

2021 BFCM Customer Service Trends

2021 witnessed one of the busiest eCommerce seasons ever to be recorded. **The US holiday eCommerce sales hit \$206.88 billion and accounted for a record 18.9% of total holiday season retail sales**, according to eMarketer.

This colossal success can be attributed to factors brooding over a couple of years such as, the increased number of online shoppers and the extended BFCM run (due to the pandemic-induced change in the shopping habits).

To put the magnanimity of it all in perspective, we partnered with our friends at **Zoho Desk** to study the metrics around BFCM. Here's what we found.

Ticket Volume Stats

PRE-BFCM

No. of tickets raised from **Nov 21st to 25th**

21,61,904

Source: Zoho Desk

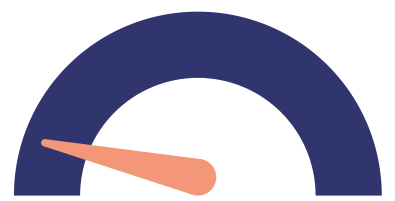
3,235,508

Source: Zoho Desk

DURING BFCM

No. of tickets raised from **Nov 26th to 30th**

50% increase in customer support tickets during BFCM



5-day period (Pre-BFCM: Nov 21st to 25th & BFCM: Nov 26th to 30th)

Time taken for each phase of ticket lifetime



Avg. First Response Time

8.2 Hrs



Avg. Response Time

10.2 Hrs

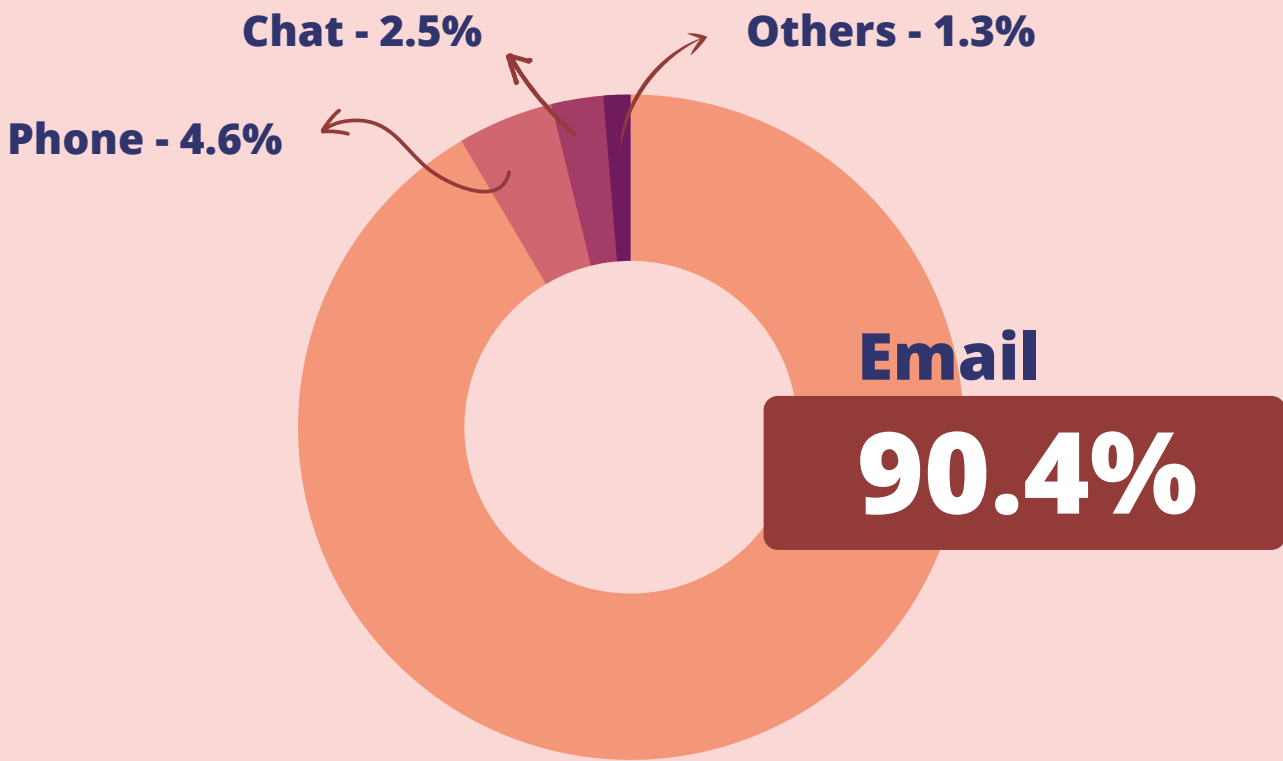


Avg. Resolution Time

6.5 Days

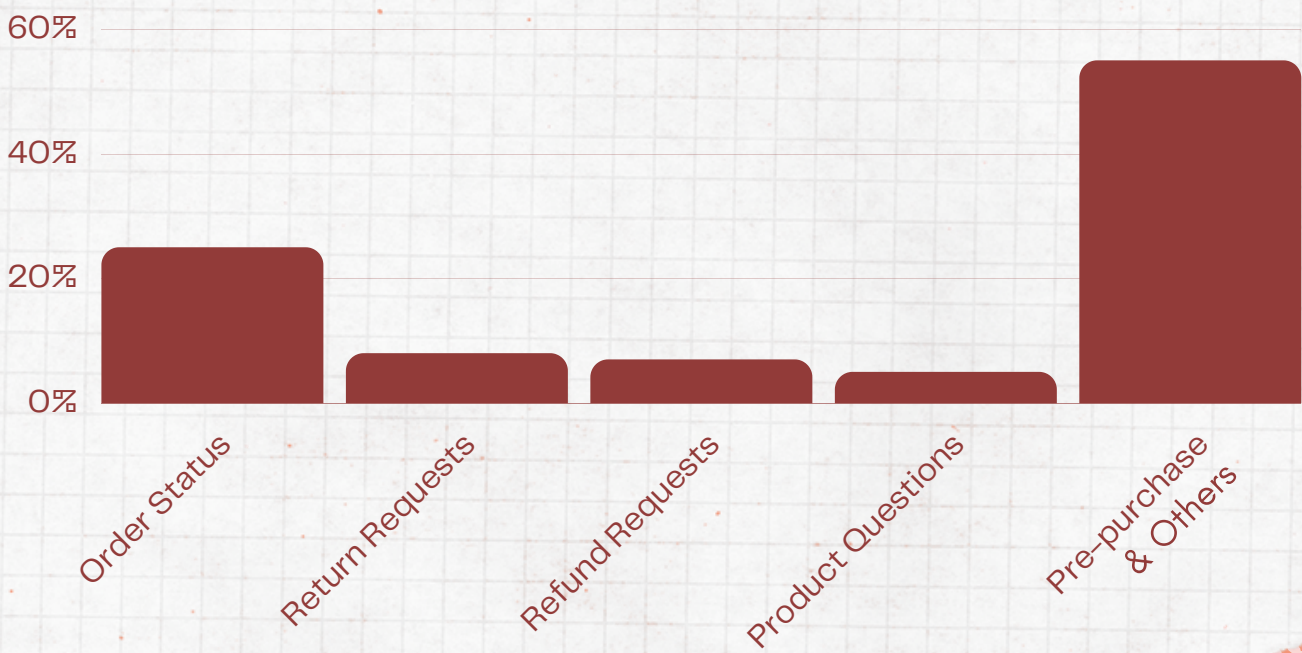
Source: Zoho Desk

Channels preferred by customers who raised tickets during BFCM' 21



Source: Zoho Desk

Types of common post-purchase customer support queries



Source: LateShipment.com

Self Service and Customer Satisfaction

01

69% of customers want to resolve as many issues as possible on their own

02

63% of customers almost always start with a search on a company's online resources when they have an issue.

03

Companies with good customer service scores are 76% more likely to offer self-service

3 Ways To Improve Your Post-Purchase CX



1

Over communicate and reduce customer anxiety post purchase

- Automate order status notifications via email or SMS throughout the delivery lifecycle
- Proactively reach out to customers facing critical delivery issues to reduce the impact of failed deliveries



2

Make order tracking self-service for your customers

- Embed a "Track My Order" widget on your website and shipping emails to make parcel tracking self-service
- Auto-respond to customers seeking more information about their orders with smart chatbots



3

Keep support teams on top of order deliveries, particularly those facing delivery issues

- Auto-trigger tickets on your helpdesk for delivery failures to ensure proactive delivery issue resolution
- Enable agents with order tracking information from within your helpdesk for faster resolution times



LateShipment.com's **Delivery Experience Management** platform helps improve visibility, leveraging automation to make post-purchase customer support more efficient. LateShipment.com integrates with popular Helpdesk tools like **Zoho Desk** to help reduce post-purchase ticket volume and improve resolution times for shipping, delivery and returns related issues.

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