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AI in Customer Service

A consumer survey on the use of artificial intelligence in customer service and support experiences.

2024

The research

Purposes of the study

Callvu commissioned this consumer research study to gain perspective on how consumers perceive AI and its use in customer support and service experiences.
- Understand the level of public awareness for AI generally and its use in customer service and support
- Capture consumer sentiment about AI and its use in customer support and service
- Learn what consumers believe are the motivations for companies incorporating AI into customer service
- Discover how consumers think service from AI assistants compares/would compare to live agent service
- Determine what types of AI experiences are most appealing to consumers

Study design
- Online customer research fielded in March 2023
- 594 respondents living in the United States
- The sample reflected the latest US Census data for gender, race, age, income, regionality

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57% of respondents are "moderately familiar" or "very familiar" with AI

Overall level of familiarity with AI is fairly high

"How familiar are you with the topic of artificial intelligence or AI?"

Not at all familiar
7.9%

Very familiar
22.8%

A litle familiar
35.6%

Moderately familiar
33.7%
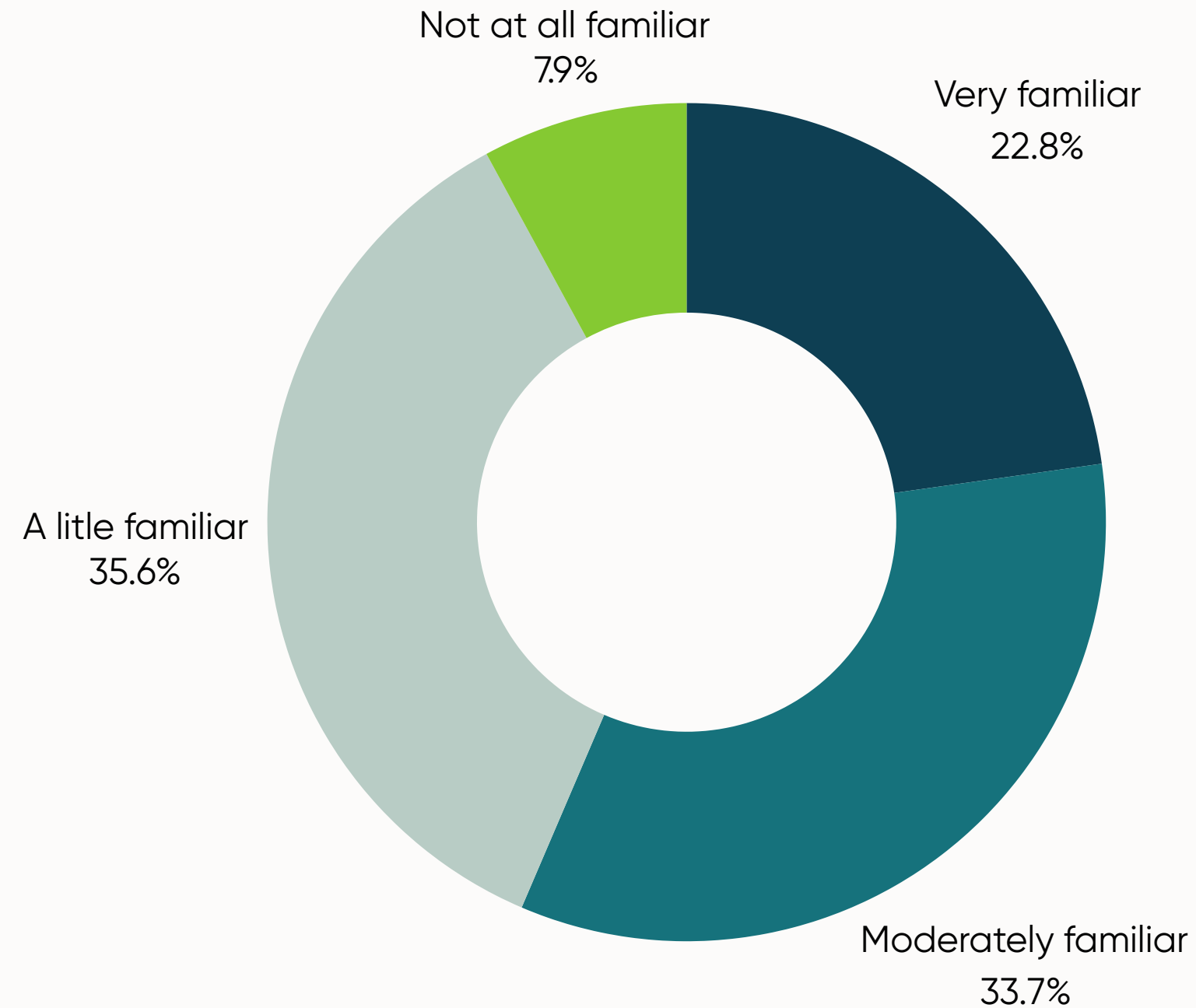
86% of respondents have seen press coverage or social posts about AI in the past 6 months

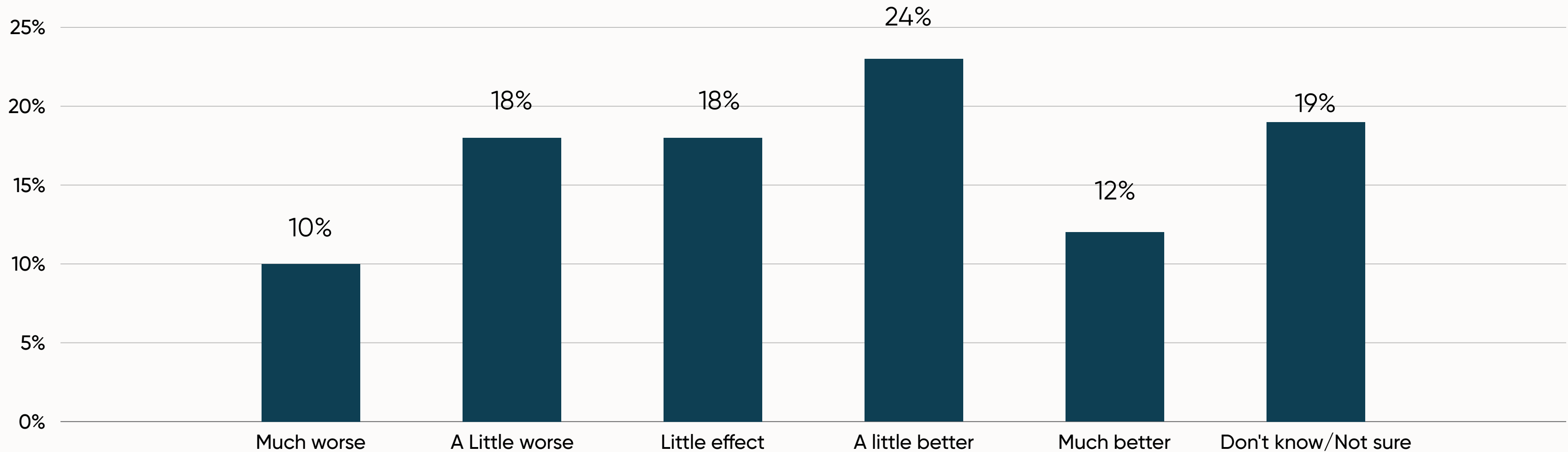AI news and information are nearly ubiquitous and are attracting a great deal of consumer attention.

"In the last six months, have you read or seen stories about AI in the news or social media?"

