



FOUNDER



Christopher.Brooks@clientship.com

<https://www.linkedin.com/in/christopher-brooks-1425b7a/>

New levels of engagement...

42% LATAM



16% EMEA

16% AMER



2% APAC

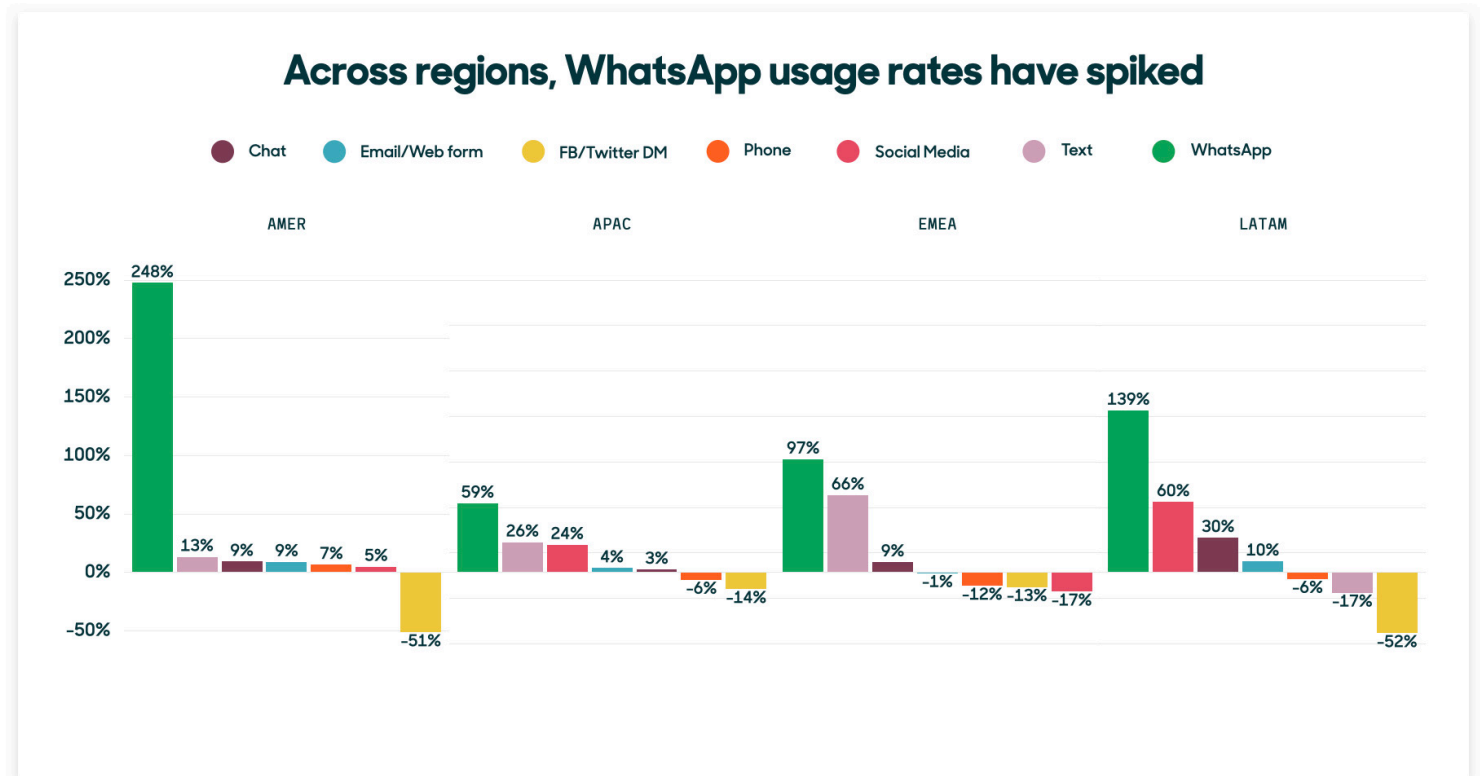


Source: 23,000 Zendesk companies

.....have led to new channels for contact

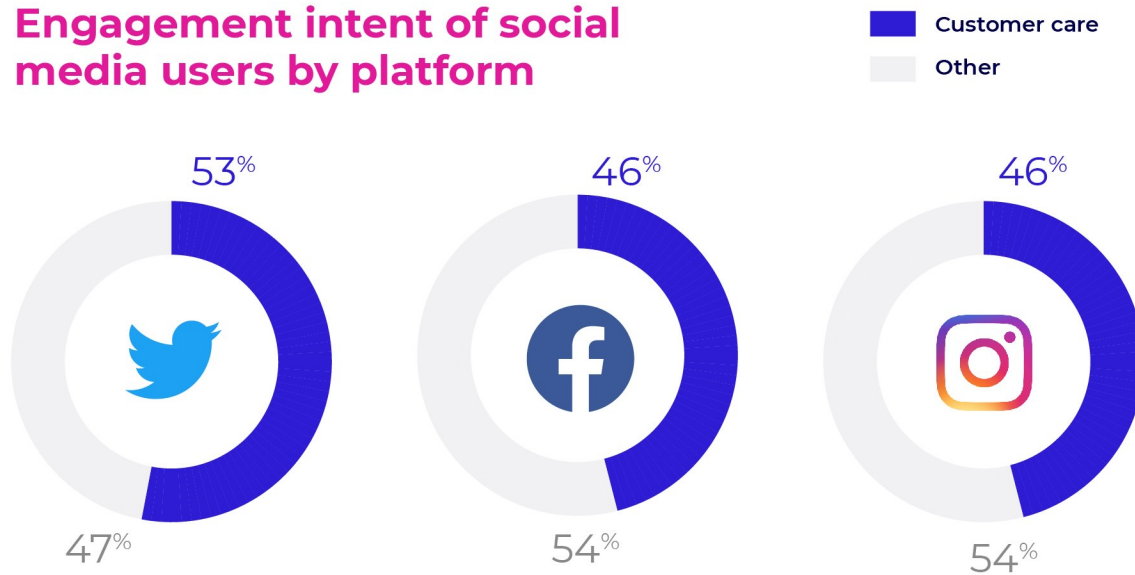


Photo by [Alexander Ant](#) from [Pexels](#)



Social media – the new customer care channel

Engagement intent of social media users by platform



3
hours

47% - 55%

