Combining humans and AI to deliver best-in-class customer service and support

Advances in AI are enabling businesses to streamline critical touchpoints in the customer journey

Advances in AI are helping businesses reimagine the customer experience, from onboarding to post-purchase customer support
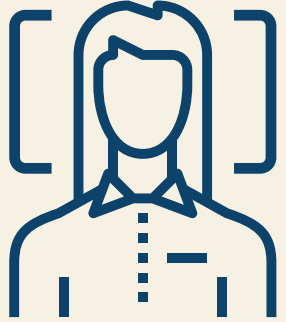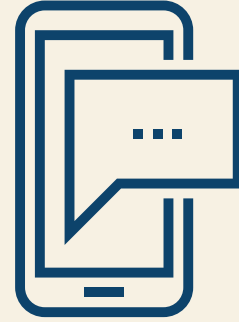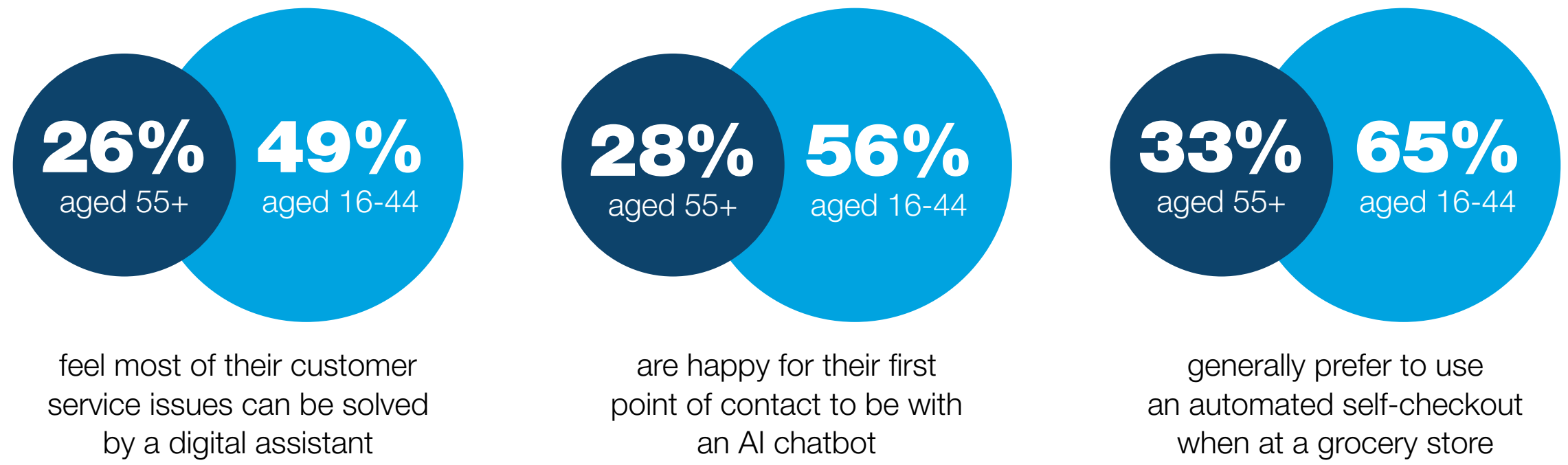
Image Processing
Advances in imaging processing have paved the way for digital identity verification, enabling businesses to streamline user authentication, account opening and remote onboarding
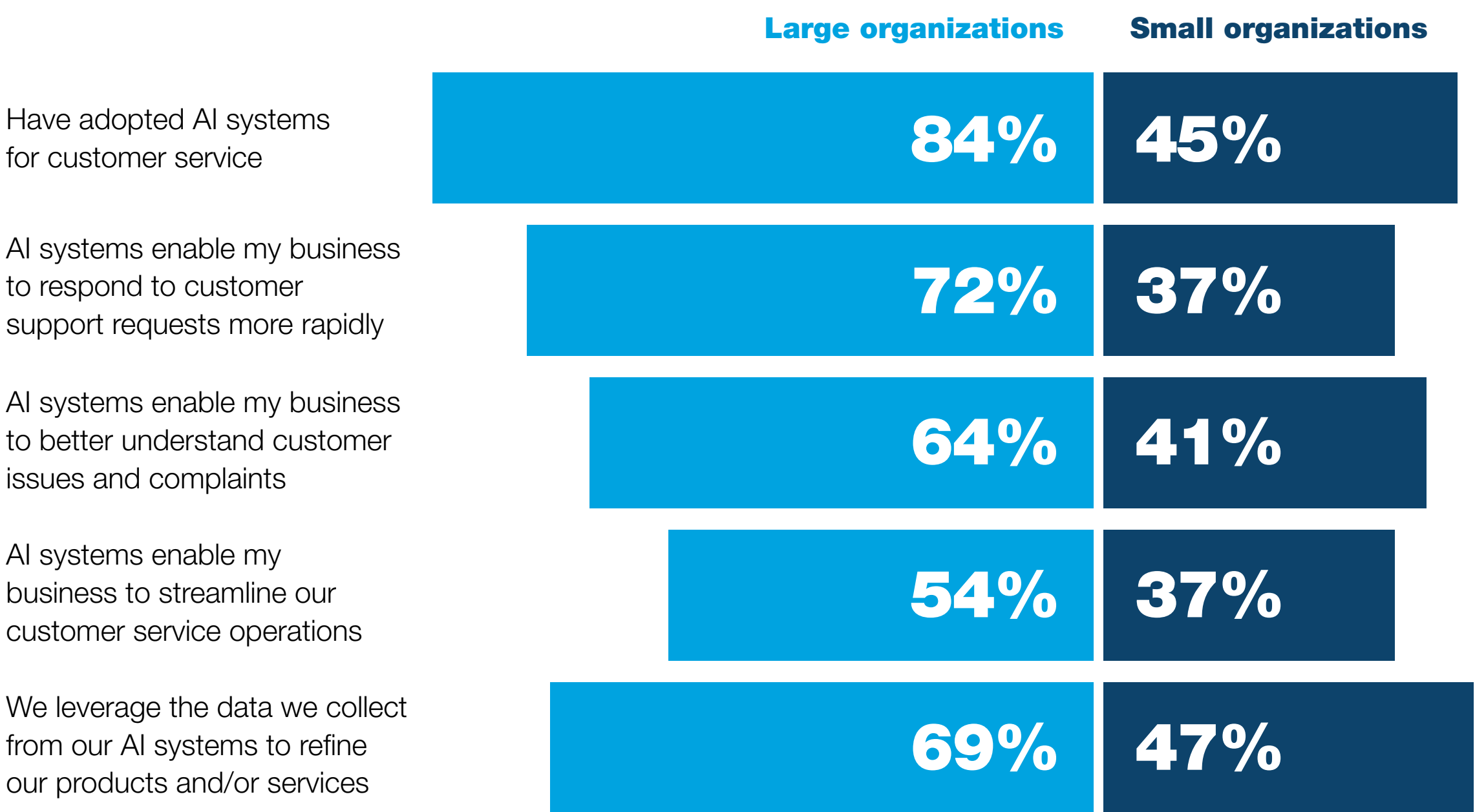
Natural Language Processing
Advances in natural language processing are enabling the automation of customer service and support through voice and speech recognition, sophisticated AI chatbots, and advanced sentiment analysis

Businesses have long built customer experiences under the assumption that people prefer human-led interactions, but this perspective is rapidly changing

26% aged 55+   **49%** aged 16-44
feel most of their customer service issues can be solved by a digital assistant

28% aged 55+   **56%** aged 16-44
are happy for their first point of contact to be with an AI chatbot

33% aged 55+   **65%** aged 16-44
generally prefer to use an automated self-checkout when at a grocery store

Large organizations are almost twice as likely to have adopted AI for customer service, and are much more likely to see the benefits

	Large organizations	Small organizations
Have adopted AI systems for customer service	84%	45%
AI systems enable my business to respond to customer support requests more rapidly	72%	37%
AI systems enable my business to better understand customer issues and complaints	64%	41%
AI systems enable my business to streamline our customer service operations	54%	37%
We leverage the data we collect from our AI systems to refine our products and/or services	69%	47%

Businesses have an exciting opportunity to leverage these technologies to deliver what the customers want: a seamless, omnichannel customer experience

Over the next few years, we expect to see a **step change** in the world of customer service, as more and more businesses adopt state-of-the-art AI to deliver **always-on, channel agnostic, personalized**, and **proactive** customer service and support

Read more in Acxiom's Customer Experience Trends for 2023

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