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8 Trends that Will Shape Customer Support in 2023 and Beyond

Introduction

Did you know that **89%** of consumers are more likely to make another purchase after a positive customer service experience?

Exceptional customer support is not only crucial to your business success but also to your brand's value proposition. That's why **you must extend timely and adequate support.**

Tesla did the same by turning a distressed customer call into an example of exemplary support. Here's how:

> **Flat tire on Sunday. Called Tesla, git a loaner tire within 40 minutes. Today they came to my house to replace the tire in 10 minutes. scheduled to come back to fix a small issue next week. What other car company does this? @elonmusk @Tesla-Model3 @Tesla #mobileservicepic.twitter.com/GiNwOM3R-JZ-Chris Kern (@cjk7216)**

Impressive, right? And as we enter the year 2023, companies are going out of their way to transform their support game. But which trends will be the most successful in the coming year?

We have separated the wheat from the chaff for you and below are eight support trends that you should be on your radar.

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8 Support Trends To Keep an Eye on in 2023

Anything as a Service Will Be the Catalyst
8

Intuitive Technology will Be the New Gold Standard
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Knowledge-First Approach Will Be Laying the Ground
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Customer Health Score Should Be Focused More
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Humans and Large Language Models Will be the Yin and Yang of Customer Support

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Personalization with Privacy Will Set You Apart

3
Enabling End-to-end Customer Journey Will be Key

4
Premium Support Will Be the New Game Changer

1 | Humans and Large Language Models Will be the Yin and Yang of Customer Support

An HBR [research](#) found that firms achieve the most significant performance improvements when humans and machines work together.

[AI](#) and humans will continue to up each other's game, now more than ever with the evolution of Large Language Models (LLMs). Let's say a customer faces an identity theft issue with their account. Can you imagine their plight as the polite bot constantly derails them because of colloquialisms, synonyms, misused words, or slang while the hacker continues to (literally) cash in on the opportunity?

Here, LLMs come to the rescue. They can assist by swiftly analyzing large amounts of data to identify patterns, understand malacious intent, detect fraudulent activities, and provide proactive measures. They also prove to be useful by providing direct answers, which can be a holy grail to someone in a tight spot.

No wonder that in 2023 and beyond, the hyper-productive 'HumBot' collaboration is all set to empower organizations to achieve outcomes that humans or AI couldn't on their own.

[Also Read: Make [Large Language Models](#) a part of your Customer Support Ecosystem]

2 Personalization with Privacy Will Set You Apart from Your Competitors

Personalized customer support is undoubtedly the prime driver of organizational success. But at times, customers could misconstrue this as invading their privacy.

According to **Accenture**, two-thirds of customers thought an experience was too personal or invasive "because the brand had information about the consumer that they didn't share knowingly or directly." **81%** of survey respondents said that the potential risks they face because of data collection by companies outweigh the benefits.

Therefore, you must balance the fine line between personalization and data privacy. AI emerges as a ray of sunshine.

[Also Read: How AI is Remolding the Realm of Cybersecurity]

3 Enabling End-to-end Customer Journey Will be Key to Support Success

In fact, **43%** of customers are likely to switch after a single negative customer service interaction.

Forward-thinking organizations emphasize on the end-to-end customer journey to look for long-term wins and higher ROI timescales. But in 2023, the purse strings seem to be tighter and tolerance for bad experiences seems to be at an all-time low.

Closing experience gaps is the only way to curate seamless experiences.

For that, you should start taking a more holistic view of customer journeys. That means analyzing touchpoints to identify pain points and expectations. Once companies pin that down, they will be in a better position to create unparalleled experiences.

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4 Premium Support Will Be the New Game Changer for Support Industry

With competition heating up across industries, delivering unmatched support experience can catapult your organization to the top.

Enters **Premium Support!** From driving operational efficiencies and presenting numerous revenue-generating opportunities to fast-tracking the resolution of your support incidents, the benefits of it are galore.

If you're wondering how can support teams gain a strategic seat at the table, then you must pay heed to the following components:

Empowerment | Opportunity

Allyship | Inclusion | Self Care
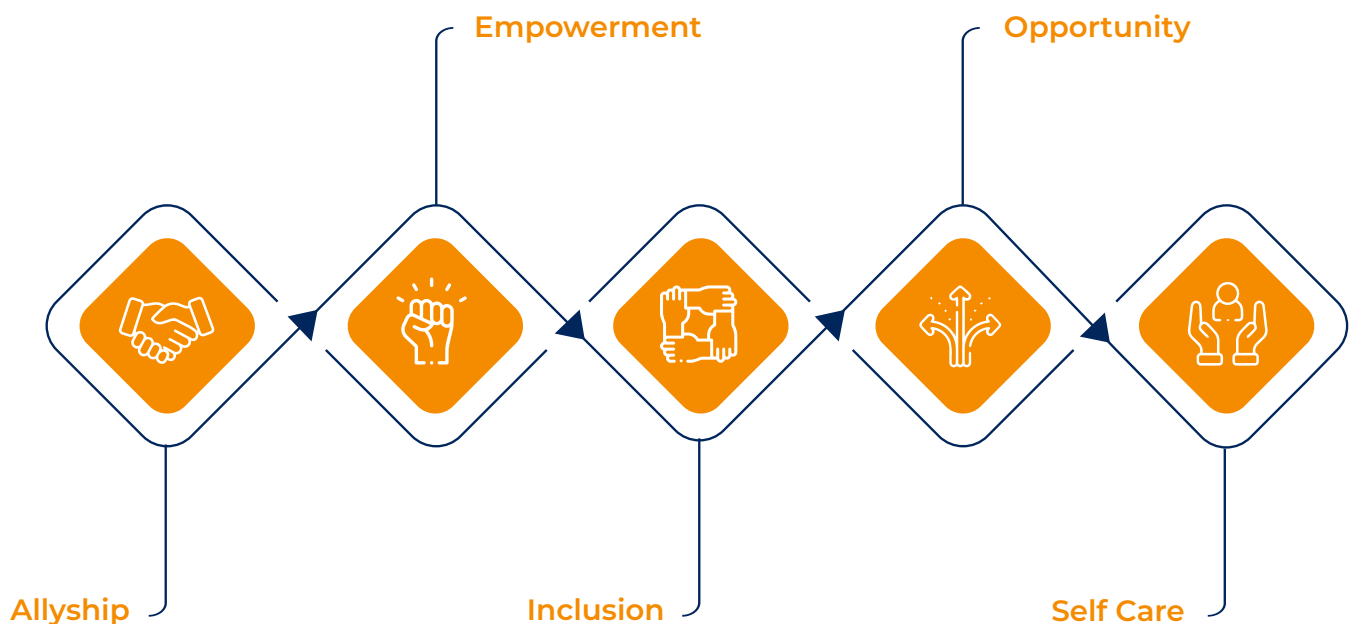
[Tune into the on-demand webinar on *Your Questions Answered: Realigning Premium Support Programs for Today's Economy.*]