Survey conducted by Khoros. The data is based on a study of more than 1,300 respondents who said they had ever tweeted directly to or about a brand/company on Twitter, Facebook, or Instagram.



Photo by [Ketut Subiyanto](#) from [Pexels](#)

Reasons for contact are broader too...

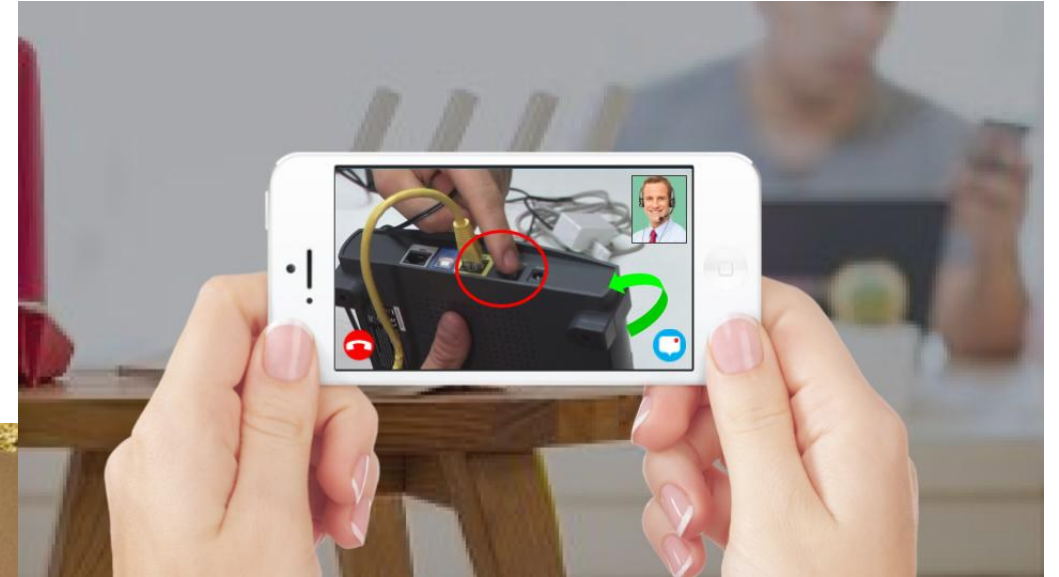
90%



Photo by [Karolina Grabowska](#) from [Pexels](#)

of consumers worldwide consider issue resolution as their most important customer service concern. (KPMG, 2020)

Taking the customer service to the customer





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