Don't know/Not sure
5%

No
9%

Yes
86%
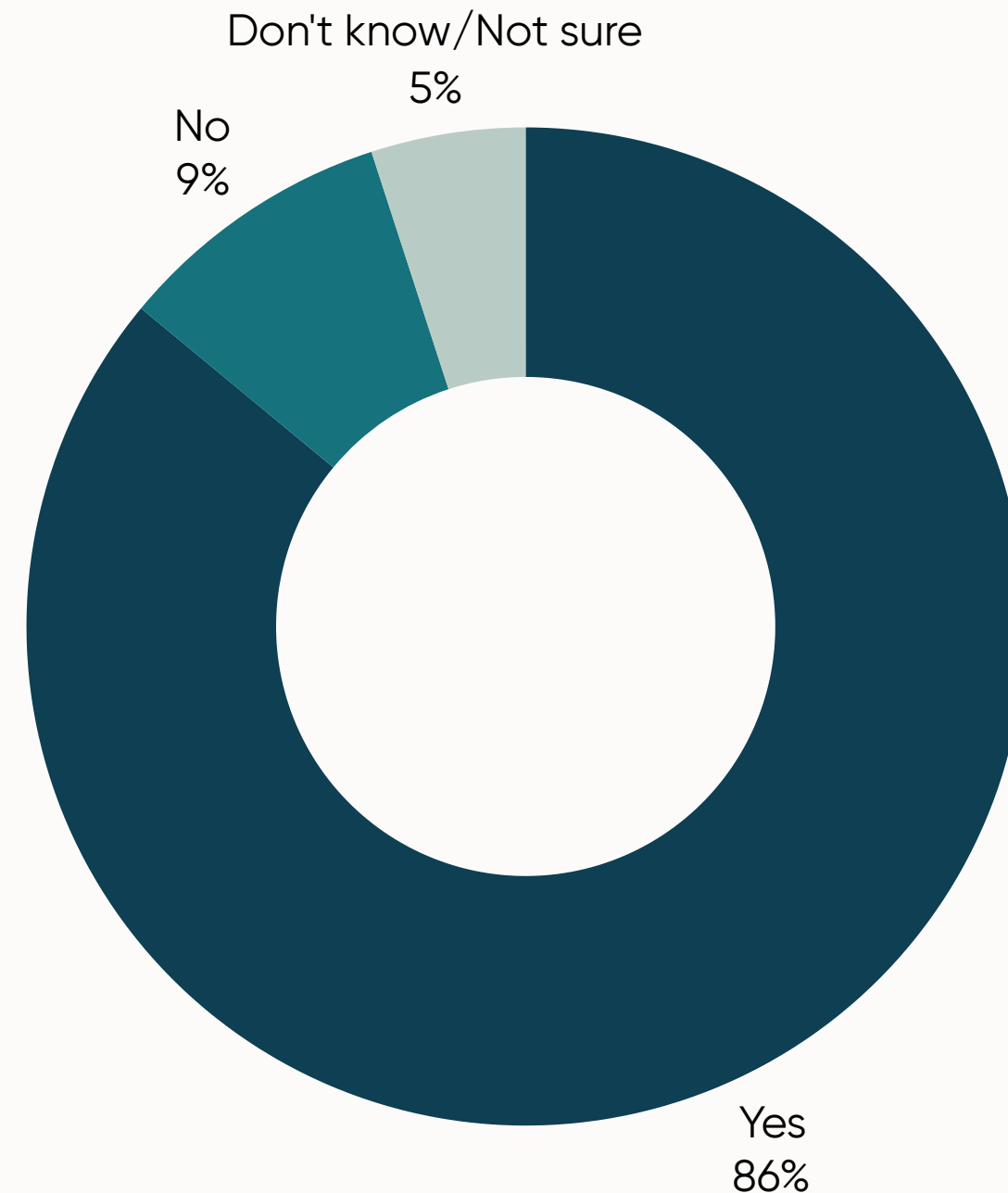
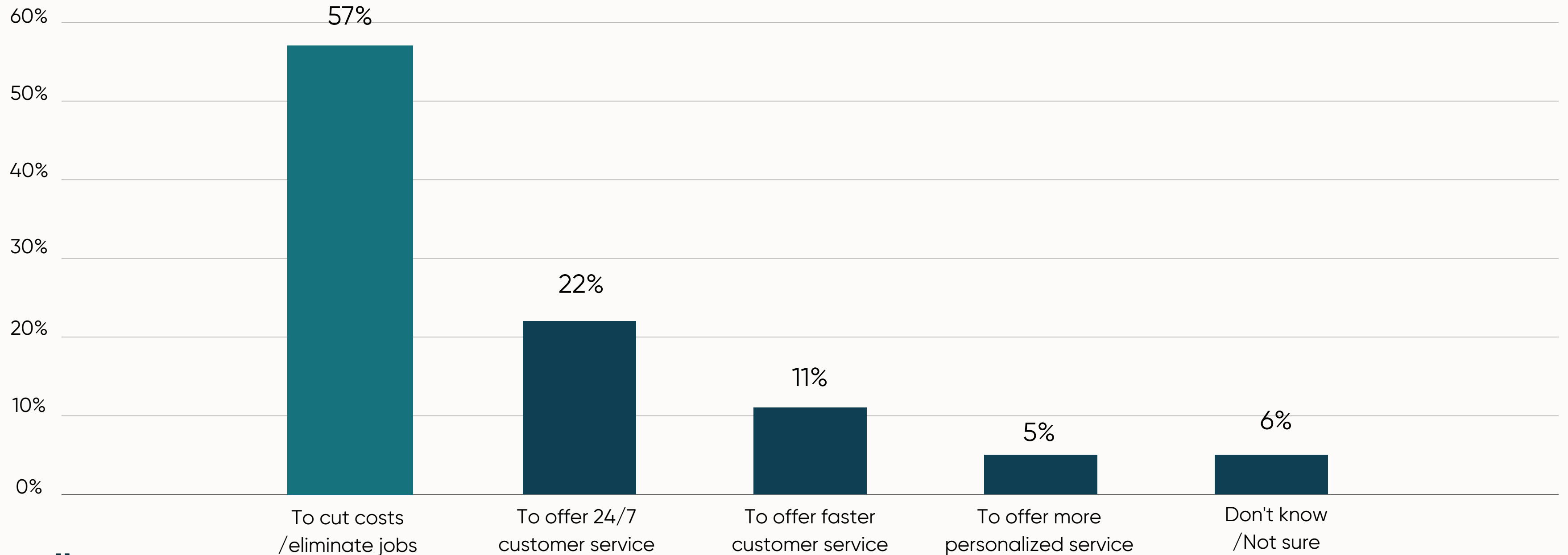# Feelings about the future impact of AI on their own lives are mixed

Sentiment leans slightly positive, but many are unsure about what the impact will be on their lives.

"Overall, how do you think AI will affect your quality of life in the next 3-5 years?"

28% Negative   36% Positive

Much worse	A Little worse	Little effect	A little better	Much better	Don't know/Not sure
10%	18%	18%	24%	12%	19%

Almost 6 in 10 respondents believe companies are adding AI assistants to customer service in order to cut costs, not improve service

"What do you think is the top reason why companies are incorporating AI assistants into customer service?"

57%	22%	11%	5%	6%
To cut costs /eliminate jobs	To offer 24/7 customer service	To offer faster customer service	To offer more personalized service	Don't know /Not sure

6

The next ten questions ask consumers how live agents and AI assistants compare on a variety of criteria

Each question asks the respondents to choose whether a live agent would be better, an AI assistant would be better, or if they would both be about the same on that dimension

We then take the higher score and subtract the lower score to show the relative strength of that preference

Example: We asked which would offer strong security or privacy protection, live agents or AI assistants

The Score Calculation

Live Agents	41%		
AI Assistants	17%	⟶ 41% – 17% = 24% ⟶	**Consumers favor live agents on this dimension by 24 points**
Both the Same	41%		

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People rated live agents much higher than AI assistants on most dimensions. Slight ratings advantages for AI assistants on speed, patience, and accuracy.
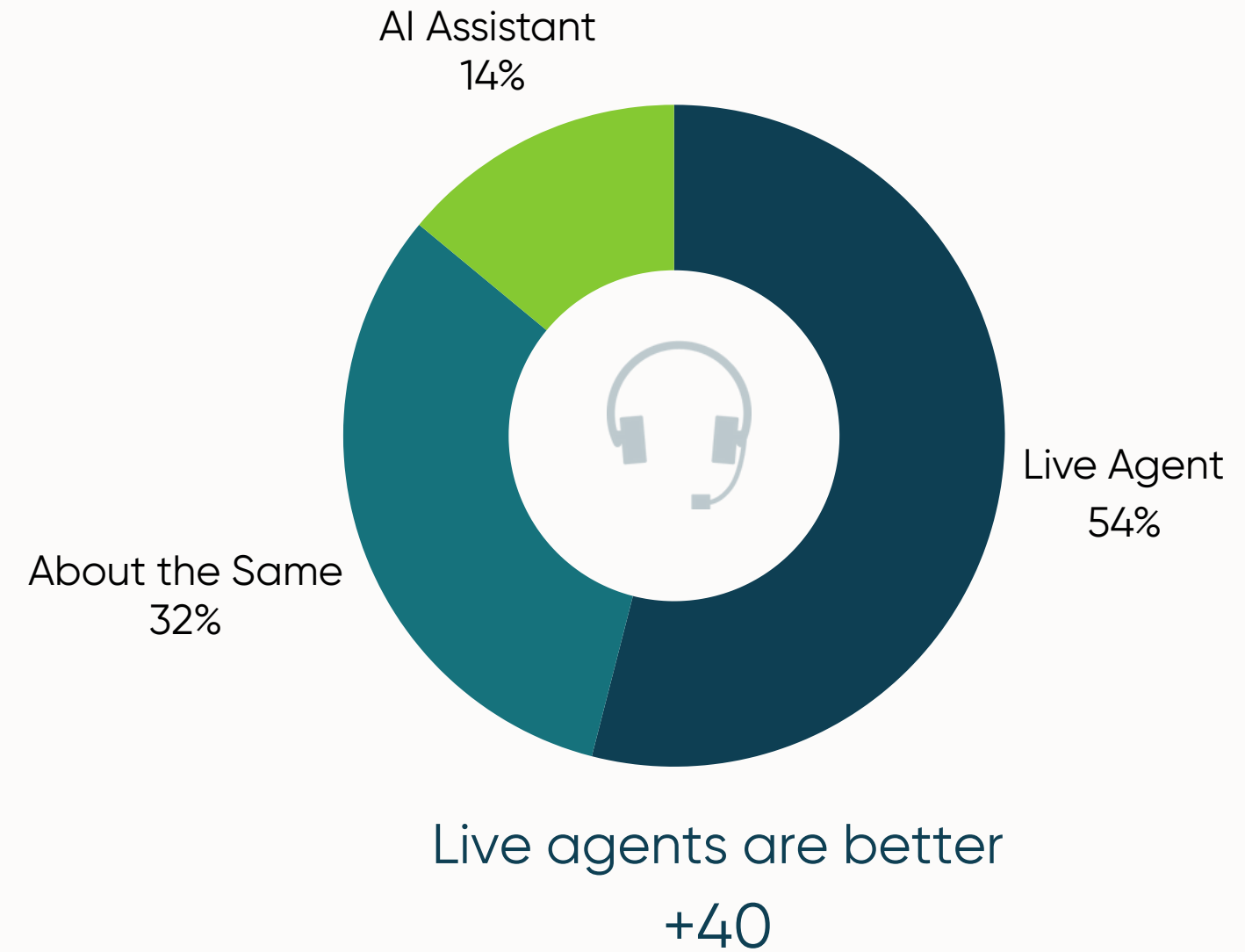