5 Customer Health Score Should Be Focused to Make Informed Decisions

"Most customer relationships start from discovering a company's product, but only a handful of them reach the patron stage." - Vishal Sharma, CTO, SearchUnify.

Nearly **50% of customers** naturally churn after every 5 years. However, only 1 out of 5 unhappy customers complain; the rest simply leave.

That's why **Customer Health Cards** are having their moment in the sun. It helps organizations evaluate customer relationships and predict how they can change over time. It assesses whether customers are on the verge of churning or ready to upgrade to a better plan.

Here are some metrics that might help:

Overall Usage of Your Product - total number of minutes used

Depth of Product Usage - total number of featured used/adopted

Length of Time As a Customer - from being a prospect till now

Overall Customer Sentiment - using survery like NPS

Technical Help Required - numbers of support tickets raised

6 Knowledge-First Approach Will Be Laying the Ground for Support Success

> **60** to **90%** of cases that agents receive are ones they've seen before.

But all this is about to change in 2023, thanks to the **knowledge-first support**. It ensures the right knowledge reaches the right people in split seconds, hence rendering superlative customer experiences.

What's more? It helps you improve your support ROI by reducing turnaround time (TAT), driving first contact resolution (FCR), lowering escalations, and increasing customer satisfaction (CSAT) scores.

Want to know more about the approach and how to implement it in your organization? Then dive deeper into the **session**.

7 Intuitive Technology will Be the New Gold Standard

89% of those who use this technology want to see brands adopt more intuitive interfaces to improve the customer experience.

2023 will witness intelligent technology gaining ground in everyday use.

In fact, in a recent interesting incident, an Indian singer and actor were seen verbally sparring with Amazon's virtual voice assistant Alexa in a video he posted. In the video, the singer makes several attempts to make Alexa play his song "Clash." However, Alexa fails to comprehend the singer's request which frustrates him.

If you wish to avoid such fiascos, then adopting sentiment analysis becomes non-negotiable. Alternatively, if you're already leveraging the sentiment analysis model, here's a **blog post** that will help you gauge its efficacy. Win-win, isn't it?

8 Anything as a Service Will Be the Catalyst of Elevating the Support Ecosystem

Heard about SaaS (Software as a Service), IaaS (Infrastructure as a Service), and PaaS (Platform as a Service)?

Let us introduce you to XaaS, i.e., Anything as a Service. Over the last decade, XaaS has proliferated across sectors and 2023 will be no different.

According to a **report**, 57% of users agree they get a better customer experience when brands offer their products as services. Hence, the adoption of XaaS enables brands to become more scalable.

The same report also highlighted that 68% of brands agree they can build better customer experiences through an as-a-service model. A similar proportion believes offering products as-a-service can help them build deeper relationships and drive brand loyalty.

The Support Revolution is Just Getting Started! Ride the Support Wave with SearchUnify's LLM-powered Platform

Exemplary customer support is a vital cog in driving customer satisfaction, loyalty, and customer lifetime value. To capitalize on the support trends, organizations will require:

Seamless integration of LLMs into your customer support ecosystem.

ML-Infused personalization to figure out the essence of customer queries, understand their intent and hyper-personalize the experience accordingly.

Case-resolving Information to arm your support reps with customer data so that they're in a better position to quickly answer queries.

Ready to embark on the revolutionary road to support success but need more help? With the integration of the OpenAI™ and Hugging Face™ and its suite of products with LLMs, SearchUnify is geared to render predictive, contextual, data-driven and agile experiences. This will help you leverage the LLM capabilities, including conversational AI, direct answers, headline and abstract generation, machine translation, sentiment analysis, and language modeling, among others.

Request a demo and see how SearchUnify leverages LLMs and Generative AI to help personalize your business across various touchpoints and take your support functions to a whole new level.

About SearchUnify

SearchUnify is a unified cognitive platform, by Grazitti Interactive, and is built on a machine learning and insights engine. The platform boasts a suite of AI-powered products, including **Cognitive Search**, **Intelligent Chatbot (SUVA)**, **Agent Helper**, **Knowbler**, **Escalation Predictor**, and **Community Helper**. Leading enterprises globally rely on SearchUnify for revolutionizing information discovery and elevating support outcomes.

Let's Connect

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