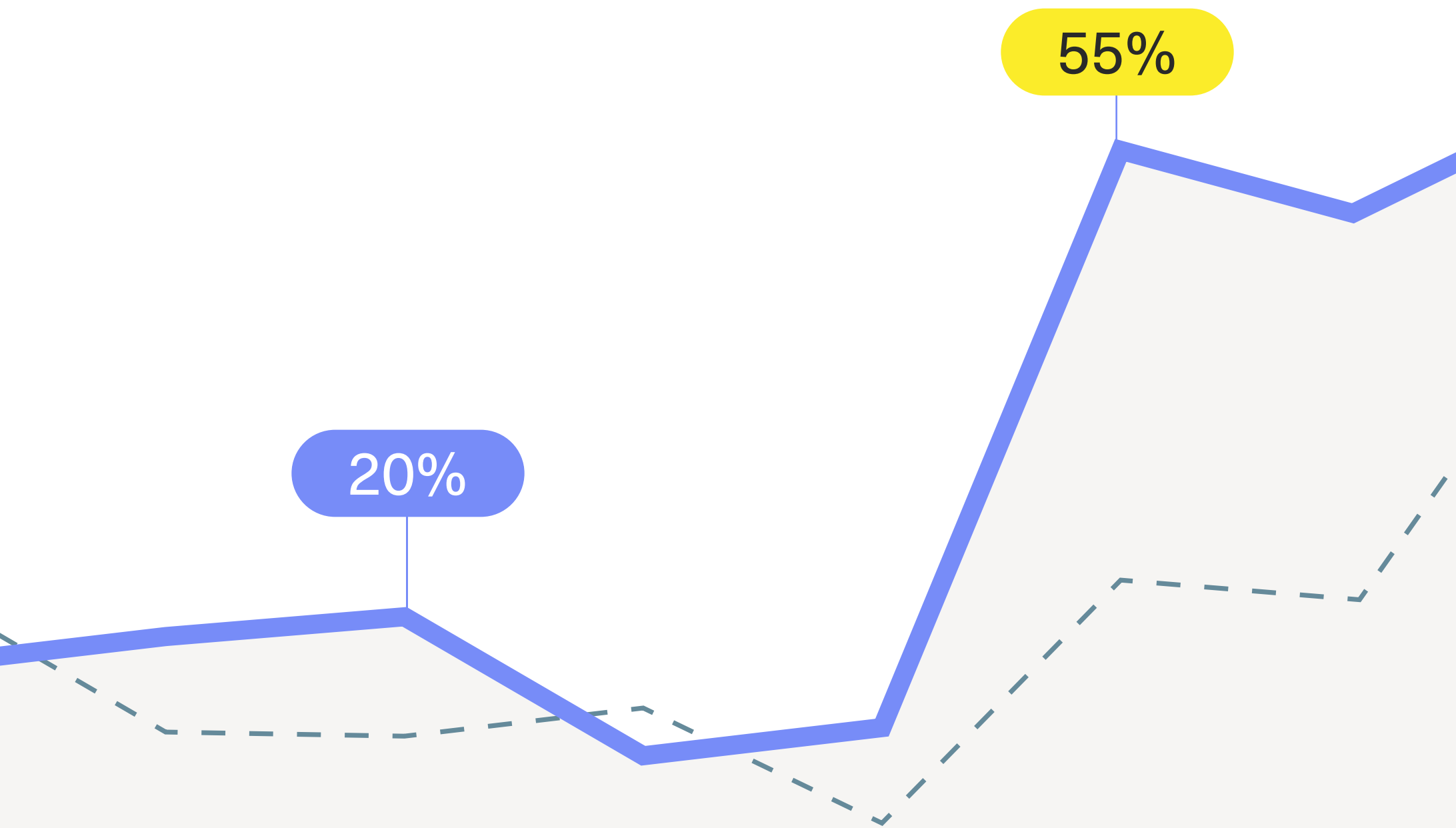


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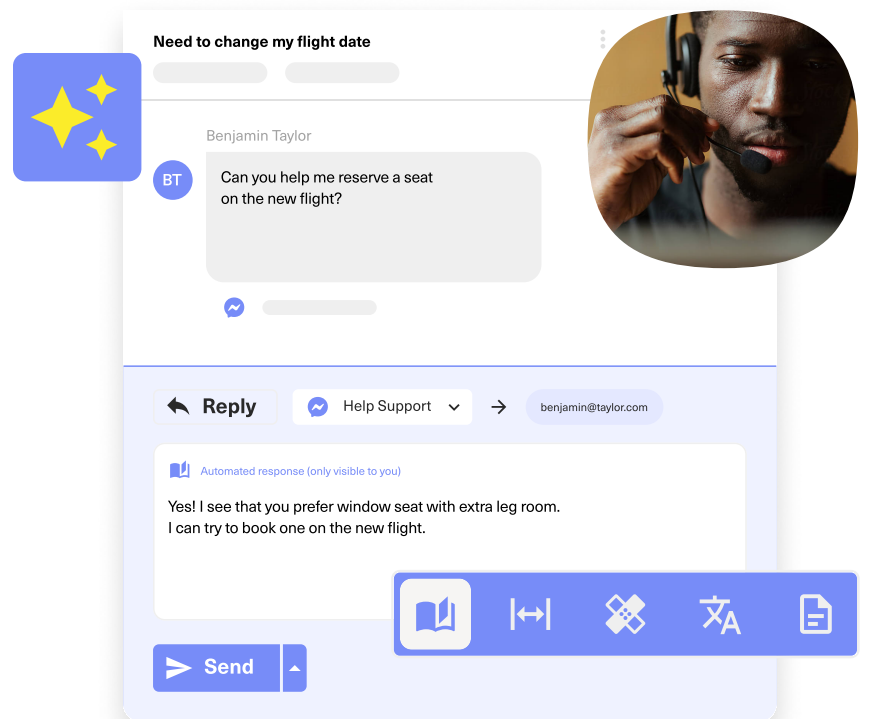
2024 AI Agents and Customer Service Index



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The 2024 AI & Customer Service Index explores how AI is transforming customer service, based on a survey of 1,200 U.S. consumers. The research reveals that while AI is enhancing customer support efficiency—69% value quick responses and 78% are willing to engage with AI agents—consumers still prioritize human interaction. With 79% affirming the need for human agents in complex issues, the findings highlight the importance of balancing AI with the human touch.

This report provides actionable insights for brands to integrate AI effectively while preserving the essential elements of customer service.

