servicenow

2025 CUSTOMER EXPERIENCE REPORT

Singapore

Expectation versus reality: How AI can enhance customer service.



Introduction

For the last two years, ServiceNow has conducted extensive research into the state of customer service in Singapore, with a focus on customer experience.

What we've discovered this year is concerning: while customers' expectations continue to rise, their experience is getting worse in certain areas.

This report is based on an independent survey of both customers and customer service agents across Singapore.

Customer Survey
1,005 Singaporean customers (18+)*

Employee Survey
171 Singaporean customer service agents (18+)*

*Data weighted to match the latest population estimates sourced from the Singapore Department of Statistics and Ministry of Manpower.

The Singapore market is characterised by uniquely sophisticated customers with high expectations. Speed is essential to the Singaporean customer, and with the majority already using AI themselves, there is an increasing demand for organisations to continue improving their customer service.

While customer service agents in Singapore are eager to deliver exceptional service, they are often hampered by disjointed systems and inefficient processes. These challenges leave them with minimal time — less than one day in a typical work week — to actively resolve customer issues, creating a significant 'service gap' between customer expectations and the service these agents can deliver.

The good news: This report outlines the actionable steps brands can take to close the gap between expectations and reality. As a global leader in digital workflows, ServiceNow brings deep expertise in helping organisations transform customer service.

By unifying customer data and leveraging AI to amplify service capabilities, ServiceNow empowers businesses to deliver truly seamless experiences that keep customers loyal and engaged, well into the future.

Contents

3 The state of customer service
5 Motivated employees
6 Why is this still happening?
8 Empowering the frontline with AI
10 Connect every corner of your business with AI
12 Turning bold AI thinking into business transformation
13 Getting started
14 Closing the service gap
15 Resources

The state of service

Providing outstanding customer service is becoming increasingly challenging in Singapore, where sophisticated customers expect unfailing speed and efficiency.

A major issue is the lack of a unified customer view, which leads to frustration as customers are passed between agents and forced to repeat their concerns.

A major finding from our research is that while 46% of customer service agents believe it takes just 30 minutes to resolve an average customer service issue, customers themselves report it takes far longer to resolve: nearly five days on average. This significant gap underscores the disconnect caused by siloed systems and limited visibility across the customer journey.



Time 46% of agents believe it takes their organisation to resolve an average customer service issue.

30 MINS



Average time a customer says it takes to resolve an issue.

4.9 DAYS

Singaporeans spent

40 million hours

waiting to make a customer service complaint or resolve an issue in the last 12 months.

Top 3 frustrations for Singaporean customers:

47% Waiting on hold

45% Being transferred to multiple people

32% Agents not empowered to make decisions / resolve issue

What customer service agents believe customers want:

61% Having an issue resolved quickly

42% Proactive status updates and alerts

39% Faster service

37% More personalised service



Motivated employees

Our research reveals that while customer service agents in Singapore genuinely want to help customers and resolve issues, their ability to do so is hindered by a range of factors, including too many systems, a lack of visibility, cost-cutting, staff shortages and long hours.

The result is a significant gap between what customers expect and what agents can deliver.

One of the biggest challenges for customer service agents is the rise of 'busy work' — admin tasks, waiting for answers, and chasing information — which leaves only a fraction of their time to address customer issues.

The right system in place could streamline these tasks, allowing agents to focus on what they do best and improve overall customer satisfaction.

53%

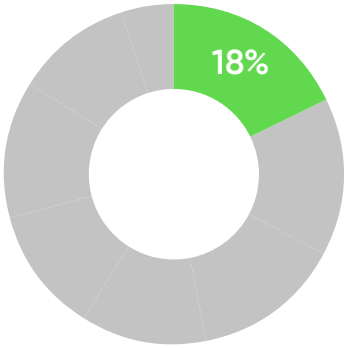
of agents say they enjoy getting issues resolved for customers.

47%

enjoy helping customers get the best value.

BUT

Customer service agents spend less than 1 day in a typical work week (18%) actively resolving customer issues.



Resolving customer issues (18%)

Other tasks that consume their time:

Admin (15%) / Speaking to customers about promotions or perks (14%) / Breaks (12%) / Chasing other teams or departments for info (12%) / Waiting to get answers (13%) / Training (11%) / Other (5%)

Top 3 frustrations for agents when escalating a task or seeking support

Lack of follow up on escalated requests **44%**

Repeatedly explaining issues to multiple parties **38%**

Insufficient knowledge to effectively resolve an issue **38%**

Why is this still happening?

Companies continue to invest heavily in customer service technology to meet rising customer expectations and deliver better experiences.

However, when departments adopt systems independently without a unified strategy, silos quickly emerge, preventing organisations from realising the full value of these investments. Instead of elevating the customer experience, this fragmented approach to supporting technologies creates disconnected systems, inefficient processes, and frustrated teams.

