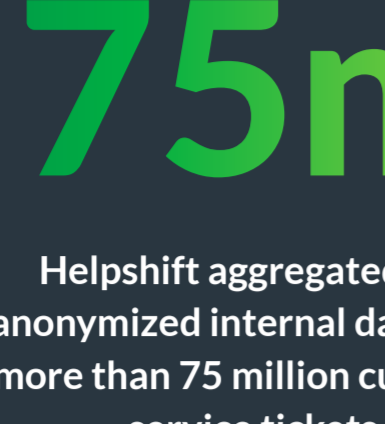


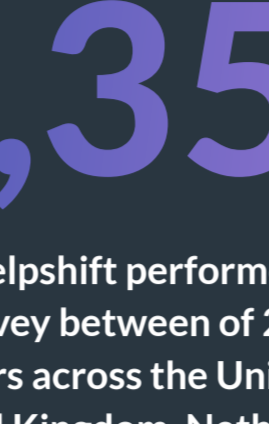
State of Customer Service Automation | 19

Insights and trends based on analysis of 75 million customer service tickets and 71 million bot interactions



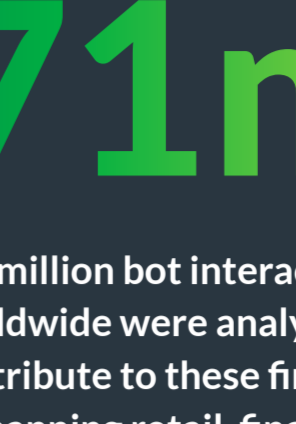
75m

Helpshift aggregated and anonymized internal data from more than 75 million customer service tickets.



2,353

Helpshift performed a survey between of 2,353 consumers across the United States, United Kingdom, Netherlands, Germany and France.



71m

71 million bot interactions worldwide were analyzed to contribute to these findings, spanning retail, finance, gaming and IoT industries.

Trend Overview

01



+20%

Consumers are more trusting and confident in automation/chatbots.

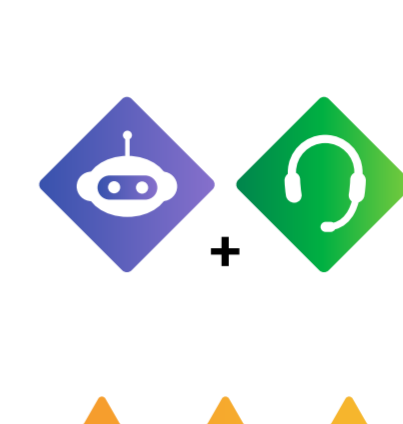
02



54%

The majority of consumers say customer service is improving.

03

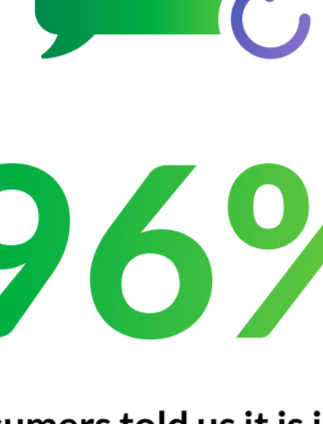


★★★★★

The combination of automation + agents is ideal.

Key Stats

01



96%

Of consumers told us it is important being able to return to and pick up a customer support conversation where it left off.

02



11%

Millennials are the primary demographic that prefers messaging during the holidays – 11% higher than other generations.

03



25%

More Germans are willing to use technologies like messaging during the holiday rush than Americans, British, French, or Dutch.

State of Customer Sentiment



83%

of respondents would make messaging their primary means of contacting customer support if they could be guaranteed an immediate response.



30%

of respondents reported that they would knowingly engage with a customer support chatbot because "chatbots are very helpful."



25%[^]

The proportion of consumers for whom chat-based messaging is the preferred method of contacting customer support for complicated issues has risen.



