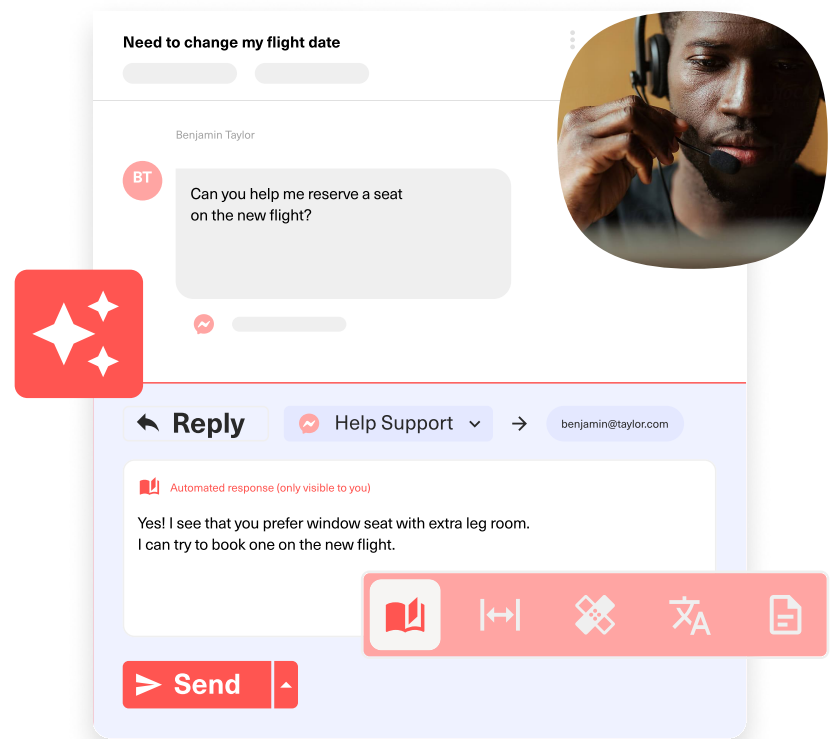


# 2024 AI Agents and Customer Service Index

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.



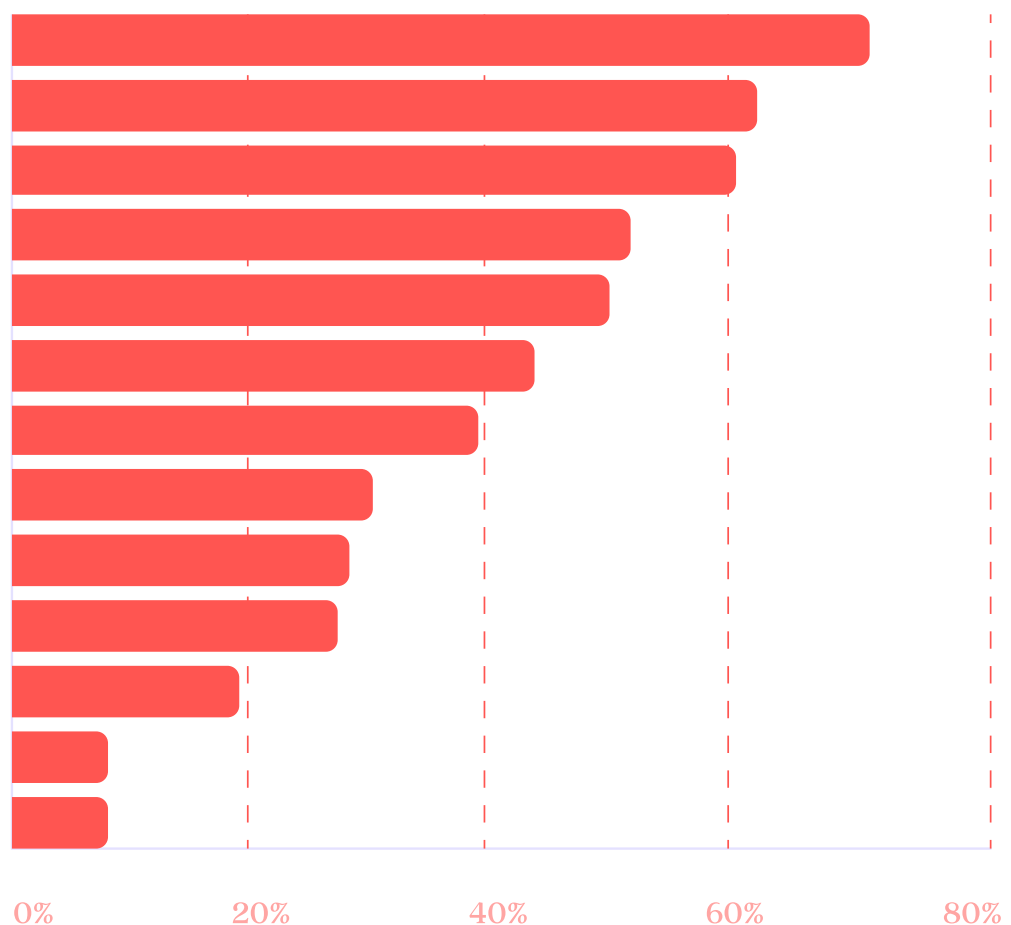
[Download the full research study](#)