Customer service agents are often left struggling to access the right information at the right time, forced to navigate incomplete data and disjointed systems. The result? Delays, inconsistent customer interactions, and a widening gap between what customers expect and what they experience.

56%

Over half (56%) of organisations don't have integrated technology systems.





3.3

Agents log in to an average of 3.3 systems to answer a customer query.

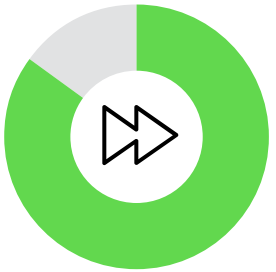
22%

of agents need to use at least 5 systems for their interactions.



The financial impact of this disconnect is significant:

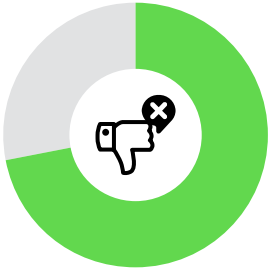
85% of customers would switch to a competitor if they received slow or poor service.





86% of customers would request a refund if they were unhappy with service levels.

72% of customers would leave a negative social media review following a poor customer experience.



This inefficiency doesn't just impact customer satisfaction — it also hurts the bottom line. Poor processes, operational delays, and fractured systems increase internal costs, while frustrated customers turn away from businesses that fail to deliver seamless service, taking revenue with them.

To close this gap, companies need to shift from fragmented systems to a connected, unified strategy. When customer service agents have real-time access to accurate, consolidated information, they can resolve issues faster and provide a seamless, high-quality experience that customers expect.



Empowering the frontline with AI



As customer service evolves, empowering agents with the right systems is more important than ever.

AI is at the forefront of this transformation, enhancing human capabilities and enabling teams to work smarter — not harder.

Predictive recommendations, case classification, and AI Agents can help reduce repetitive tasks, allowing employees to focus on meaningful, high-value interactions. For customers, features like virtual agents, self-service portals, and real-time case tracking simplify finding answers, delivering faster resolutions with less frustration.

By integrating AI into their workflows, organisations can unify systems, provide real-time insights, and deliver seamless customer experiences. This combination not only improves service efficiency but also empowers agents to perform at their best while ensuring customers feel valued and supported.

AI is rapidly reshaping customer service by closing the gap between customer expectations and experiences.

For customers, AI enables faster resolutions and greater convenience, while employees benefit from systems that streamline workflows and free up time to focus on complex issues.

servicenow

Customers & AI



75%
of Singaporeans **prefer to use self-service** first before getting on the phone.



76%
don't mind if AI replaces customer service positions if the outcome is the same or quicker.



62%
of customers say the **greatest benefit of AI is after-hours customer service**.





65%
say AI has **increased their expectations** of customer service.

Agents & AI



38%
of agents say AI will **give them more time to help customers**.



32%
of agents believe AI will **lower their workload**.



CONNECT EVERY CORNER OF YOUR BUSINESS WITH AI

In a customer-focused organisation, AI is only as powerful as the platform it's built into. While disconnected, siloed systems often fragment customer journeys and limit visibility, the ServiceNow platform provides a unified solution that brings systems together.

It connects disparate silos, providing a "single pane of glass" that unifies data, processes, and systems across the entire organisation, delivering consistent, connected customer experiences.

"Enterprises need to have one platform, powered by AI, that runs everything and sits above the complex architecture of workflows and systems like a clear pane of glass."

– **Bill McDermott,** ServiceNow CEO



PUT AI AGENTS TO WORK FOR PEOPLE

AI Agents are the next big leap in AI.
They can think, learn, solve problems and make decisions autonomously — working on behalf of your teams, elevating their productivity and potential.

Only the ServiceNow platform puts the power of AI agents to work across every corner of your business. Imagine a team of ServiceNow AI Agents proactively solving challenges for your customers.

These AI agents collaborate, learn from each other and continuously improve, handling the busy work so your teams can focus on what truly matters. They boost productivity for employees, enrich customer experiences, and make work better for everyone.



Turning bold AI thinking into business transformation

Global telecommunications leader, **BT Group**, partnered with ServiceNow to transform and innovate while strengthening the trust that defines its brand.

Using the power of the ServiceNow Platform and AI, BT can intelligently analyse and route incoming requests, predict and prevent outages before they happen, cut resolution times, reduce admin tasks, and radically simplify the way they work.

In the age of AI, ServiceNow is giving BT the platform it needs for real transformation.

