

State of Service



This has been an unprecedented year replete with a global health and economic crisis, a surge of digital transformation efforts, and a shift to a remote work environment. These changes have had a huge impact on the customer service sector.

To determine the specific changes in the services industry, Salesforce Research surveyed global customer service professionals to determine the following:

- How customer service standards continue to change in the midst of crisis?
- Which strategies, tactics, and technologies service organizations are turning to in the new normal?
- How service organizations are navigating abrupt changes in their work environment?
- The impact and trajectory of field service during a time of social distancing.

Read the fourth edition of our “State of Service” report and get insights from more than 7,000 customer service professionals worldwide on the state of customer service today and how to best plan for and navigate the future for your services company.