



2023 Top Priorities for Customer Service & Support Leaders



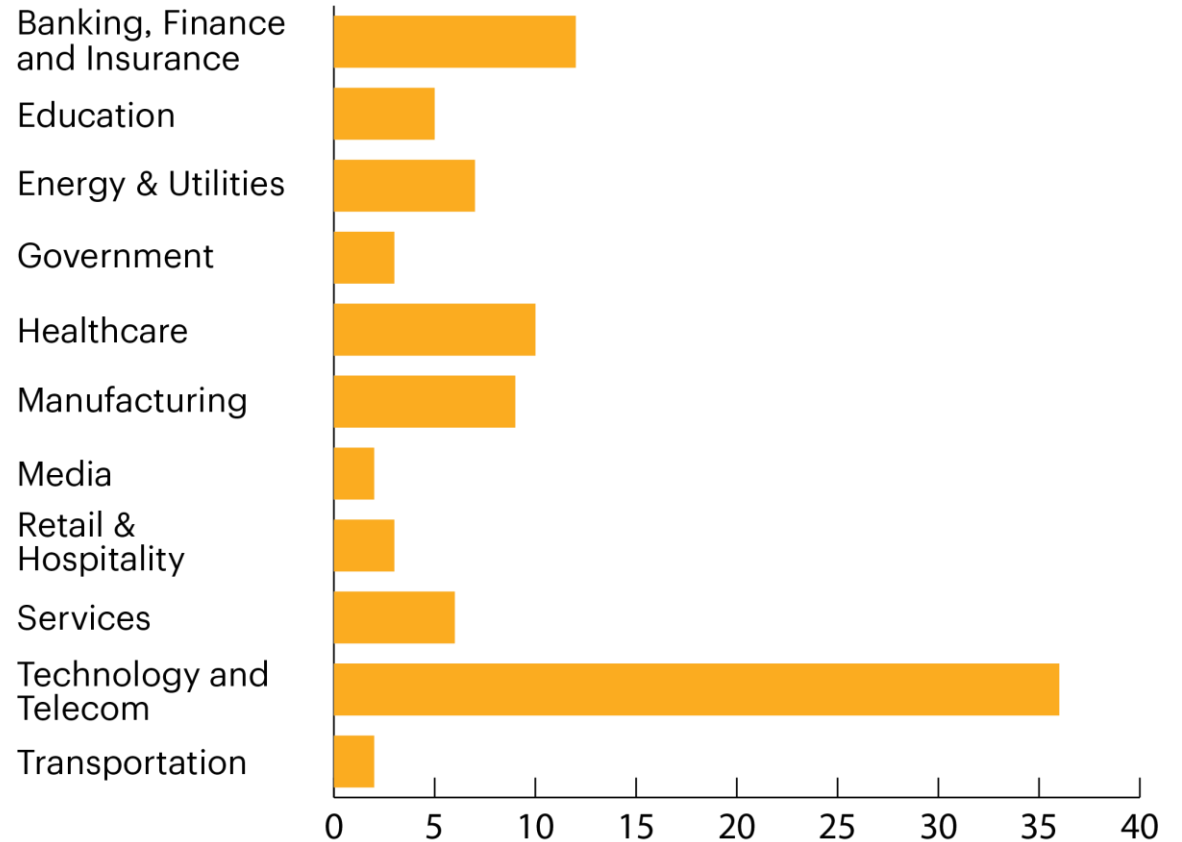
Every year, the Gartner for Customer Service & Support (CSS) practice surveys heads of the customer service vertical to understand their most pressing priorities, business goals and challenges for the upcoming year (2023).

Use this report to discover the findings and learn what your peers have rated as:

- Top customer service business goals
- Top customer service priorities to achieve business goals
- Most relevant trends expected to impact service organizations
- Popular strategies being used against recent economic headwinds
- Greatest challenges service organizations expect to face

The respondent set is comprised from a variety of different industries:

