Customer Service Budget, Headcount and Cost-to-Serve Benchmarking Survey
The Gartner Customer Service Budget, Headcount and Cost-to-Serve Benchmarking Survey assesses spending levels and associated head counts at your organization so you can optimize investments to support long-term improvements for your function. Comparing results to other organizations helps senior leaders makes the case for increased budget in specific resources and activities.

The key benchmarking areas include:

- **Budget and spend.** Use a C-suite-level data analysis of budgets and spending activities to gain a strategic view and deep functional insight.

- **Head count and staffing.** Explore resource allocation of employees to understand where the business is prioritizing activities and potential opportunity costs.

- **Channel performance.** Assess channel-specific costs based on volume, handle time productivity and channel staffing to assess the total cost to serve.
Diagnostic Overview
The Challenge

Customer service and support organizations face unprecedented uncertainty stemming from shifting customer expectations, changes in customer engagement behaviors and an evolving technological landscape. Given this context, many customer service leaders face a variety of difficult challenges, including:

- Shifting resource allocation to address changes in capacity and demand
- Reducing costs while maintaining service quality
- Defending against severe budget cuts or protecting new investments
- Identifying opportunities to improve operational efficiency
- Building business cases for critical investments (such as digital service)
The Solution

Customer service and support leaders can use the Gartner Customer Service Budget, Headcount and Cost-to-Serve Benchmarking Survey to help optimize spend and drive maximum effectiveness. This interactive, online tool guides you to enter key metrics so you can create informative and comparison views of your organization against those of your peers. It will help you:

• Pinpoint areas to adjust spending
• Prioritize opportunities to drive performance improvement
• Manage costs
• Assess your performance effectiveness to course-correct
• Generate visuals of performance to share with stakeholders in your organization
Benefits of Participation
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Gartner clients can input their metrics into the interactive online survey and immediately view and download customized results with comparisons to peers (as benchmarks are available). These results include:

- **Instant report.** Once completed, view results online and download a full PPT report of your organization compared to benchmarks.

- **Expert guidance.** More than just data, expect to discuss the results with our expert and advisory team to turn data into action.

- **Ongoing value.** As the benchmarks become updated and new content is added, your data will remain secure in the platform for future use and new comparisons.

![Customer Service Budget as a Percent of Revenue](image-url)
Want to learn more?
Email us at: servicesupportleaders@gartner.com
or visit gartner.com/en/become-a-client to learn how to become a client and participate in this assessment.