capacity®

Automate Your SaaS Business

2022

Contents

Methodology

The survey was designed – in partnership with Hanover Research – to provide an unbiased report on the state of support automation and answer the following questions:

- How are companies using support automation?
- What do they see support automation doing for them in the future?
- What are the key trends driving support automation?
- What does support automation encompass?
- What is considered "success" for companies implementing automated solutions?

Survey Administration and Survey Sample

We recruited survey participants via a panel and administered the survey online. Following data cleaning and quality control, we ended up with a total of 292 respondents from a variety of industries, including software.

292
Respondents

Executive Summary

Today's companies use support automation to streamline software management, track service quality, and increase efficiency. Yet, despite its widespread use, many companies aren't using the functions within support automation to their full potential.

Investing and expanding support automation will become critical during digital transformation. Companies must find ways to decrease costs and increase efficiency while moving towards a more personalized customer service model.

Support automation will become critical during digital transformation.

Current Usage

More than half of executives are using several automated support solutions. The most popular use case is workflows (56%), followed by chatbots (53%), RPA (51%), self-service (51%), and cloud drives (51%).

Usage of Automated Support Solutions by Executives

WORKFLOWS	**56%**
CHATBOTS	**53%**
RPA	51%
SELF-SERVICE	51%
CLOUD DRIVES	51%
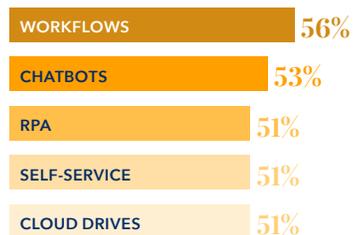
Measure of Success for Support Automation Tool

INCREASING EFFICIENCY	**65%**
REDUCING TIME	**63%**
REDUCING COST	**55%**
EASY TO IMPLEMENT	**55%**

◄ **65%**

of organizations measure the success of support automation by the efficiency it provides.

But, how do executives feel about support automation? Although most executives have a positive impression of automated support solutions and believe they are efficient, less than half of executives believe most support tools are entirely efficient. This leaves much room for improvement in future implementations. We found that organizations measure the success of support automation by increasing efficiency (65%), reducing time (63%), reducing cost (55%), and making implementation easy (55%).

What can be done to improve efficiency?

One answer is to invest in customer service. Using software to reduce human intervention for basic queries will be a boon for companies that prioritize customer service. It will allow their team members to focus on the overall customer experience and use data from every interaction to find opportunities for improvement.

Another strategy is to combine multiple automation functions together. Automation is most efficient when solutions are combined so customers and employees can use them seamlessly. Currently, the types of automation being used for internal support are email (84%), which is the primary mode of internal support, followed by three-quarters of organizations also using voice/phone calls (76%) and live chats (74%).

The potential for omnichannel presence via support automation is high, but most organizations barely scratch the surface. Almost half (44%) of respondents to the survey have automated some part of their external support processes. For example, although just one-third of respondents use chatbots to handle external support requests, executives see great potential in chatbot technology.

44%

◀ **of respondents have implemented support automation tools in their external support process.**

Future Needs

With increased customer expectations, executives predict implementing self-service solutions will be the most effective way to build a strong customer service program that includes tools that deliver instant responses and create a better experience for their customers.

Support automation will aid companies as they scale and develop personalized customer service models. This is especially true for chatbots, which are expected to see increased adoption over the next year. Beyond chatbots, more than half of the organizations reported plans to adopt several automated support solutions within the next six months. And, we found that most executives are likely to adopt a new support solution in the next two years and plan to reevaluate them at least once every six months. Brands will continue to adapt and implement solutions to create personalized yet seamless customer service experiences in a customer-driven business environment.

6 months is the time frame that organizations plan to adopt new support automation tools.

Key Trends in Support Automation

1   Companies will need to stand out in the digital age by providing personalized experiences with automated support. Not surprisingly, more than two-thirds of executives think that the trend of customer expectations will significantly impact their organization's support team going forward.