| | +50 | +40 | +30 | +20 | +10 | +10 | +20 | +30 | +40 | +50 |

Understand complex problems better	+50
Solve problems in one call/session	+40
Better to vent my frustrations to	+33
Be easier to use/get answers from	+24
Offer better security & privacy protection	+24
Help me get best discounts and deals	+22
Be more courteous/polite	+15
Be more consistently accurate	+3
Answer simple questions faster	+10
Be more patient	+11
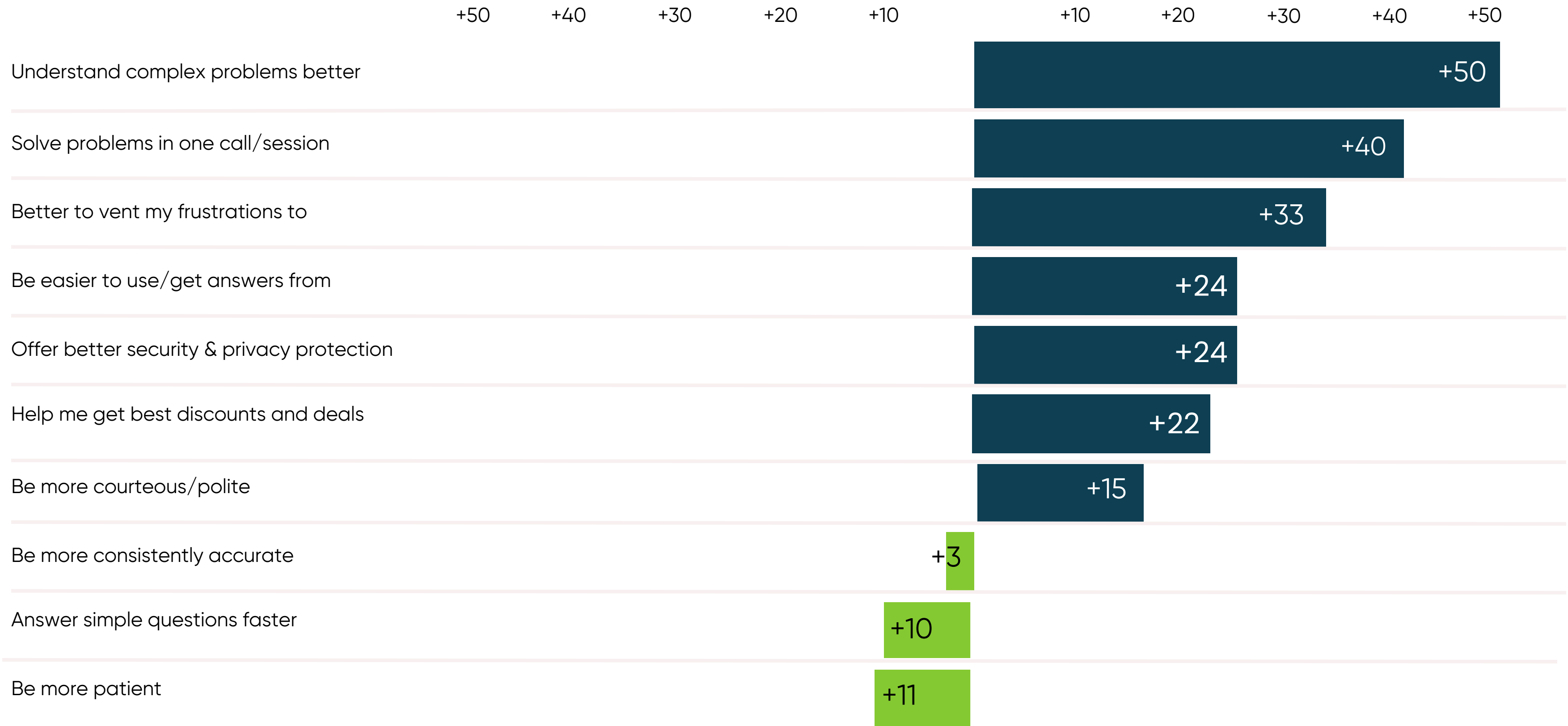
Live agents are rated much higher for helping customers with complex problems and resolving issues in the first call or session.

Understand complex problems better

AI Assistant
15%

About the Same
20%

Live Agent
65%

**Live agents are better
+50**
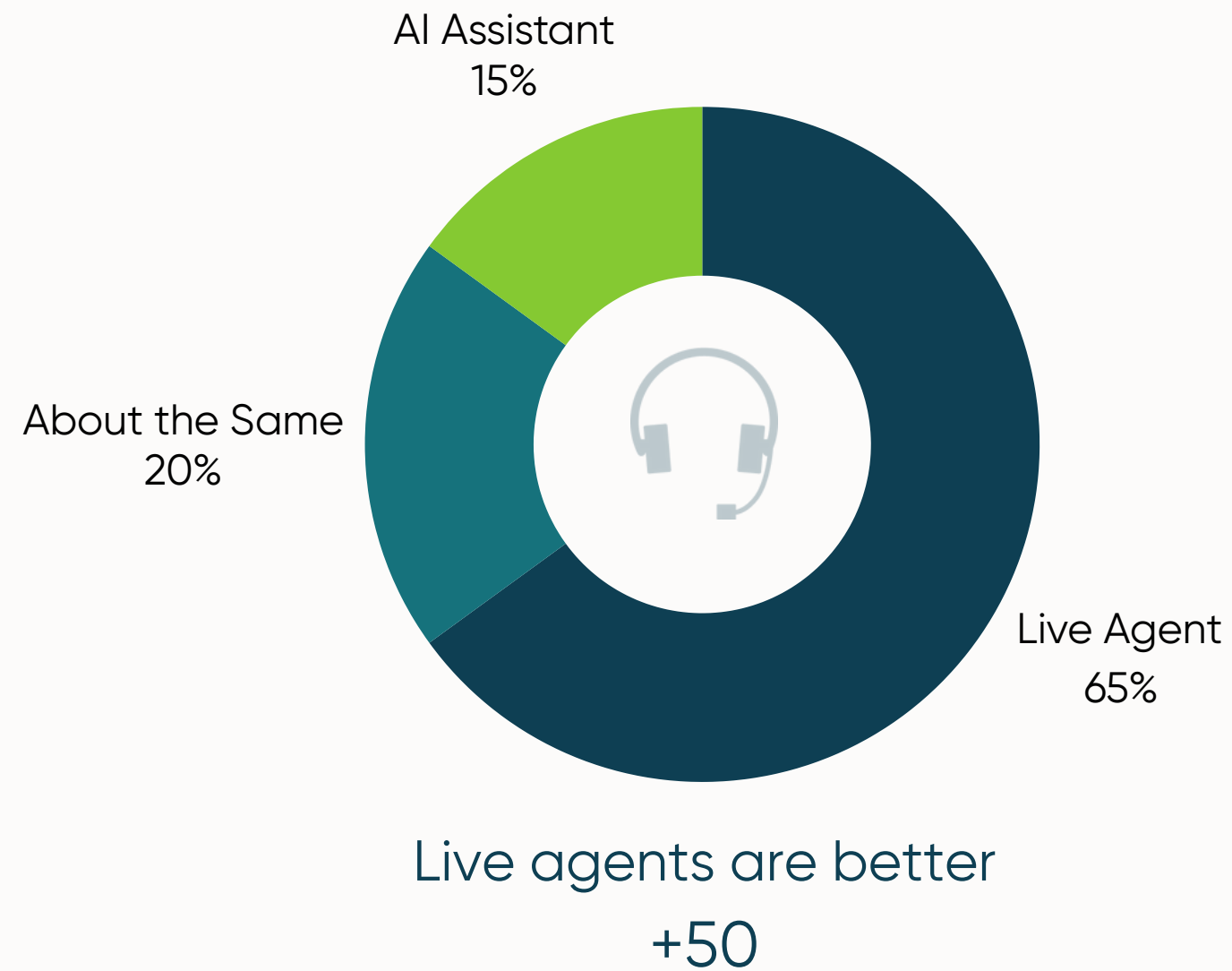
Better at solving my problems in one session or call

