We recently conducted a survey 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. 69% of consumers said they would pay more for a product if it guaranteed excellent customer service. 81% of consumers experienced “higher than normal” wait times during the pandemic than before the pandemic. More than 50% of Millenials and Gen Z would much rather go to the dentist than get help with a customer service issue. COVID-19 & CUSTOMER SERVICE

CONSUMER SENTIMENT OF CUSTOMER SERVICE

Almost half of consumers surveyed waited over 10 minutes to speak to an agent in their most recent customer service interaction. 39% waited 5-10 minutes, 29% waited 11-30 minutes, 18% waited over 30 minutes, and 15% waited under 5 minutes. 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, that providing easy access to additional support capacity. Learn more about ArenaCX at www.arenacx.com.