2   Support automation is becoming more prevalent in customer support operations. About two-thirds of organizations are using all forms of automated support solutions. Nearly half of the organizations use help desk/service desk (43%) and robotic process automation (40%) as their primary customer support solution.

3   Support automation can't be treated like a one-size-fits-all solution that meets all organizations' needs. More than one-third of organizations receive 100 or more internal and/or external support communication daily — all of which needs to be handled differently.

4   Companies must invest in support solutions that best suit their business needs. Executives plan to adopt efficient, innovative, technology-driven automation solutions that can reduce their overall costs or the number of jobs needed to perform a task.

The State of Support Automation

For technologically driven companies, it's not a question of if they should use support automation. **It's a question of how they should use it next.**

To bring their support operations to the next level, companies must invest in solutions that can learn and adapt along with their business. As digital transformation revolutionizes business operations, customer experience professionals across the globe are under more pressure than ever to efficiently provide support. The benefits of automation — in terms of both efficiency and end-user experience — have been well documented, but reaching a new level of maturity requires a detailed understanding of the most effective ways to use these tools in tandem with human agents.

This will empower employees to focus on more strategic work rather than being bogged down with menial tasks.

What it Includes

Support automation tools help companies reduce costs, improve team productivity, and personalize customer journeys. The functions of support automation are:

|			
ARTICLES/SITES	CHATBOT	CLOUD DRIVE	CO-BROWSING
GUIDED CONVERSATIONS	HELP DESK/ SERVICE DESK	INTELLIGENT DOCUMENT PROCESSING	KNOWLEDGE BASE
LIVE CHAT	LOW-CODE APP INTEGRATIONS	OCR	REPLAY
RPA	SELF-SERVICE	SURVEYS	WORKFLOWS

Costs of Customer Support

Customers want their problems solved quickly,
and they expect businesses to deliver.

This has led many organizations to move towards a more personalized and responsive customer service model, where customers can get in touch with an automated solution to have their questions answered without waiting on hold for hours.

Our study found that as customer expectations shift, the cost of running customer support also scales to meet the need for on-demand support, and it is a significant cost center for companies.
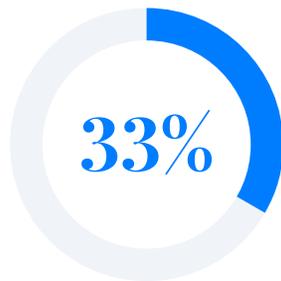
33% One-third of organizations spend more than $50,000 on all customer support channels (tickets, live chats, voice/phone calls, and email).

44% Nearly half of the organizations spend $100 or more per hour on customer support.
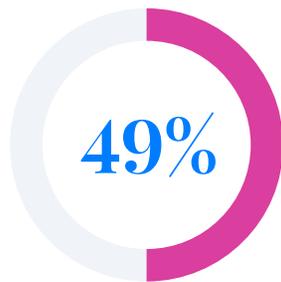
49% Nearly half of the organizations spend $100 or more per underwriting desk for customer support.

Creating Efficiency

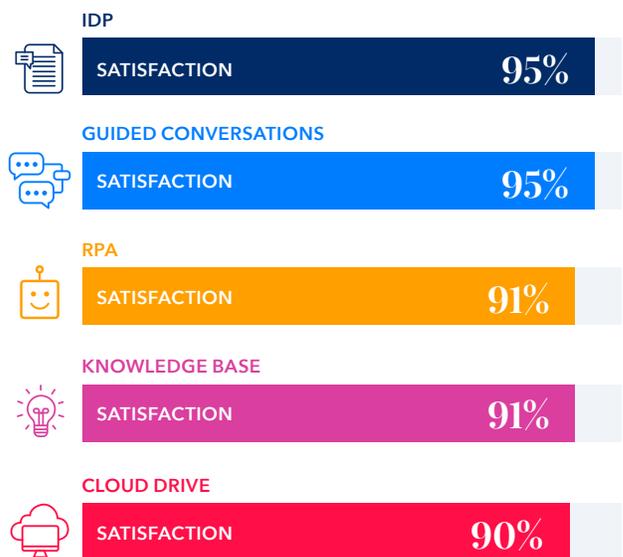Executives are looking to support automation solutions to increase efficiency.