AI Assistant
14%

About the Same
32%

Live Agent
54%

**Live agents are better
+40**

Live agents are rated much higher for venting frustrations and offering stronger security and privacy protection.

Better to vent my frustrations to

AI Assistant
22%

Live Agent
55%

About the Same
23%
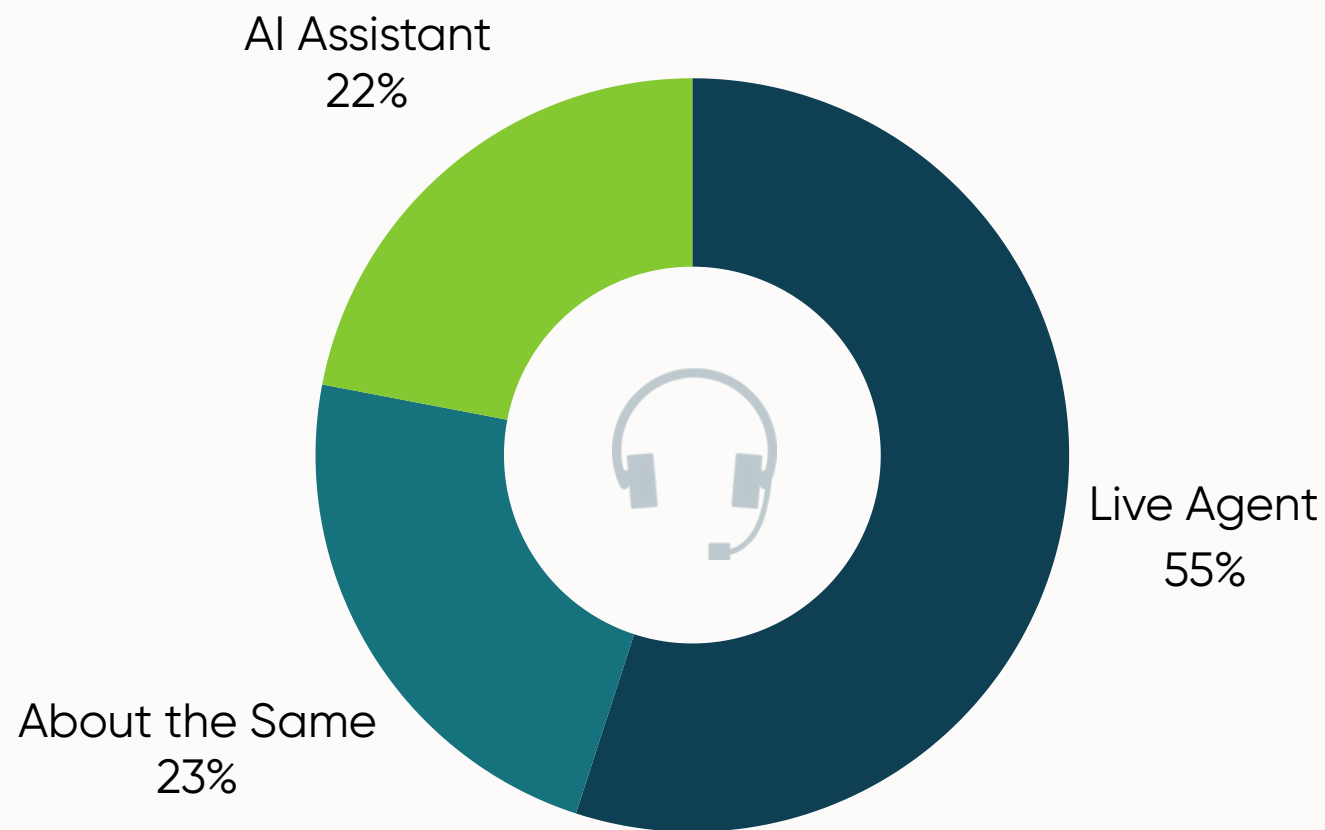
Live agents are better
+33

Be easier to use/get answers from

AI Assistant
23%

Live Agent
47%

About the Same
30%
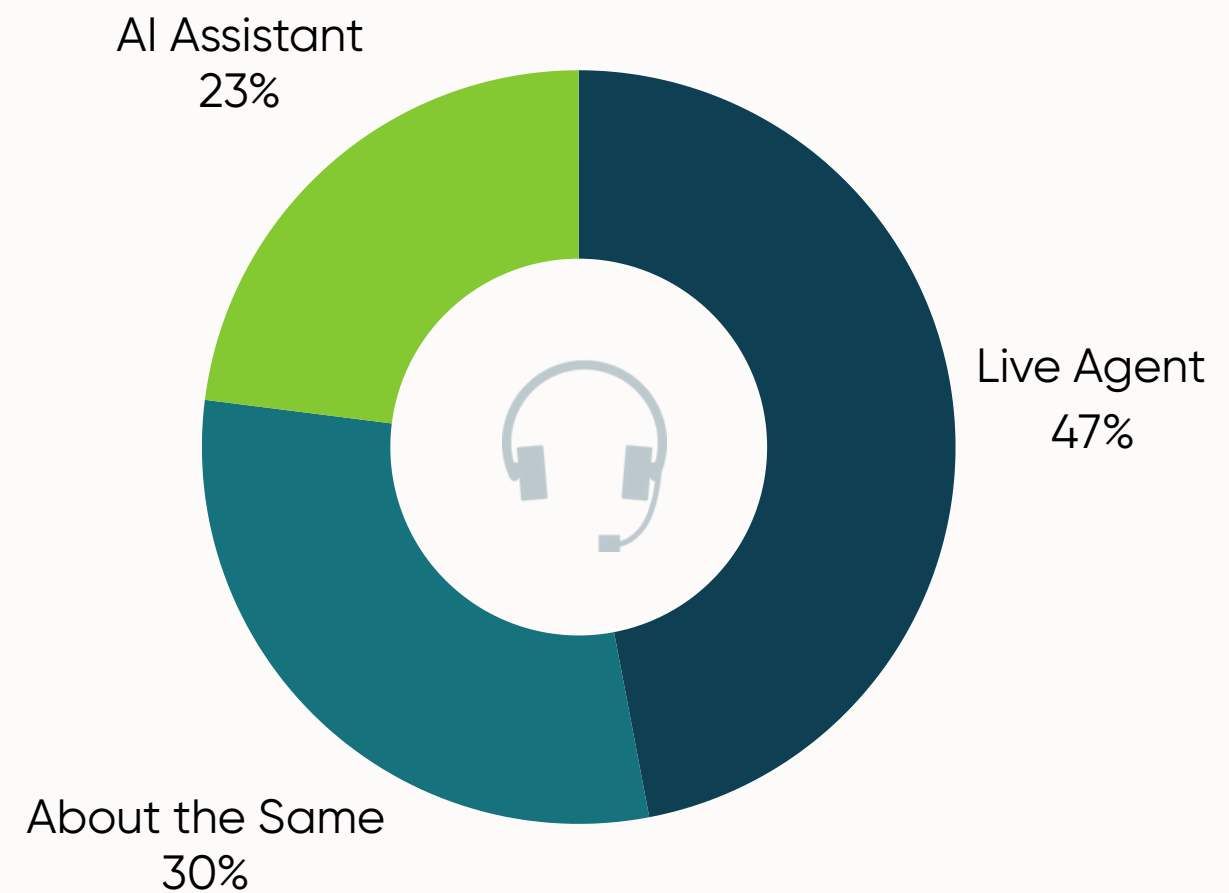
Live agents are better
+24

Live agents are rated much higher for helping customer find best deals and ease of use.

