

Voice in the Choice Survey



「 EXECUTIVE SUMMARY 」

In August 2019, Freshworks conducted its Voice in the Choice survey, which asked 400 customer-facing U.S. sales and support employees fundamental questions about how their organizations make decisions regarding the software tools they use and the resulting consequences. The survey unearthed how end users really feel about software selection decisions and how those decisions impact their work happiness, productivity, customer satisfaction and even the business' bottom lines.

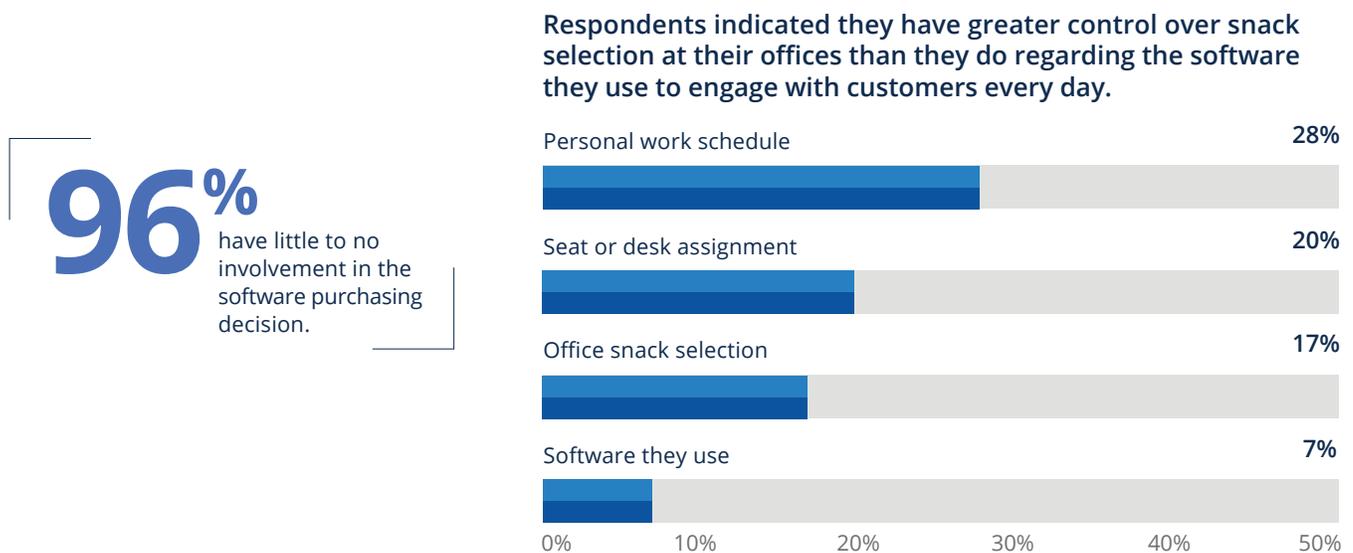
The results show an overwhelmingly top-down approach to software selection, which costs businesses hundreds of millions of lost hours in productivity and billions of dollars annually. To reclaim business efficiency and productivity alike, the survey suggests that leaders need to drastically rethink the “software dictatorships” within their organizations lest they continue hemorrhaging money, employees and customers.

Key findings from the Voice in the Choice survey include:

Lack of choice results in costly productivity losses.

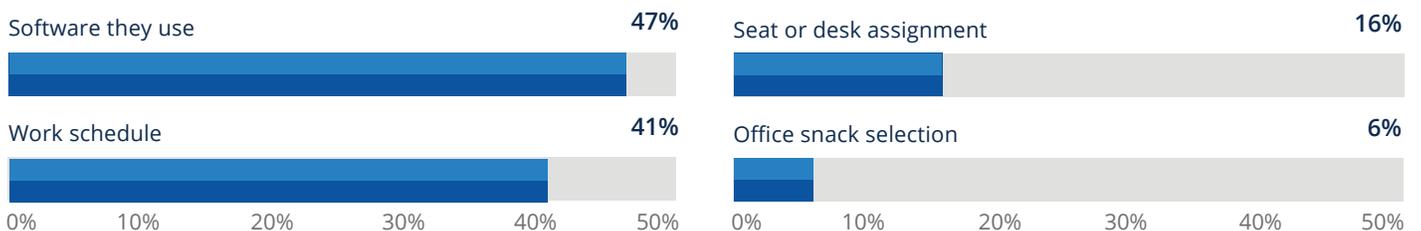


Almost all end users – 96% – have little to no involvement in the software purchasing decision.

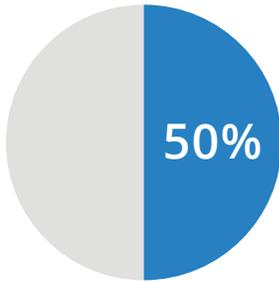


Software is a major factor in job success.

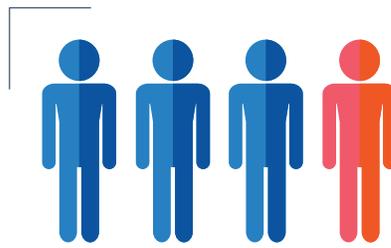
End users say software is the top factor when it comes to the biggest impact on their ability to do their jobs well.



There are real consequences to using software that end users hate.



say that when they have to use software they hate, it is harder for them to satisfy their customers.



24%

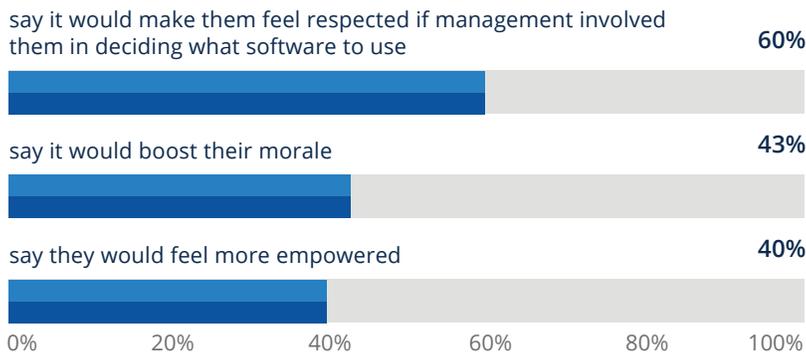
say that using software they hate makes them want to quit their job.

Flight risk is even more acute with millennials:

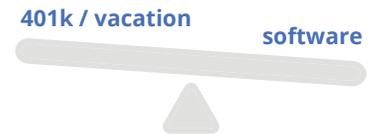
30%

say that handcuffing them to bad software makes them want to pack up and leave.

Having software choice boosts employee morale and perceived value.



More than **half** say they'd rather get to choose the software they love than have a 401(k) or two extra days of paid vacation.



64%

say being efficient at work brings them joy and fulfillment, more than



bonus eligibility



friendships with colleagues



career advancement opportunities



stock options

End users believe that helping to choose the software their company uses to engage with customers is good for everyone.



say it would result in happier customers.



say it would result in higher employee productivity.

Methodology

Freshworks conducted the Voice in the Choice online survey in August 2019 among 400 customer-facing sales and support employees in the U.S. who use software to engage with customers on a daily basis. Hours wasted each year were calculated using survey responses compared with external wage and employment data. The Bureau of Labor Statistics 2018 Current Population Survey estimates U.S. sales role employment (excluding retail) at 5.6 million. Site Selection Group (a global market intelligence provider) estimates the call center workforce in the U.S. at approximately 3 million. Wage data from the Bureau of Labor Statistics 2018 Occupational Outlook Handbook reports the median pay for customer service representatives at \$16.23 per hour.