

CUSTOMER SATISFACTION BY THE NUMBERS

ZENDESK CUSTOMER SATISFACTION INDEX, MARCH 2012

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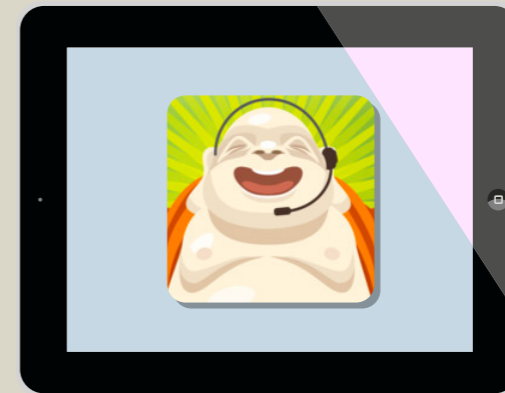
NEW CUSTOMER SUPPORT

YESTERDAY



- Segregated by channel
- Disconnected from business
- Treated as a cost center
- Subpar consumer experience

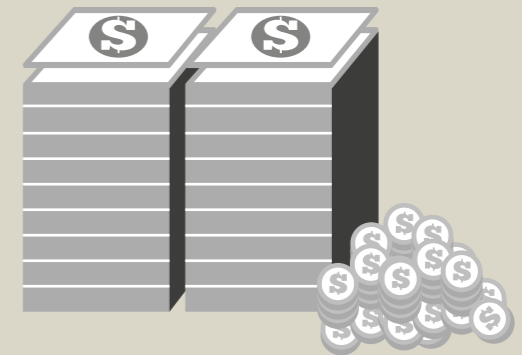
TODAY



- Interconnected channel support
- Closely tied to marketing/sales
- Treated as a revenue engine
- Critical to consumer experience

SATISFACTION COUNTS

When it comes to customer service, satisfaction is what matters most. In fact, bad customer service can cost you billions.



\$338.5B

The amount bad customer service costs major countries around the world annually

82%

Percentage of Americans who said they stopped doing business with a company because of poor customer service

\$289

Average value of **each** lost business relationship in the U.S.

★ CUSTOMER SATISFACTION INDEX ★



Zendesk's Customer Satisfaction Index delivers a periodic measure of customer satisfaction by collecting data from more than 15,000 companies serving 65 million consumers across 137 countries.

GLOBAL BENCHMARK



This global Customer Satisfaction Index is the result of a simple question asked to millions of customers at the end of a service interaction: “How would you rate the service you received?”

★ CUSTOMER SATISFACTION ★

BY INDUSTRY



GLOBAL
86%
CUSTOMER SATISFACTION

Zendesk customers all interact directly with their end customers, and all want to delight those end customers.

But satisfaction varies vastly across industries—some expected, some not.