Automated support solutions can help reduce time spent on simple, repetitive tasks and eliminate the time wasted on manual processes. In addition, support automation provides a means to cut costs from large around-the-clock human support teams by switching to automated tools.

Our research found that satisfaction in support automation is mainly driven by increased efficiency and that most executives perceive support automation tools as efficiency drivers.

More than half of executives consider Live Chat completely efficient. And, more than half of the executives believe Replay, Self-Service, and Surveys to be somewhat efficient. ▼

LIVE CHAT

COMPLETELY EFFICIENT **54%**

REPLAY

SOMEWHAT EFFICIENT **59%**

SELF-SERVICE

SOMEWHAT EFFICIENT **57%**

SURVEYS

SOMEWHAT EFFICIENT **55%**

Most executives are satisfied with all automated support solutions. ▼

IDP

SATISFACTION **95%**

GUIDED CONVERSATIONS

SATISFACTION **95%**

RPA

SATISFACTION **91%**

KNOWLEDGE BASE

SATISFACTION **91%**

CLOUD DRIVE

SATISFACTION **90%**

Beyond Customer Support

One-third of organizations reported spending more than $50,000 annually on internal support phone calls and tickets, with few spending less than $10,000 on all modes of internal support. This reveals a large area of opportunity to support internal teams and leverage support automation beyond customer-facing applications.

Organizations primarily use e-mail (84%), voice/phone calls (76%), and live chat (73%) to handle internal employee support.

Support automation can help onboard new employees faster, answer employee questions, and address employee issues quickly and effectively. Jobs become less about menial tasks and more about problem-solving and strategic thinking.
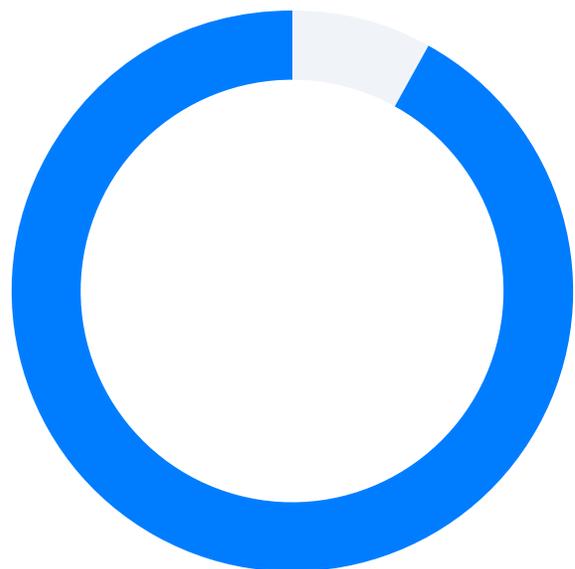
Most executives (92%) have a positive perception of support automation for internal teams.

Primary Modes of Internal Support

EMAIL	**84%**
VOICE/PHONE CALLS	**76%**
LIVE CHAT	**73%**

92%

of executives have a positive perception of support automation for internal teams.
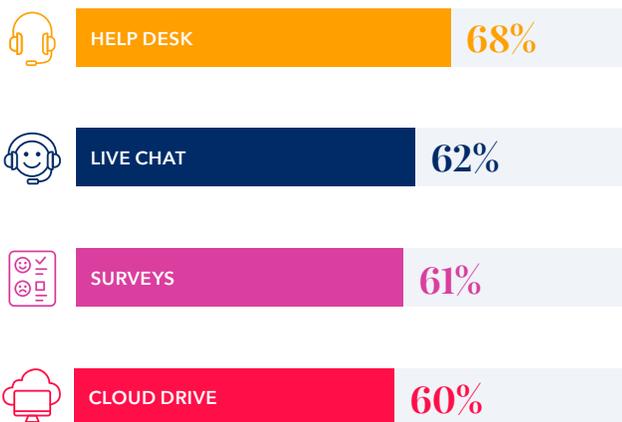
Plans for Adoption

One of our survey's most notable findings was that many organizations are looking to adopt new solutions in the near future.

