

The State of E-commerce Customer Support

4 trends you need to know in 2022

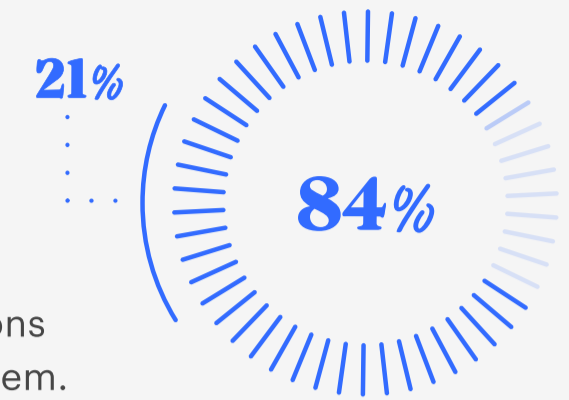
We asked over 1,209 global support managers and leaders, including support leaders in the e-commerce space,* and they told us that their teams are facing more challenges than ever before.

Here are the four key trends in e-commerce that emerged from our research →

TREND 01

There's a growing customer expectation gap

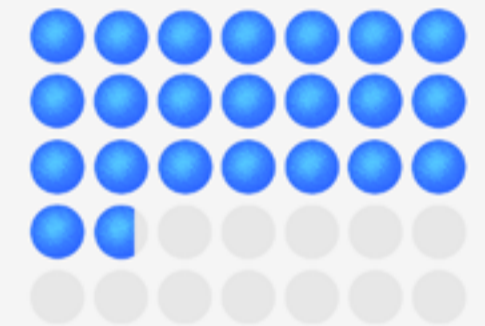
84% of support teams have seen customer expectations increase, but only 21% are confident they can meet them.



TREND 02

Employees face increased team burnout and attrition

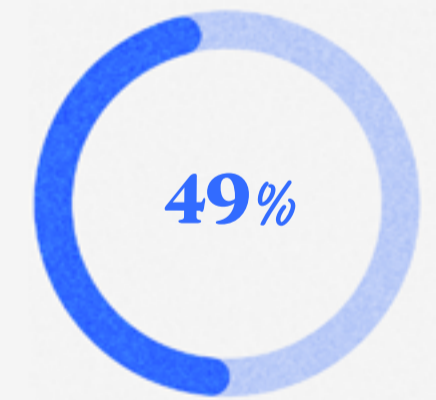
A significant 65% of support leaders say their team have felt "burned out" in the past 12 months.



TREND 03

Disconnected tech stacks impact productivity

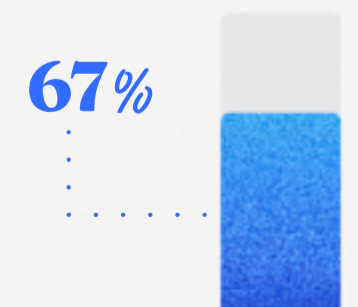
Almost half (49%) of support teams are slowed down on a daily or weekly basis because their tools aren't integrated.