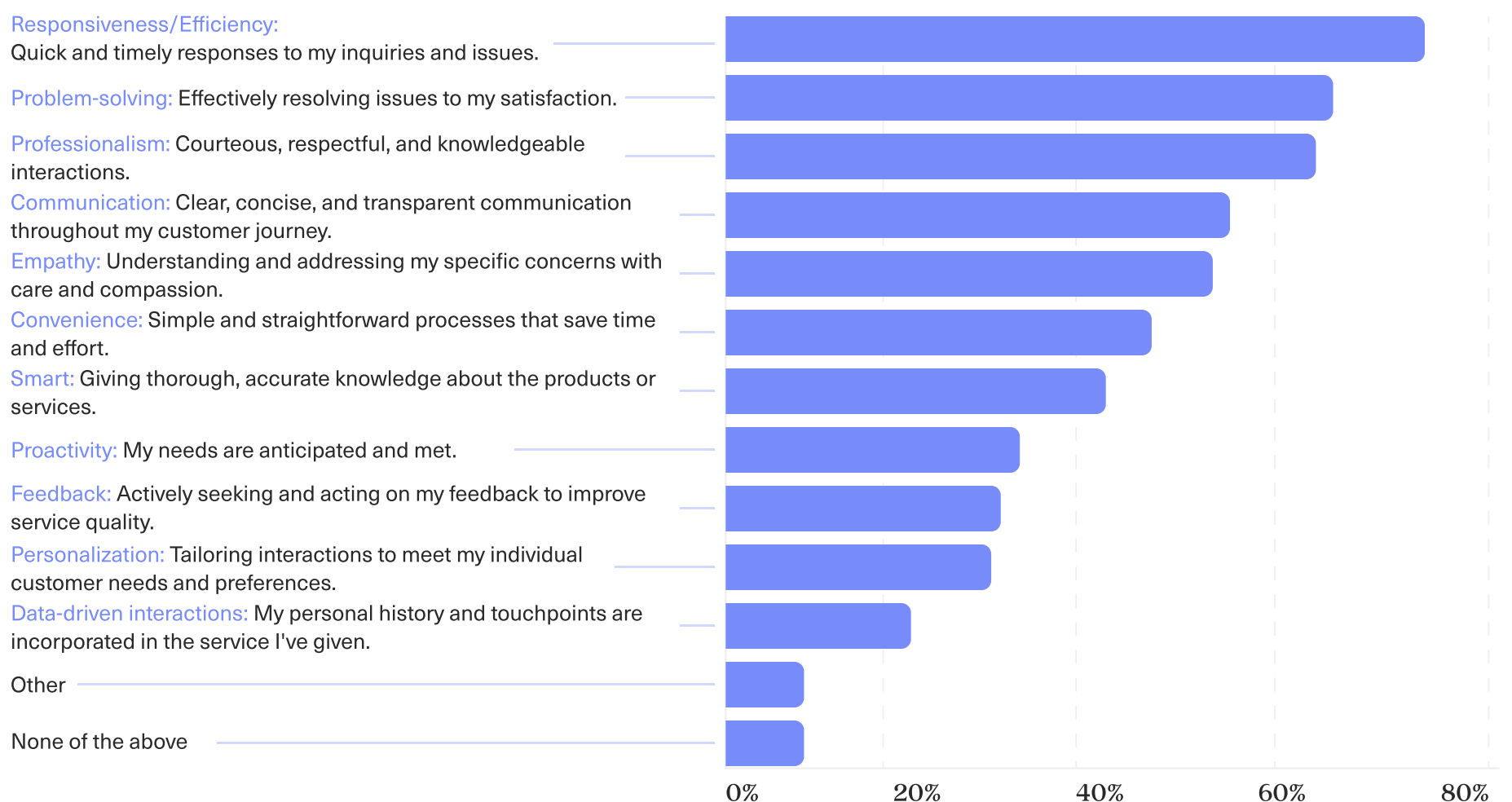


[Download the full research study](#)

Here are the five main areas from the study:

1 Excellent customer service remains a must, not a nice to have

In order for today's brands to compete, they must deliver excellent customer experience. Responsive, accurate and professional customer service is expected by consumers, and for brands looking to compete, it's not a nice to have, it's a must.

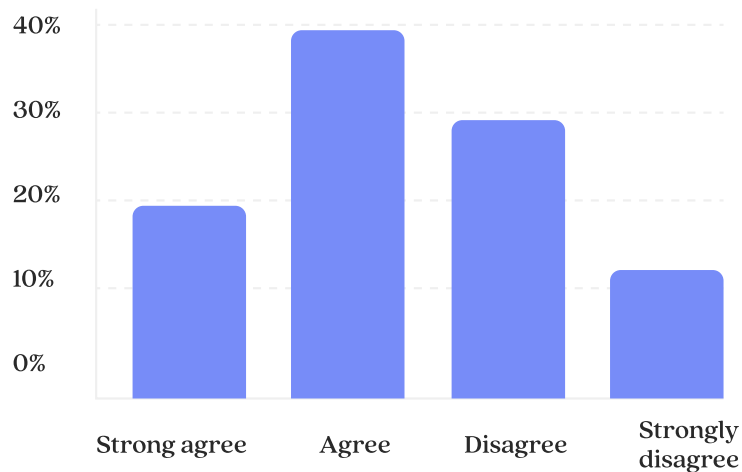


2

Majority of consumers believe AI will improve their customer service

The majority of people believe AI has improved and that it will continue to improve.

