

PREDICTS 2021: CRM CUSTOMER SERVICE AND SUPPORT

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The Three Customer Service Megatrends In 2021: Post-Pandemic Customer Service Excellence

Vision: The Contact Centers For Customer Service Playbook

by Kate Leggett
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Why Read This Report

The COVID-19 pandemic has elevated the importance of customer service to nurture customers, retain and increase their loyalty, and grow revenue. Customer service leaders are also accelerating modernization strategies that were already underway within their enterprises — the value of which will extend far beyond the current circumstances. This report reveals the top three customer service trends that customer service leaders must pay attention to in 2021.

Key Takeaways

Digital Channels And AI Fuel Customer Service Transformation

These technologies autonomously interact with customers and take over repetitive agent tasks. Organizations must meld them into most aspects of customer service operations. Assess the breadth of available AI and automation technologies and their real impact on operations.

Modern Agent Desktops Enable Trusted Relationships

Customer insights, collaborative workspaces, agent guidance, and desktop automation reduce the cognitive load on agents and allow them to build trusted customer relationships.

Customer Service Organizations Must Rethink The Importance Of Resilience

The COVID-19 pandemic has highlighted the importance of software-as-a-service technologies with rapid ROI. Contact centers that modernize to improve agility will lead, while those that struggle to meet the demands of the altered economy will fall further, if not entirely, behind.

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As companies move beyond the economic aftermath of the pandemic, leaders must rethink customer service strategies to retain consumers and build new connections.

In its latest report, we believe, Gartner recommends creating unified roles that break down departmental silos to exceed customer expectations. According to Gartner, “The required “digital-first” strategy will enable organizations to undertake asynchronous and persistent human-to-human and/or bot-to-human interactions.”

Download the full Gartner report to get key recommendations and advice on:

- Designing a proactive customer service process with a focus on customer needs
- Providing a seamless customer experience through unified roles across sales, marketing and service
- Crafting a “digital-first” strategy to reduce costs, increase customer loyalty and improve customer experience