trengo

Customer Support & Service

Peak Season
Report 2023

Dive into the expected increase in
conversations for your Customer Support
and Service team this busy period

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What can your Customer Support and Service team expect this **busy period**

From e-commerce to consumer goods, all customer-helping teams, whether they are support, service or success, share the same experience each peak season.
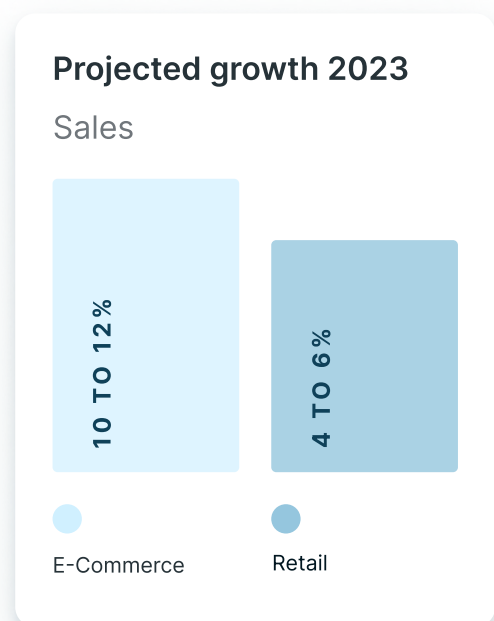
With high volumes of customer conversations coming in, teams feel the pressure to handle all conversations at speed, while maintaining a high level of quality. Like they would during slower times.

Despite inflation, peak season 2023 will remain busy

Despite high inflation, expected sales are positive. So the pressure for Customer Support and Service teams remains real.

Because with a big increase in sales, an increase in customer contact follows. But is your team ready?

What we see is that even though Customer Support and Service teams are often very talented they aren't set up for success. Teams are in many cases not equipped with a platform that organises all customer communication, channels and data needed to collaborate and handle high volumes well.

Projected growth 2023

Sales

10 TO 12%

4 TO 6%

E-Commerce

Retail

Source: Forbes

From first touch to purchase

50%+

of customers engage with
3 to 5 channels

Source: McKinsey

Unprepared Support and Service teams won't be able to meet customers on preferred channels, will lose time manually organising inboxes, and are slow to respond because they get overwhelmed and miss messages.

Resulting, in under-nurtured prospects and customers plus ultimately bad reviews. But that's worst case scenario and there's no need to go there! Because this year there's still time to set your teams up for success.

Use this report and dive into the expected increase in conversations* per industry for your Customer Support and Service team, plus how to start handling the high workload well this peak season.

*All of the data in this report has been pulled from Trengo, in order to forecast an increase in conversations experienced by Trengo's own customers during their busiest periods.

E-commerce & Retail

Even though consumers struggle with high living costs and inflation, retail sales is not slowing down. In the US retail sales are forecasted to grow by 4% to 6% **(NRF)**. While the UK summer peak season showed a 5% increase, where The Netherlands saw an 8.1% increase compared to summer last year **(KPMG)**. EU consumer spending is experiencing small growth (**Savills**).

"The holiday season sales can amount to 30% of all retail sales." (Much Needed, 2022).

This alone notes the importance of peak season.

Last year, UK E-commerce and Retail showed a 50%(!) increase in November and December compared to total sales in September **(Statista)**.

A sales increase always comes with an increase in customer conversations. Questions about purchases, returns, and more will come from every channel.

What we've seen is that E-commerce and Retail on average experience a 10% increase in conversations for EMEA (Europe, the Middle East and Africa), while organisations from the UK experience a 9% increase during the peak season.

Expected increase in customer conversations during the busy period for E-commerce & Retail

Industry	EMEA	UK
	%	%
E-commerce & Retail	10%	9%

We've looked at both 2022 and 2021 data for an average. Including data from the Black Friday week, Christmas and the New Year period.

Consumer Services

Automotive

The automotive industry saw a small dip but is now making a comeback with a forecasted global vehicle sales growth of 5.1% in 2023, and 3.3% for 2024 **(ABI Research)**.

With a forecasted comeback in sales we're also expecting a big uptake in traffic to the website and showroom. What's also to be expected is an increase in requested services, like maintenance, oil changes, tire rotation and more. Resulting in an increase in customer communication.

Looking at this industry, what we see is that even though sales have slowed down, customer communication hasn't. For EMEA had an 4% increase over the holiday period in conversations. While the UK saw a whopping 54% increase on average in customer contact.

Expected increase in customer conversations during the busy period for Automotive

Industry	EMEA	UK
	%	%
Automotive	4%	54%

💡**Tip:** 54% is a huge increase in conversations, but also opens up opportunities. Because the peak season is the period for automotive organisations to sell with every touchpoint. Definitely don't forget to remind customers, during their journey, of new tires for the winter, regular checks or an upgrade on their new car via the channels they prefer.

Travel & Leisure

The Travel and Leisure sector shows a more temperate peak season than Automotive. With a 7% increase in customer communication for EMEA, and a 12% increase for the UK.

Expected increase in customer conversations during the busy period for Travel & Leisure

Industry	EMEA	UK
	%	%
Travel & Leisure	7%	12%

Of course, the numbers are relative, with a big volume of communication every month a 12% increase is still a lot.

💡 **Tip**: it will always pay off to work efficiently. Setting up an automated assistant to intercept questions about tours, tickets and more helps immensely. Because an automated chatbot can direct customers to the right Help Center article or provide them with instant answers.

This way, FAQs won't make it to the inbox and overwhelm your team.