TREND 04

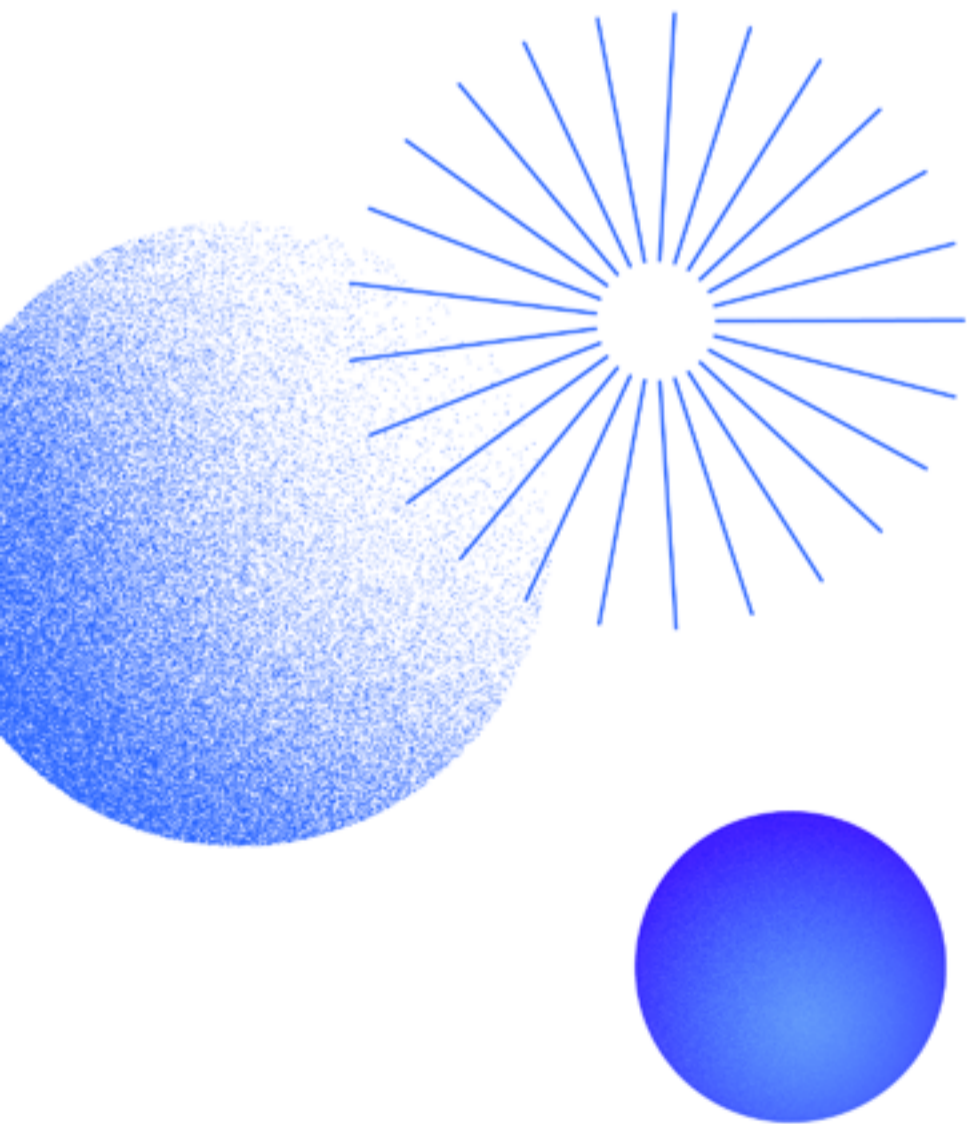
Teams need modern technology to provide empathetic support at scale

67% of teams say empathizing with customers is a top priority, but 27% don't feel they have the tools to do it right.



Reduced headcounts are impacting support

With these limitations, it's harder than ever for customer support teams to deliver the exceptional experiences that customers have come to expect.



How e-commerce support leaders have been impacted

60%

60% of leaders in the e-commerce sector have experienced reductions in their customer support team headcount due to COVID-19

47%

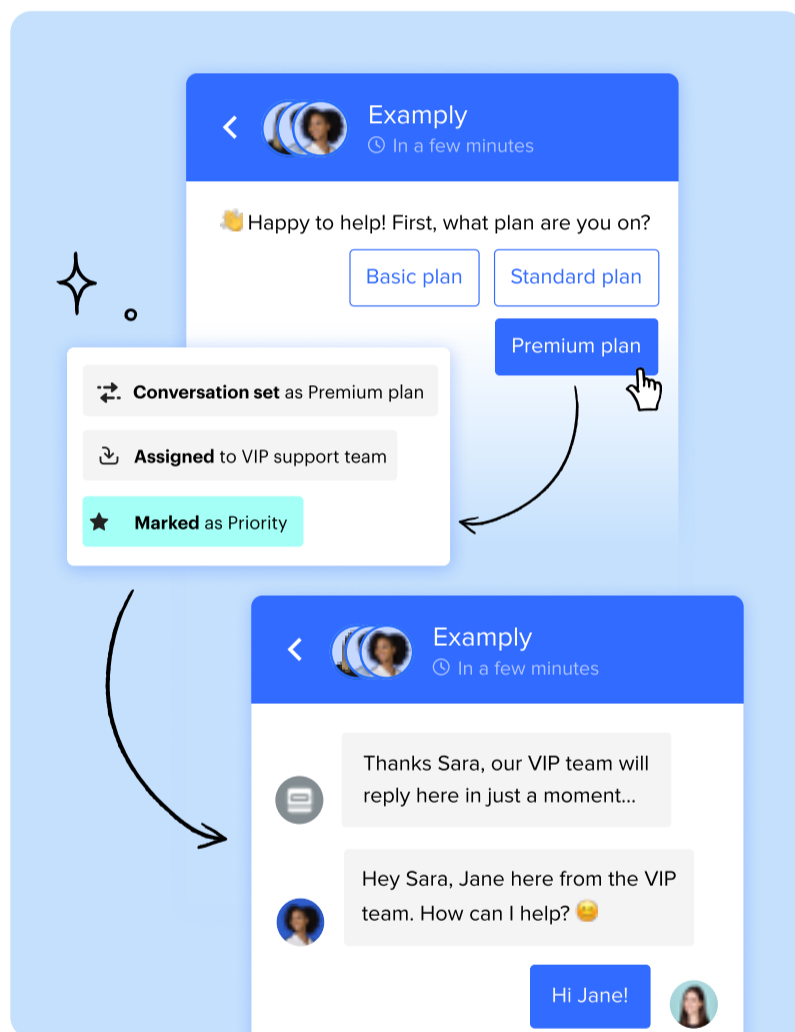
47% believe that this reduction in headcount negatively impacted customer support experiences