★ REAL ESTATE AND IT CONSULTING/SERVICES ★
RATED HIGHEST IN CUSTOMER SATISFACTION OF ANY INDUSTRY



Real Estate

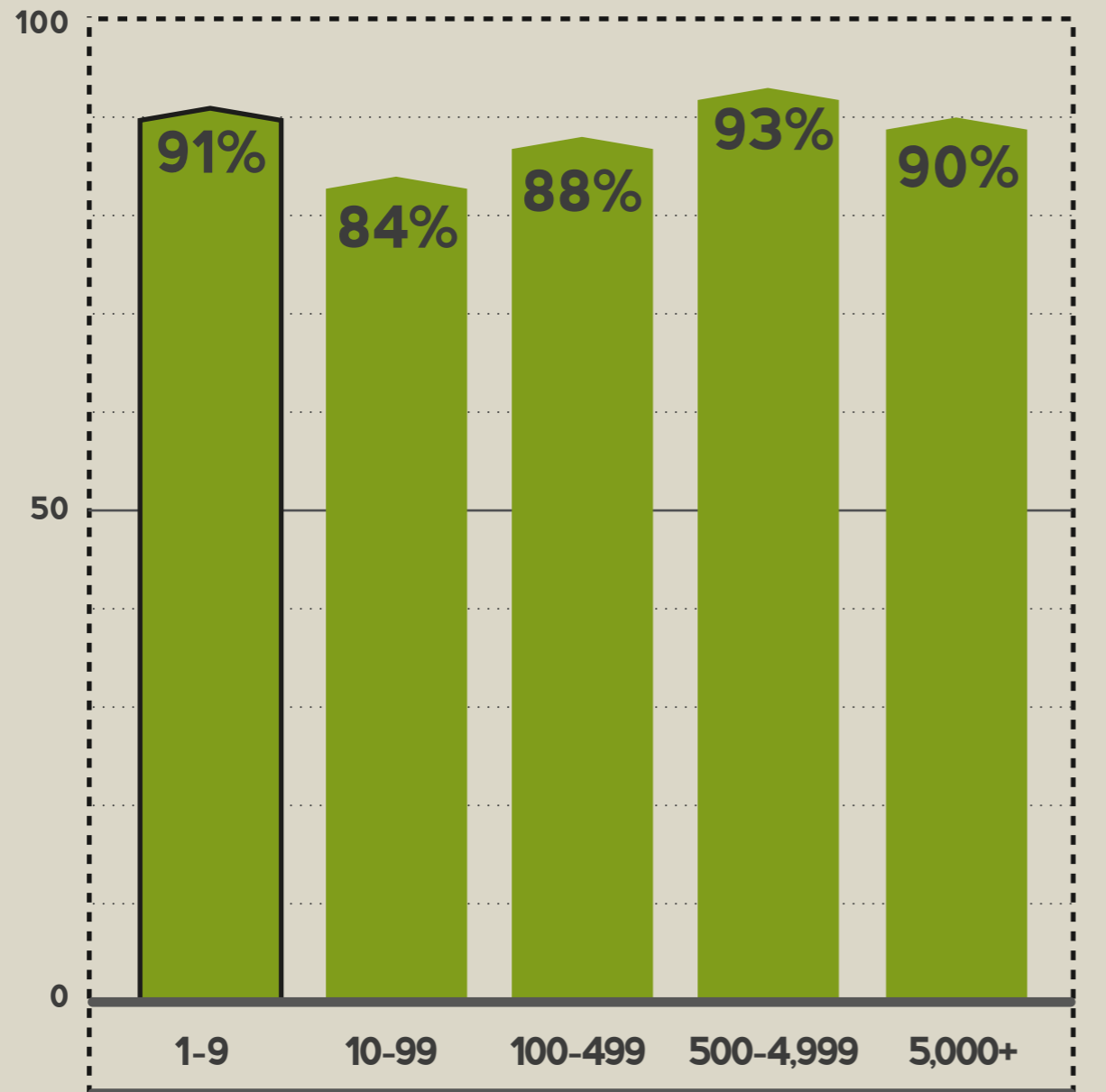


**IT Services
& Consultancy**



★ CUSTOMER SATISFACTION ★

BY COMPANY SIZE



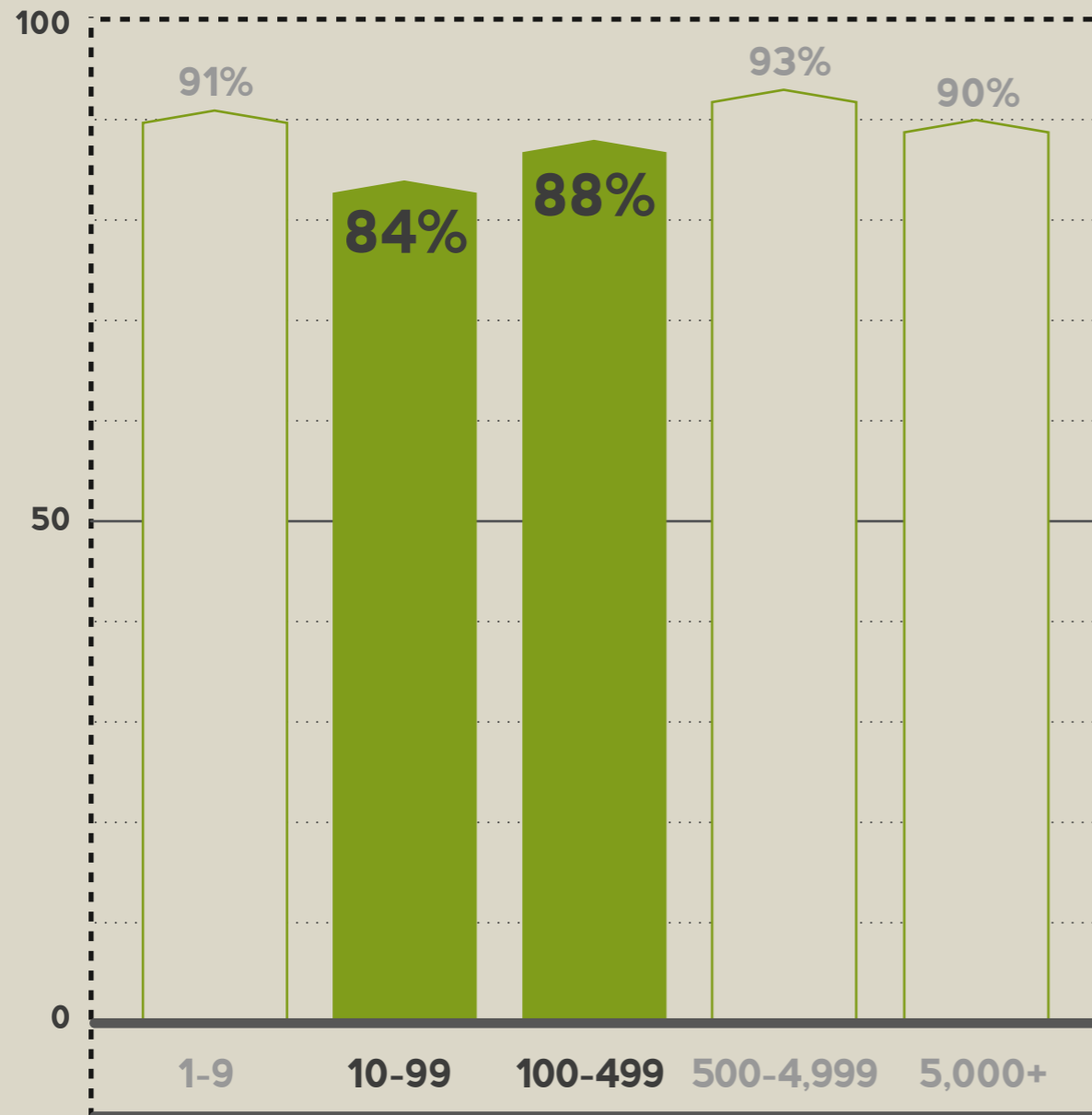
GLOBAL
86%
CUSTOMER SATISFACTION

The smallest companies—whether a mom-and-pop operation, small business or a tech startup—perform well across almost every industry.

WHY DO MIDDLE-CLASS COMPANIES STRUGGLE?

★CUSTOMER SATISFACTION★

BY COMPANY SIZE

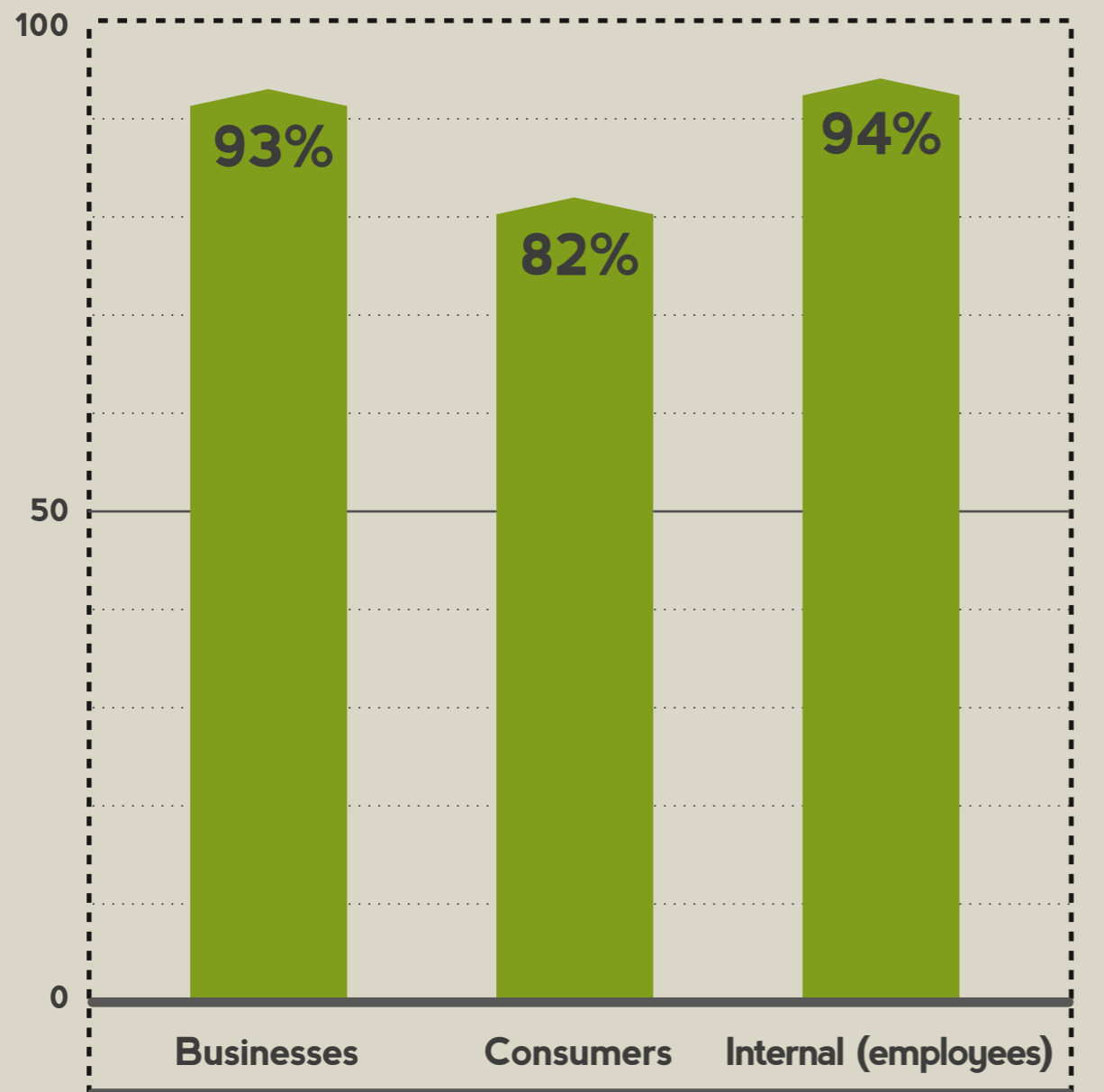


Yet once these companies reach a certain scale—over 10 employees—service suffers.

It's not until companies reach scale (500 employees) and have mature processes and structures that they recover their customer service levels.