Specifically, more than two-thirds of organizations without help desks plan to adopt it in the next six months.

Nearly two-thirds of organizations that do not use live chat, cloud drive, and surveys plan to adopt these support solutions in the next six months.

It's also essential to consider the barriers to adoption. In our survey, executives cite time, cost, and resource planning as obstacles that need to be navigated to scale support automation.

Executives note cost as the primary barrier to adopting new automation technology, but more than half of executives also cite time, compatibility with software, and staffing resources.

% of Organizations Planning to Adopt Support Solutions in the Next 6 Months

HELP DESK	**68%**
LIVE CHAT	**62%**
SURVEYS	**61%**
CLOUD DRIVE	**60%**

Primary Barriers to Adopting New Automation Technology

COST	**66%**
TIME	**56%**
COMPATIBILITY WITH SOFTWARE	**55%**
STAFFING RESOURCES	**52%**

75% of executives are planning to adopt another solution in the next two years.

66% of executives re-evaluate their automated support solutions once every six months.

Executives are split about whether to use in-house or third-party support automation providers.

Around one-third of organizations use in-house providers, one-third use third-party providers, and the last third use both in-house and third-party providers for all support tools.

32%	**32%**	**37%**
IN-HOUSE PROVIDERS	THIRD-PARTY PROVIDERS	USE BOTH

Customer Highlights

No matter the industry, no matter the use case, we're here for one reason and one reason alone: **to help people do their best work.**

CUSTOMER

EXL

KEY STAT

EXL partnered with Capacity to facilitate their ESAT survey for 32,000 global employees. Capacity replaced an existing survey tool and allowed EXL to save money while driving higher survey participation.

EXL

INDUSTRY

Professional Services

CUSTOMER QUOTE

Capacity is very attentive to their clients' needs for the long-term, and they are more of a partner than a vendor selling product.

– SANJAY DUTT, GLOBAL HEAD, CAPABILITY DEVELOPMENT & BUSINESS HR LEAD

NextMove

KEY STAT

92%
Deflection Rate

200 hours
of work per week has been automated by Capacity.

INDUSTRY

Healthcare

CUSTOMER QUOTE

" We're running about a 92% deflection rate right now, which is incredible. So 92% of the people that interact with Capacity on Facebook messenger or on our website, get what they need without ever having to interact with a person.

– MICHAEL DIJAK, DIRECTOR OF ALLIED RECRUITING

CUSTOMER

Maryville University

KEY STAT

700 hours
of work per month has been automated for support staff by Capacity.

INDUSTRY

Higher Education

CUSTOMER QUOTE

" Our amazing growth is a tribute to our innovative and revolutionary approach to student learning and outcomes. We have partnered with Capacity to proactively ensure our students are getting the support they need to successfully achieve their educational goals.

– MARK LOMBARDI, PHD., PRESIDENT, MARYVILLE UNIVERSITY

Conclusion

The increasing demand for IT support and better customer experience has created a situation where many organizations struggle to provide adequate service levels while maintaining reasonable costs.

Capacity provides an innovative and cost-effective solution that ensures your organization can meet the needs of your customers and employees. Our automated solutions enable you to deliver faster response times, increase customer satisfaction, and improve overall efficiency across your support operations.

Capacity is a support automation platform that uses artificial intelligence (AI) and machine learning (ML) technologies to automate repetitive tasks such as ticket triage, knowledge base creation, issue tracking, and escalation management. By leveraging these powerful automation capabilities, we can help you achieve higher productivity levels by reducing operational expenses related to manual processes, freeing up valuable time for more strategic initiatives.

Capacity's low-code technology is flexible enough to meet the unique needs of any organization regardless of size or industry. Our solutions also adhere to the highest standards of compliance, security, and privacy.

3 out of 4 Executives plan to adopt a new support solution in the next 6 months.

Contact Capacity to begin your support automation journey.

capacity.com