Plus, have you considered a platform that allows for a team inbox? Because whether your team is spread across venues, countries or time zones, everyone will benefit from being on the same page. So pick up conversations from one platform and know that even when on the move no message is ever missed.

Restaurants & Hospitality

Over the last two years, we've seen a big increase in customer communication during peak season for the Restaurants and Hospitality industry. With an average increase of 22% to 24% in customer conversations, this sector seems quite used to busy periods.

Expected increase in customer conversations during the busy period for Restaurants & Hospitality

Industry	EMEA	UK
	%	%
Restaurants & Hospitality	24%	22%

The goal is to handle peak season well while maintaining a clean inbox. And preferably you want a clean inbox without having to spend time manually cleaning it up.

Automation is always at your service. Not only can you set up a bot that takes care of small inquiries like rescheduling requests, it's also possible to organise the inbox by labelling conversations, from 'reservation' to 'cancellation'.

What this sector also lends itself for is a great follow up, because there are enough consumers who'd love to share on social media that they've had a great meal, or a great stay at a fun hotel.

💡 **Tip**: follow up with customers and increase satisfaction. Send out WhatsApp newsletters, notifications and more with images and buttons to ask for feedback. This way you'll make customers feel heard and increase your ratings.

How do you ensure the team handles busy periods well?

From a 24% increase in conversations for the Restaurants and Hospitality industry to the outlier of a 54% increase within Automotive, what we see is that all customer support and service teams will be busy in the upcoming months.

To manage these increases in communication, and the busy period overall it's necessary to move towards a seamless shopping experience. Because, according to McKinsey, it's the future. But why exactly?

Let's dive into that. When customers are able to get in contact fast, buy easily and receive answers to any questions via their favourite platforms sales are only a few clicks away. And **omnichannel presence** makes it a lot easier for customers to get to what they want. Whether that means an answer to a question about deliveries or a purchase.

The numbers don't lie because omnichannel customers are nearly twice as likely to shop than those who are using one channel **(McKinsey)**.

1.7x

Omnichannel customers shop 1.7 times more than single-channel shoppers.

Industry	EMEA	UK
	%	%
E-commerce & Retail	10%	9%
Automotive	4%	54%
Travel & Leisure	7%	12%
Restaurants & Hospitality	24%	22%

"

The in-store customer will be someone who is hitting all the different channels and touchpoints that a brand or retailer has.
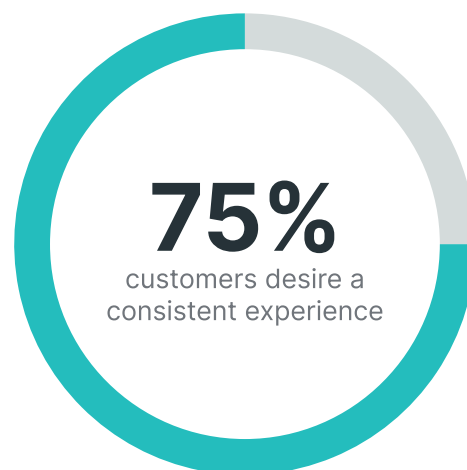
That means consistency and connectivity between all those channels will be really important."

- McKinsey

So how do you provide customers with that easy journey? How do you make sure you have an omnichannel presence, from support to sales.
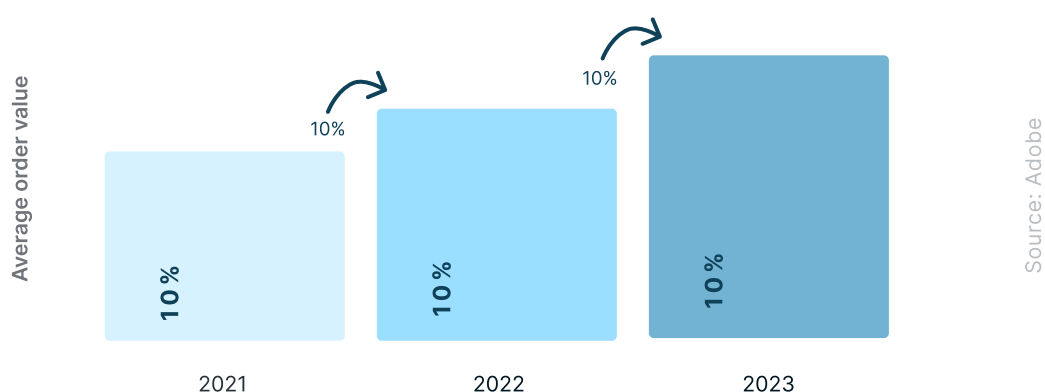
What starts with omnichannel ends with a great platform. Because to get to the seamless experience, you'll need a platform that your teams can rely on, even when the volume of conversations can be overwhelming.

A customer engagement platform will save time through automated workflows and collaborative features, plus combines all customer channels and data into one inbox. One that makes it possible to provide consistent and seamless experiences.

75%
customers desire a consistent experience

"Companies with the strongest omnichannel customer engagement strategies enjoy 10% Y-O-Y growth." *- Adobe*

Companies with omnichannel strategies will experience:

Average order value

10%

10%

10%

10%

10%

2021   2022   2023

Source: Adobe

Start preparing for peak season 2023 today

Customer engagement will ramp up, but your team's workload shouldn't. Because now you know what the increase in conversations for your business will be and what to expect, you can take the next step.

We've compiled **8 best practices, tips and tricks to equip your Customer Support, Service and Success teams to manage high volumes of customer conversations**. Handle this peak season efficiently, from multichannel support setup to team collaboration and time-saving automation. Be prepared this year—get the starter kit now.

Get the starter kit →