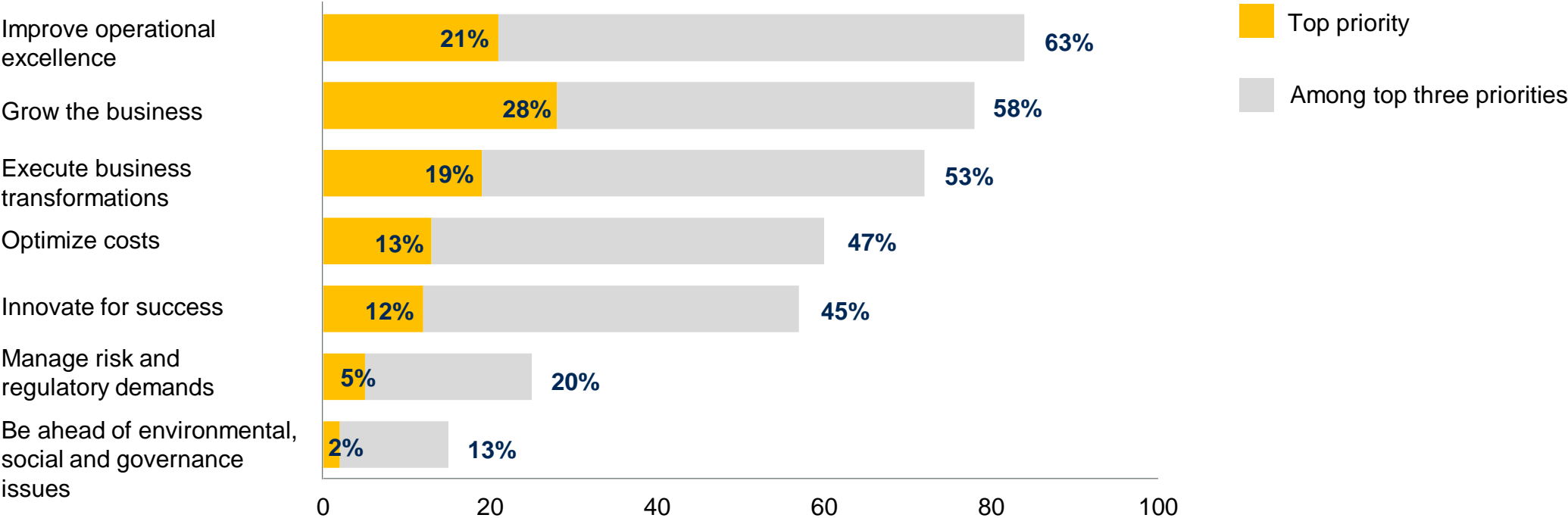
283 respondents



Top customer service business goals

Improving operational excellence and growing the business are the most important business goals in 2023.

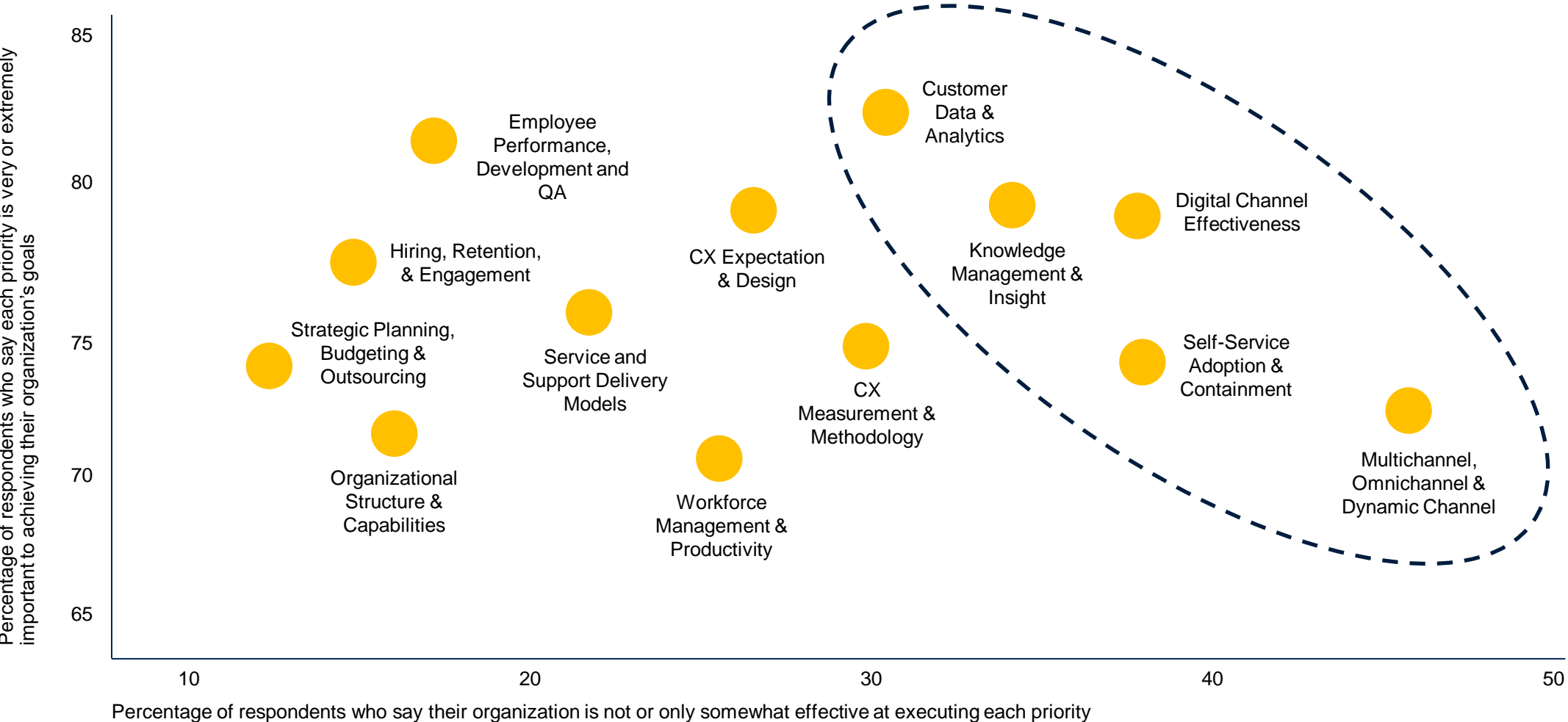
Percentage of respondents stating each is their organization's most important business goal over the next 12 months, or among their top three