★ CUSTOMER SATISFACTION ★

BY TARGET AUDIENCE



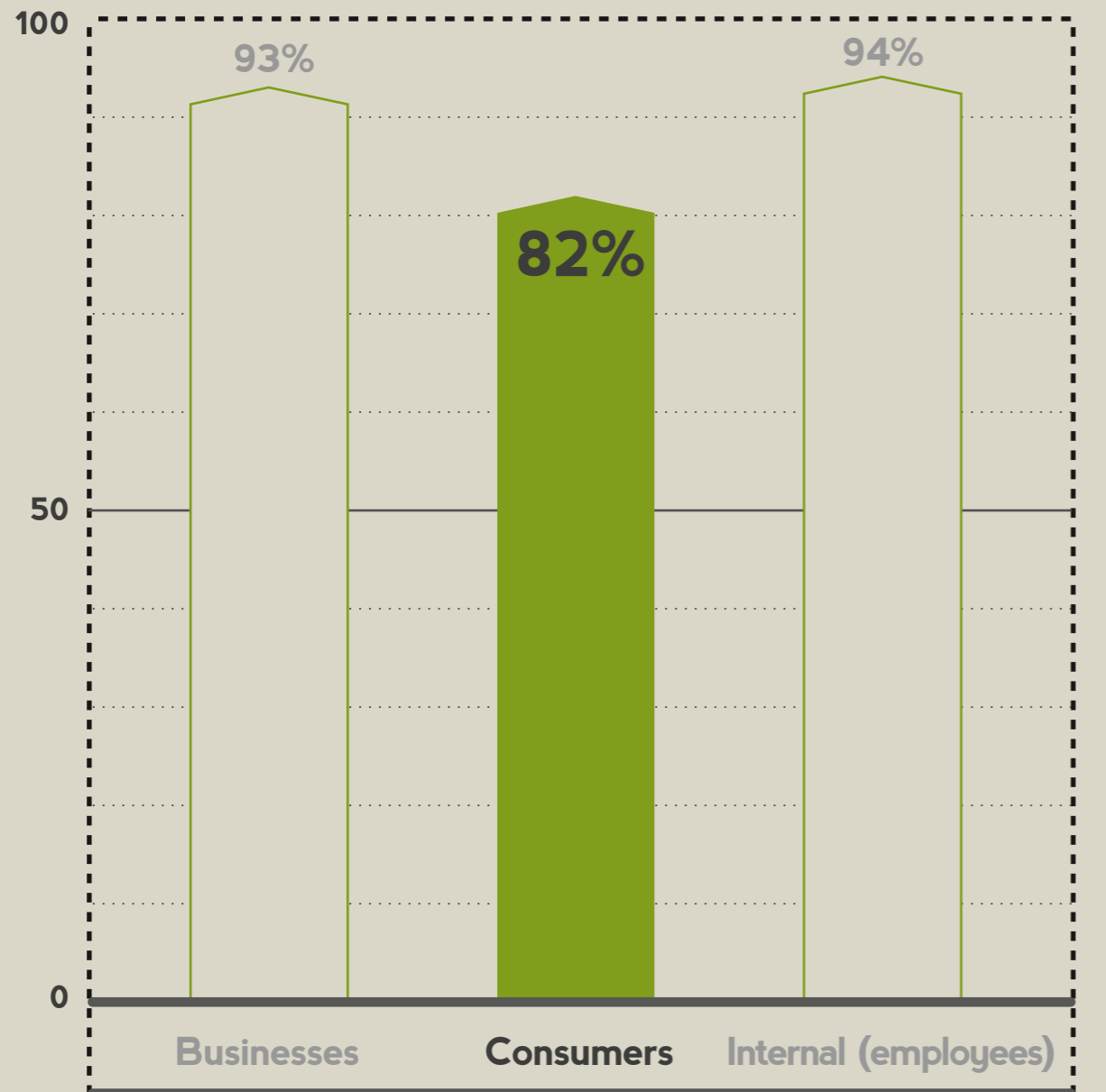
GLOBAL
86%
CUSTOMER
SATISFACTION

Support organizations serve one of three audiences—consumers, other businesses or internal employees.

Satisfaction varies widely, depending on which audience you deliver support to.

YOU'D EXPECT THIS:

★CUSTOMER SATISFACTION★ BY TARGET AUDIENCE



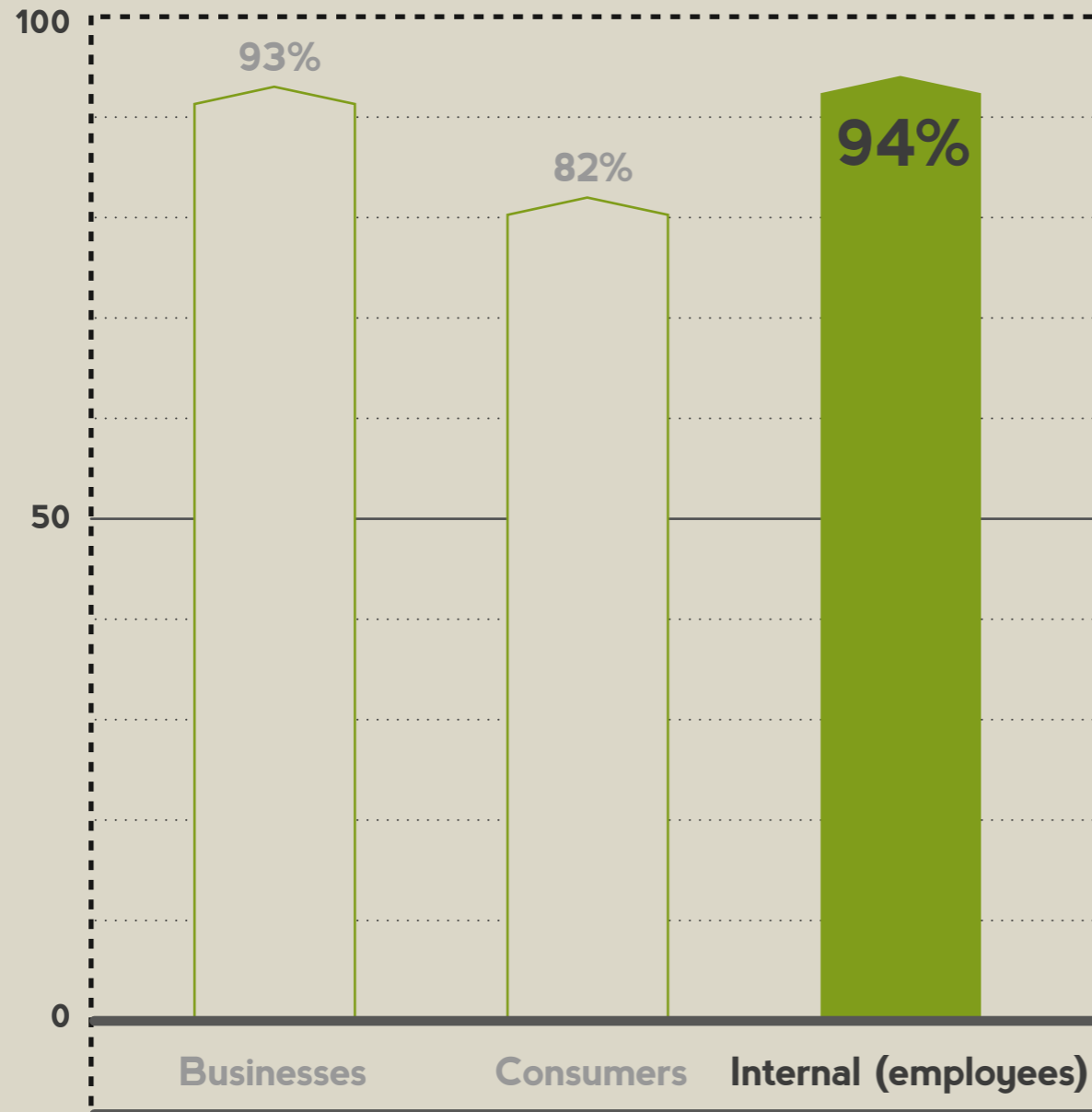
Support sites that service consumers score the lowest of any audience. And many consumer-facing support sites score well below 75 percent.

Apparently, consumers are cranky when it comes to support.

