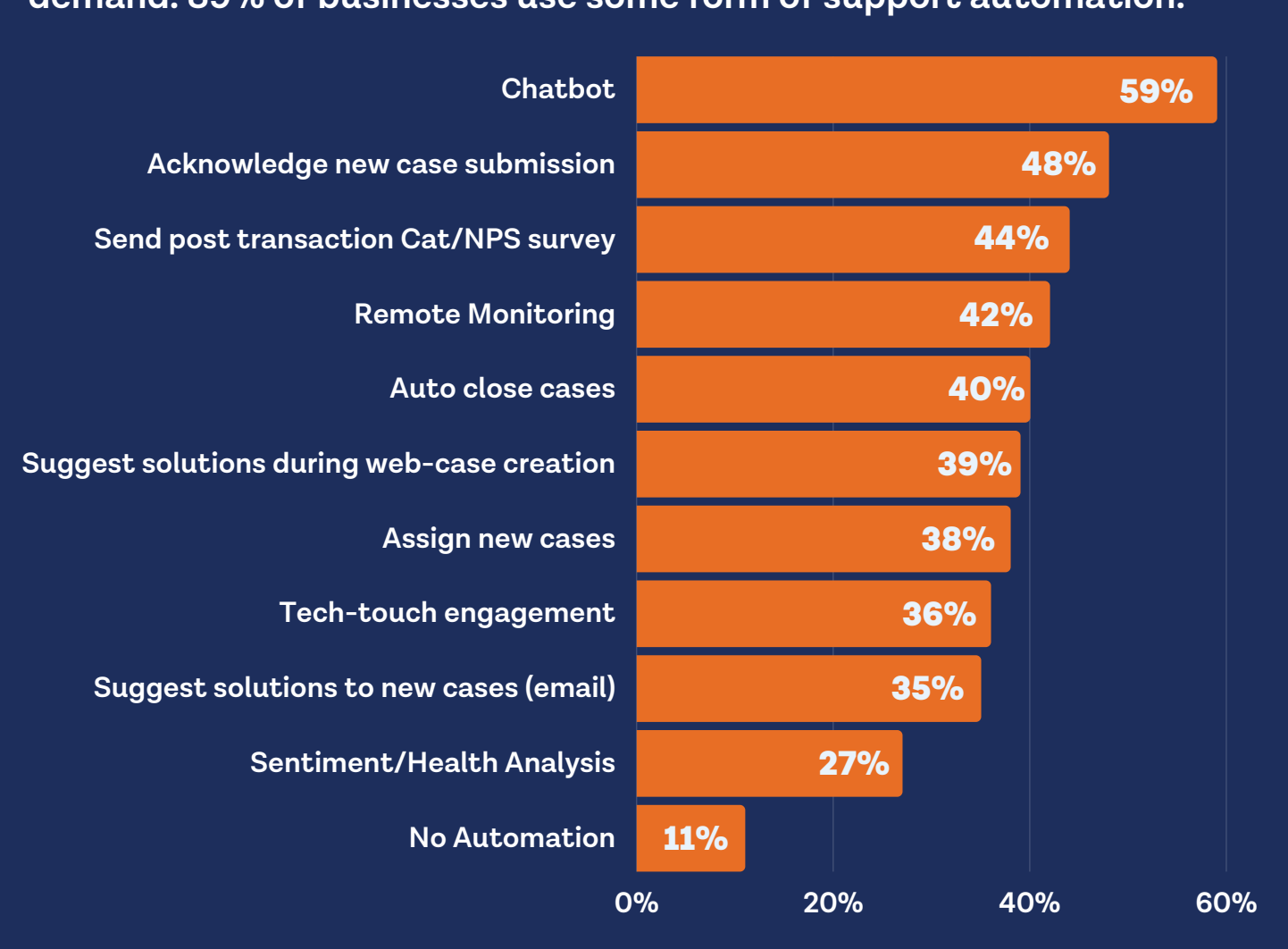
Despite the rise in support demand, 80% of leaders have experienced a reduction in ability to hire. Support demand continues to grow but opportunity to increase headcount declines.