24%

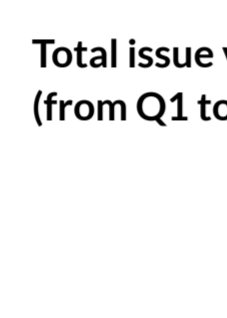
24% more British respondents than Americans rate messaging as their top method for reaching customer support.

Brands Are Using Automation to Satisfy Demands

What do we mean by automation?

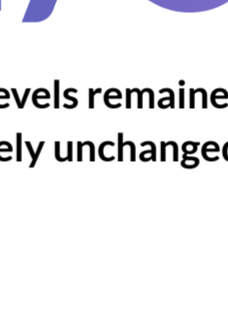
When we talk about automation, we're referring to the ways Helpshift's customers use bots. This includes automating workflows, collecting routine information from consumers, suggesting knowledge base articles, classifying issues, routing inquiries and sending automated messages after a given period of time.

Here are the results brands have seen with automation:



+24%

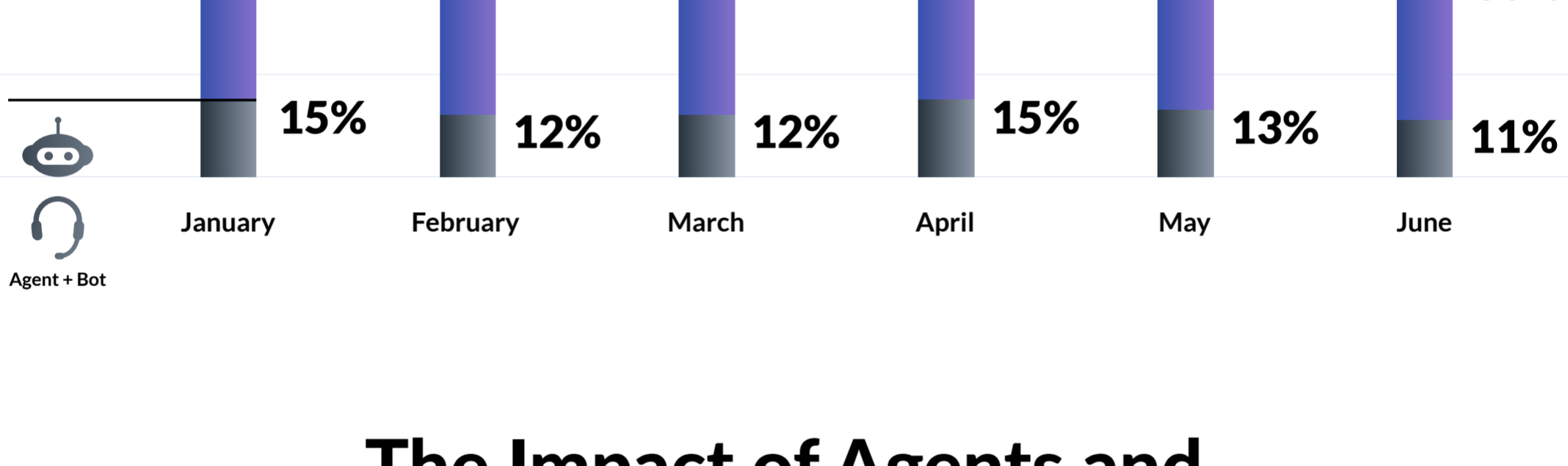
Total issue volume increased by 24% (from Q1 to Q2 2019).



<1/5

CSAT levels remained largely unchanged.