60%

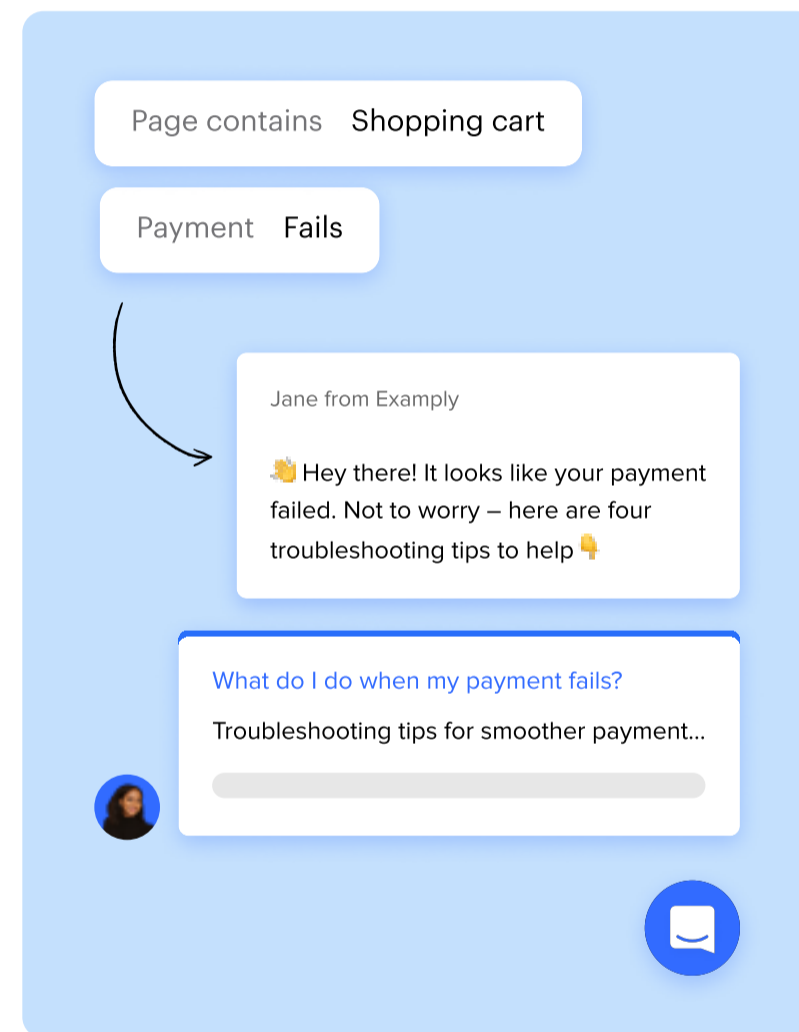
60% identified that the biggest impact to customers is longer wait times

