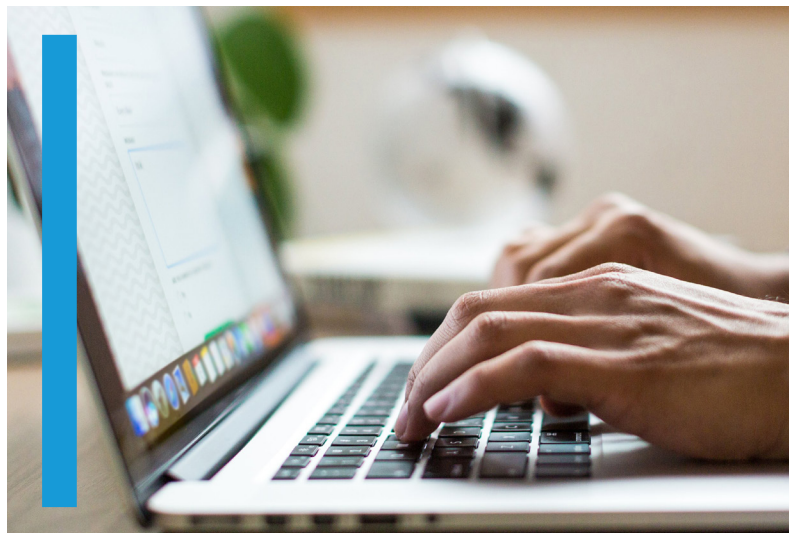


Gartner for Customer Service & Support Leaders

# Overview of Quantitative Benchmarking Resources



Clients turn to our rich benchmarking resources to help them compare their organizations against those of their peers. We collect data on over 300 customer service and support metrics, and provide it back through our research, tools and custom reporting.

## Clients use our data to:

- Determine the effort customers expend and the journey they take to resolve requests
- Benchmark costs and productivity to increase efficiencies as operations become more complex
- Assess staff performance as measured by key skills, coaching behaviors and rep productivity

We maintain an ongoing global data collection effort to expand and refresh our benchmarking data. Our sources include:

- Client-reported data collected on a rolling basis
- Gartner Score, which evaluates your function's current maturity level against research-based performance standards in order to prioritize strategic focus areas for the contact center

We also continuously update the methods for our global data collection efforts. This year we've focused on adding more interactive capabilities, including:

- Live survey distribution platforms for a seamless participation experience
- Enhanced reporting capabilities for instant deliverables and value across the organization

Collectively, our resources and capabilities not only inform our best-practice insights, they also create one of the most robust customer service and support data assets in the market.

## Benchmarking quick facts

- 15+** years of experience
- 2,000+** participating companies
- 300+** function-specific metrics
- 1,500,000+** surveys fielded
- 110+** countries represented

## Benchmarks offered

- [Rep Experience Survey](#)
- [Customer Service and Support Score](#)
- [Budget & Headcount Benchmarking](#)
- [Customer Experience & Preferences](#)

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# Rep Experience Survey

## Overview

The foundation of customer service and support begins with the rep experience. The Rep Experience Survey includes a varied and diverse set of metrics, covering all the critical behaviors needed for managing staff performance. The survey can be customized across question modules to allow you to focus on what is most relevant to your business, whether it's a little bit of everything or a deep dive into coaching behaviors.

The survey is a result of more than 12 years of studying the rep experience, and covers a wide range of topics such as:

- Coaching effectiveness
- Coaching time spend
- Usability of rep-facing systems and tools
- Rep productivity practices
- Work-from-home dynamics and readiness

## Quick facts

- 600+** companies participated
- 1,400+** surveys launched
- 60,000+** rep responses
- 8+** studies published
- 12+** years of question development

## Reporting dashboard

Using our latest capabilities, the Rep Experience Survey includes a live distribution and reporting dashboard that enables service and support leaders to instantly view where they land on these staff performance metrics.

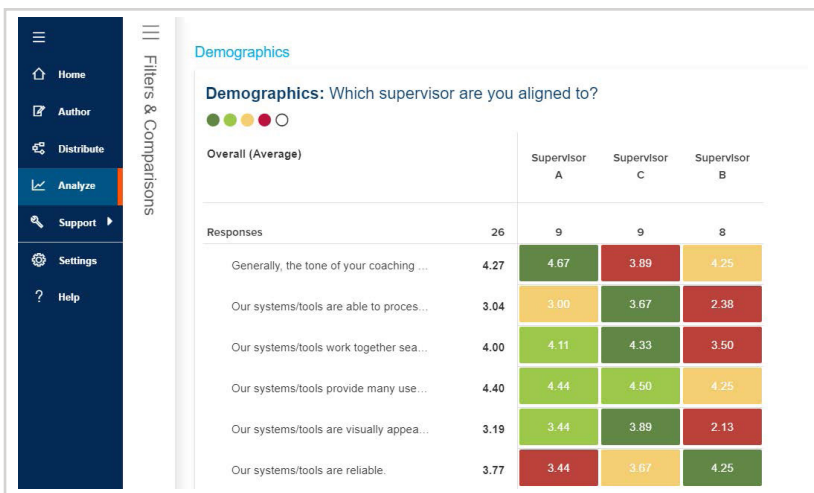


Illustration of the live distribution and reporting dashboard's ability to create a supervisor-level heatmap on each metric in the survey

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# Customer Service & Support Score

## Overview

The Customer Service & Support Score is both a functional maturity assessment and prioritization tool. It measures your contact center’s maturity across a comprehensive set of critical customer service activities. The tool evaluates your center’s current maturity level for each activity against objective, research based performance standards. It also helps you identify priorities for improvement based on how important the activities are to your organization’s strategic objectives.

This diagnostic helps current and new customer service leaders with:

- **Strategic annual planning.** Understand how well your contact center is performing in its current state and prioritize opportunities for improvement
- **Functional transformation.** Identify next steps for critical areas and plan a long-term path to your desired maturity level
- **Strategy execution.** Ensure alignment of strategy and resources with market opportunities and business needs. Save time acting on your plans with recommended resources and guidance from a service partner.

## Quick facts

- 240+** companies participated
- 16** discrete activities measured
- 6** key focus areas for customer service leaders



Illustrative map of the focus areas and functional activities used to assess functional maturity

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# Budget & Head Count Benchmarking Survey

## Overview

Gauge your current spending levels and make a case for new budget targets in the next fiscal year. With Gartner's Customer Service Budget & Head Count Benchmarking Survey, you can learn how your spend levels stack up and how you can optimize investments to support long-term improvements for your function.

## What you get

This survey offers a unique chance to compare your organization's budget size and staffing rates against your peers'.

- **Customized Benchmarking Report:** Receive a customized report benchmarking your responses to your peers. Compare by industry and business model.
- **Report Walk-Through:** Have one of our experts walk you through your customized report, and begin a conversation on how you can improve functional effectiveness while reducing costs based on the results.

## How to participate in our ongoing benchmarking



Illustrative map of the focus areas and functional activities used to assess functional maturity

## Benefits

Benchmark your organization against your peers' in the following channels:

- Customer Service Budget as a percent of Revenue, Enterprise Budget
- Customer Service Spend Per Customer
- Customer Service Spend Allocation by Source and Activities

## Learn More

Contact us today for participation information.

Call: +1 571 303 3652

Email: [CSSDiagnostics@gartner.com](mailto:CSSDiagnostics@gartner.com)

Web: [gartner.com/en/customer-service-support](http://gartner.com/en/customer-service-support)