n = 243
Q1. Below are 7 common types of business goals. Please rank these 7 goals based on their importance to your organization over the next 12 months, from 1 (most important) to 7 (least important).
Source: Gartner 2023 CSS Priorities Survey

Top customer service priorities to achieve business goals

Managing self-service channels and customer data are highly important to CSS leaders, with room to improve execution.



n = 211

Q5. How important are the following priorities to achieving your organization's goals in 2023? & Q6. Heading into 2023, how effective is your organization at executing each of the following priorities?

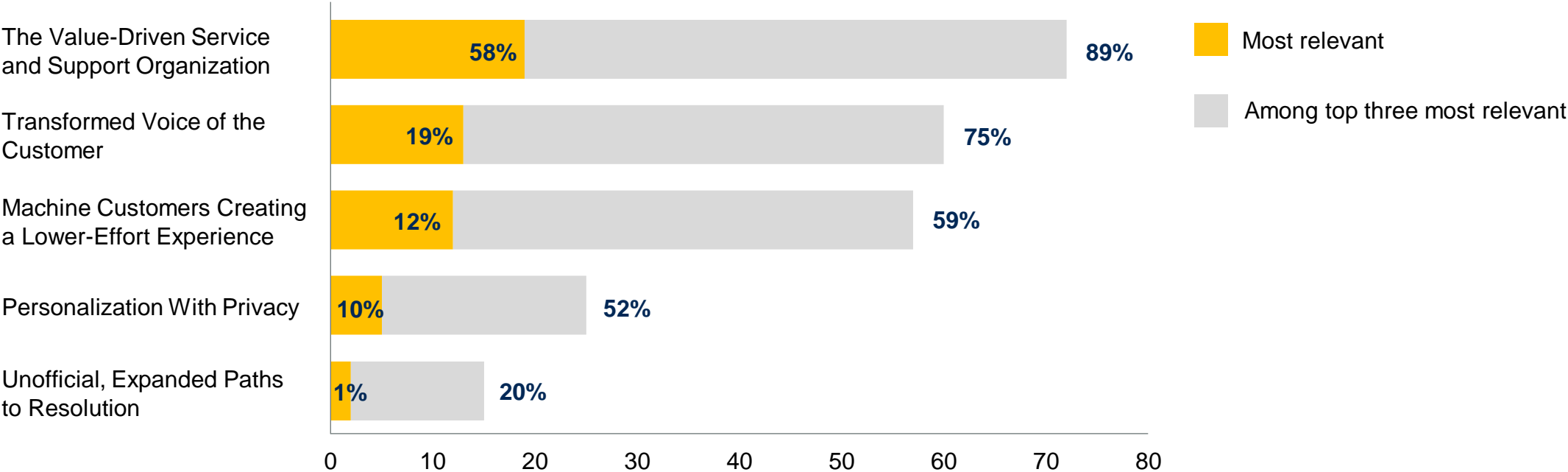
Source: Gartner 2023 CSS Priorities Survey



Most relevant trends expected to impact service organizations

“The Value-Driven Service and Support Organization” is the most relevant trend among the Gartner future of customer service trends.

