Netomi Research team analyzed 973 retail and consumer good companies and evaluated their email customer support effectiveness.

- 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.
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- The average response time is 36X slower than customer expectations.
- Average response time for customer emails is 36 hours. Customers expect responses in 1 hour.
- Personalization is rare: more than 1 in 4 retailers do not address the customer by their first name.
- Only 14% of retailers send a CSAT Survey to check if a customer is satisfied with the resolution.
- 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 software.
- Only 56% of the retailers had emails that are easily accessible.
- Toy & Entertainment companies are the fastest, getting back to customers 3X faster than the overall average.

To get the details of our study, please visit https://www.netomi.com/customer-service-benchmark