Better security and privacy protection

AI Assistant
17%

Live Agent
42%

About the Same
41%

Live agents are better
+24
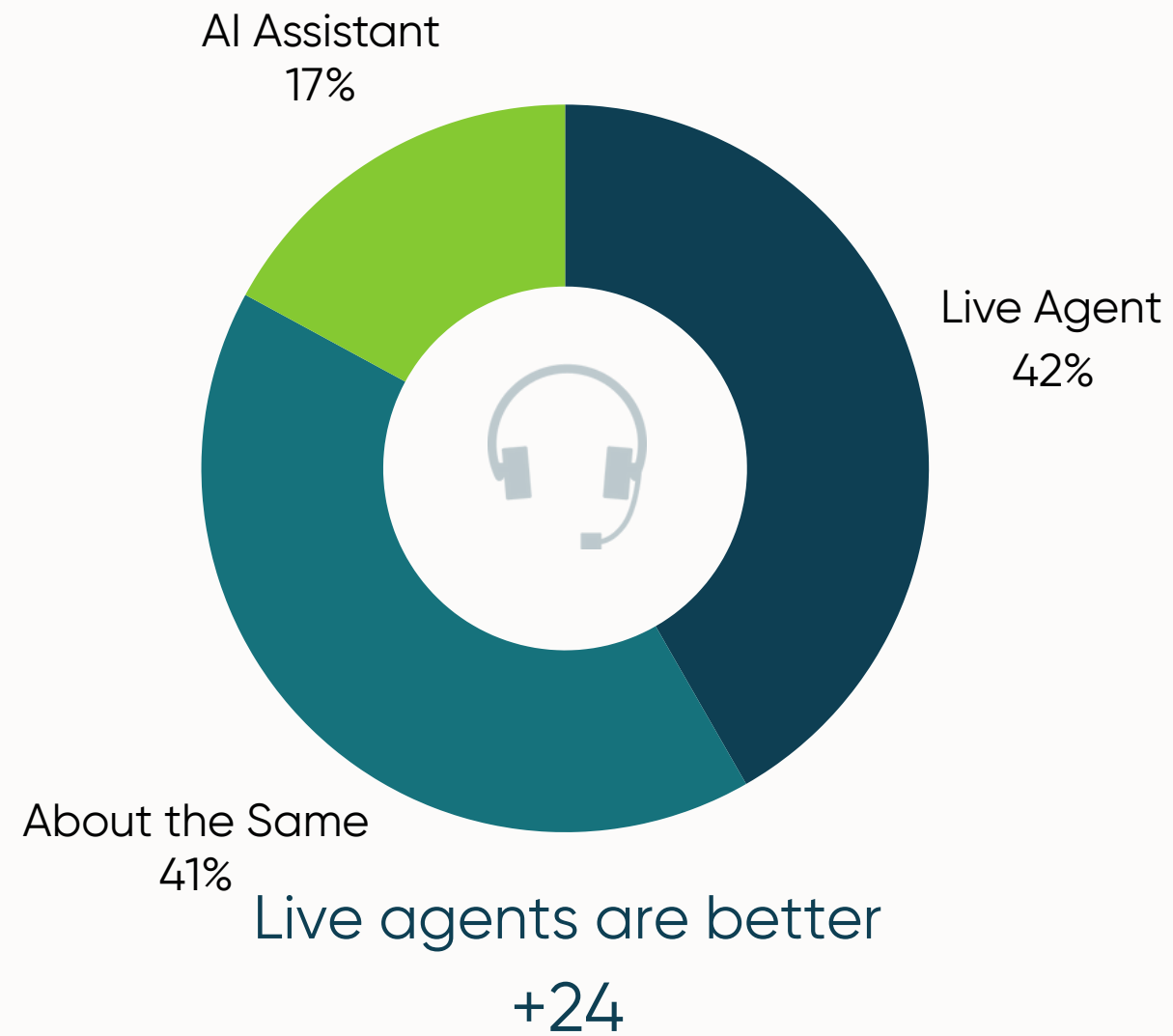
Help me get the best discounts and deals
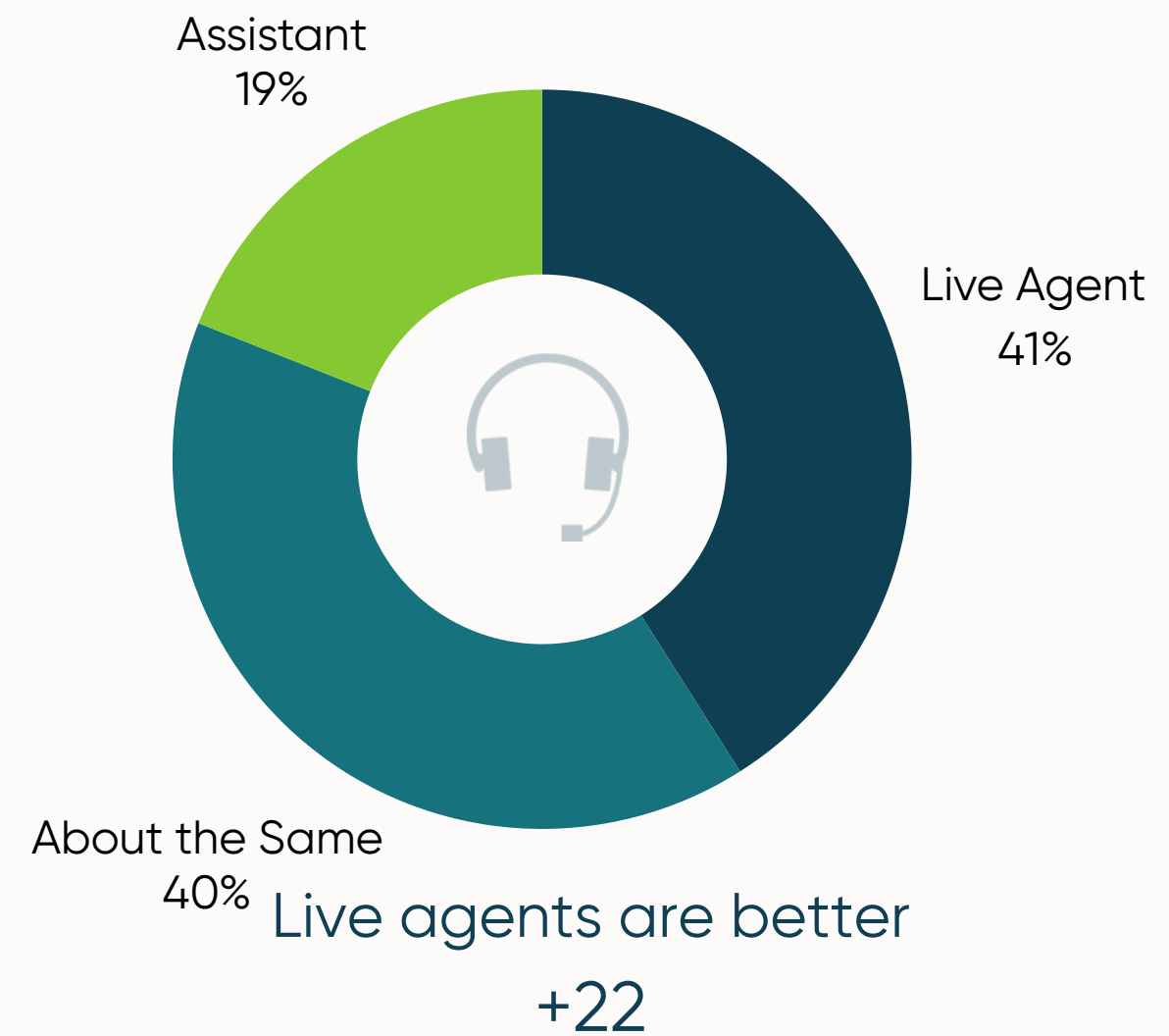
Assistant
19%