Monthly % Issue with Bot Activity



The Impact of Agents and Bots Working Together



9%[^]

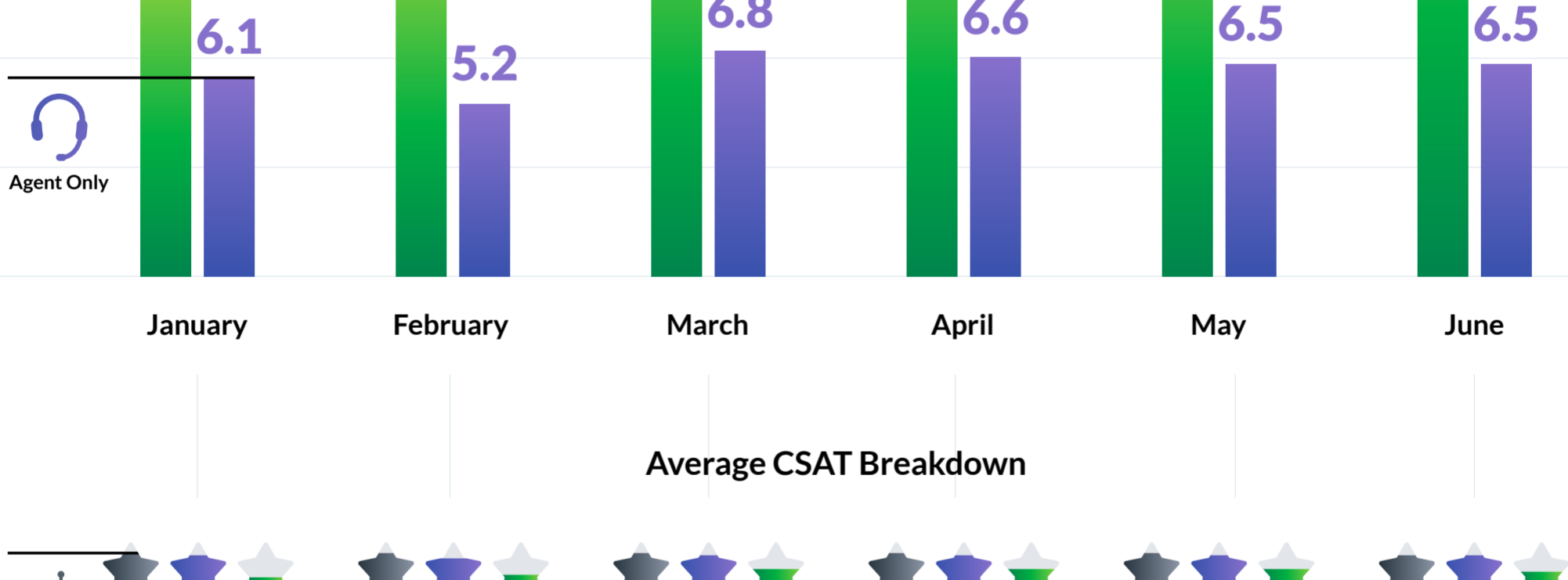
The average number of distinct messages per ticket sent by chatbots rose by 9% from Q1 (2.32) to Q2 (2.52).



