Top 10 ways support will change by 2020

Are you ready?

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

Top support services use mobile, social and video

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.

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

1. 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 are:
   - Using service and support systems that are optimized for in-app support anywhere, anytime and on any device.
   - Providing service and response that happens in real time, not hours and days.
   - Supporting new devices including wearables and visual glass displays.
   - Service and support where customers and support staff work together.
   - Automating, a step beyond DIY, using chatbots.
   - Self-service software and systems that detect potential problems, auto-resolve issues, and alert customers automatically.
   - Software and devices that detect potential problems and notify support personnel.
   - Social and collaborative tools that are used by customers.
   - A 25% increase in customers who are extremely likely to provide feedback.

2. 25% of customers are not satisfied with support.

3. 25% of customers are not satisfied with support.

4. Future of customer support

Aberdeen Group recently looked at how new technologies and trends in mobile and live interactions are influencing tomorrow's support and services.

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

1. Fully transparent support with complete feedback for customers.

2. Help collaborative service and support systems that break down support silos.

3. Mobile-enabled support that integrates with life and a collaborative team.

4. Remote and live support that happens in real time, not hours and days.

5. Fully integrated support with systems that are optimized for in-app support anywhere, anytime and on any device.

6. Mobile-enabled support that integrates with life and a collaborative team.

7. Self-service software and systems that detect potential problems, auto-resolve issues, and alert customers automatically.

8. Software and devices that detect potential problems and notify support personnel.

9. A 25% increase in customers who are extremely likely to provide feedback.

10. A 25% increase in customers who are extremely likely to provide feedback.

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