The solution: Technology can help

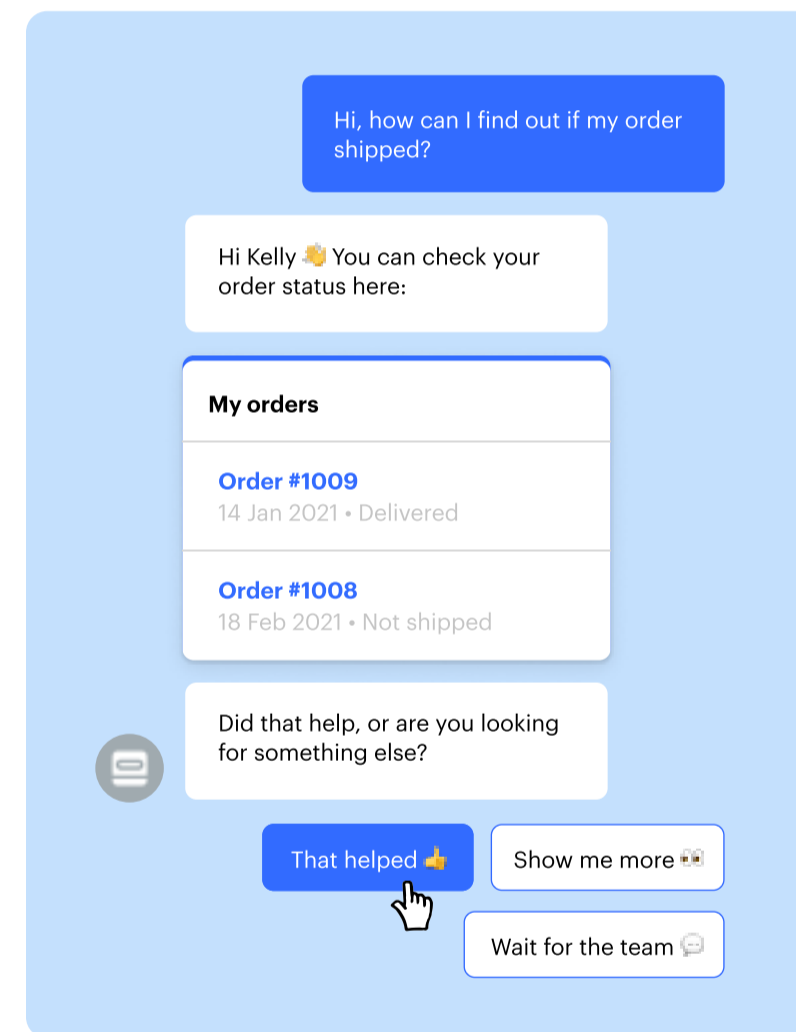
To mitigate these concerns – and address headcount limits – customer support teams need a platform that enables customized automation and is easy to use.



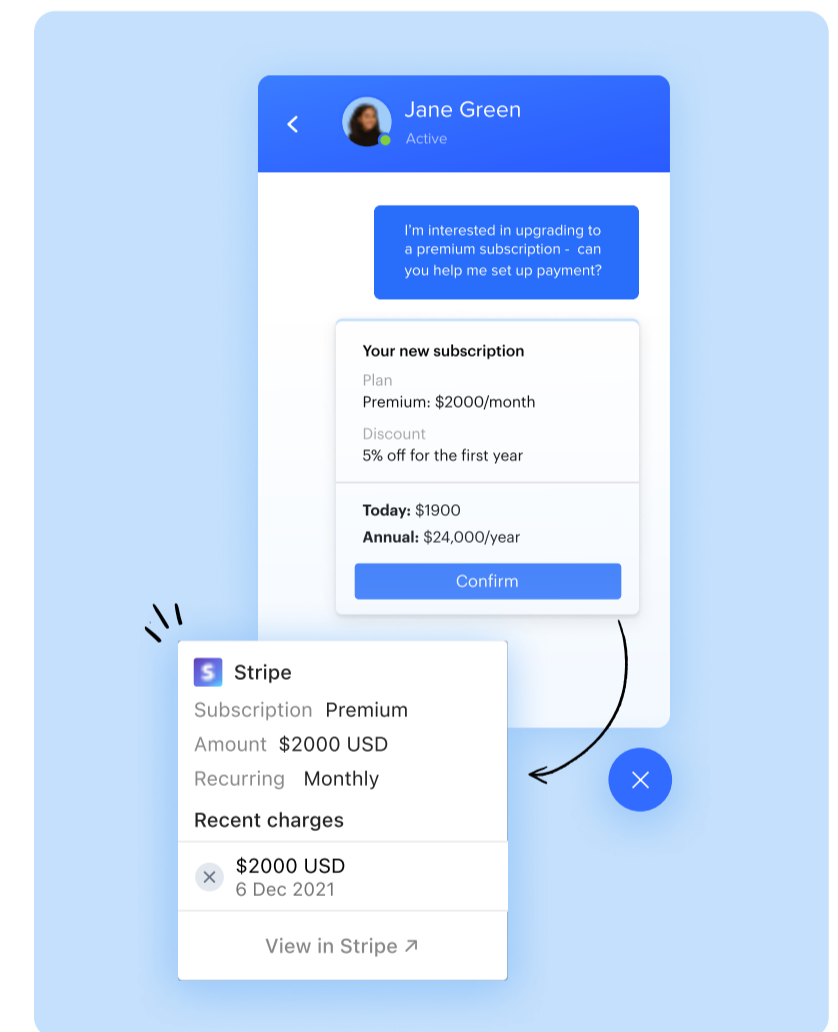
More and more, customers expect rapid responses – and customer support teams need to keep up to avoid customer churn.



But today, one of the biggest challenges e-commerce customer support teams face is the ability to proactively answer questions with FAQs and knowledge base articles.