WHAT YOU WOULDN'T EXPECT IS THIS:

★CUSTOMER SATISFACTION★

BY TARGET AUDIENCE

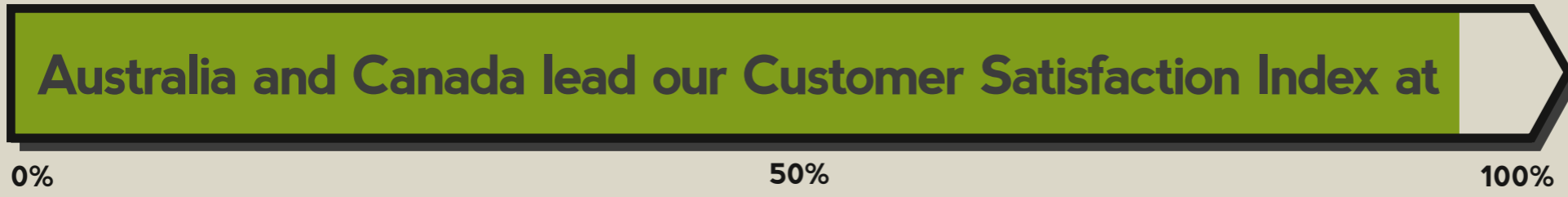
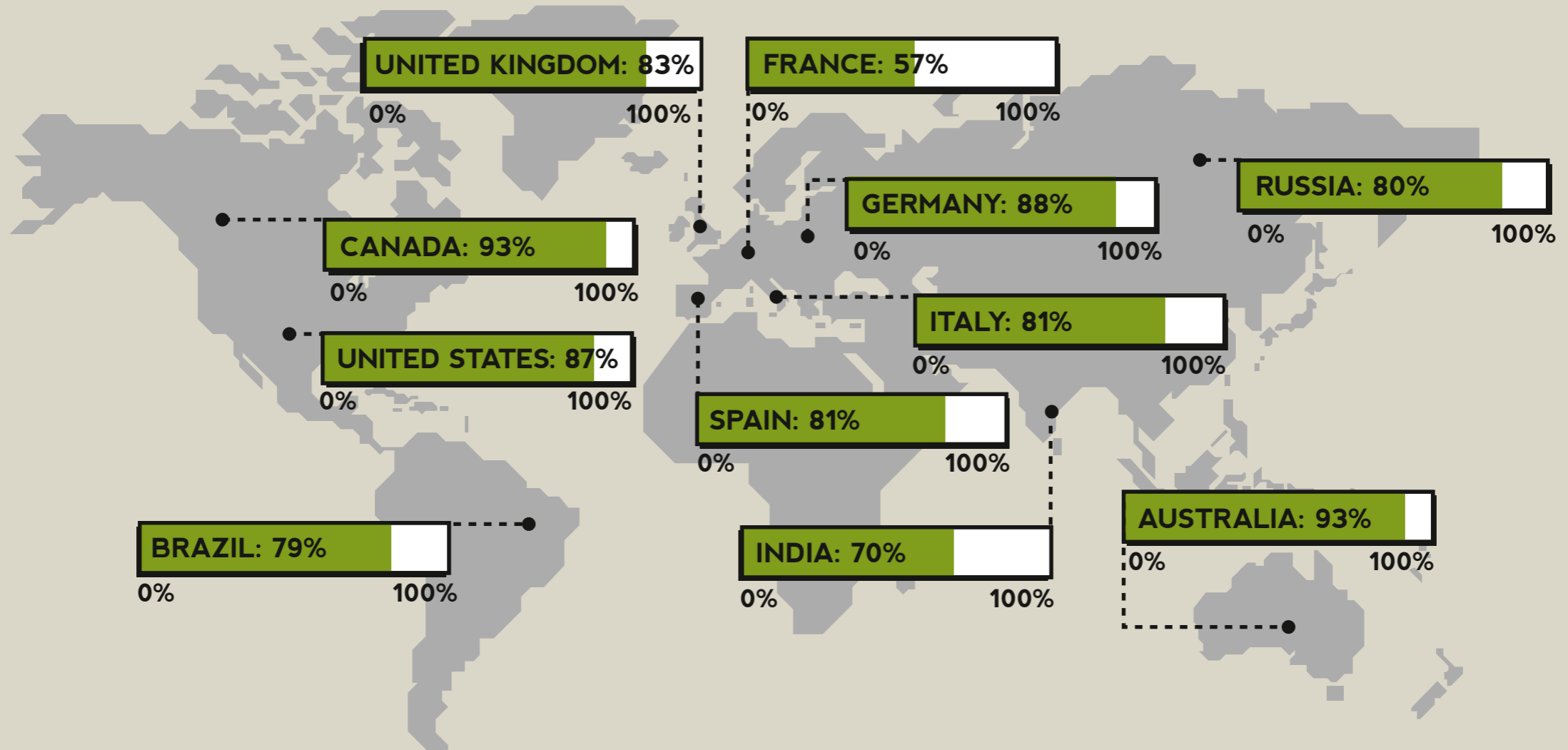


Internal help desks (think of your IT team that handles employee requests for software or network help) have higher customer satisfaction ratings than help desks that support either consumers or other businesses.

Perhaps IT doesn't deserve its unhelpful stigma?

★ CUSTOMER SATISFACTION ★

BY COUNTRY*



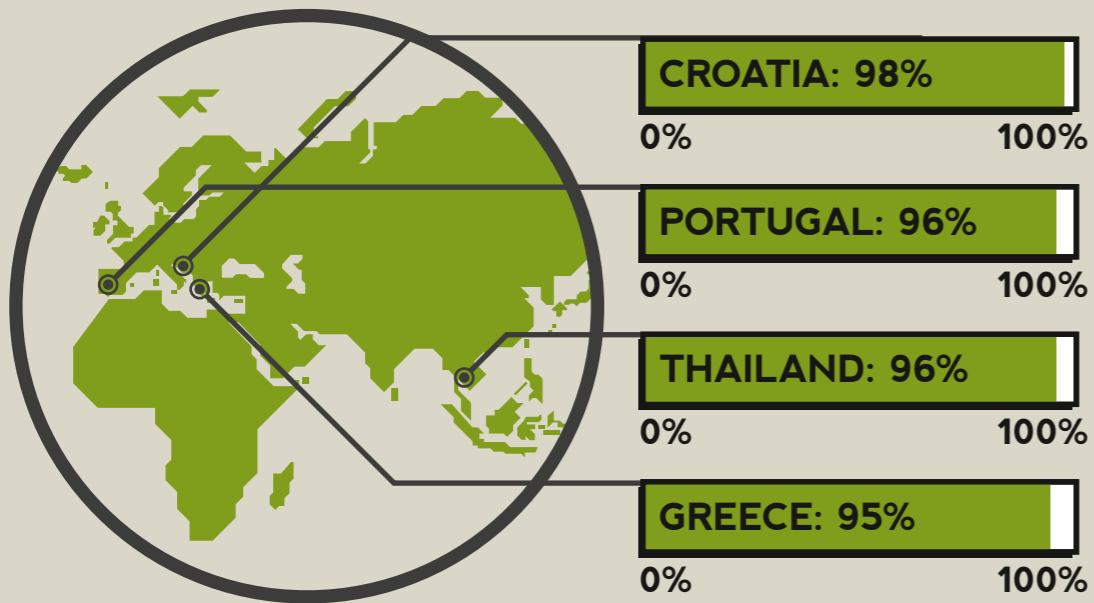
93%

THE LEADERS AND LAGGARDS

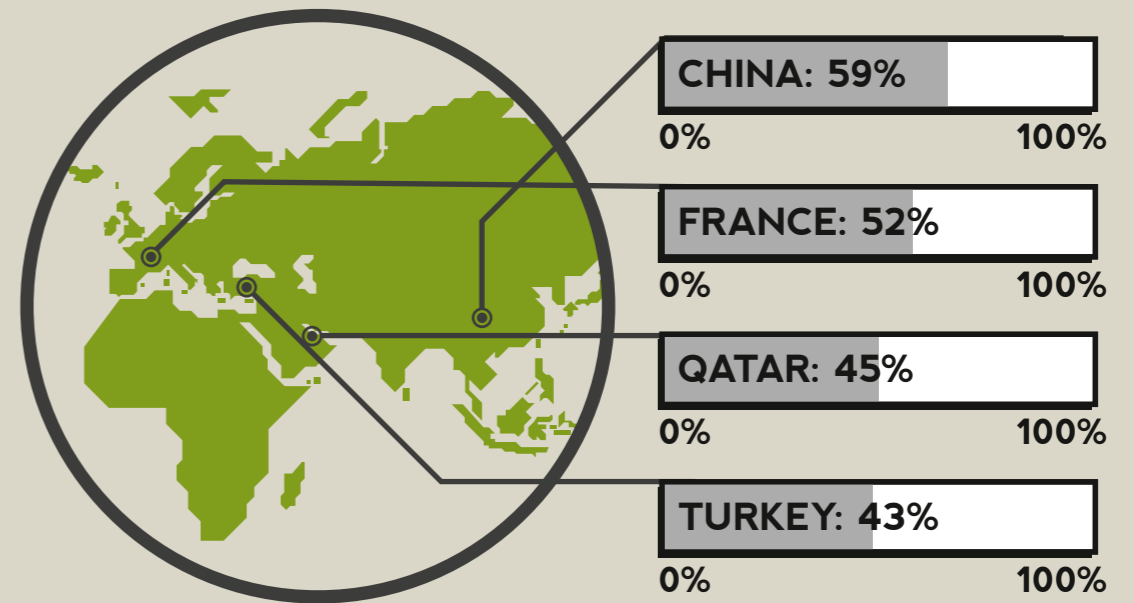
★ CUSTOMERS' SATISFACTION BY COUNTRY* ★



THE LEADERS SATISFACTION SCORE



THE LAGGARDS SATISFACTION SCORE



*Minimum 100 satisfaction ratings



SO WHAT DRIVES
CUSTOMER
SATISFACTION?

