

# The State of Fintech Customer Support

## 4 trends you need to know in 2022

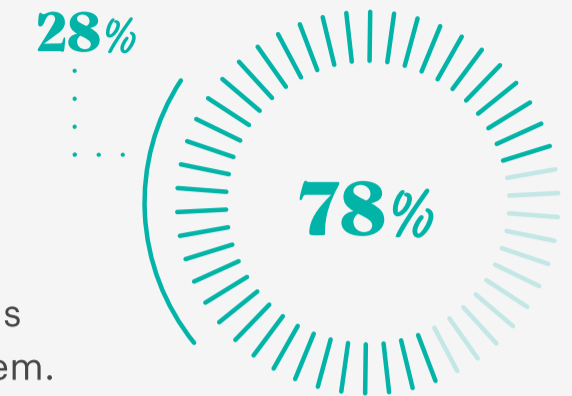
We surveyed 1,209 global support managers and leaders, including support leaders in the fintech space,\* and they told us that their teams are facing more challenges than ever before.

Here are the four key trends in fintech that emerged from our research →

### TREND 01

There's a growing customer expectation gap

78% of support teams have seen customer expectations increase, but only 28% are confident they can meet them.



### TREND 02

Employees face increased team burnout and attrition

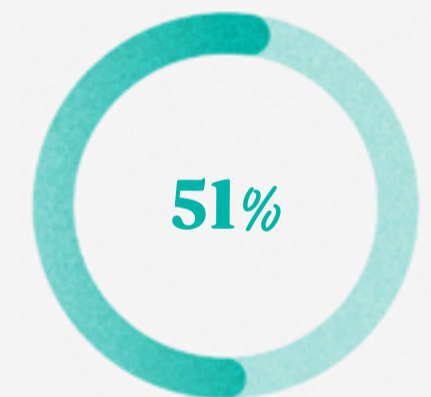
A significant 56% of support leaders say their teams have felt "burned out" in the past 12 months.



### TREND 03

Disconnected tech stacks impact productivity

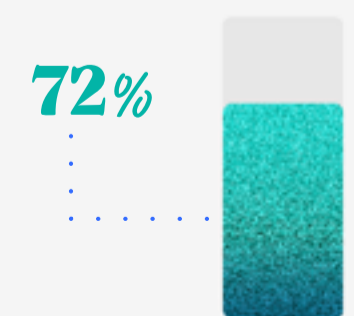
Just over half (51%) of support teams are slowed down on a daily or weekly basis because their tools aren't integrated.



### TREND 04

Teams need modern technology to provide empathetic support at scale

72% of teams say empathizing with customers is a top priority, but 22% don't feel they have the tools to do it right.





## Reduced headcounts are impacting support

With a reduced headcount, it's harder than ever for customer support teams to deliver the exceptional experiences that fintech customers have come to expect.

In the fintech space, customer support leaders are working hard to reduce attrition. Over half of respondents (53%) are focusing on building employee wellbeing programs that keep their customer support staff engaged and better equipped to meet customer expectations.

### How fintech support leaders have been impacted



45%

45% were forced to decrease their team headcount due to COVID-19 – and this reduction is putting pressure on smaller teams