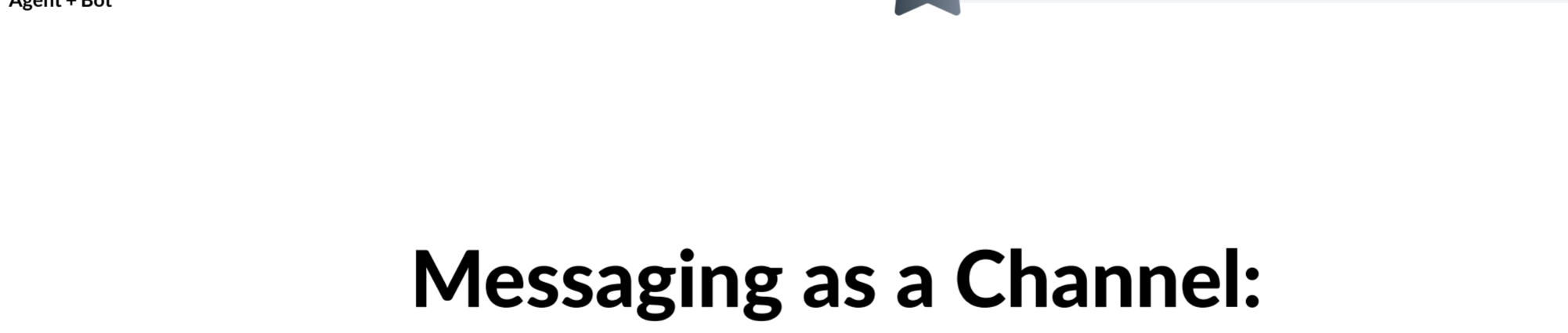
13%^v

The average number of distinct messages per ticket sent by individual agents dropped by 13% from Q1 (1.41) to Q2 (1.22).

Total Agent vs. Chatbot Messages (in Millions)



Average CSAT Breakdown

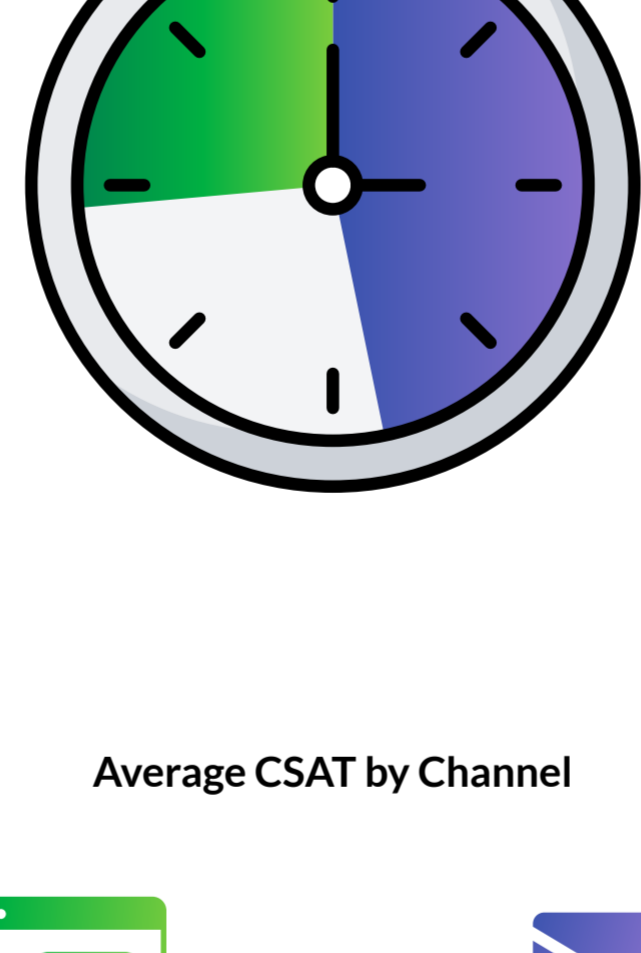


Messaging as a Channel: Where Bots and Automation Thrive

While response and resolve times are slightly slower for messaging, CSAT is higher because customers aren't waiting on hold.

