

WHITE PAPER

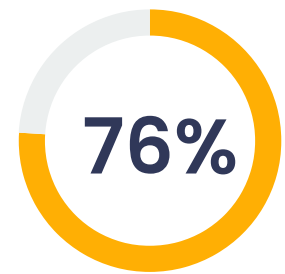
Consumer Expectations and Your Internal Help Desk: A Symbiotic Relationship (Or It Can Be!)

It only makes sense that consumer expectations in our personal lives spill over into workplace technology expectations — after all, we don't magically become other people when we go to work, especially in today's remote/hybrid era.



So what does that mean for internal help desks? It means high expectations, and the potential for high levels of frustration. According to [Salesforce research](#), 76% of customers report it's easy to "take their business elsewhere," switching from one brand that doesn't satisfy to another that matches their expectations. But what if there's only one help desk option? What happens when an end user is frustrated enough to "switch brands" but has no other option that matches their expectations? Friction, frustration, and lack of productivity.

Let's back up, and dive into some of those consumer expectations that are behind every internal user interaction with your help desk.



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Personalization

75% of customers say they are more likely to purchase from a company that:



recognizes them by name



knows their purchase history



and recommends products based on their past purchases

In other words, companies that don't treat their customers "like a ticket"! End user employees deserve the same respect from their internal help desks as they get from a retail brand.

It's no wonder that your employees don't want to engage with the service desk. Why do we insist on this paradigm when it isn't working?



Omni-channel

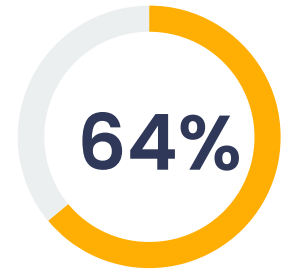
According to research from [Zendesk](#), 64% of customers say they tried a new channel like live chat to engage with brands during the covid-19 pandemic, and 75% plan to keep using it. Per Vonage's [Global Customer Engagement Report 2021](#), use of every digital channel increased during the pandemic, and that change is expected to stick around, with 87% of consumers saying they plan to maintain or even increase that usage moving forward.

Social media is omnipresent in our daily lives too, with nearly 60% of the world's population using social media now in 2022, and not just using it a little but spending an average of 2.5 hours a day on social.



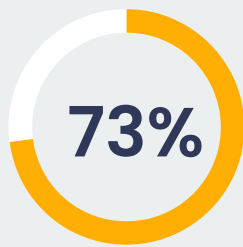
People on average spend 2.5 hours a day on social media.

73% of millennials say that online consumer experiences are more important than in-person experiences. Mobile is a big driver of consumer behavior also, with mobile accounting for nearly 55% of web traffic. In mobile-first areas like Asia and Africa, mobile connections account for even more page views.



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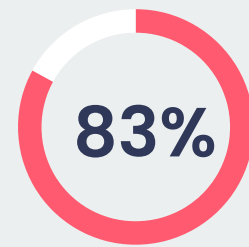
Where consumers spend their time



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on average one in four consumers use chatbots daily



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And chatbots are used by [one in four consumers](#) each day on average, with about 40% of millennials interacting with a bot daily. And [83% of respondents to one survey](#) said they would be more loyal to a brand offering a chatbot that enabled tasks like making an appointment, making a reservation, or customer service inquiries.

In other words, consumers are on every channel in their personal lives, and your help desk technology should allow the same.



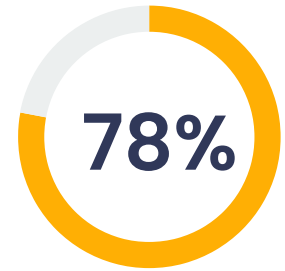
Engagement

An engaged workforce does better for business. In fact, according to [Forrester](#), 78% of HR leaders believe employee experience to be a “definite driver” in delivering business objectives. In addition, 77% of survey respondents said that employee experience initiatives led to increased revenue. [Harvard Business School research](#) concurs that ensuring great employee experience is paramount for delivering world-class customer experience.

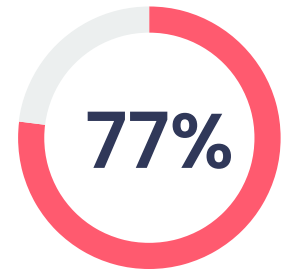


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It's another short leap from the concept of employee engagement to the concept of employee help desk experiences — after all, employees submit an average of 2 tickets per month and can spend up to 3 or even more business days waiting for a reply each time! That leads to DIS-engagement and DIS-satisfied employees. Frictionless IT and HR help desk service is an integral part of employee experiences at work.



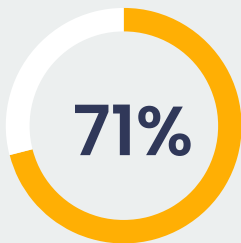
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The Fine Print

You might be thinking: I'll just add a chatbot to the mix, and job's a good one. But hold up! A simple chatbot isn't necessarily the solution to all your help desk problems — although use of chatbots is rampant in consumer life, 71% of [survey respondents](#) said a bot couldn't answer their question or solve their problem, and they have trouble finding the value of chatbots in their consumer lives.



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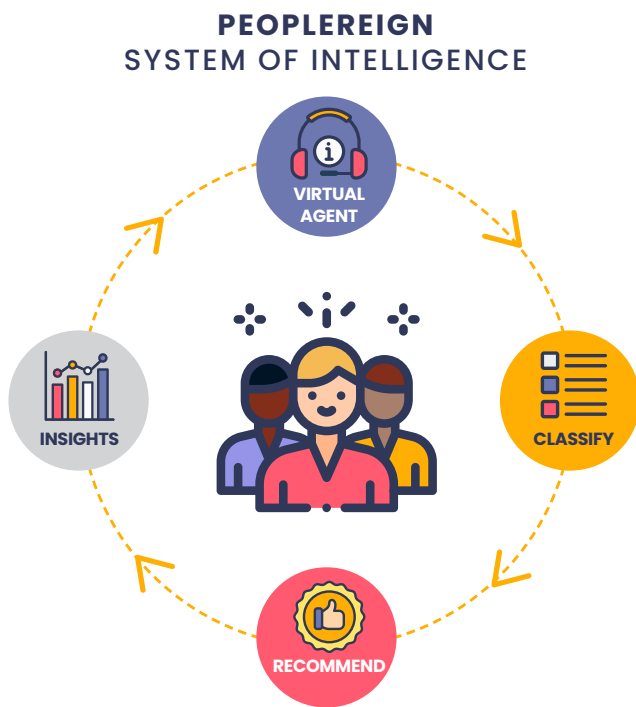
Enter the [virtual agent](#), a better-than-a-chatbot automation option with robust ability to route issues correctly to a live agent if need be.



Conclusion

Employee experience is key to a successful business (research states). Consumers want omni-channel options in their personal lives (research states). Personalization is table stakes (research states). So what does all this mean for your internal help desk initiatives? It means you'd better be reflecting consumer expectations in internal technology interactions, or your "customers" will be frustrated and "switch brands", which often means [avoiding the help desk entirely](#). And how does that help anyone's productivity or bottom line?

Save the day with a [system of intelligence](#) designed with consumer expectations in mind, and reduce your employees' friction and frustration.



For more about how to meet your employees where they are and solve business problems too, check out [Why PeopleReign](#), our whitepaper introducing the world's smartest virtual agent for IT and HR issues.