★ THIS IS THE WINNING FORMULA ★
FOR CUSTOMER SATISFACTION DEVELOPED BY ZENDESK


$$F(X) = \text{Scale} \times \text{Efficiency} \times \text{Quality}$$

Bigger companies that efficiently deliver high-quality support at a large scale have the most satisfied customers.

★ CUSTOMER SATISFACTION ★

SCALE

EFFICIENCY

QUALITY

How many issues are you receiving?

How well do you handle customer issues?

What is the quality of the support you give?



Number of Tickets



First Response Time

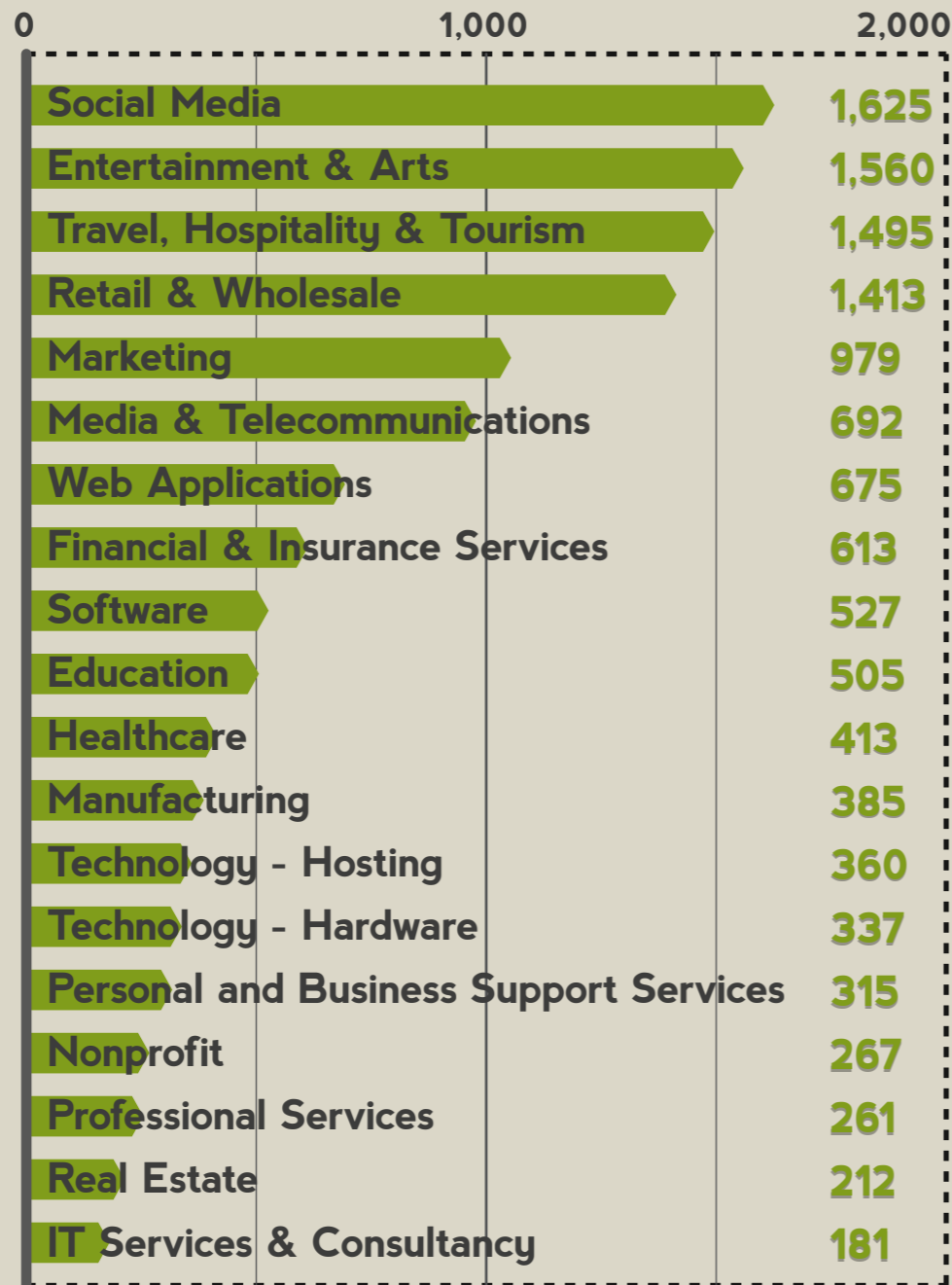


% of Tickets Resolved



$$F(X) = \text{SCALE} \times \text{EFFICIENCY} \times \text{QUALITY}$$

NUMBER OF TICKETS BY INDUSTRY



SIZE MATTERS

Each ticket constitutes a customer interaction, making it a good measure of the frequency and scale of your customer touches.

Customers increasingly serve themselves via the web through well-crafted online forums, FAQs and knowledge bases.

On average, Zendesk-powered help desks handle more than 600 tickets per month, and drive more than 2,600 page views to their online forums.