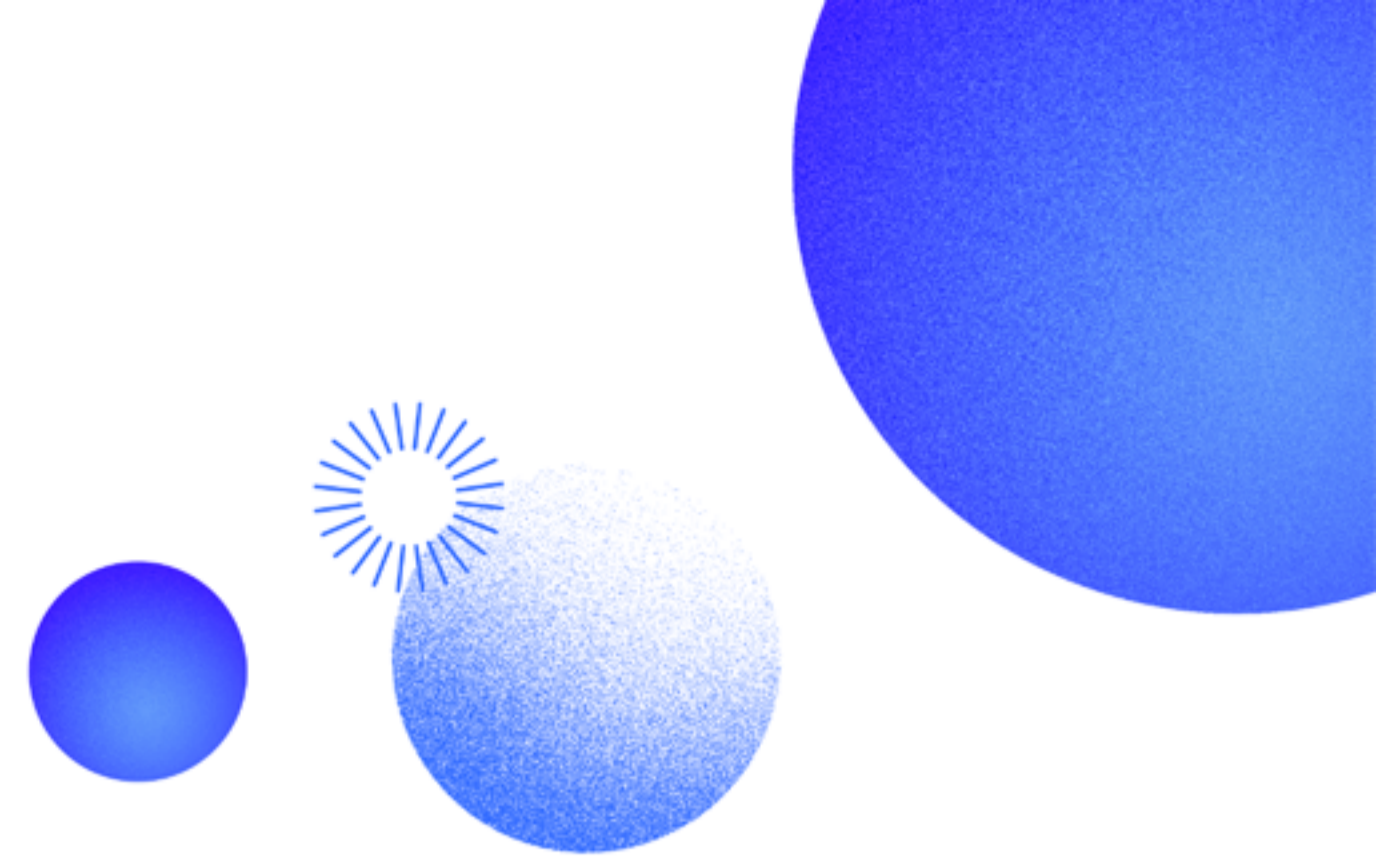
At the same time, repetitive tasks that could (and should) be automated hold teams back from delivering their true impact.



In the e-commerce space, customer support leaders are working hard to maintain fast, personal responses. In particular, 49% of respondents say they are leveraging technology to reduce the pressure on their teams.



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977k

e-commerce conversations
powered daily

1 in 3

common questions
resolved automatically

87%

median customer
satisfaction score for
e-commerce companies

* Methodology: Intercom commissioned an independent market research firm to survey a random sample of 1,209 global support managers and leaders, of which 102 worked in the e-commerce sector. The study's margin of error is +/- 2.8% at the 95% confidence level. Read the full report here: [Global Support Trends 2022](#).