

2021 (and Beyond) Customer Service Trends and Insights

Customer support experts will handle
85% of **customer-brand relationships** this year

59% of consumers care more about **customer experience** now than they did pre-COVID

Businesses that increase their use of **digital channels** are **3.5x** more likely to be **top performers**

83% of CIOs expect an **increase in demand** for new **digital products or services** in **2021**

By **2022**, global spending on **digital transformation** is expected to **increase** by more than **\$2 trillion**

35% of companies are projected to **implement AI** in **2021**

AI chat could **reduce business costs** by more than **\$8 billion** by **2022**

An anticipated **95%** of **customer interactions** will be through AI by **2025**