$$F(X) = \text{SCALE} \times \text{EFFICIENCY} \times \text{QUALITY}$$

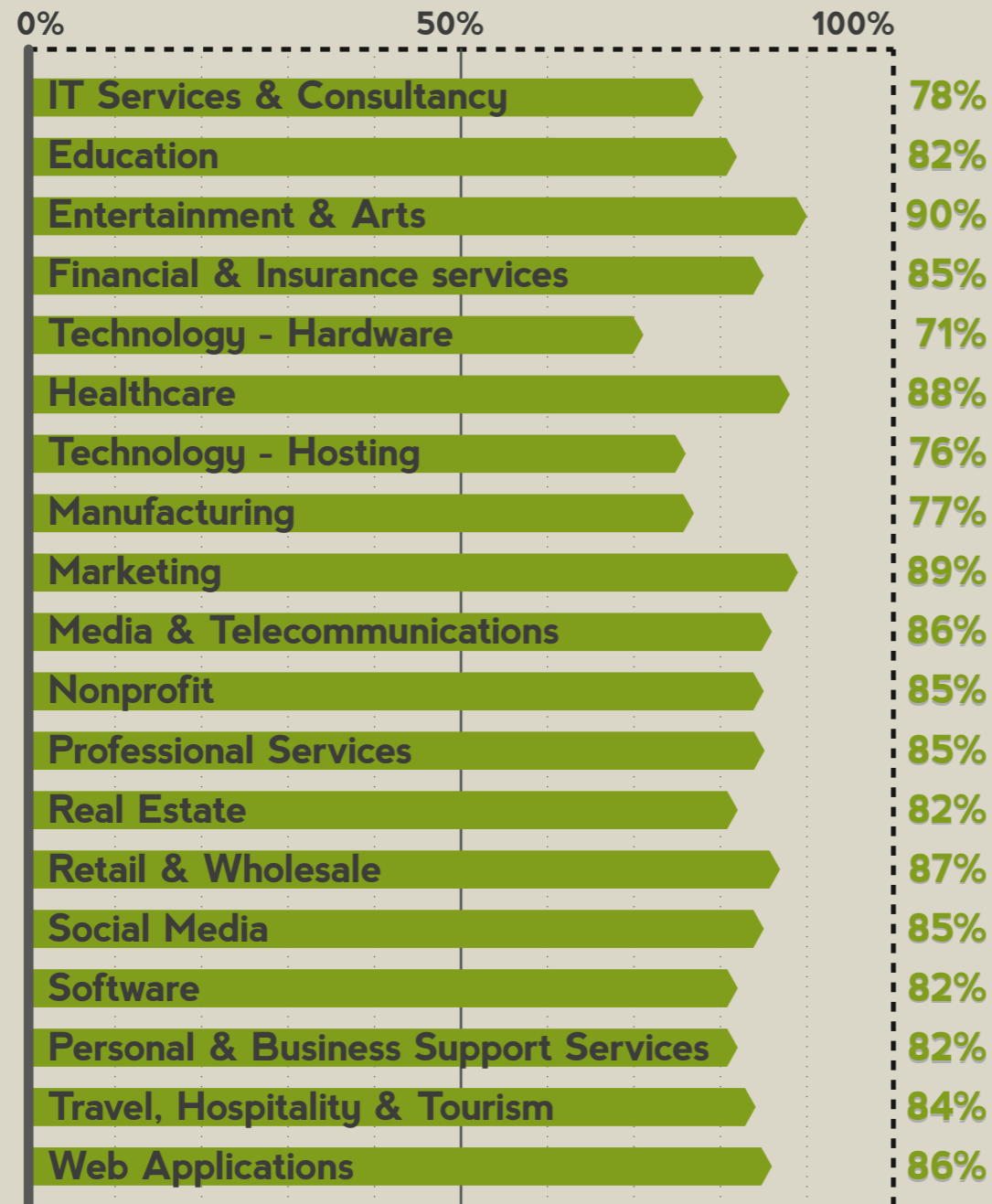
FIRST RESPONSE TIME BY INDUSTRY



We have a limited budget and staff, so we need to make sure we're delighting our customers as efficiently as possible. This is why first-response time is a great efficiency measure. The average first-response time across all Zendesk tickets is over 23.6 hours. Those taking more than a day to get back to customers may want to reexamine their processes.

$$F(X) = \text{SCALE} \times \text{EFFICIENCY} \times \text{QUALITY}$$

▮ % OF TICKETS IN 1 TOUCH BY INDUSTRY ▮



The percentage of tickets resolved in one touch across all Zendesk tickets is 85%

Zendesk's third measure is quality, which is measured by one-touch tickets.

“One-touch” tickets are those resolved with only one service interaction. The higher your one-touch percentage, the higher your service quality.

ZENDESK BENCHMARK

Satisfaction

Efficiency

Scale

86%

Customer Satisfaction

23.6hrs

First-Response Time

630

Tickets per Month

Across 15,000 Global Accounts

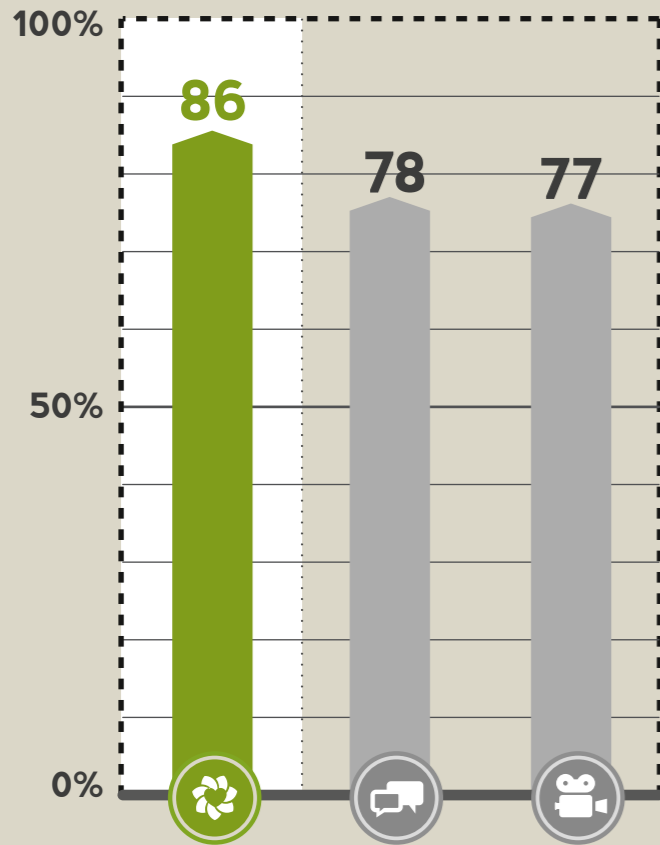
INTERESTING ANECDOTES

★ ABOUT SATISFACTION SCORE ★

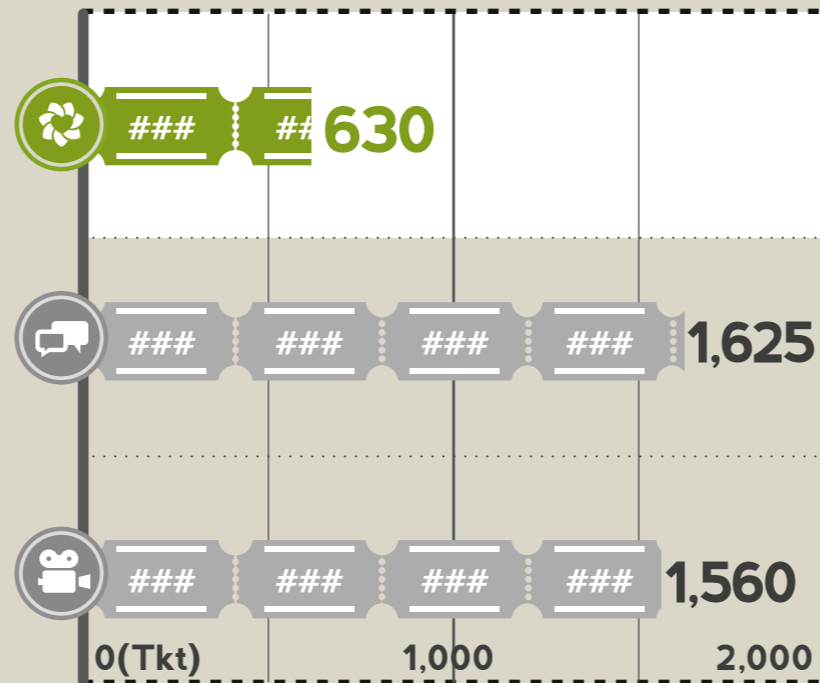
🔄 Zendesk Benchmark Average
💬 Social Media
🎬 Entertainment



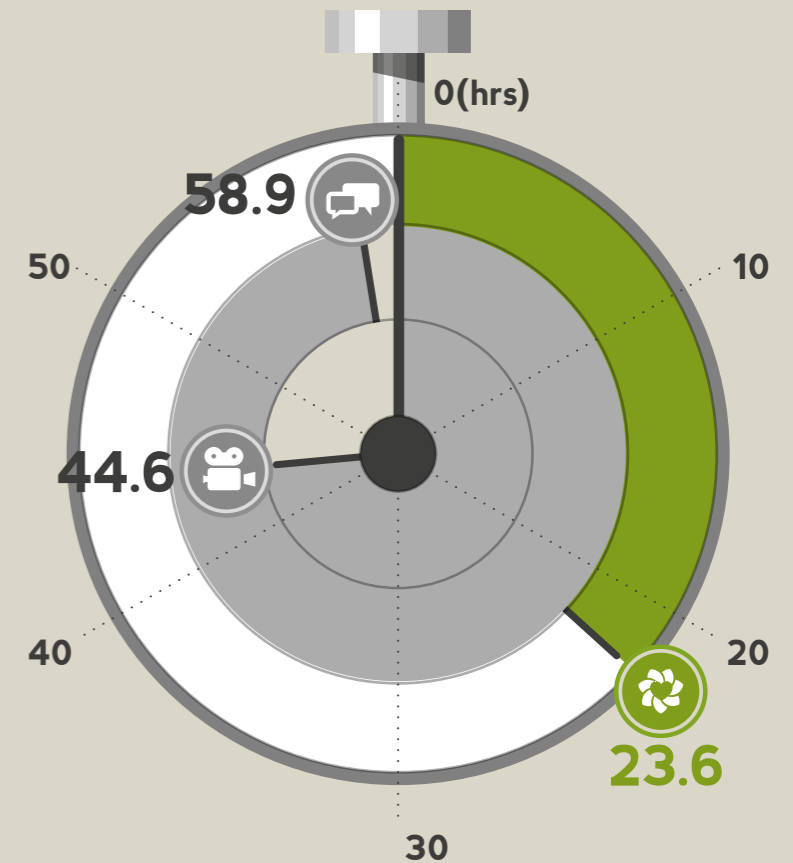
SATISFACTION SCORE BY INDUSTRY



NUMBER OF TICKETS BY INDUSTRY



FIRST RESPONSE TIME BY INDUSTRY



Low satisfaction ratings are the result of high ticket volume and slow first-response time, as evidenced by consumer-facing companies.

