Survey Data:

How top CX leaders are building confident, autonomous (remote) support teams

For some support organizations, the new remote working reality has made internal collaboration and information sharing more important than ever.
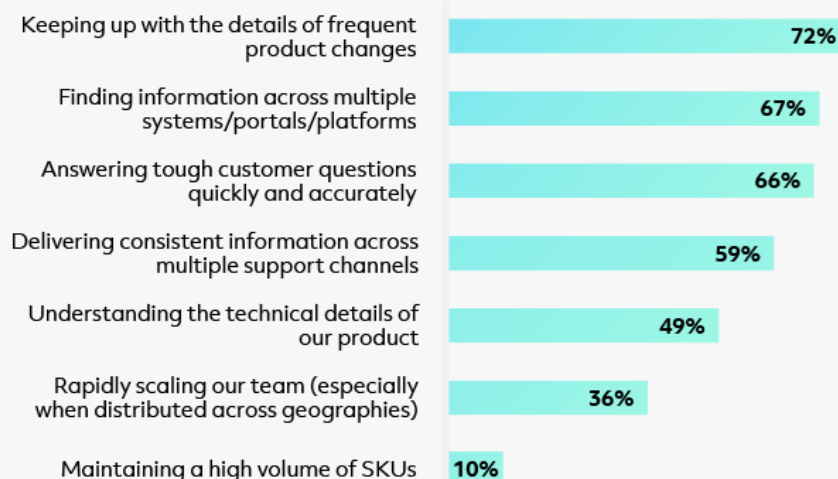
However, for many others, building a more autonomous, efficient, confident support team has long been a north star.

In our most recent customer survey—sent to over 2,500 people working in customer experience—we set out to uncover how they're doing it. Here's what they told us.

Employees struggle to keep up with internal change

Without an established single source of truth, individual business units tend to create their own—meaning knowledge silos are bound to pop up. Agents wind up scrambling to find critical, evolving information amongst a variety of systems, only to question if that information is accurate once they do find it.
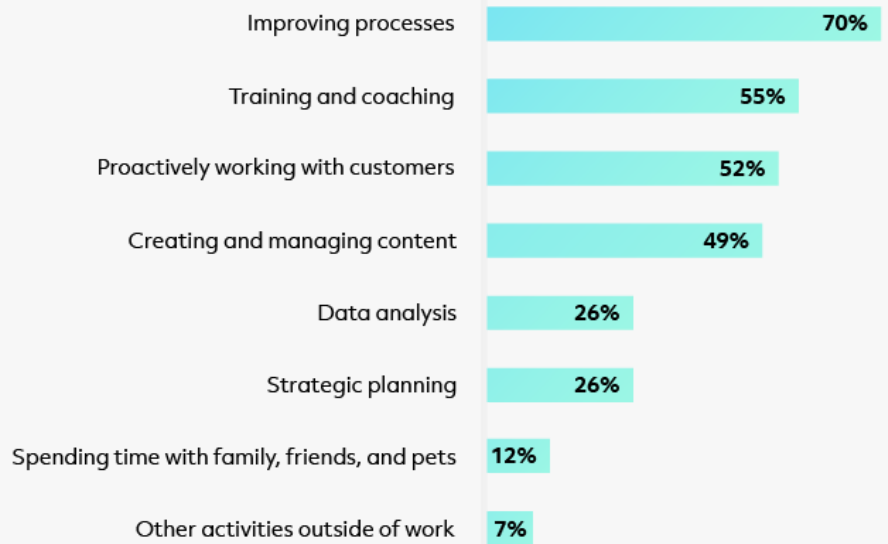
Before using Guru, which challenges prevented you and/or your team from delivering the best customer experience possible?

Challenge	Percentage
Keeping up with the details of frequent product changes	72%
Finding information across multiple systems/portals/platforms	67%
Answering tough customer questions quickly and accurately	66%
Delivering consistent information across multiple support channels	59%
Understanding the technical details of our product	49%
Rapidly scaling our team (especially when distributed across geographies)	36%
Maintaining a high volume of SKUs	10%

Accessing knowledge autonomously is critical for driving efficiency

Siloed and untrustworthy knowledge leads agents to just go directly to the source —resulting in wasted time and frustration for both the knowledge seeker and the subject matter expert answering the same question time and time again.

Which of the following has using Guru allowed you to spend more time doing?

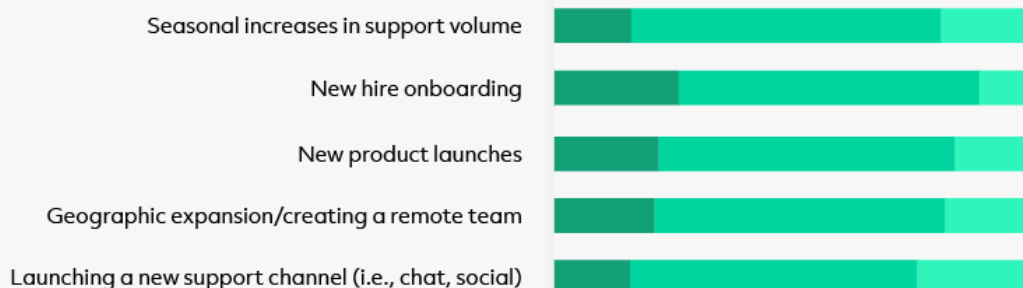|	
Improving processes	70%
Training and coaching	55%
Proactively working with customers	52%
Creating and managing content	49%
Data analysis	26%
Strategic planning	26%
Spending time with family, friends, and pets	12%
Other activities outside of work	7%