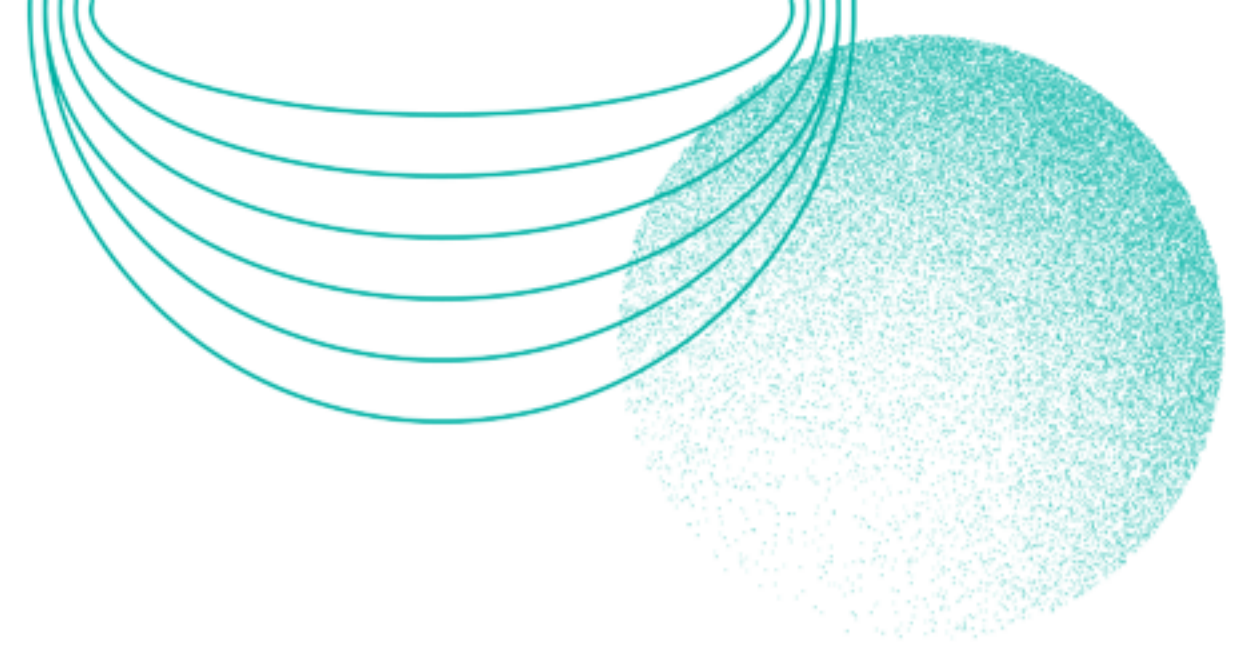
44%

44% believe that this reduction in headcount negatively impacted customer support experiences



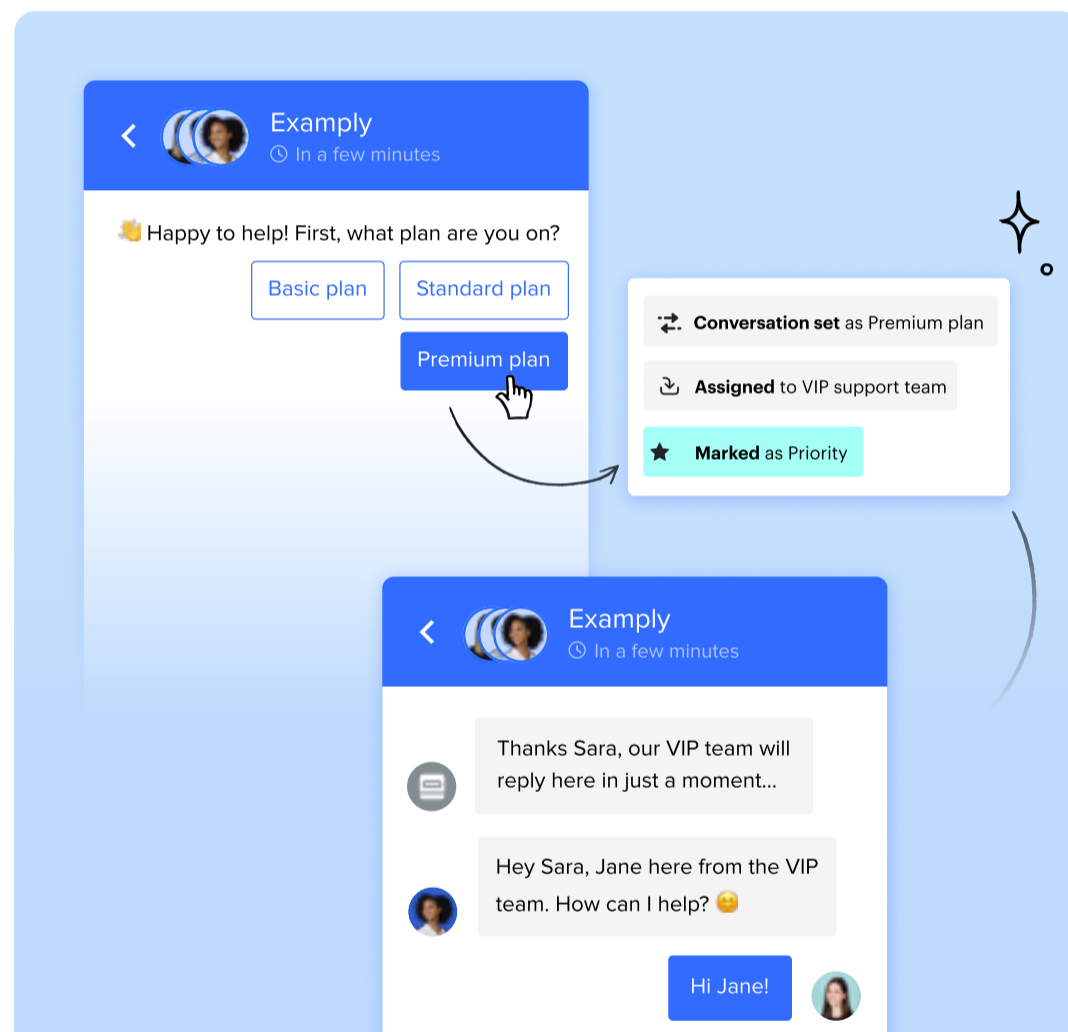
53%

53% said the biggest impact resulting from decreased headcounts is longer wait times for customers