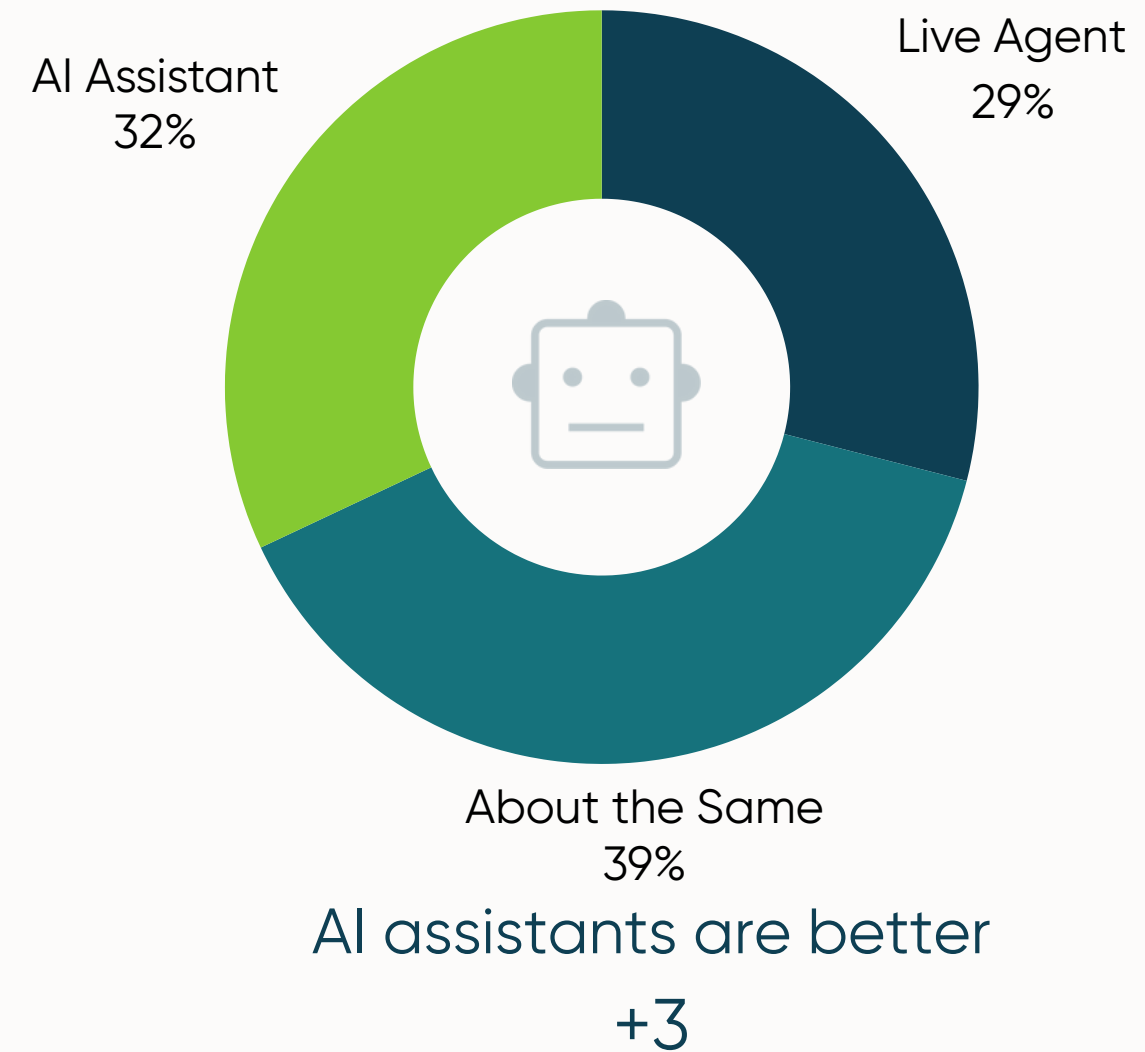Live Agent
41%

About the Same
40%

Live agents are better
+22

Live agents are rated higher for courtesy and politeness while AI assistants are slightly favored for accuracy.
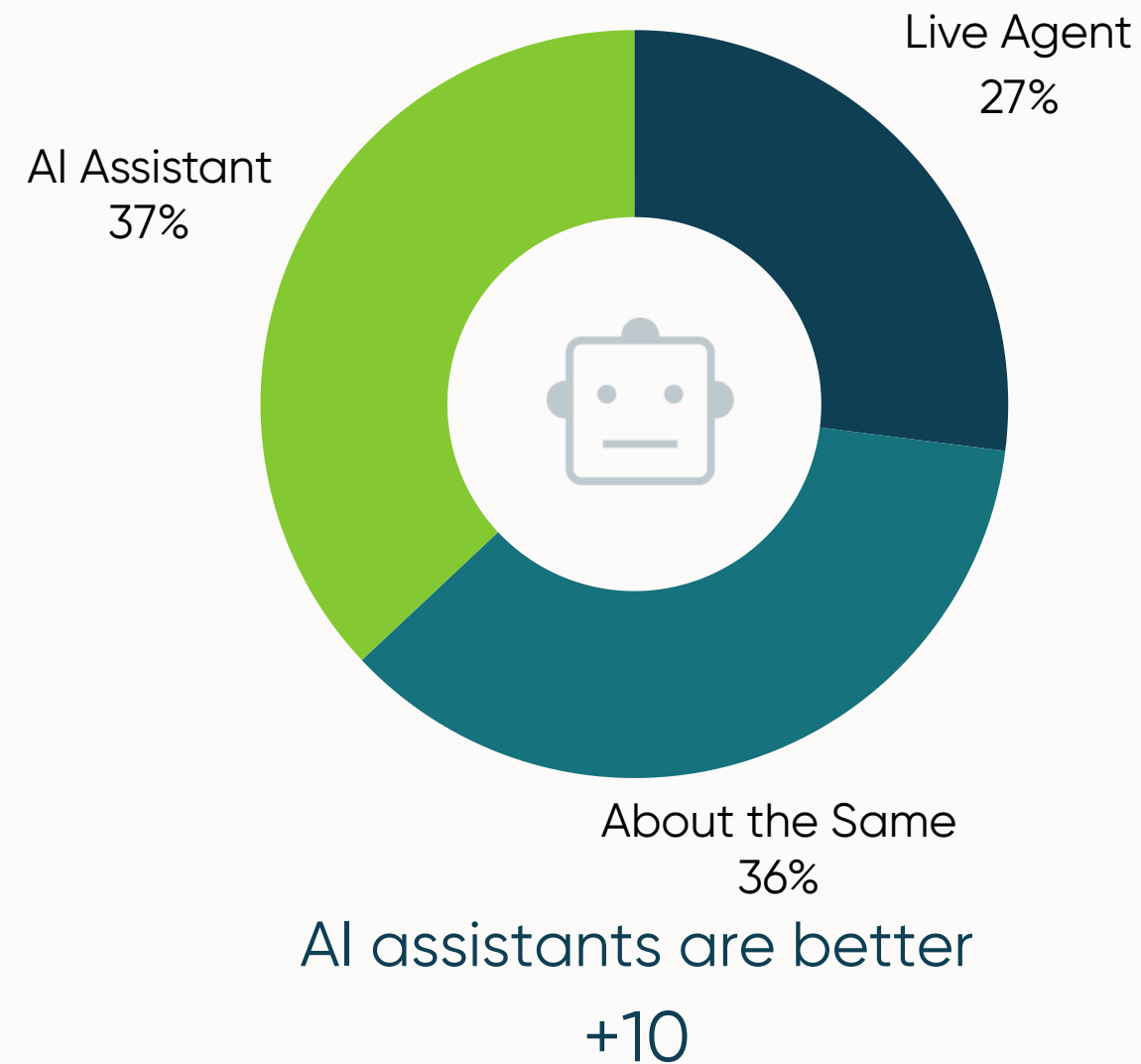
Be more courteous and polite

