

Governments and Non-Profits

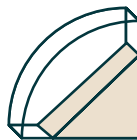


In 2020, government and non-profit organizations faced exceptional challenges. Adapting to a world reshaped by COVID-19 has meant significant changes in how organizations run and interact with their customers.

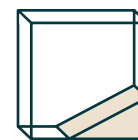
In Zendesk's third annual Customer Experience Trends Report, governments and non-profits reported major disruptions to the way they work:



91%
implemented new tools or processes



40%
manage remote staff



23%
had to lay off employees

That's a lot to handle at once. And these organizations are managing all that while also seeing a 38% increase in customer engagement. It's no wonder that 68% of agents report feeling overwhelmed.

Meeting customer expectations is hard right now. This year's report reveals five trends that are helping customer experience (CX) leaders set a high bar.

TREND 01

Spotlight on CX

This year, CX moved mostly online, but providing meaningful customer interactions has only become more important.



68%
of governments and non-profits said they care more about CX this year than last.

In the online world, that means providing a consistent, personalized experience to customers across channels.

Governments and non-profits with the happiest customers are twice as likely to have invested in omnichannel communication.

TREND 02

A more conversational world

Good CX requires meeting customers where they are, and 64% tried new channels in 2020. Most governments and non-profits are working to keep up, with 59% reporting that they've looked for new ways to engage them.

In 2021, that means messaging channels. Governments and non-profits saw a 46% increase in support requests over WhatsApp, but only 13% of those that added a new channel turned to social messaging apps.

Data shows that governments and non-profits with the best CX results are twice as likely to be using messaging channels.

TREND 03

Emphasis on agility

The ability to adapt quickly has long been a useful business skill, but 2020 upped the stakes.



50%

of governments and non-profits are looking to improve agility

by using blended agents, AI, and workflow management tools.

Those with the fastest resolution times are 2.2 times as likely to use workflow management tools.

TREND 04

The future of work is now

The shift from cubicles to couches was jarring at first, but most government and non-profit organizations plan to stick with it. 74% have announced formal work-from-home plans, but only 39% of agents feel they have the right tools in place, while only half of CX managers can measure success in their current setup.

Luckily, 71% have access to developers, so they can customize their support solution to accommodate quickly changing needs.

Indeed, the highest CX performers are 1.8 times more likely to use developers.

TREND 05

The digital tipping point

The shift to digital has been a long time coming, but rapid adoption this year means that organizations face pressure to step up their timelines. In a difficult economy, not all have the budget to invest in the digital tools they need.

48% of governments and non-profits faced budget increases for CX in 2020, while 24% saw decreases.

But there's hope.



50%

anticipate having more budget to invest in CX technology in 2021.

To get a bigger picture of the state of CX in 2021
[check out the full CX Trends report.](#)