3.38

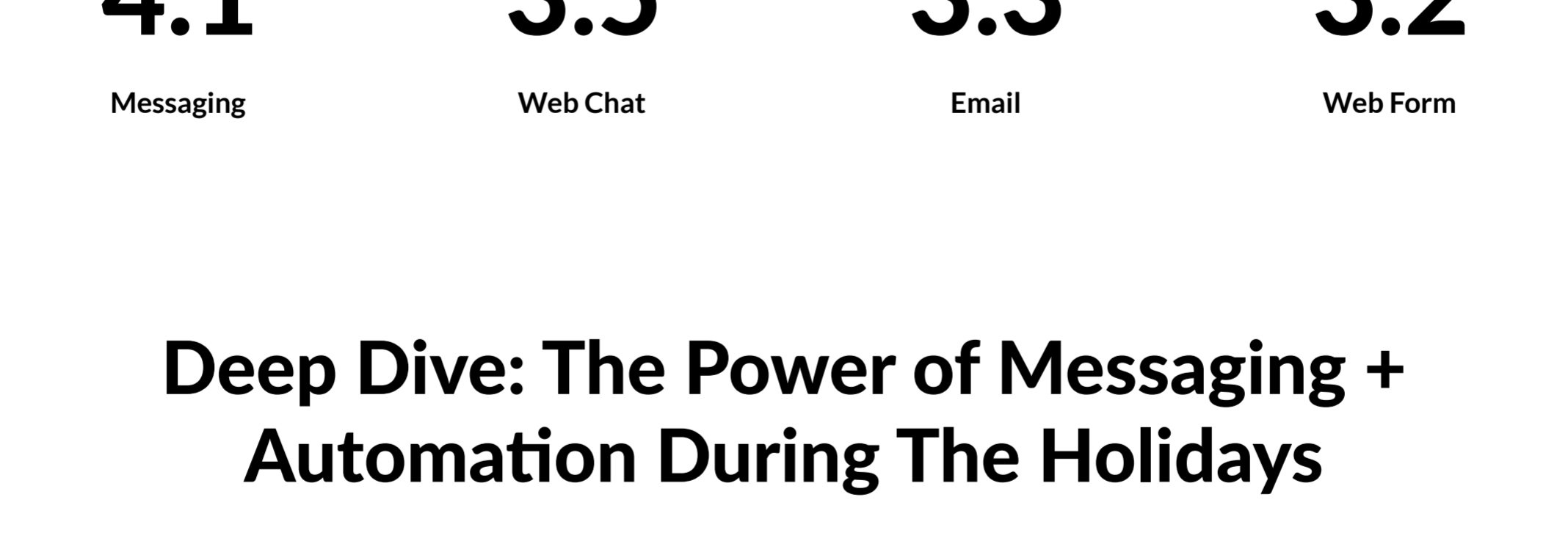
Relatively, messaging saw the second lowest TTFR at 3.38 hours.



5.73

Messaging averages the second lowest TTR among all platforms, at 5.73 hours.

Average CSAT by Channel

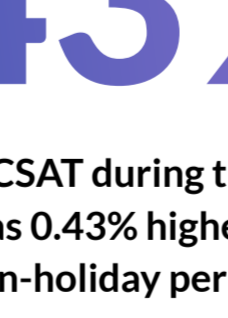


Deep Dive: The Power of Messaging + Automation During The Holidays



47%[^]

Average ticket volume during the holiday period was 47% higher than the non-holiday period.



.43%[^]

