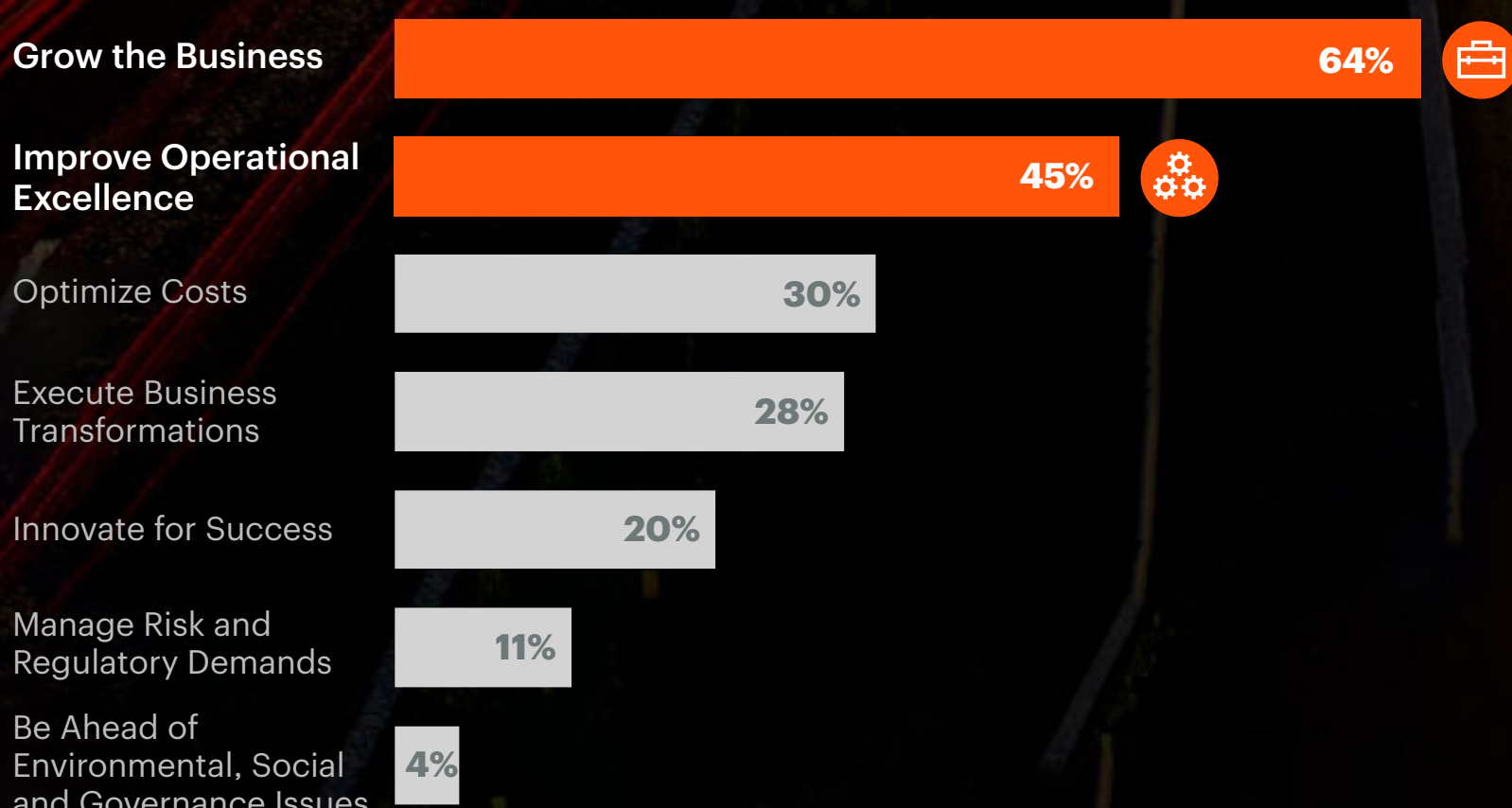


Insights From 2022 Gartner Customer Service and Support Priorities Poll

The past two years have been disruptive for the workplace, so it's more difficult than ever to know if your organization is focusing on the right set of priorities. The results from Gartner's annual priorities survey helps CSS leaders ensure their plans for 2022 are aligned with other organizations and current trends.

