

Consumers Believe AI Is a Great Way to Streamline Customer Service Interactions

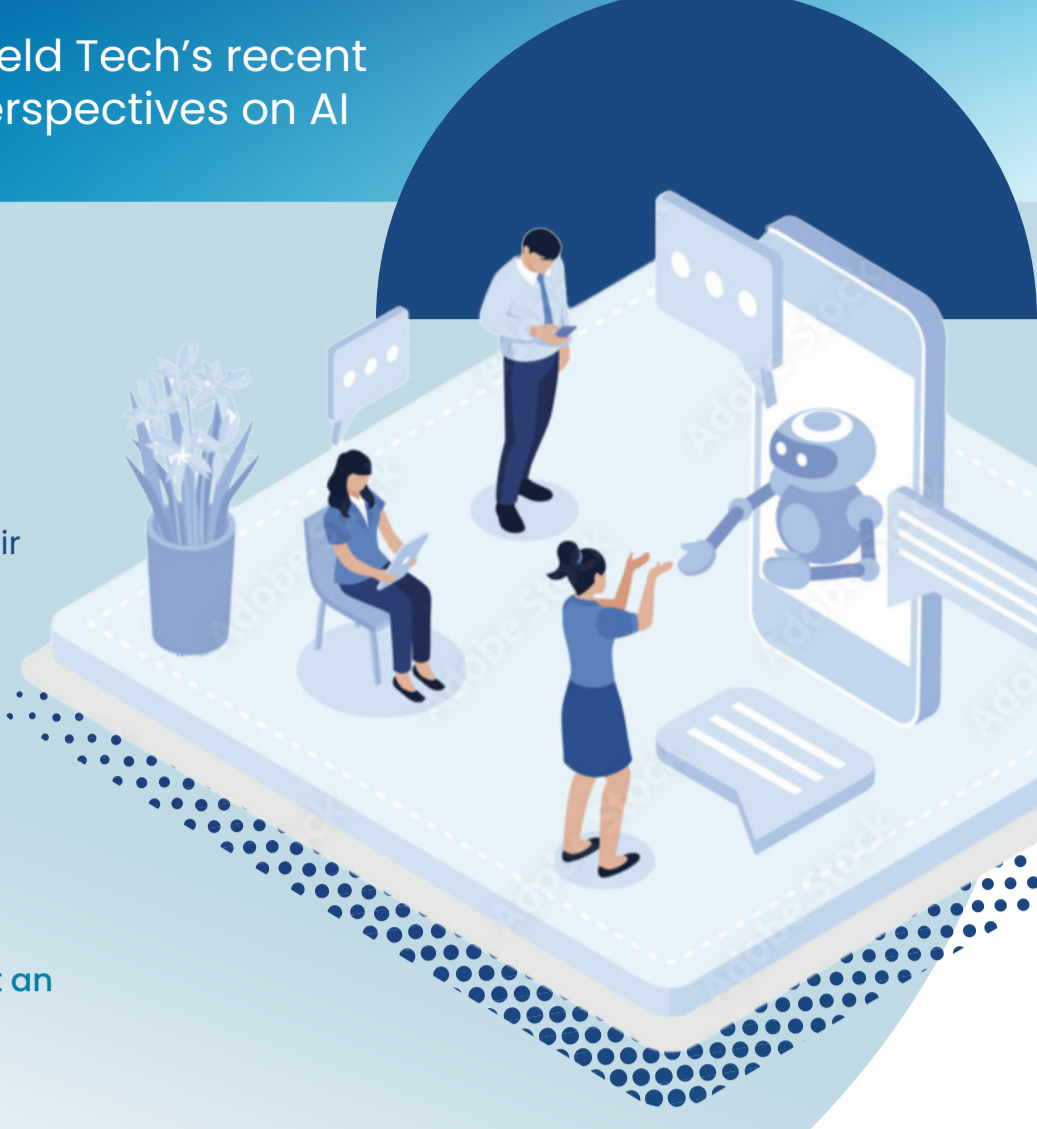
According to Waterfield Tech's recent survey: Consumer Perspectives on AI

60% believe AI helps reduce time spent with customer service agents.

54% say AI makes their lives easier.

However, **83%** of respondents worry an AI chatbot doesn't always understand.

Key to success: Organizations must select an AI solution with care and implement with intention.



To ensure an outstanding customer experience, organizations must inform their AI strategy with data. You can use AI to mine data from your existing systems or deploy AI at key customer service touch points, like your website or IVR, to identify customer needs, then use that data to drive your AI strategy. There's so much you could do with AI, but what should you do? And will your customers love it? Will they trust it?



Kerry Robinson, VP AI Strategy at Waterfield Tech

Clear Benefits to Business



37% say it frees up human agents to solve complex issues

35% say AI helps companies handle greater numbers of customer queries

35% believe companies can get by with a smaller workforce, reducing costs

31% value AI's ability to offer multilingual customer service options

"What would you do with an extra 15 minutes?"

With the time saved by using a chatbot ...

43% would do some work or housework

37% would catch up on a TV show

28% would play with their pets

28% would play with their kids or talk with a spouse



Demographic Differences



A Parental Time-Saver:

74% of parents vs **49%** of those without kids say AI is a great way to reduce time spent with customer service agents

AI Passes the Vibe Check:

Younger Americans – particularly Gen Z and Millennials – view AI most favorably with more than **60%** feeling satisfied when using the technology.

Location:



WEST

Relieved **Satisfied**
when dealing with AI

43% **31%**

SOUTH

Relieved **Satisfied**
when dealing with AI

36% **31%**

MIDWEST

Relieved **Satisfied**
when dealing with AI

28% **21%**

NORTHEAST

Relieved **Satisfied**
when dealing with AI

39% **31%**

Survey methodology:

This online survey was fielded by Regina Corso Consulting on behalf of Waterfield Tech in May 2023. The survey collected responses from 2,000 U.S. adults, aged 18 and older, and is balanced to be representative of the U.S. collectively based on 2020 Census data.

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