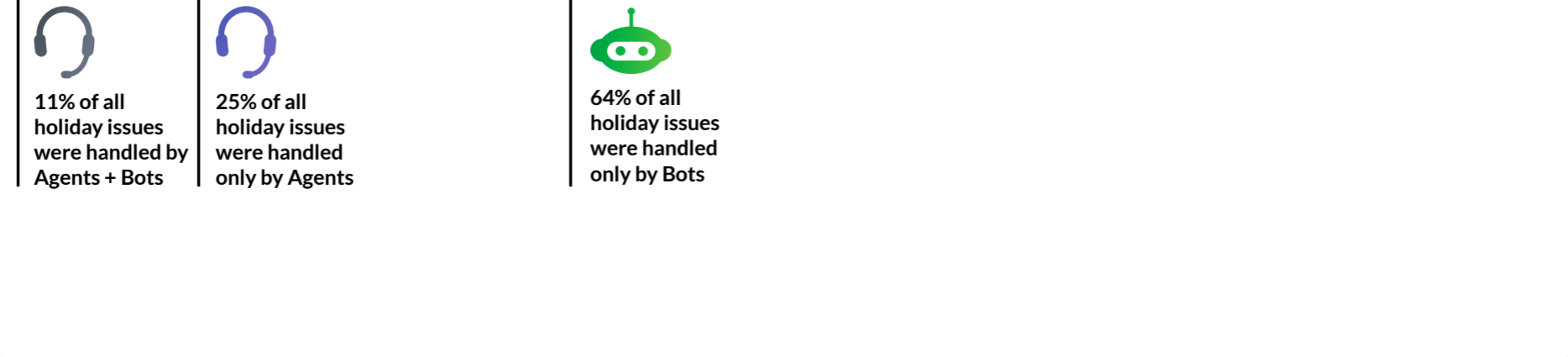
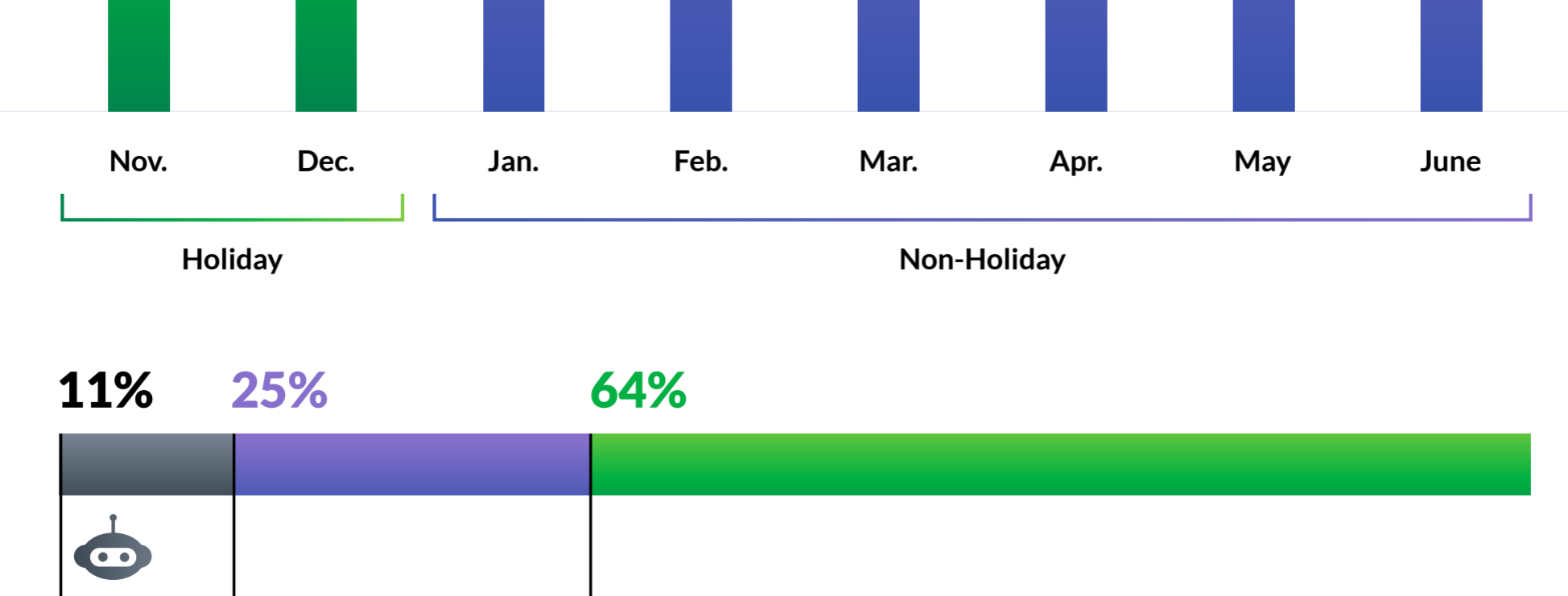
Average CSAT during the holiday period was 0.43% higher than the non-holiday period.



13%^v

Time to first response during the holiday period was 13% lower than during the non-holiday period.

Average TTFR Hours by Month



Download the [State of Automation Report](#) to learn more!