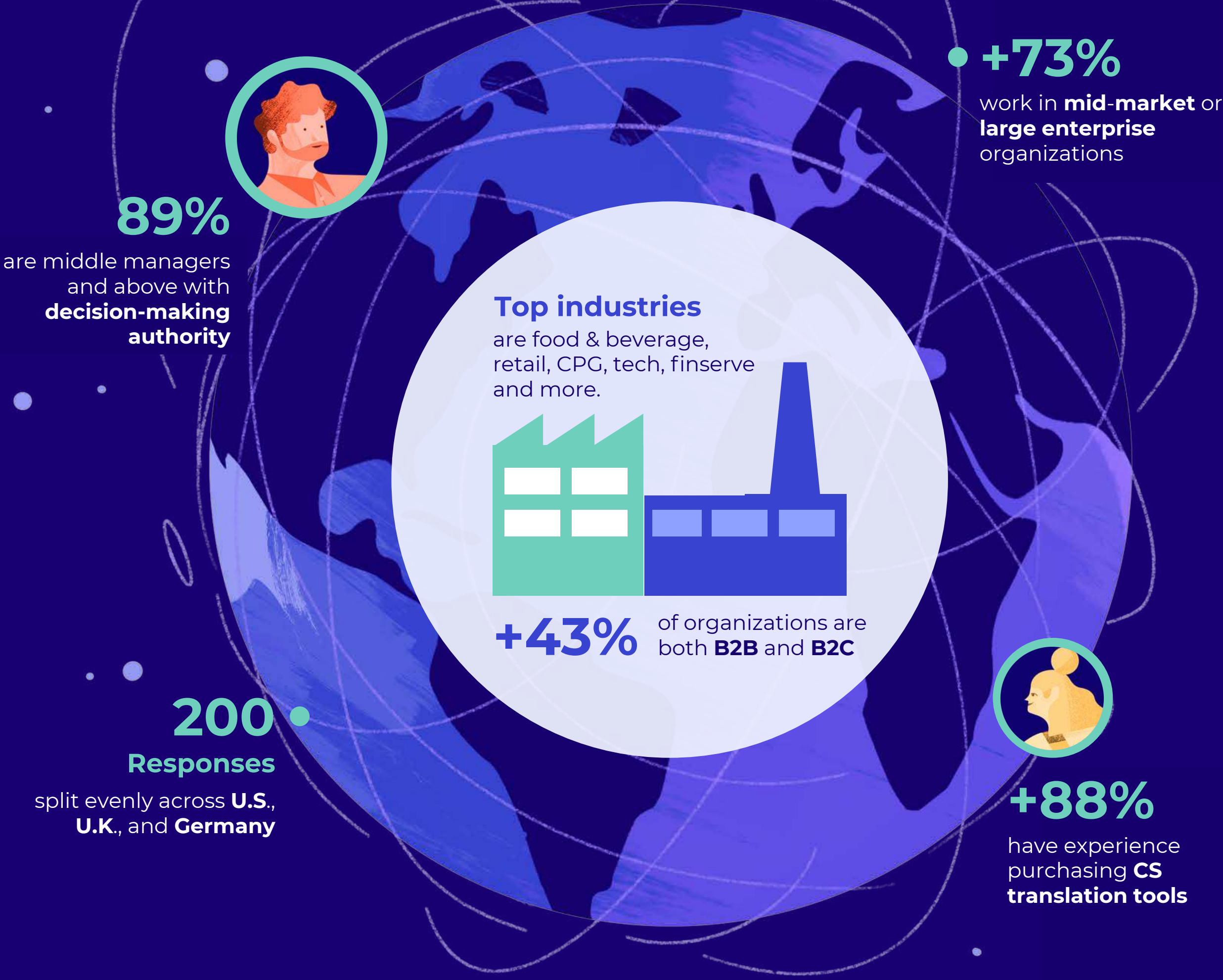Unbabel

Customer Service
Market Research Insights

What's Top of Mind in 2021

With nearly a year since the start of the pandemic, Unbabel conducted a survey with customer service (CS) leaders across a range of industries hailing from the U.S., U.K., and Germany.

Here's what we learned about the challenges that are top of mind when managing a global customer service operation today.

Who we surveyed

Customer Service Leaders at Global Organizations

89% are middle managers and above with **decision-making authority**

+73% work in **mid-market** or **large enterprise** organizations

Top industries are food & beverage, retail, CPG, tech, finserve and more.