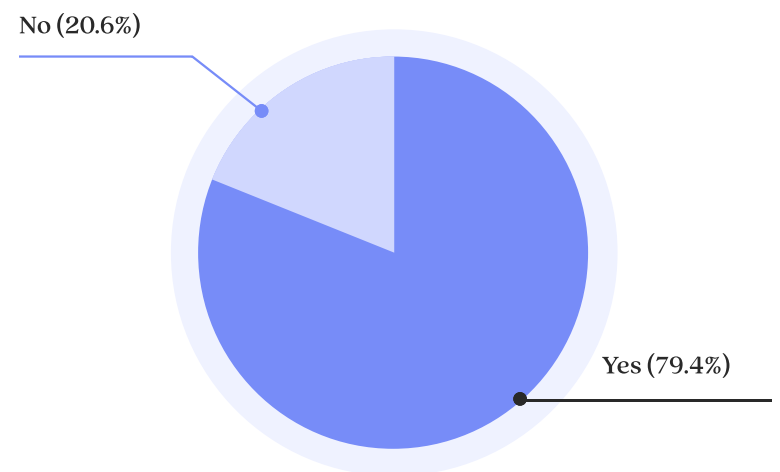
Over half of all consumers believe AI will make their experience in customer service even better.



3

Consumers believe Humans will still play a role in customer service as it evolves.

A benefit of automation in customer service means that human agents can focus on a different set of tasks, and that's a good thing.

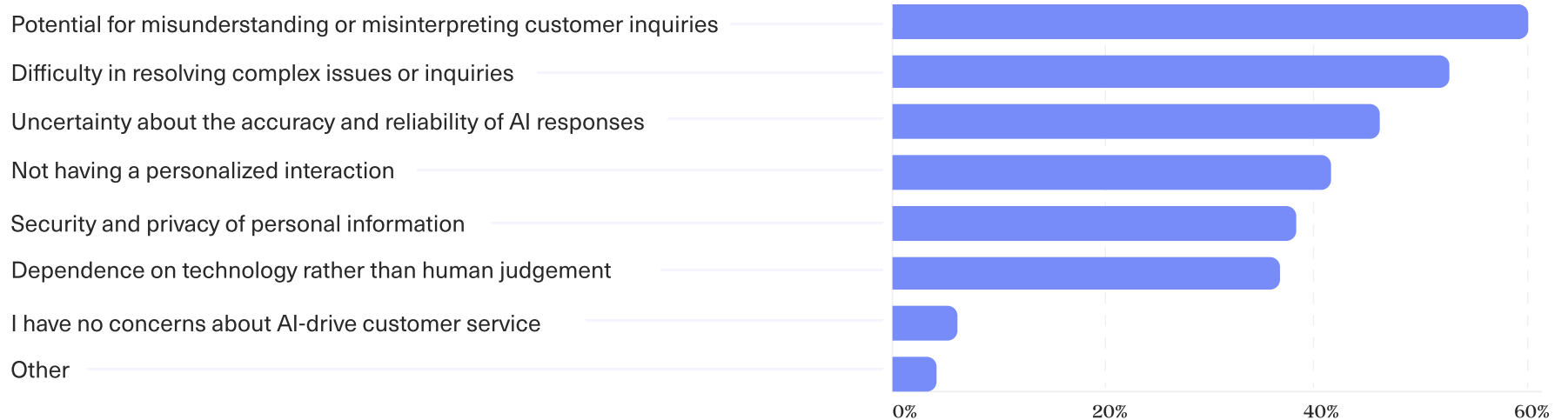


4

The main concern for consumers with AI is the potential of misunderstanding or misinterpreting customer inquiries.

Even with the promise of AI, consumers still have concerns about an over-dependence on technology, with 35% reporting concern about dependence on technology rather than human judgment.

In fact, an entirely automated approach is not the answer as a significant portion of consumers have concern for AI.



5

Most consumers believe AI will be able to solve a majority of their service issues, but younger generations are more likely to see the benefit today.