Key milestones could be at risk

A culture of trusted knowledge sharing has huge benefits to company-wide goals and objectives. Without Guru, our customers' ability to roll out new technology, onboard new hires, release new products, and more would be at risk.
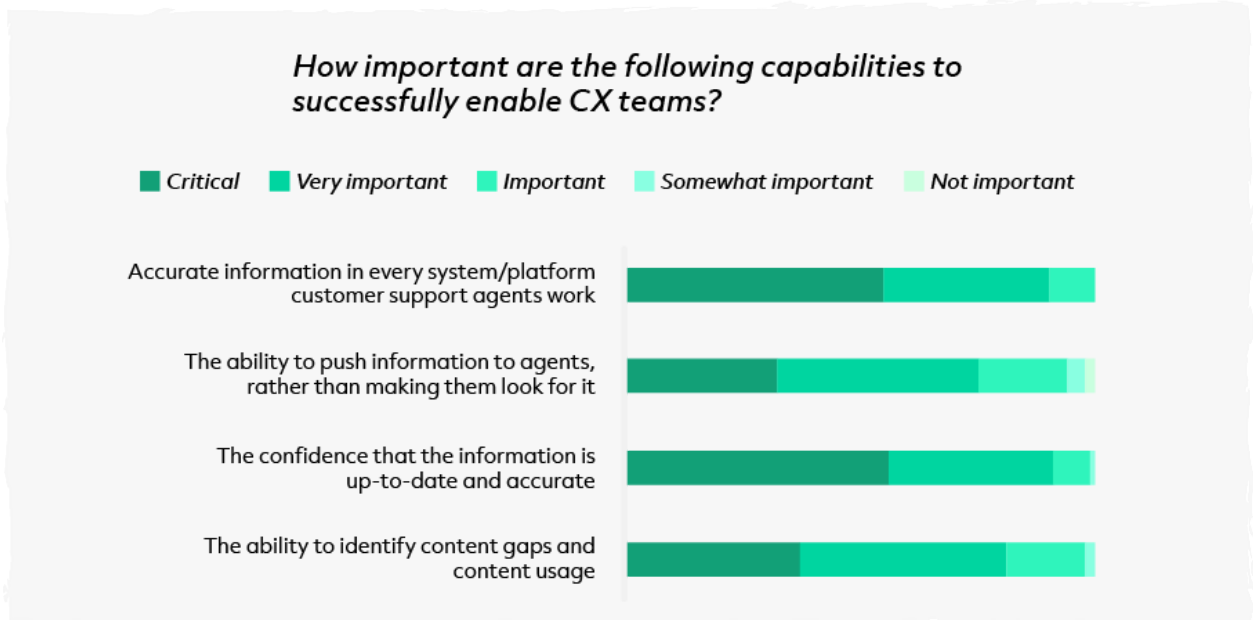
How would removing Guru impact your ability to successfully execute on the following?

■ It would be impossible ■ It would be difficult ■ It would have no impact

- Seasonal increases in support volume
- New hire onboarding
- New product launches
- Geographic expansion/creating a remote team
- Launching a new support channel (i.e., chat, social)

### 3 important capabilities make empowerment possible

To increase team-wide productivity, confidence, and efficiency, support leaders tell us they need to make information readily available wherever their agents are working, push information proactively based on context, and show that information is actively kept up to date by an expert.

How important are the following capabilities to successfully enable CX teams?

■ Critical   ■ Very important   ■ Important   □ Somewhat important   □ Not important

- Accurate information in every system/platform customer support agents work
- The ability to push information to agents, rather than making them look for it
- The confidence that the information is up-to-date and accurate
- The ability to identify content gaps and content usage

Dynamic, accessible information has a major impact

Across the board, support teams work better when agents feel equipped with the knowledge they need to work autonomously. For knowledge sharers and seekers alike, Guru helps people focus on their most high-impact work.

Percentage of survey respondents who said they saw at least a 1-5% increase in key CX metrics:

94%
Handle time

92%
1st contact resolution

97%
Cases resolved per hour/person
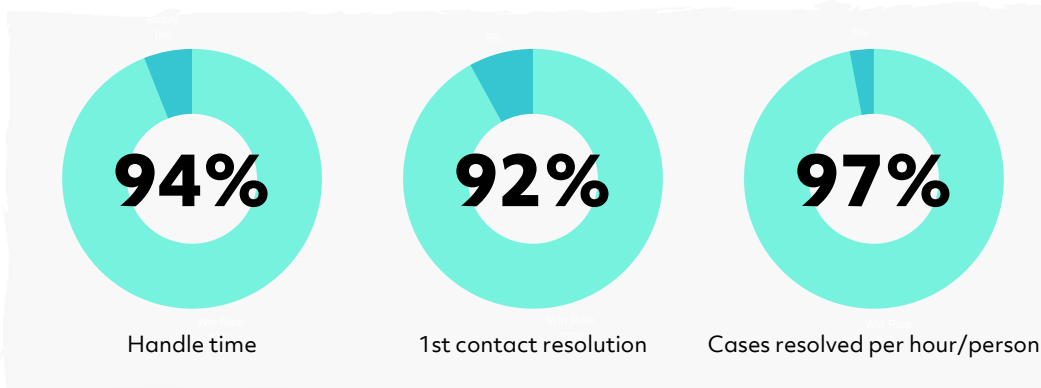
Don't take their word for it. Use Guru for free to deliver your CX team the expert knowledge they need wherever they're working.