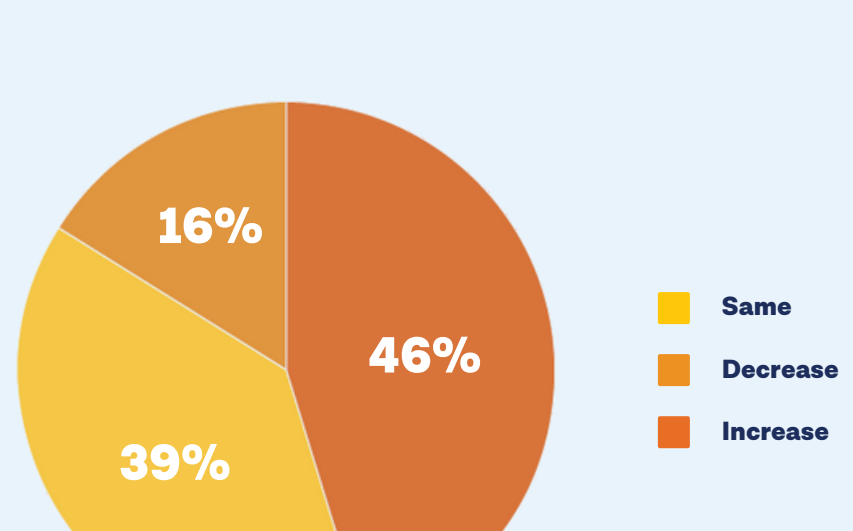
Drivers of increased support demand are due to relatively positive factors, with more customers as the main influence and proactive outreach coming in second.



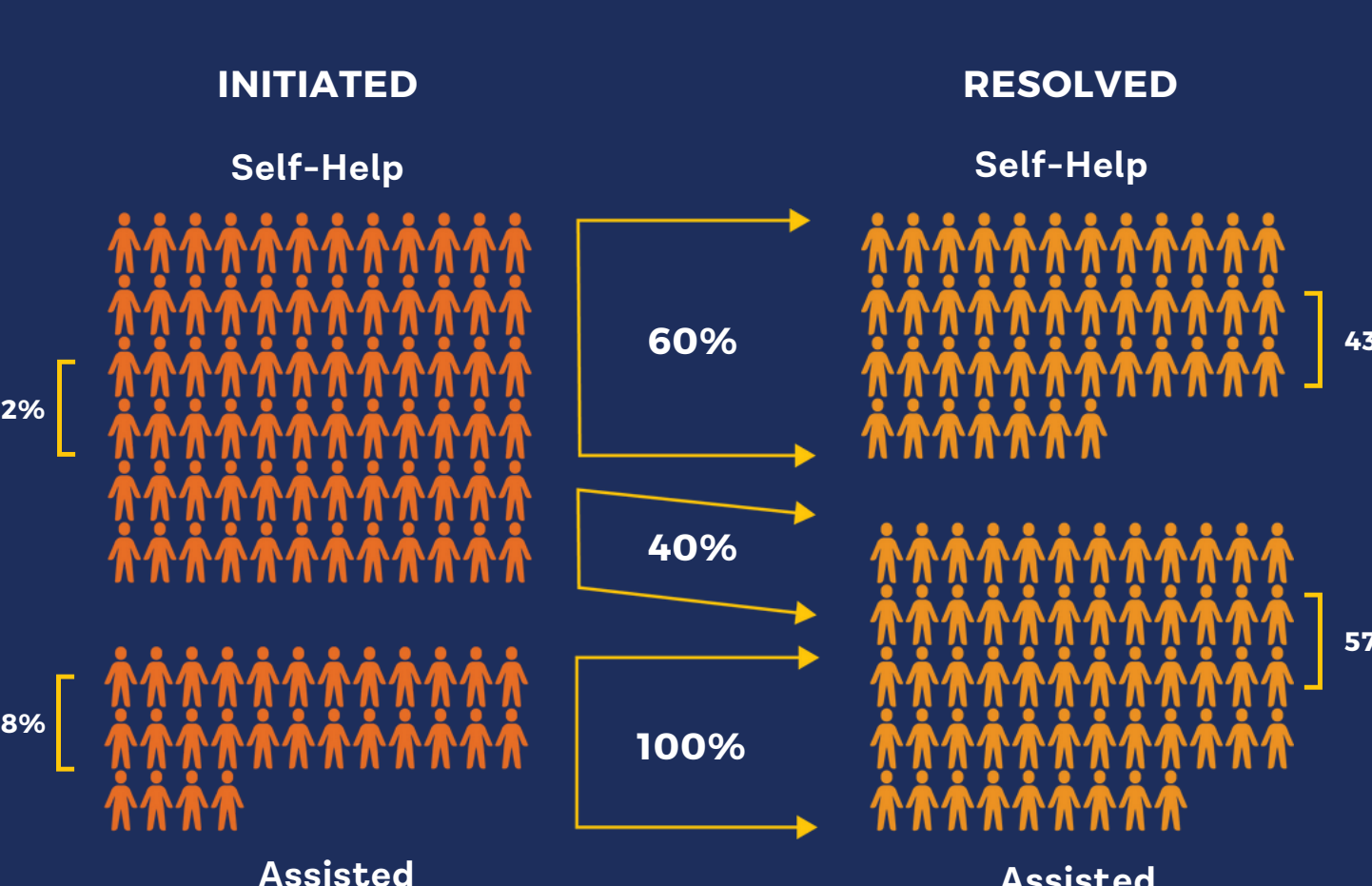
Automation and self-help tools are designed to alleviate support demand. 89% of businesses use some form of support automation.



