



National Survey

Project: Zoom: Customer Support
N Size: 2,147 General Population Adults
Margin of Error: +/- 2%

Preliminary Findings:

- Fast resolution matters for consumers. The vast majority (81%) agree that fast resolution should be provided when contacting support, and 60% say that 20 minutes or less is a reasonable time for an issue to be resolved.
- Further, 85% say slow resolution is a major or minor issue when contacting support, and 74% say they would use a chatbot if it resulted in fast resolution. Additionally, 61% said fast resolution is a “major advantage” of using a chatbot, the highest percentage of all potential advantages asked.
- Among those who have used chatbots, the top three statements that they said are true are:
 - I like that chatbots can support me at night or on weekends: 41%
 - I get much faster service by using chatbots: 36%
 - Chatbots are getting much better and smarter than they used to be: 36%
- While live phone support and email support are the most common methods of support used (51% and 42%, respectively), chatbots are also common with about a third (31%) of consumers saying they’ve encountered them in the past year. This is similar to the shares using in-person support (35%) and live messaging with a representative (31%).
- The importance of positive support experiences is increasing. In 2022, 59% said they would switch to a competitor after two negative experiences, whereas 63% said the same this year. And the share willing to switch after one negative experience is increasing, with 26% saying they’d switch this year, and 16% saying the same in 2022.
- When asked about about the ways they expect AI to enhance customer support, the top three ways are:
 - 24/7 availability 58%
 - Shorter wait times: 45%
 - Easier to contact: 39%

- Consumers may need more education about the benefits of AI in customer support. Prior to reviewing potential benefits, 42% said they felt positively about companies using AI in customer support, and after reviewing potential benefits, 53% said they felt positively (an 11 percentage point increase). Baby boomers had the biggest increase in feeling positively (16 points, from 30% to 46%).
- Additionally, prior to reviewing potential benefits, just 32% said they would have a more positive view of a company using AI for support, while 47% said the same after they reviewed benefits (a 15 percentage point increase).
- Finally, prior to reviewing the benefits of AI, 45% said AI improves customer support. After reviewing benefits, 53% said AI improves support (an 8 percentage point increase).