

Top 10 ways support will change by 2020

Are you ready?

Future of customer support

Aberdeen Group recently looked at how new technologies and trends in mobile and live interactions are transforming support. The research firm sees a future that is **mobile, real-time, social, visual and automatic**.

Here are 10 ways Aberdeen sees services and support changing by 2020:¹

1 **Mobile-first** service and support with systems that are optimized for in-app support anywhere, anytime and on any device

Next-generation mobile support for new devices including wearables and visual glass displays



3 **Instant** service and response that happens in real time, not hours and days

4 **Fully transparent** support with constant feedback for the customer

Truly collaborative service and support where customers and support staff work together



6 **Socially enabled** support that interacts with the social and collaborative tools consumers prefer

7 **Video-enabled** support for visual interactions and improved quality of support



8 **Mobile camera streaming** that lets support personnel see physical devices, cabling and more from the customer's perspective

Automatic, zero-touch product support through smart technologies that fix issues or request support automatically



10 **Self-healing** software and devices that detect potential problems and fix them before they occur

You can't reach the future when you're stuck in the past

Today's modern and technologically savvy consumers are frustrated with traditional support systems that are stuck in the past:²

25% of customers are not satisfied with support.

6% are extremely dissatisfied.

12% believe that their IT support systems are archaic.

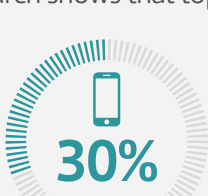


Top support services use mobile, social and video

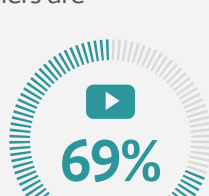
Best-in-class service and support groups (top 20% of aggregate performers) keep pace with changes in technology trends and customer expectations. Aberdeen research shows that top performers are³



more likely to leverage social collaboration and customer feedback



more likely to provide customers with full mobile access



more likely to use live video collaboration to bring in remote expertise⁴

2.5x faster at resolving requests because they use mobile, social and video

Saving >5% in customer service and support costs

To be a leader in your industry, your support organization should prepare now for technologies that are transforming support today and in the near future.

With the right technology, your support team can set itself apart from competitors in the industry.

Get a free trial of GoToAssist today.
www.gotoassist.com

SOURCES

¹ Jim Rapoza and Aly Pinder, *Getting a Clear Picture of the Future of Support: 10 Ways Support Will Change in the Future*, Aberdeen Group, July 2015.

² Ibid.

³ Ibid.

⁴ "The Future of Support Has Arrived, Presented by Aberdeen," Webinar, June 2015.