Read the full story

Results

125 **service management platforms**

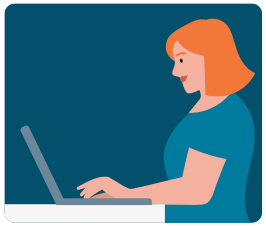
1 **integrated on unified platform**

4.7hrs

↓

1min

Resolution times cut from 4.7 hours to **less than a minute**



55%

reduction in time spent on paperwork for complex cases



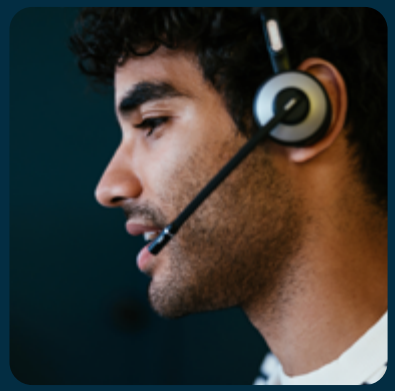
Getting started

This 2025 Customer Experience Report highlights a critical need:

Singaporean organisations must address the widening gap between customer expectations and service delivery.

As customer demands grow, businesses can no longer rely on outdated strategies like simply adding more staff to solve productivity and service challenges. Instead, success lies in adopting AI solutions that empower both customers and agents, enhance service quality, and improve operational efficiency.

To ensure AI drives real value in 2025, Singaporean businesses must focus on:



Providing comprehensive education to employees and customers to ensure they understand and maximise the potential of AI.



Equipping customer service agents with AI-driven features that streamline workflows and enhance productivity, enabling faster issue resolution and higher-value customer interactions.



Transforming the customer experience with intuitive self-service options like virtual agents and real-time case tracking, empowering customers to resolve issues independently and efficiently.

CLOSING THE SERVICE GAP

ServiceNow is the AI platform for business transformation, bringing data + AI + workflow automation to every corner of your business.

Reinvent customer service using AI to accelerate self-service, boost responsiveness, and reduce resolution time.

Let's put AI to work together.
Get in touch with our ServiceNow experts today.

servicenow

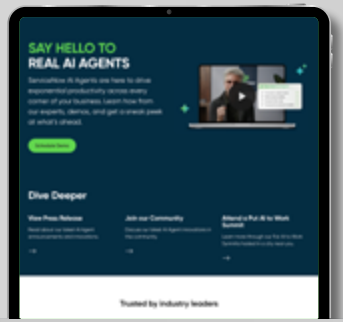
ServiceNow (NYSE: NOW) is putting AI to work for people. We move with the pace of innovation to help customers transform organisations across every industry while upholding a trustworthy, human-centred approach to deploying our products and services at scale. Our AI platform for business transformation connects people, processes, data, and devices to increase productivity and maximise business outcomes.

For more information, visit: www.servicenow.com.

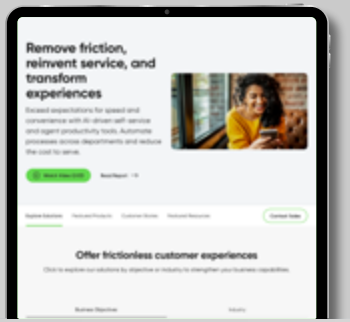
© 2025 ServiceNow, Inc. All rights reserved. ServiceNow, the ServiceNow logo, Now, and other ServiceNow marks are trademarks and/or registered trademarks of ServiceNow, Inc. in the United States and/or other countries. Other company names, product names, and logos may be trademarks of the respective companies with which they are associated.

For a deeper exploration of ServiceNow solutions, we recommend the following resources:

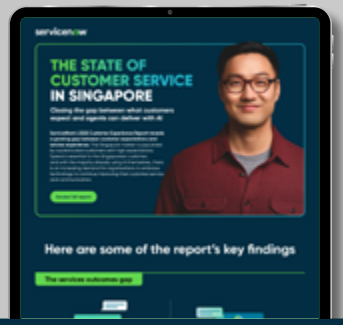
Explore AI Agents



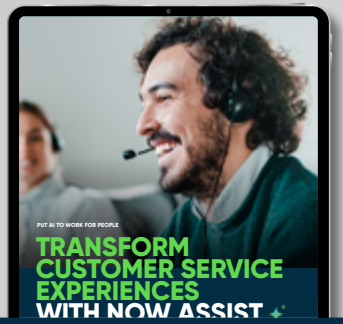
Explore Solutions



Read Report Recap



Read Guide



Read White Paper



Report methodology

Customer Survey
In accordance with the ISO 20252 standard, this research involved a survey of 1,005 Singaporeans, 18+.

Surveys were distributed throughout Singapore. The survey was conducted online amongst members of a permission-based panel, between 1 November and 13 November 2024.

After interviewing, data was weighted to the latest population estimates sourced from the Singapore Department of Statistics.

Employee Survey
In accordance with the ISO 20252 standard, this research involved a survey of 171 Singaporean customer service agents, 18+.

Surveys were distributed throughout Singapore. The survey was conducted online amongst members of a permission-based panel, between 1 November and 20 November 2024.

After interviewing, data was weighted to the latest population estimates sourced from the Ministry of Manpower.