# The solution: Technology can help

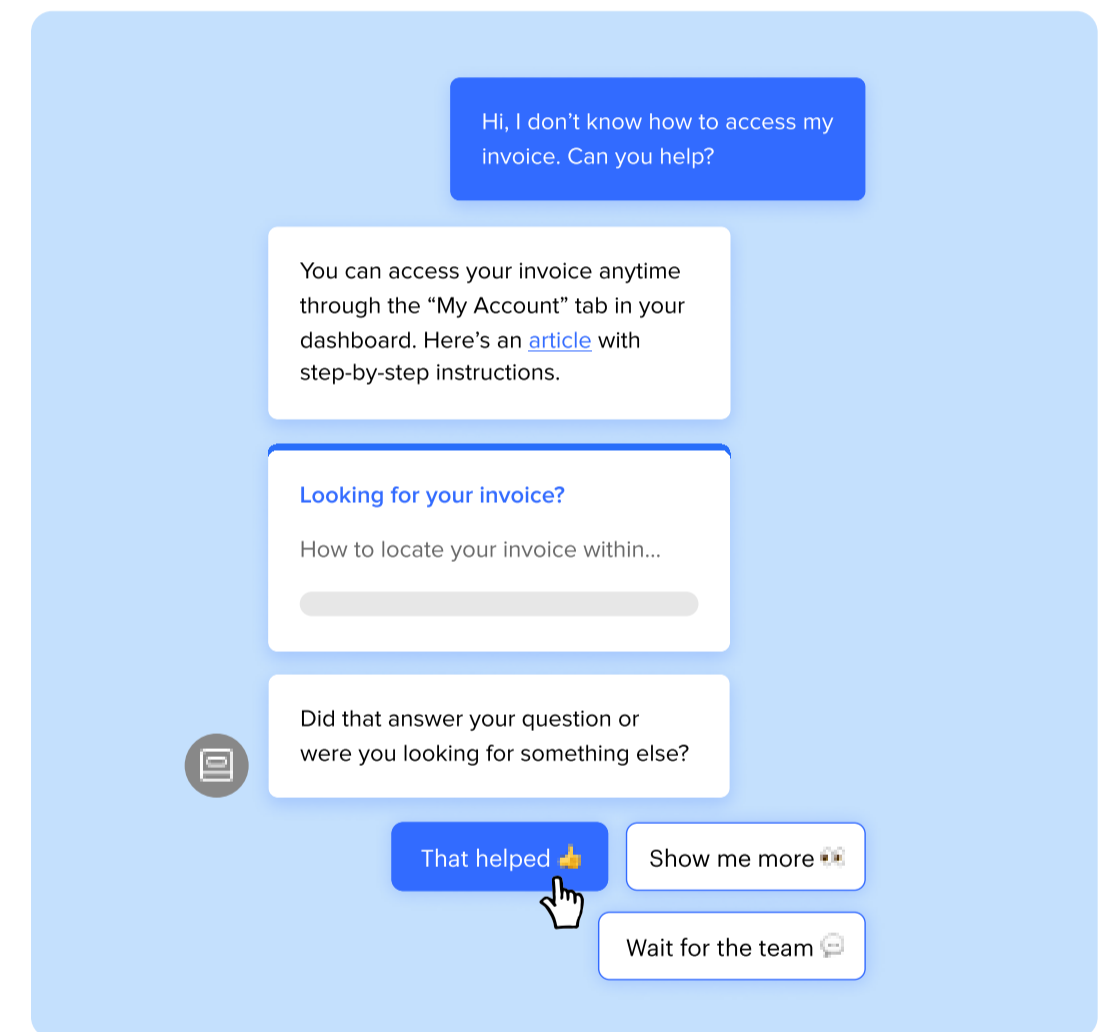
To mitigate these concerns – and address headcount limits – customer support teams need a platform that is both efficient and easy to use.



In the fintech space, customers expect rapid responses to queries or concerns.

Reactive support (old way)	Proactive support (new way)
Doesn't scale as your business grows	Scales as your business grows
Places burden on customers to ask for help	Preemptively answers customer questions
Long wait times lead to customer frustration	Fast, contextual help boosts customer satisfaction
Difficult to measure bottom-line impact	Possible to prove bottom-line impact
Leads to overwhelmed teams and low morale	Frees your team up to focus on high-value inquiries

Fintech customer support leaders constantly feel impacted by workflow inefficiencies – it was listed as the #1 challenge to doing their job effectively.