+43% of organizations are both **B2B** and **B2C** All rights reserved

200 Responses split evenly across **U.S., U.K.**, and **Germany**

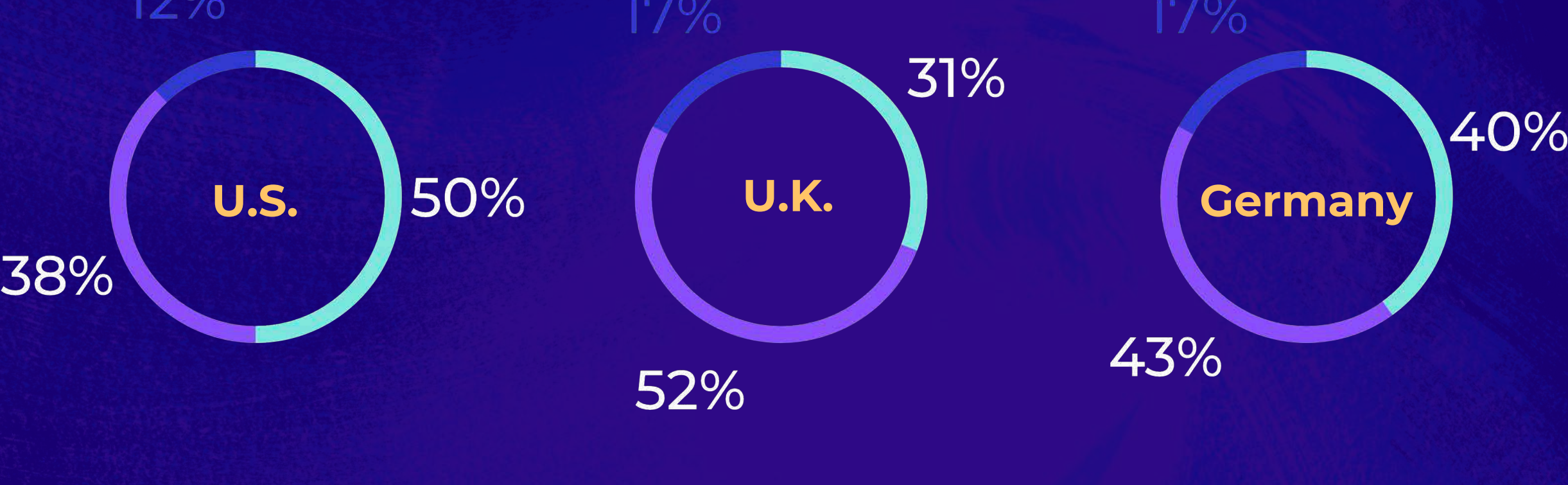**+88%** have experience purchasing **CS translation tools**

What we learned

50% reported that CS budgets are growing in 2021

Companies will continue to invest heavily in CS in 2021, and many will increase their budgets.

● About the same   ● Increasing   ● Decreasing

U.S. 12% / 50% / 38%

U.K. 17% / 31% / 52%

Germany 17% / 40% / 43%

45% say their top challenge is providing a consistent experience for their global customers.

Consistency poses the biggest challenge — with **language** functioning as the **primary barrier** in international markets.

Respondents said they....

Want to offer 24/7 support across time zones, but it's expensive to operate in multiple locations

Want to expand support globally, but the logistics of hiring locally make it challenging and expensive

Have unpredictable volumes of requests across languages, which makes it difficult to be agile

| 38% | 36% | 22% | 20% | 19% |

Want to hire the best agents, but it's challenging to due to language, location, and skill set requirements

Want to manage multilingual support but lack an end-to-end solution

---

+30% want a solution to build meaningful customer relationships and improve customer loyalty worldwide.

Companies who consistently provide moments of service delight **create the most loyal customers**, who drive significant growth.

Customer service teams also want to...

Provide the best customer experiences across time zones

Scale customer service operations globally, while reducing overhead costs

Optimize teams to support peaks of high volume regardless of language or location

| 16% | 15% | 9% | 9% | 7% | 6% |

Empower agents to quickly resolve issues across languages and channels

Reduce the language barrier to hire and retain the best agents in key locations

Seamlessly communicate with customers in any language

40% currently solve the language barrier by hiring in-house native language support agents

This can be a costly option. Technologies such as AI-powered translation can help drive efficiency.

Your Logo

こんにちは
hello
こんにちは
hello
こんにちは

79% find AI-powered solutions to be "very valuable" or "extremely valuable"

Most businesses are cobbling together a mix of native speakers, outsourcing, and AI-powered translation tools.

Unbabel