A majority of companies focused on growing the business or improving operational excellence.

Percentage of Respondents Ranking Each Category in the Top Two



The number one priority for organizations in 2022 is growing the business.

Challenge in 2022

74% of respondents say **improving content and knowledge delivery** to customers and employees is "important" or "very important."¹

n = 170

Key Activities

Percentage of Respondents Ranking Each Topic in the Top Two of Each Category

Across **Strategy and Leadership** Topics ...

Shifting From Reactive to Proactive Service **54%**

Across **Customer Experience and Analytics** Topics ...

CX Strategy **68%**

n = 164

In pursuit of business growth, value enhancement strategies are common and increasingly important.



n = 144

The second greatest priority for organizations in 2022 is improving operational excellence.

Challenge in 2022

74% of respondents say **creating a seamless customer journey** across assisted and self-service channels is "important" or "very important."¹

n = 170

Key Activities

Percentage of Respondents Ranking Each Topic in the Top Two of Each Category

Across **Talent and Operations Management** Topics ...

Knowledge Management **60%**

Across **Channel Strategy and Execution** Topics ...

Self-Service **48%**

n = 166; 160

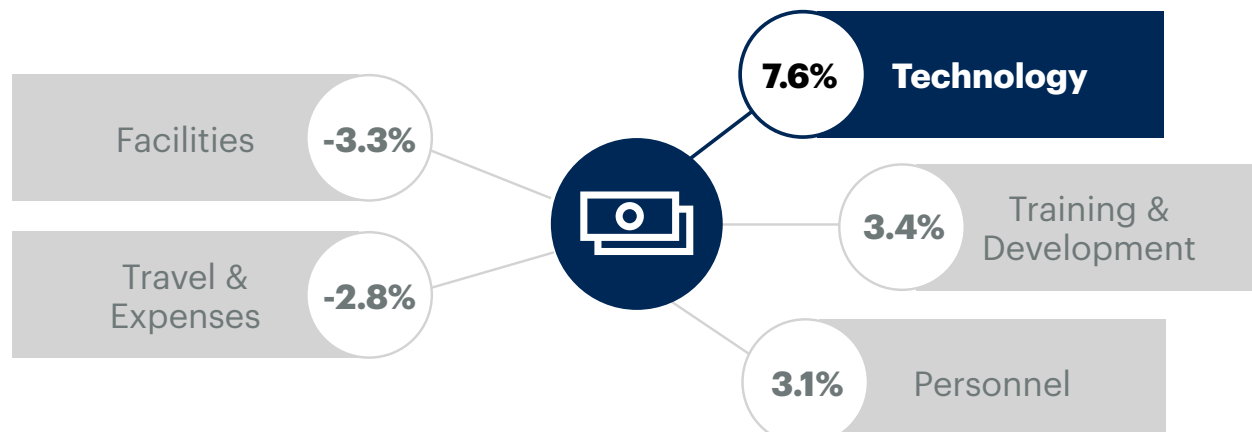
Most organizations still need to conquer the "effortless experience" battleground, which is foundational to a value enhancement strategy.



n = 144

To tackle these challenges, companies are shifting their budget in the following way:

Technology spend is expected to have substantial expected growth throughout 2022, with notably less spend expected for both facilities and T&E.



Average Percentage Change for Each Category of Spend²

n = 148

Source: 2022 Gartner CSS Priorities Poll
¹ Scale: 1 = Very unimportant, 2 = Unimportant, 3 = Somewhat unimportant, 4 = Neither important nor unimportant, 5 = Somewhat important, 6 = Important, 7 = Very important.
² Values attributed to each category of spend (i.e., 1-9% = 4.5% on average).