Percentage of respondents stating each trend in the future of service is the most relevant to their organization in the next 12 to 18 months, or among their top three

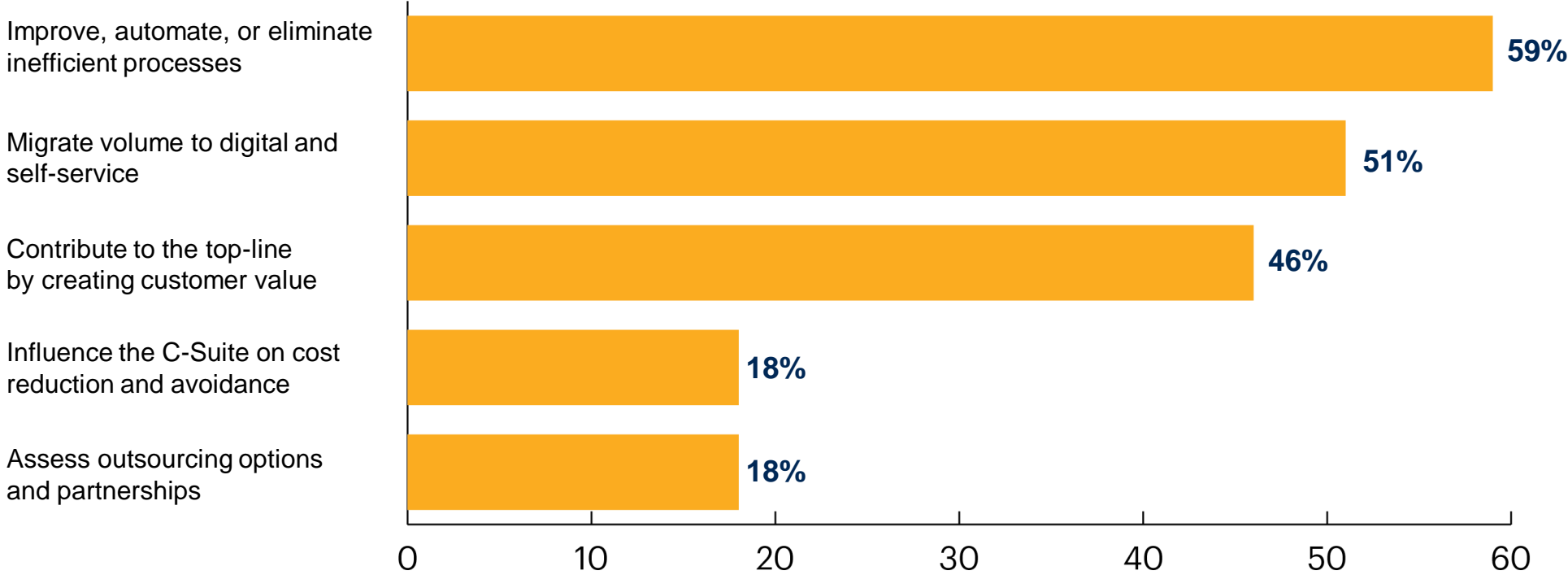


n = 233
Q2. Which of the following trends about the future of service do you believe will be most relevant to your organization in the next 12 to 18 months? Please rank from 1 (most relevant) to 5 (least relevant).
Source: Gartner 2023 CSS Priorities Survey

Popular strategies being used against recent economic headwinds

Tackling inefficiencies, bolstering self-service and value enhancement are the most popular strategies against economic headwinds.

Percentage of respondents who plan to devote more resources to each activity in the near future



n = 200
Q12. In light of recent economic headwinds, which of the following activities do you plan to devote more resources toward in the near future? Select all that apply.
Source: Gartner 2023 CSS Priorities Survey

Greatest challenges service organizations expect to face

Respondent Verbatim

Moving fast enough to keep up with the way customers want to experience support.

Scaling of support as the business grows.

Being able to translate digital progress/gains into tangible bottom line improvements (cost reduction/revenue increase).

Lack of skilled resources needed to keep pace with technology changes and operational sustainability.

Convincing management to accept the level of investment necessary to make customer service a competitive differentiator.

Meeting the increased and varying operational and technical strategic needs across the organization, while not increasing internal staff/resourcing.

Q12. What do you believe is the greatest challenge your organization faces in the next 12 to 18 months?
Source: Gartner 2023 CSS Priorities Survey

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