

THE RESULTS ARE IN! CONSUMERS MAY BE SHOWING SIGNS OF BACKLASH. COULD IT BE CHATBOT FATIGUE?

CHATBOTS & CHANNELS



More than 1,000 U.S. consumers in the **2019 CGS CUSTOMER SERVICE CHATBOTS & CHANNELS SURVEY** weighed in on their likes and dislikes around customer service interactions: What channels they prefer to use when dealing with stressful situations and their feelings about automation.

CONSUMER CHANNEL PREFERENCES



QUICK QUESTIONS

25-44 y/o are 2.5x more likely to utilize chat/DM to ask a quick question vs. 18-24 y/o

COMPLEX QUESTIONS

25-34 y/o are most open to using digital for complex questions with 38% choosing chat/DM, email or text

36%

14%

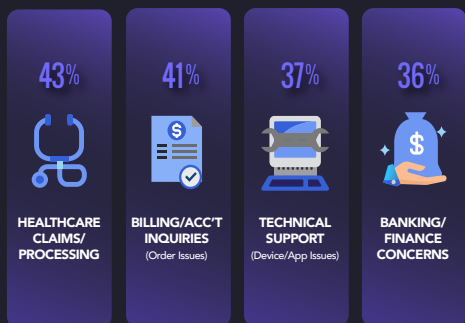


Over 1/3 of women chose chat to ask a quick question vs. 1/4 of men

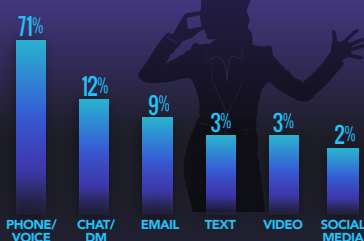
Text message is rarely the go-to channel for complex questions with 38% more likely to choose it over women

STRESSFUL / ANXIOUS

Top 4 customer service scenarios that cause consumers to feel the most nervous or anxious



When facing these types of stressful scenarios consumers are even more likely to choose phone as their preferred channel

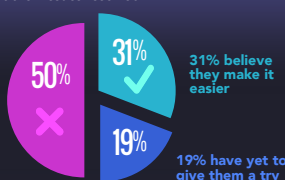


Women were more likely to choose chat/direct message (15%) than men (9%) in a stressful situation. However, men are more likely to go for texting and social media (7%) vs. women (3%)

AI, BOTS, VIRTUAL ASSISTANTS



Half of consumers surveyed believe that chatbots and virtual assistants make it harder to get their issues resolved



Respondents aged 34 and younger were significantly more likely (43%) to declare that chatbots and virtual assistants make it easier to get their issues resolved compared with those aged 35 and over (less than 30%).



35% of women believe chatbots and virtual assistants make it easier to resolve issues compared to 28% of men

71% of consumers would be less likely to use a brand if they knew that brand didn't have human agents available



When specifically using digital apps, if consumers ran into a situation where they were unable to reach a human agent:



CONSUMER CONSCIOUSNESS

To get deeper into consumer consciousness, we asked: "What comes to mind when you think of AI in relation to customer service?"

Chatbots have been around since before the modern Internet as we know it was invented, and progress with AI and Machine Learning has vastly accelerated in the past few years; so why are consumers still holding tight to speaking with another human for customer service? Is it fear, frustration, too much change too fast?



Maddening
13%



Futuristic
11%



Superficial
10%



Impersonal
8%



Irrelevant
7%



Bad CX
7%



Useless
6%



Competent
6%



Premature
4%



Doomed
4%



Sketchy
4%



Stingy
2%



Job killer
2%

While consumers harkening images of Omni Consumer Products and Skynet (both cyberpunk action film references that came up in our survey) doomsday predictions were a very small segment. Instead, most consumers expressed that AI is just not as complete, helpful, knowledgeable or empathetic as a human support agent.

ABOUT CGS

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