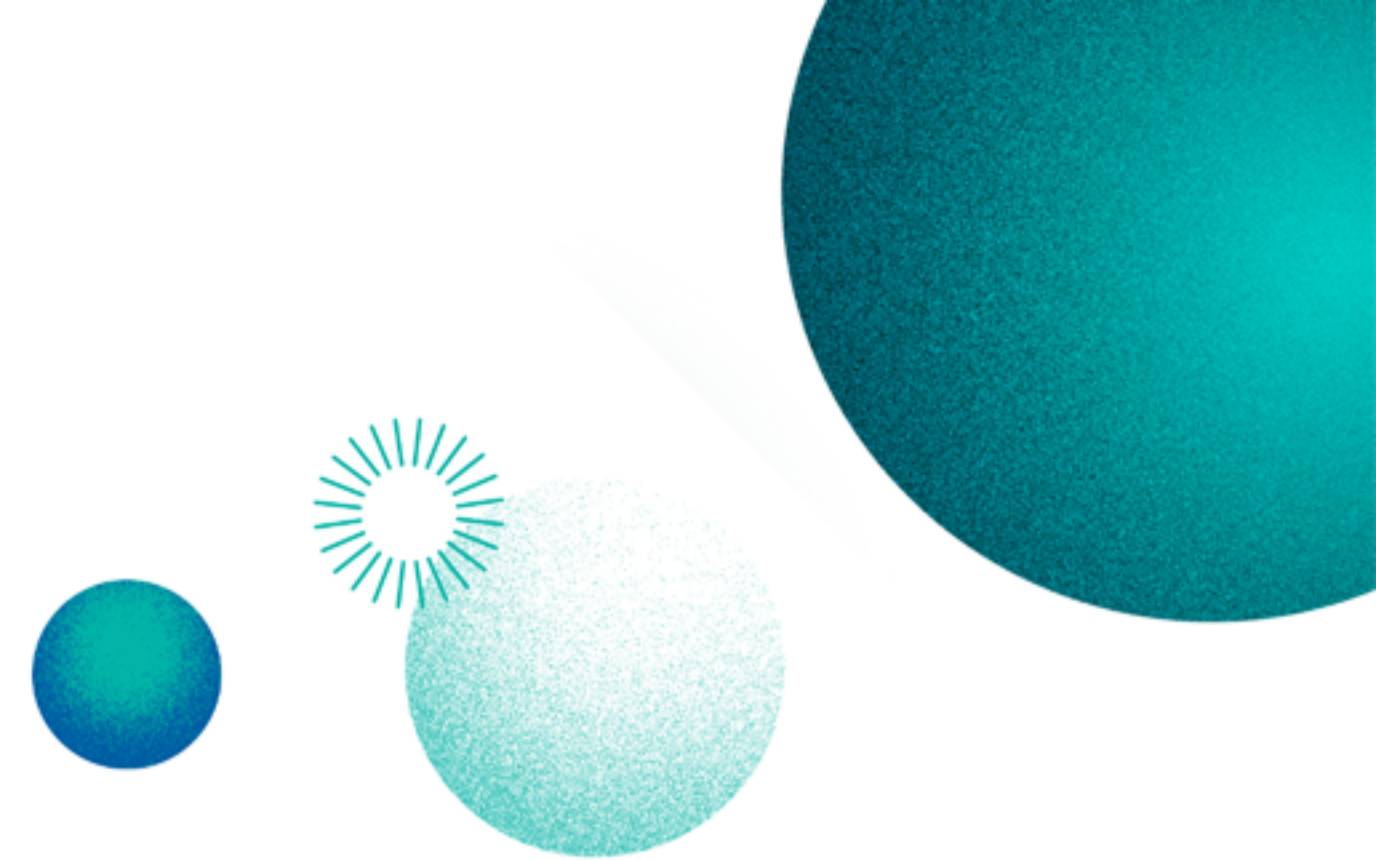


The primary obstacle holding teams back from delivering their true impact? Repetitive tasks that could (and should) be automated.





# Stay ahead of the curve with Intercom's support solutions for financial service companies



Learn more about how [our support solution](#) empowers teams at fintech companies just like yours.

**1.1m**

financial conversations  
powered daily

**1 in 3**

common financial questions  
resolved automatically

**85%**

median customer  
satisfaction score for financial  
service companies

\* Methodology: Intercom commissioned an independent market research firm to survey a random sample of 1,209 global support managers and leaders, of which 156 worked in the fintech industry. The study's margin of error is +/- 2.8% at the 95% confidence level. Read the full report here: [Global Support Trends 2022](#).