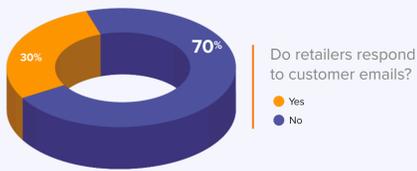


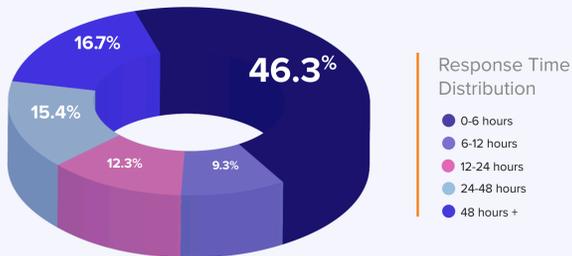
Customer Service Benchmark Report

Retail and Consumer Goods

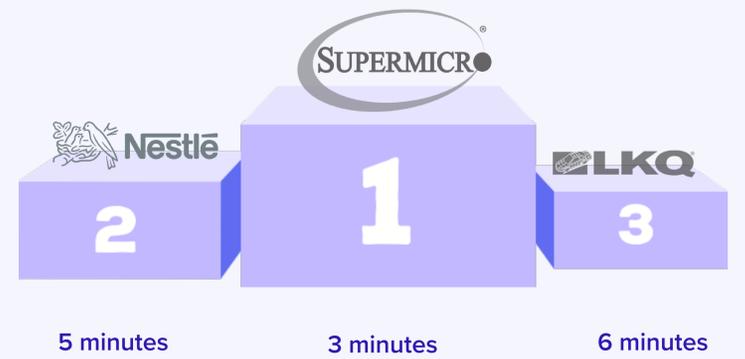
70% of the companies do not respond to a simple question about the return policy.



1 in 5 companies are not responding to customer emails within 48 hours.



Companies with the fastest response times



The average response time is 36X slower than customer expectations.

36x

Average response time for customer emails is 36 hours. Customers expect responses in 1 hour

Companies that go above and beyond to delight customers

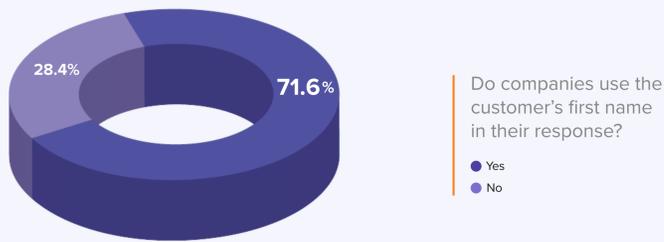


59% of companies went above and beyond to accommodate a special request.

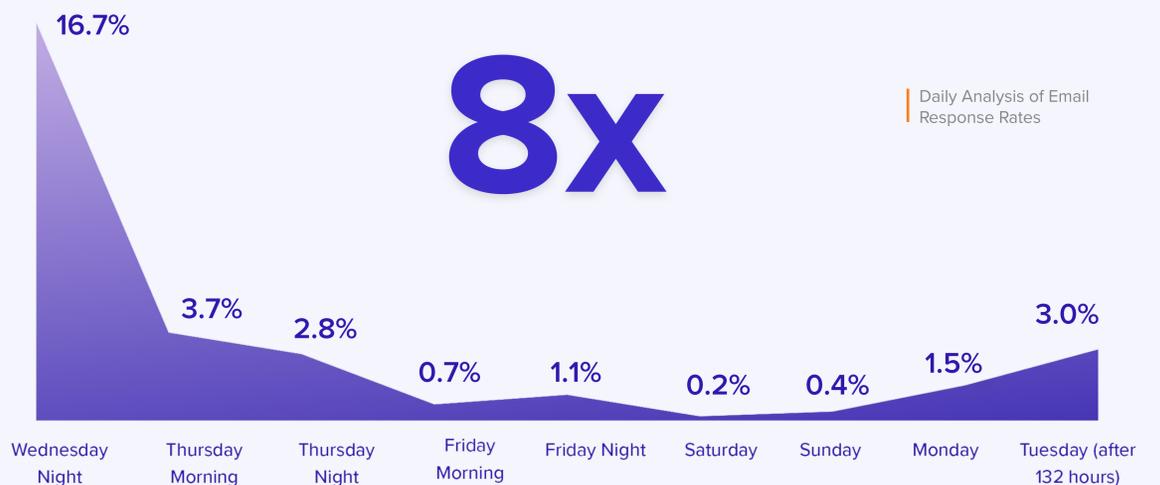
59%



Personalization is rare: more than 1 in 4 retailers do not address the customer by their first name.



Companies are almost 8x more likely to respond during weekdays.



8x

Daily Analysis of Email Response Rates

Only 14% of retailers send a CSAT Survey to check if a customer is satisfied with the resolution

14%



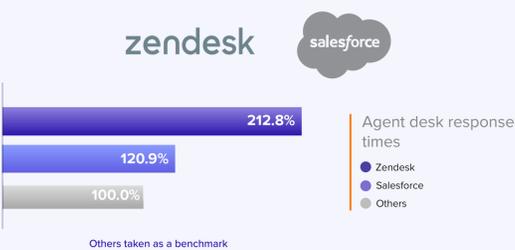
The best performing companies over the weekend



Companies that use Zendesk are 2X more likely to gauge customer satisfaction.



Zendesk users are 2X and Salesforce users are 1.2X faster than other agent desk softwares.

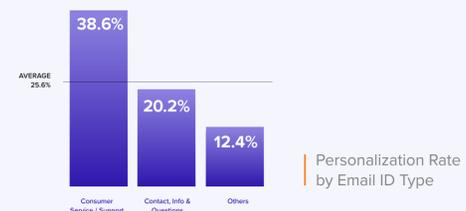


Only 56% of the retailers had emails that are easily accessible.

56%



If companies have emails designated for customer service, they are more than 2X likely to respond.



Toy & Entertainment companies are the fastest, getting back to customers 3X faster than the overall average.