AI Assistant
23%

Live Agent
38%

About the Same
39%

Live agents are better
+15

Be more consistently accurate

AI Assistant
32%

Live Agent
29%
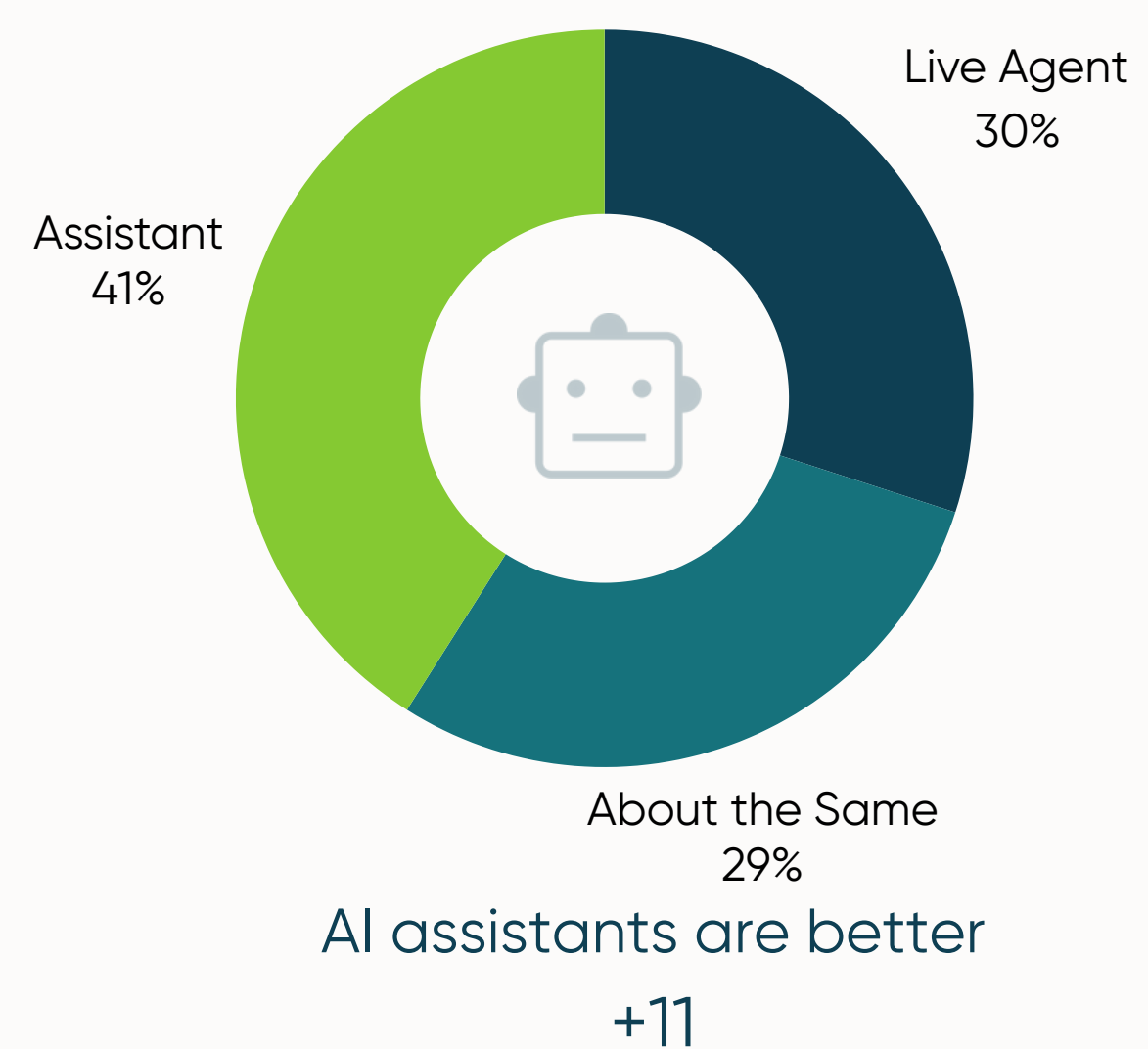
About the Same
39%

AI assistants are better
+3

Live agents are rated higher for courtesy and politeness while AI assistants are slightly favored for accuracy.
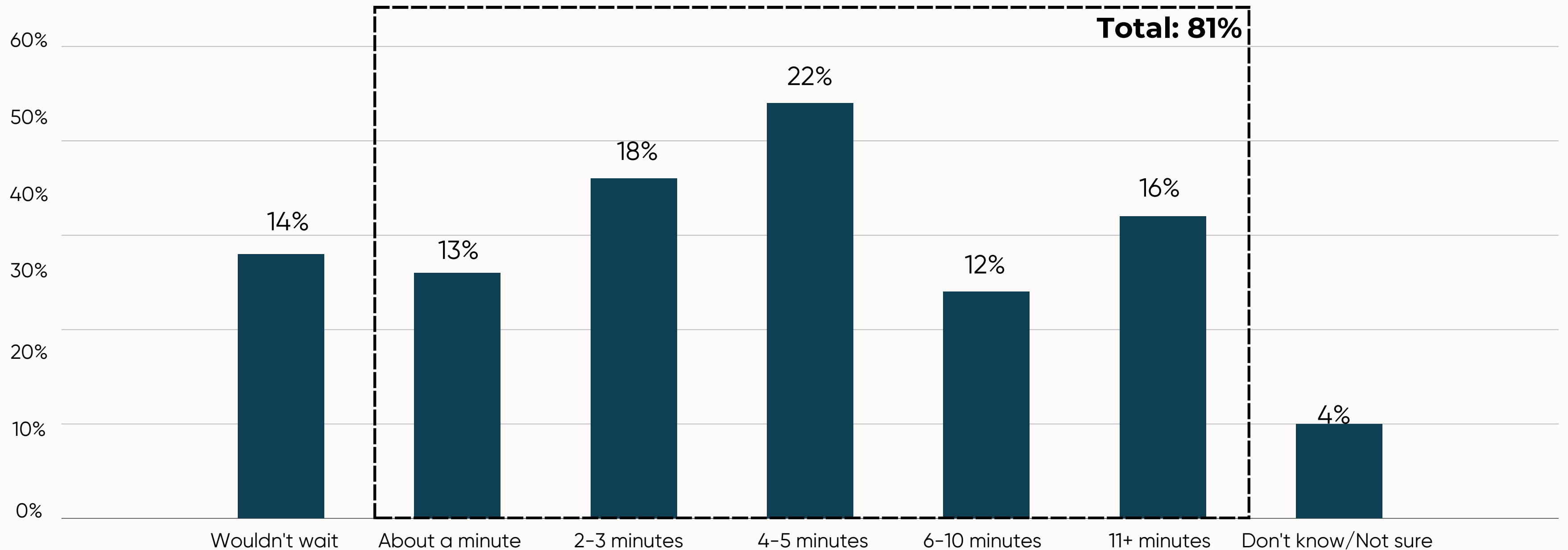
Answer simple questions faster

Live Agent
27%

AI Assistant
37%

About the Same
36%

AI assistants are better
+10

Be more patient

Live Agent
30%

Assistant
41%

About the Same
29%

AI assistants are better
+11

81% of respondents would wait to speak with a live agent for at least a few minutes versus engaging with an AI assistant immediately

"If you reached out for customer support and were offered a choice of using an AI assistant immediately or waiting to speak to an agent, how long would you be willing to wait to speak with a live agent?"

Total: 81%

- Wouldn't wait: 14%
- About a minute: 13%
- 2-3 minutes: 18%
- 4-5 minutes: 22%
- 6-10 minutes: 12%
- 11+ minutes: 16%
- Don't know/Not sure: 4%

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People view simple forms as easier to complete than using AI assistants

There's a moderate preference for streamlined visual forms over AI assistant sessions for simple tasks

"If you had a simple need like changing your address or finding out an account balance, do you think it would be easier to get what you need using an online form or an AI assistant?"
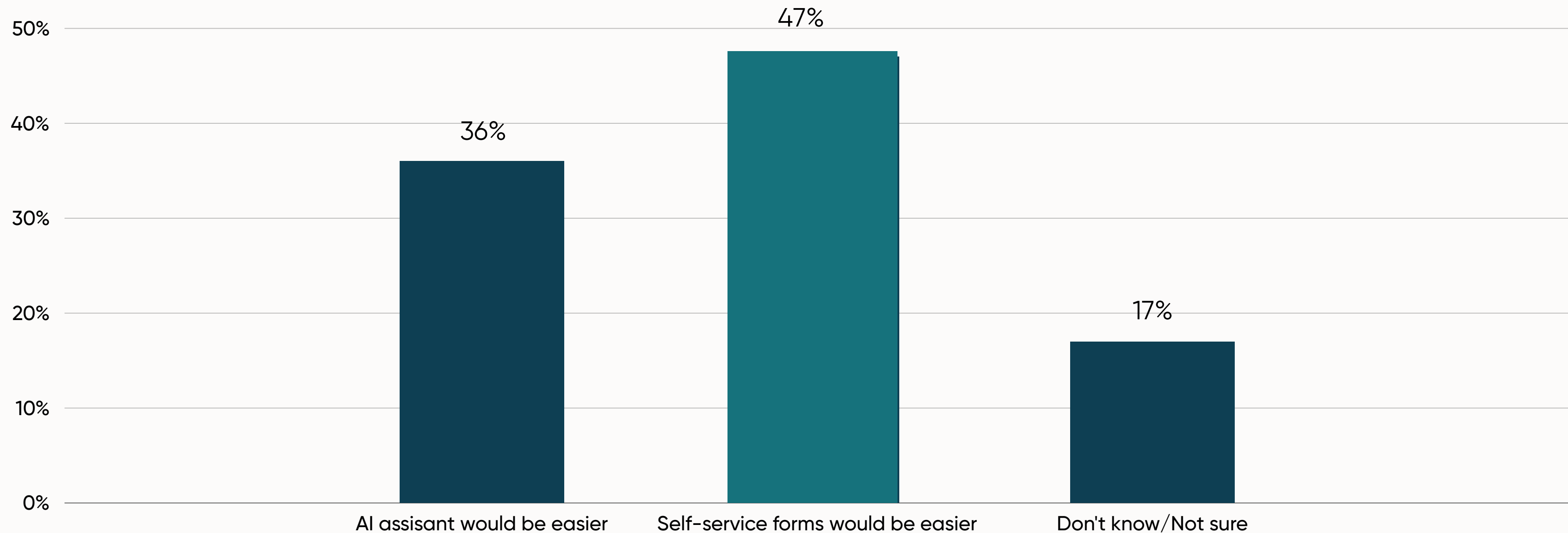
Most consumers may not want AI to replace people in customer service, but they do view AI as a potentially powerful tool for making tasks like logging in and filling out forms easier.