## 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.

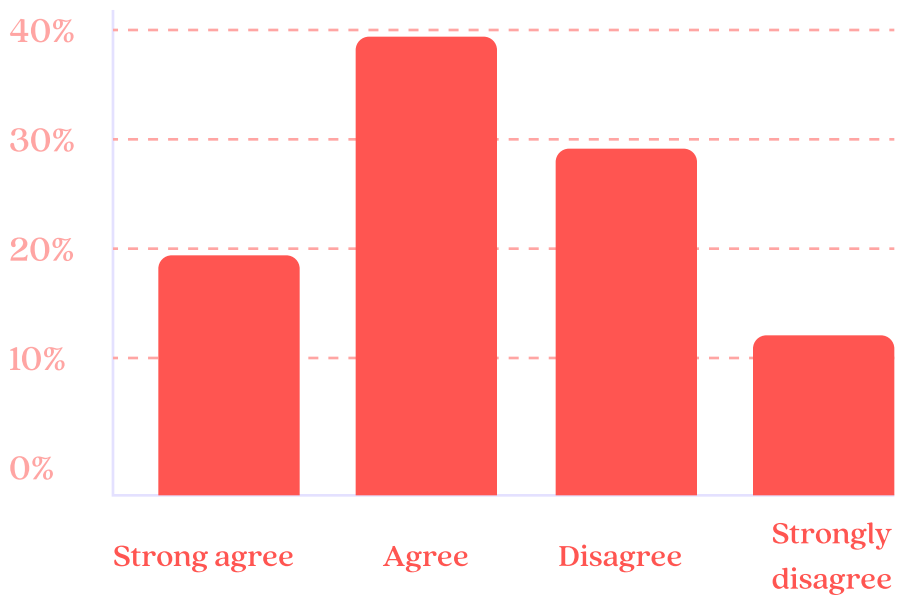
- Responsiveness/Efficiency:** Quick and timely responses to my inquiries and issues.
- Problem-solving:** Effectively resolving issues to my satisfaction.
- Professionalism:** Courteous, respectful, and knowledgeable interactions.
- Communication:** Clear, concise, and transparent communication throughout my customer journey.
- Empathy:** Understanding and addressing my specific concerns with care and compassion.
- Convenience:** Simple and straightforward processes that save time and effort.
- Smart:** Giving thorough, accurate knowledge about the products or services.
- Proactivity:** My needs are anticipated and met.
- Feedback:** Actively seeking and acting on my feedback to improve service quality.
- Personalization:** Tailoring interactions to meet my individual customer needs and preferences.
- Data-driven interactions:** My personal history and touchpoints are incorporated in the service I've given.
- Other
- None of the above



2.