Despite the investment in these technologies, only 16% of companies experienced assisted support demand decline.



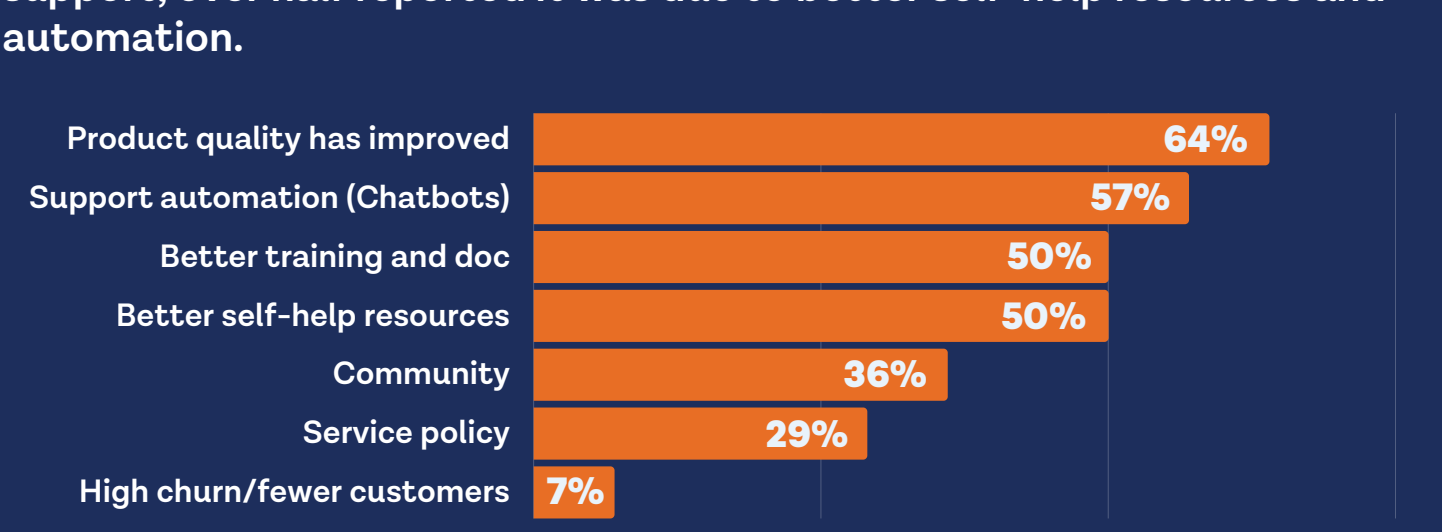
This past year, 72% of support demand was initiated through unassisted channels, but 40% of that demand was then escalated to assisted channels to be resolved.



When discussing top reasons for increased assisted support, businesses stated that proactive outreach and chatbot or self-help escalations are the main drivers.



But, for the 16% of companies that experienced a decrease in assisted support, over half reported it was due to better self-help resources and automation.



The data above highlights the struggles businesses have faced this past year: increased support demands, less resources, and tools that typically don't alleviate as much pressure as anticipated.

By investing in automation, self-service options, and chatbots, business leaders are hoping to reduce the amount of assisted support their teams' are involved in. While this proves to be successful for some companies, it most often fails to positively impact support demand.

So what's the secret to success? How were the 16% of companies who experienced a decrease in assisted support able to do so?

The answer lies in learning to effectively use these technologies in the ways they were designed.

*The "State of Support: Efficiency" series is a focused look at data relating to efficiency, support demand, and assistance tools pulled from the State of Support - a study by ServiceXRG that analyzed over 4 million support interactions. Please note that rounding may cause charts to exceed 100%.

Be on the lookout for Part 2 of *The State of Support: Efficiency* series where we'll discuss technology how-to's, so you can fully optimize your tools and decrease support demand.

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