

# Thriving in a Business Downturn

The case for investing in  
Support Experience (SX) today



# Why Support Experience (SX)?

## Why Now?

The COVID-19 pandemic showed us all the importance of investing in multi-channel support, and the necessity of embracing remote workforces. But now, as we enter a potential extended period of economic uncertainty, **the support industry is facing a new set of challenges.**

A potential recession could mean tighter budgets, and even fewer human resources to address an ever-increasing set of customer expectations.

But in this new era of uncertainty — one thing is certain: **the need to invest in your support experience (SX).**

For B2B companies, the support experience may make or break your brand in the coming months.

**Industry analysts are predicting that IT spending growth will slow by 46% in 2022 and 2023.**<sup>1</sup> For B2B technology providers — this means it is now more important than ever to retain existing customer revenue.

# 46%

## decrease

in IT spending growth in  
2022 and 2023



1. Source: Gartner, [Press Release](#), June 2022

# The Stats Are Clear

# 70–90%

of customer interactions in B2B occur in support (TSIA). Companies must ensure they provide a great support experience as it's the bulk of the overall customer experience.

## 83%

of executives feel that unimproved CX presents them with considerable revenue and market share risks.<sup>2</sup>

## 74%

of consumers are at least somewhat likely to buy based on experiences alone.<sup>3</sup>

## 67%

of customer loyalty is driven by CX, which represents more than brand and price combined.<sup>4</sup>

## 2.4X

more likely a customer sticks with a brand when their problems are solved quickly.<sup>5</sup>



In a recessionary environment — **you need to double down on the support and customer experience** — to differentiate from your competitors and retain your revenue and perception of value to your customers.

2. Source: Treasure Data, Forbes Insights Report: Proving the Value of CX; 3. Source: Forbes, 7 Steps for Creating an Ideal Customer Experience Strategy, March 2020; 4. Source: CMS Wire, It's the Journey That Matters: Improving Customer Experience and Loyalty, August 2020; 5. Source: Forrester, What's The ROI Of CX Transformation?, January 2021.

# Get Proactive

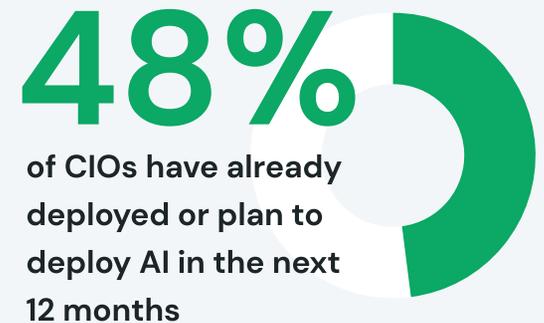
A proactive support experience begins with investing in purpose-built, predictive AI tools. Industry leaders are seeing great benefits from doing so.

## Is your business keeping up?

An HBR study reveals that only 9% of companies flourish during a recession. Those that come out stronger do so through operational improvements and investments in new technology.<sup>6</sup>

56% of all brands report AI adoption in at least one function, up from 50% in 2020.<sup>7</sup>

Industry-leading enterprises continue to demonstrate a strong interest in AI, with 48% of CIOs responding that they have already deployed or plan to deploy AI and machine learning technologies within the next 12 months.<sup>8</sup>



6. Source: Harvard Business Review, How to Survive a Recession and Thrive Afterward, June 2019;

7. Source: McKinsey & Company, The state of AI in 2021, December 2021; 8. Source: Gartner, Gartner

Forecasts Worldwide Artificial Intelligence Software Market to Reach \$62 Billion in 2022, November 2021.

# Extend Your Impact Without Adding Headcount

When you add purpose-built proactive support experience management tools like SupportLogic to the mix, it's like extending your own support teams — but without the huge costs associated with hiring and managing data scientists, escalation specialists, and application developers.

Purpose-built for the needs of today's complex support organizations — **tools like SupportLogic not only improve performance — but do so in a seamless, cost-effective way.**

## With SupportLogic, you can:



Leverage a network of expert data scientists with domain-specific AI/ML knowledge.



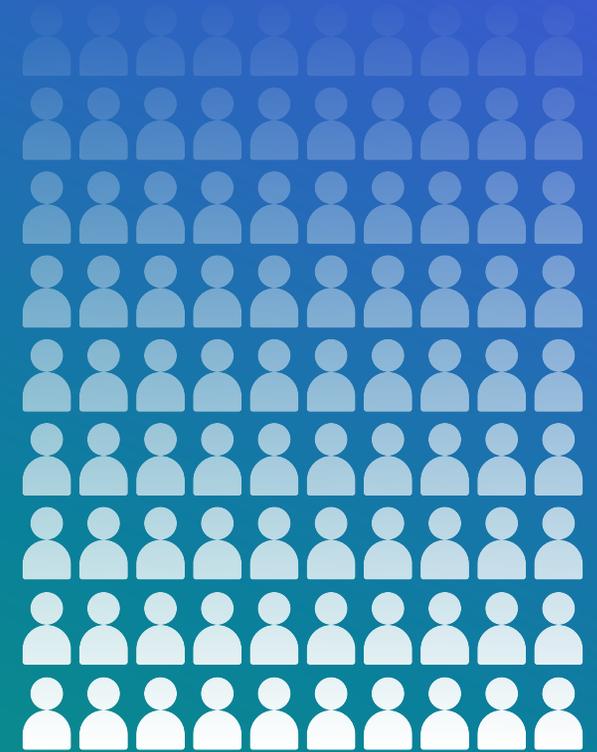
Get the benefit of predictive analytics and actionable insights without adding salaries.



Amplify the effectiveness of every agent and manager for more cost-efficient operations.



Retain more agents and managers to reduce human capital expenses.



**It's like adding more than 100 experts dedicated to building proactive and predictive support for your business, for less than the costs of a single data scientist.**

# Boost Your Critical KPIs

Move the needle when it comes to delighting customers, while also keeping costs under control.

With AI-powered support experience management, your support teams can see the following benefits in these key areas:



## MTTR (mean time to resolution)

Decrease MTTR by as much as **50%** with AI-powered case routing and smart swarming to cases that need the most attention.



## CSAT & NPS

Improve customer satisfaction and net promoter scores with predictive support. Providing a proactive experience and reducing customer escalations can raise CSAT and NPS by 10 points or more.



## Churn

Extract customer signals from support interactions. Applying sentiment analysis can alert teams of potential churn risks and **reduce customer attrition by as much as 25%**.



Coveo slashed MTTR from four days to two after deploying SupportLogic's AI-powered intelligent case routing.



Nutanix retains a 90+ NPS score and exceptional CSAT with the aid of SupportLogic.



Fivetran reduced churn by 25% in just three months with SupportLogic.

# Recession-Proof Your Customer Support

Experience real results within 60 days. SupportLogic integrates with your existing CRM — boosting your productivity by the end of the year.

Elevate your customer support experience:

[Request a Demo](#)

## SupportLogic

### About SupportLogic

SupportLogic delivers the world's first support experience (SX) platform that enables companies to proactively understand and act on the voice of the customer to build healthy relationships and maximize customer lifetime value. SupportLogic SX uses AI to extract and analyze customer sentiment signals from both structured and unstructured data and provides recommendations and collaborative workflows. SupportLogic is helping global enterprises like Databricks, Qlik, Nutanix, Rubrik, and Snowflake to prevent customer escalations, reduce churn and elevate the customer support experience. To learn more, visit [supportlogic.com](https://supportlogic.com).