### Majority of consumers believe AI will improve their customer service

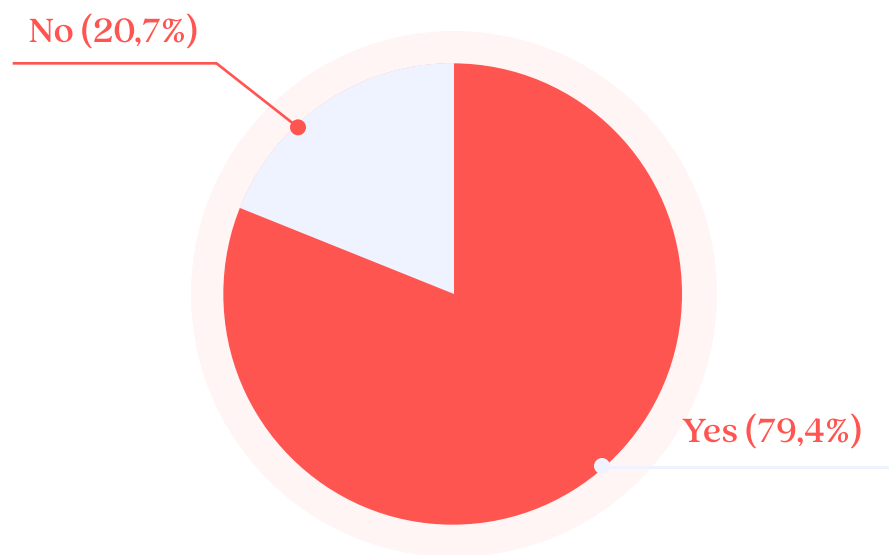
The majority of people believe AI has improved and that it will continue to improve. Over half of all consumers believe AI will make their experience in customer service even better.



3.

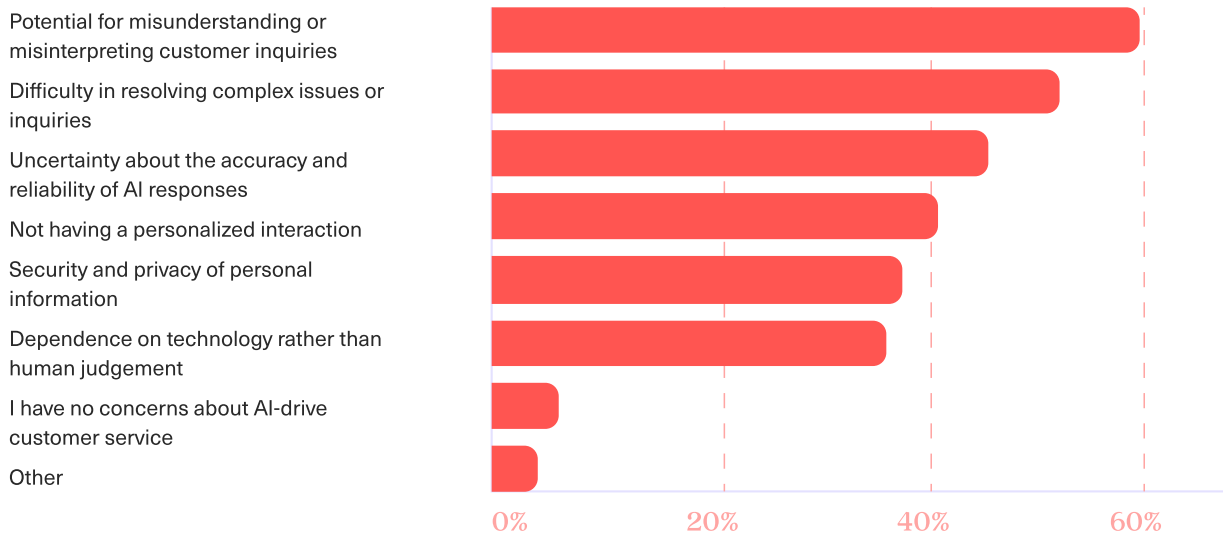
### Consumers believe Humans will still play a role in customer service as it evolves.

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.

There are still some consumers who believe AI won't be able to solve even 25% and looking at specific generations, the older generation is more likely to believe AI won't be able to solve more service issues.

