

CUSTOMER SERVICE IN THE TIMES OF COVID-19

We recently conducted a survey with consumers to better understand the importance of effective customer service as increased online shopping from the Covid-19 pandemic has led to a subsequent rise in customer ticket volume.

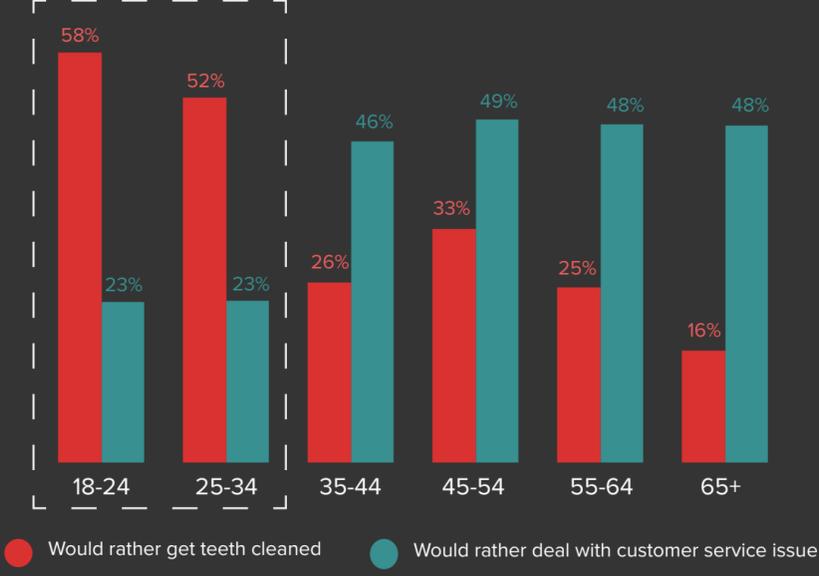
CONSUMER SENTIMENT OF CUSTOMER SERVICE

56%

of consumers said they would pay more for a product if it guaranteed excellent customer service



More than 50% of Millennials and Gen Z would much rather go to the dentist than get help with a customer service issue



COVID-19 & CUSTOMER SERVICE

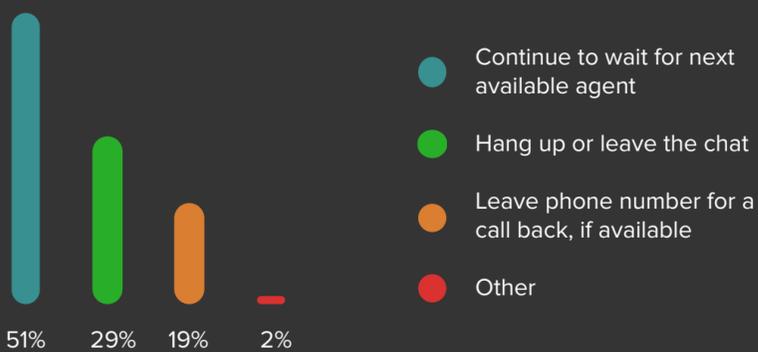
81%

experienced “higher than normal” wait times during the pandemic than before the pandemic

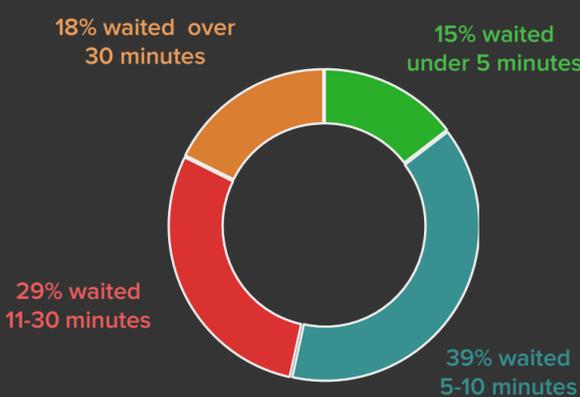


Almost 50% of respondents believe “higher than normal call volume” recordings could be or definitely is a lie

Nearly half of consumers refuse to wait for the next available agent when receiving a message about “higher than normal” call volumes



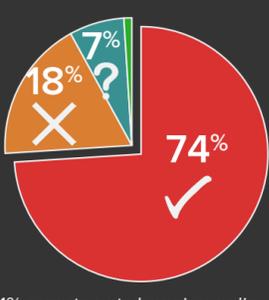
Almost half of consumers surveyed waited over 10 minutes to speak to an agent in their most recent customer service interaction.



COVID-19 & ECOMMERCE

ONLINE SHOPPING HAS INCREASED DURING THE PANDEMIC AND WILL BE THE NEW NORMAL

Almost two thirds of consumers surveyed have increased their online shopping since the start of the pandemic



64%



plan to continue to online shop at this elevated level even after herd immunity is achieved

ABOUT ARENACX

ArenaCX is the world’s first outsourcing marketplace where contact centers compete to better serve your customers. ArenaCX works by creating market dynamics, even with internal teams, and providing easy access to additional support capacity. Learn more about ArenaCX at www.arenacx.com.