"How helpful would the following potential uses of AI be to make customer service experiences better?"

Top 2 Box Score

(Percent saying this form of AI application would Very Helpful or Moderately Helpful)

54%	**63%**	**66%**	**68%**	**70%**
AI Facial Recognition	**AI Photo Analysis**	**AI Helper Tools**	**AI Suggestion Tool**	**AI Reminder Tools**
that scans your face to log you in instead of using passwords	that scans your ID and automatically fills out information on forms	that answer your questions if you get stuck using self-service	that tells you how to get better service or save money	that warn you about deadlines and potential problems

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Summary of findings

- Overall awareness of artificial intelligence is high
- Almost 9 out of 10 people say they have seen stories or discussions about AI in the last six months
- Perceptions of how it will affect the lives of consumers are slightly positive, but many are uncertain, and many others have concerns
- Live agents are rated much higher than AI on most customer service criteria:
  - Understanding complex challenges
  - Resolving issues in one call or session
  - Venting frustrations
  - Offering better security and privacy
- AI assistants rated slightly higher than live support for accuracy of information, speed of response, and patience
- If given a choice between accessing an AI assistant now or waiting for a live agent, most people would wait a few minutes for a live person
- For simple tasks like checking a balance or changing an address, there is some preference for using visual forms instead of accessing an AI assistant
- There is strong interest in new AI tools that make logging into accounts and filling out forms easier, as well as in proactive care that warns of potential problems or recommends the best alternatives
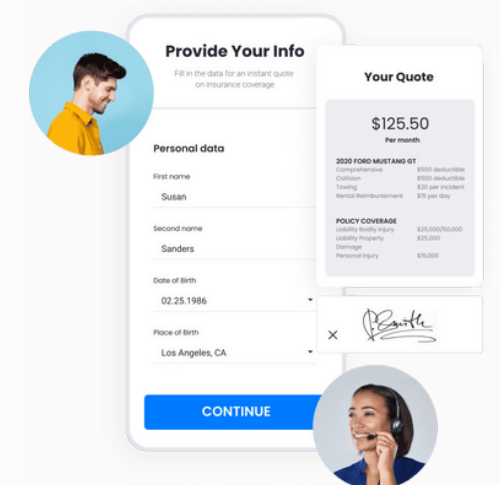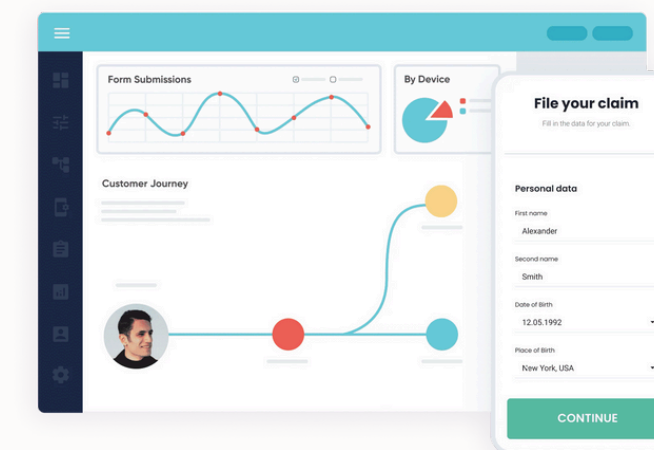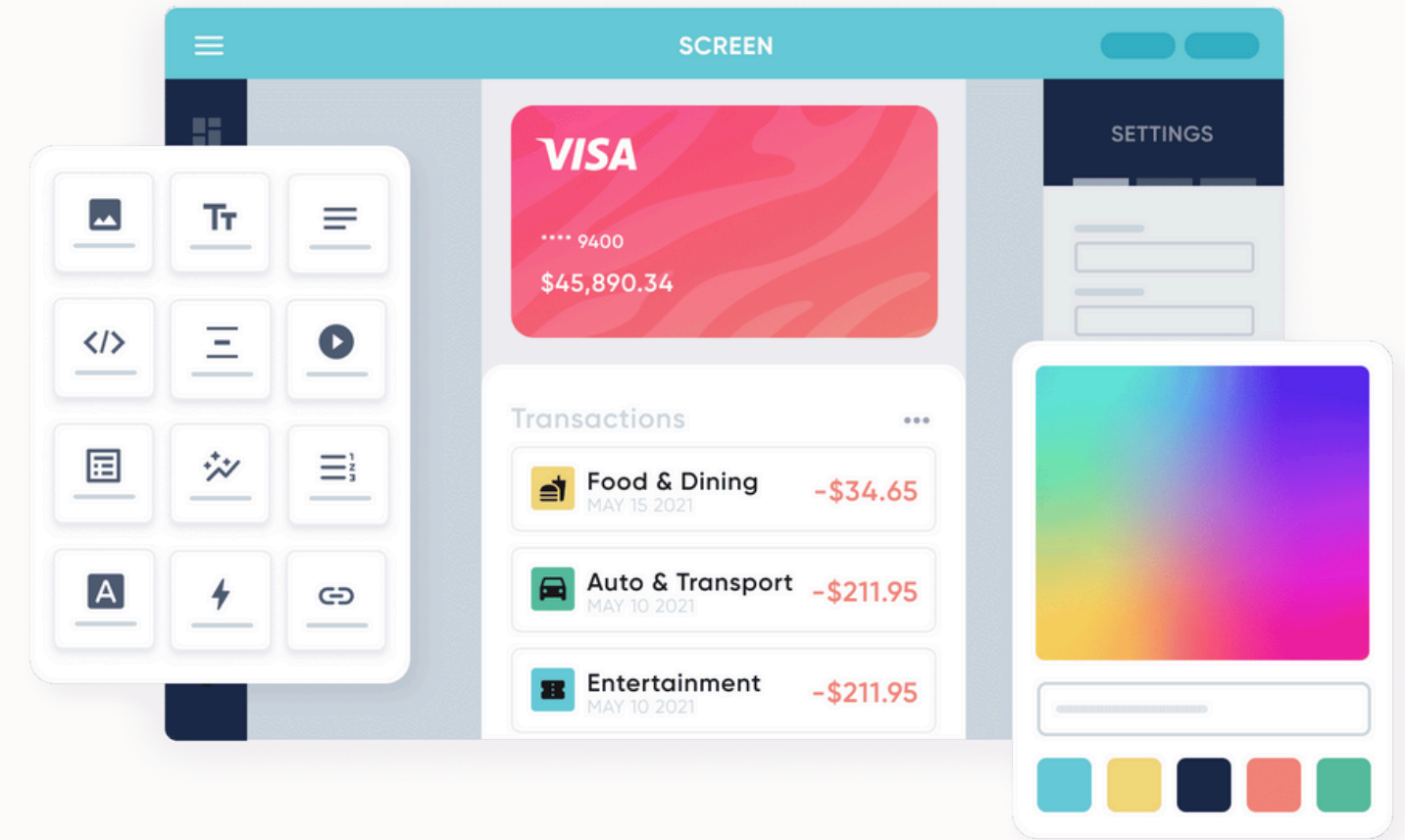
About Callvu

Callvu is reimagining how leading brands transform customer experiences with digital technology. While tens of billions have been invested in digital CX across many industries, consumers continue to rely on expensive support channels like contact centers. The Callvu Platform empowers companies to deliver powerful and easy-to-use digital experiences customers prefer.

Example Callvu Experience Use Cases

- New Account Onboarding
- Check Balance
- Make a Payment
- Change Plans
- Change Account Owner
- Apply for an Account
- Check Status

- File a Claim (FNOL)
- Upload/Download Files
- Give Consent
- Add an Account
- Sign Agreements
- Compare Options
- Make a Purchase

Callvu delivers these outstanding experiences much faster and more cost-effectively than traditional software development.

Callvu creates digital customer journeys that drive down support expenses, raise sales conversions, and make millions more customers happy. For more information, visit www.Callvu.com.

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