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 poll can help C-SRs 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.

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

74% of respondents say improving content and knowledge delivery to customers and employees is “important” or “very important.”

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

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

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

53% of organizations don’t believe they make it easy for customers to handle their issues/requests.

58% of respondents believe they are not very ahead of the “effortless experience” battleground, which is foundational to a value enhancement strategy.

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

- Technology: 7.6%
- Facilities: -2.8%
- Travel & Expenses: -3.8%
- Personnel: 3.1%
- Training & Development: 3.4%
- Other: 3.0%

Average Percentage Change for Each Category of Spend

n = 148