3 HABITS OF BEST-IN-CLASS COMPANIES

BEST-IN-CLASS COMPANIES

Data can be overwhelming, but there are three clear behaviors that separate best-in-class companies from the rest:

IMMEDIATE RESPONSE MATTERS

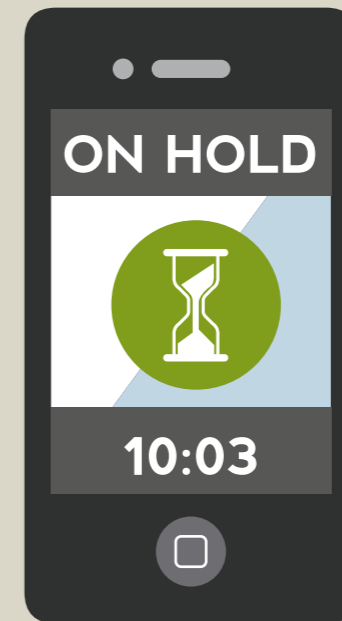
YOU HAVE TO BE WHERE YOUR CUSTOMERS ARE

LET YOUR CUSTOMERS SERVE THEMSELVES

IMMEDIATE RESPONSE

The clock begins ticking the moment you receive a ticket.

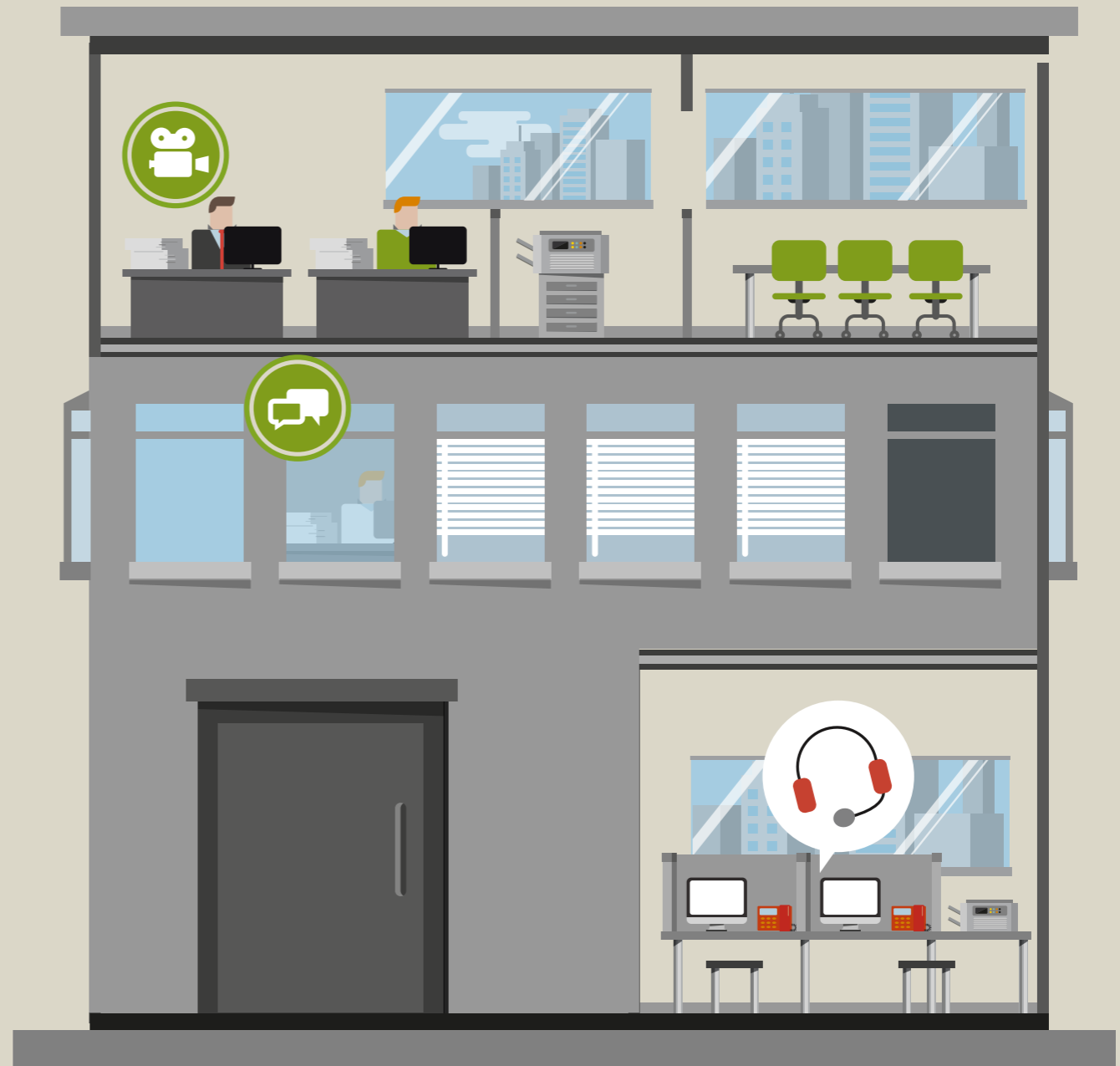
Responding quickly has the single greatest impact on customer satisfaction.



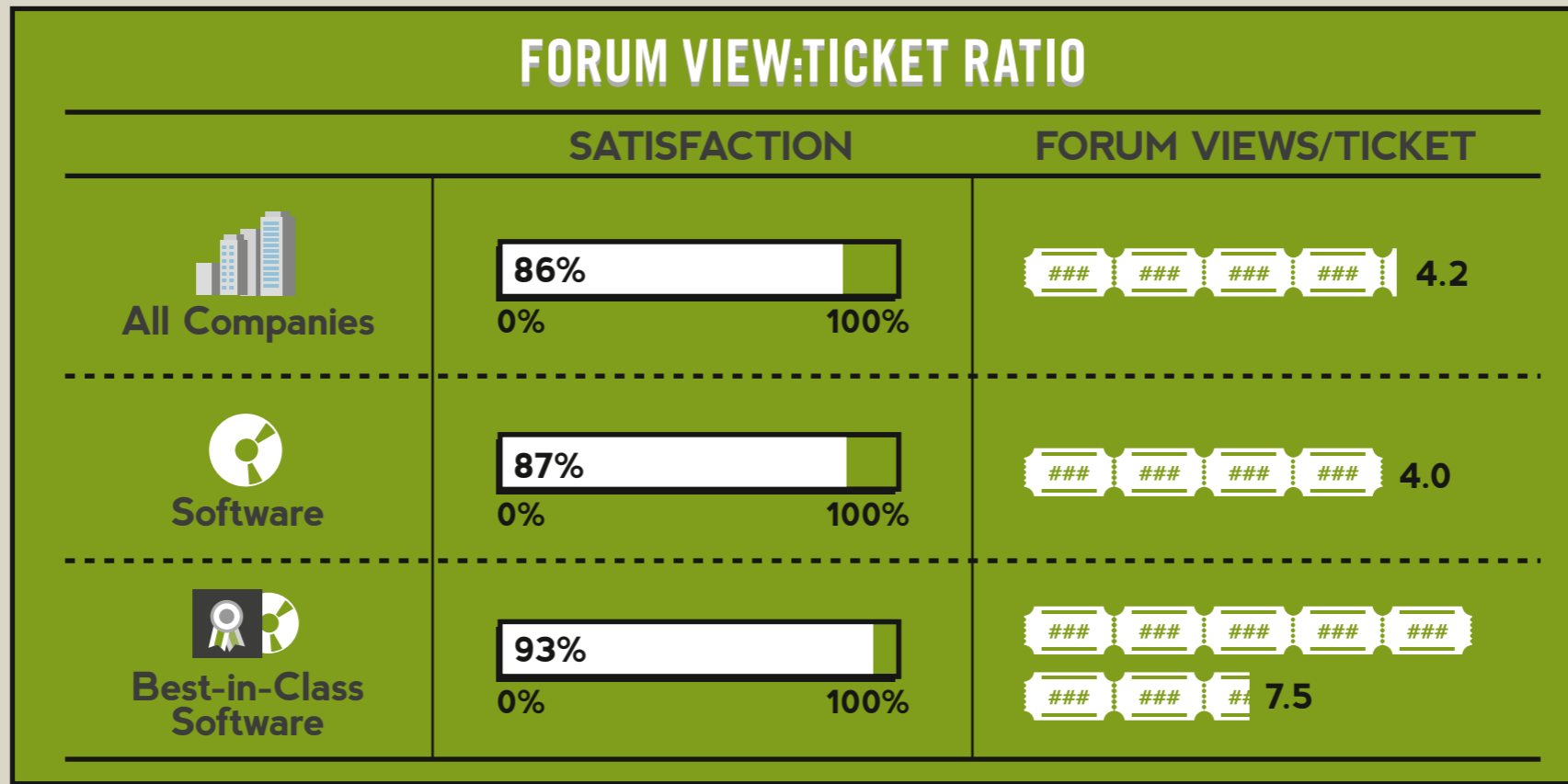
BE WHERE YOUR CUSTOMERS ARE

Today, it's critical to be available where your customers want to reach you: your website, Facebook, Twitter, email, phone or chat.

Companies that support their customers across multiple channels drive higher engagement and respond faster to customer inquiries—all increasing satisfaction.



LET CUSTOMERS SERVE THEMSELVES



Companies that offer rich self-service customer support forums and FAQs have a higher level of customer satisfaction. Best-in-class companies invest in self-service, and those with higher forum traffic drive greater satisfaction—especially in the software industry.

— ABOUT —
THE SCIENCE
ZENDESK BENCHMARK

“WHAT’S MEASURED IMPROVES”

PETER DRUCKER



ZENDESK DELIVERS AT GLOBAL SCALE



137
COUNTRIES

15,000
ENTERPRISES

65 MILLION
SERVED CUSTOMERS

100
MILLION
SERVICE
INTERACTIONS
PER YEAR

THE BENCHMARK IS MEASURED BY

INSIGHTS BASED ON ACTUAL HELP DESK USAGE:

We offer the metrics you need to measure your support volume, help desk efficiency and quality of engagement.

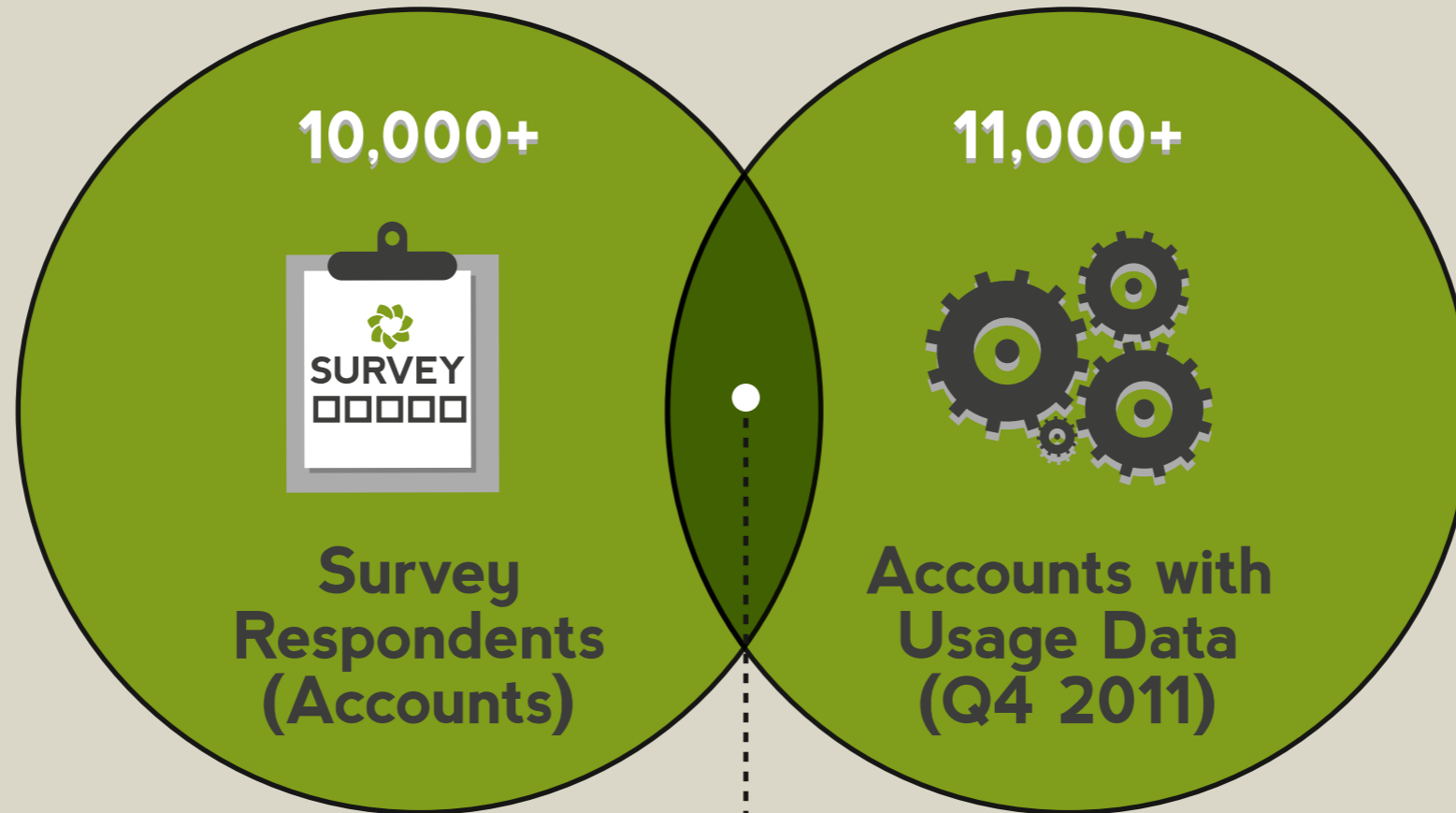
LOADS OF COMPARISONS:

With the Zendesk Benchmark, you can compare yourself to the overall population of Zendesk-powered help desks, to your industry peers, to companies of similar size or to companies supporting similar end users.

The Zendesk Benchmark is not your typical “expert” survey. It’s comprised of metrics based on real product usage and customer engagement.

ZENDESK BENCHMARK

DATA COLLECTION FROM MASSIVE CUSTOMER BASE



Large-Scale Demographic and Usage Data

METRICS THAT MATTER

★ TICKETS ARE THE CORE OF SUPPORT INTERACTIONS ★

Customer Satisfaction

of Tickets per Month

First-Response Time

Tickets per Agent

% of Tickets in One Touch

Satisfaction Rating from End User

Total Volume of New Tickets

First-Response Time During Business Hours

of Tickets Solved per Active Agent

Tickets Resolved in One Human Interaction

★ FORUMS DRIVE CUSTOMER SELF-SERVICE ★

of Forum Views

Forum View:Ticket Ratio

Forum-Search Effectiveness

Overall Monthly Forum Traffic

Measure of Customer Self-Service

Click-Through Rate for Forum Searches



— YOU CAN START MEASURING —
**YOUR CUSTOMER'S
★ SATISFACTION ★**

WITH ZENDESK

TODAY

