Customer Service Trends 2024

CS becomes the brand as AI innovation accelerates



Ultimate.

The trends at a glance

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Ultimate.

2023 → 2024

Setting the scene

Generative AI is the break-out star of 2023. And over the past 12 months, this tech has galvanized the evolution of the customer service industry. The golden touch of gen AI can be felt in almost every one of these trends: whether by enabling features that unlock agent productivity or raising the bar for customers' expectations of human-like automated conversations. Looking to the future:

- Businesses will win or lose by the quality of their support as customer service becomes the brand
- Customer-centric companies will turn to ticket automation to balance rapid resolutions with personal connections
- AI innovation will continue to accelerate the pace of business growth by making it faster and easier to scale support

Methodology

These trends emerged from in-depth CX & AI market research

First we conducted an Ultimate-led survey with 100+ business and CX leaders: Directors, VPs, and C-Levels at the top of their field. These findings were triangulated with anonymized product usage data from 100+ Ultimate customers. We then validated our projections using expert insights from leading organizations, consultants, and influencers in the AI and CX space.

"We're going through a renaissance of AI right now. Customers are excited about the natural, conversational experience that gen AI delivers, while support teams are becoming experts in the latest technology — allowing agents to develop their skills and step into more rewarding roles. At Ultimate, we're excited to keep driving this evolution and stay at the forefront of customer service innovation."



Reetu Kainulainen
CEO & Co-founder, Ultimate

Customer service becomes the voice and vision of your brand

Satisfying your customers is no longer enough. Businesses that succeed today are carried on the shoulder of brand amplifiers — and support interactions are where these customer cheerleaders are created.



The trend in numbers

Customer expectations are higher than ever. Instead of simply having their problem solved, customers want to feel heard and understood. They want to feel valued. And brands that can deliver this will be rewarded with loyalty.

#1

change in customer behavior over the past year is higher customer expectations

Ultimate Trends Survey 2024

72%

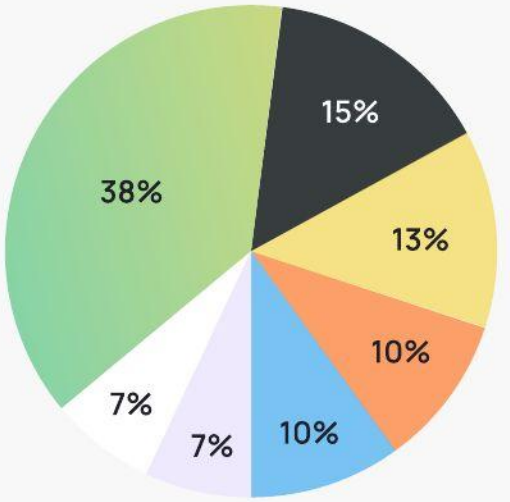
of consumers will stay loyal to companies that provide faster service

Salesforce

2nd

most important metric for measuring support success is NPS

Ultimate Trends Survey 2024



What's been the biggest change in your customers' behavior over the past 12 months?

- Higher customer expectations
- Less purchases
- Higher customer churn rates
- Increased demand for data transparency & security
- Higher return rates
- Greater importance placed on brand values
- Other

Ultimate Trends Survey 2024

Customers turn to your support team when something has gone wrong — when your brand promise hasn't lived up to the experience they received. If companies overpromise and under-deliver, agents must go above and beyond to repair the relationship. That's why in 2024, businesses will win or lose by the quality of their support.

For 43% of businesses, CSAT remains the most important metric to measure support success. But net promoter score is gaining ground, with 23% of CX leaders saying NPS is the #1 metric they'll track in 2024. The numbers don't lie — satisfaction is no longer enough. Today, the businesses rising to the top are cheered on by brand amplifiers: people willing to shout about the outstanding service they receive. So, how do you turn satisfied customers into committed cheerleaders?



> "Customers have a vast array of options for which service or product to choose. Making sure your team lives and breathes your brand's values in every interaction is vital. It's in those few moments where you have the opportunity to remind customers this is why they chose you!"



Kel Kurekgi
Senior Global Customer Experience Manager, Zapier

By using AI to provide instant support and self-serve tools. By creating seamless experiences across channels. And by ensuring a human is always on hand to provide empathetic care. Support conversations are a crucial touchpoint — and an opportunity to let your brand identity shine. When agents deliver CX that embodies your values, you'll win first place in customers' hearts.

Case in point

The situation

Luxury stationery provider Papier was looking to scale around the world — without increasing the headcount of their UK-based support team. As a premium brand, their customers expect premium support. This meant Papier couldn't risk leaving customers hanging when their agents were offline.

The solution

Ultimate's AI-powered solution provides Papier's global customers with 24/7 support. Their bot fully resolves 40% of queries and gathers data upfront to reduce handling times. So if ever there's a mishap with wedding invitations and a bride is on the line (this actually happened!) their human agents are free to provide exceptional service.

Read the full case study →



"Integrating automation into your support offering allows your human team to become what they should be: a white glove service that can offer a white glove experience."



Sarah Al-Hussaini
COO & Co-founder, Ultimate

How to apply this trend

Start tracking NPS and ROX

CSAT is great for measuring one-off interactions but doesn't give an indication of long-term business health. To gauge the robustness of your support, track NPS and return on experience (ROX — a metric that combines customer and employee experience) for a holistic understanding of brand success.

Access your support team's expertise

Your agents are a vital touchpoint with customers and hold valuable insights into their behaviors and needs. Don't leave your support department to operate in a silo. Use them as a voice of your customers and involve agents in strategic conversations around brand direction — they know what resonates.

Offer instant, on-brand support, 24/7

Customers want consistent experiences across all channels, at all times. Define a tone of voice (TOV) to make sure each support interaction — whether automated or not — stays on-brand. Choose a generative AI provider that can instantly adopt your TOV and suggest brand-consistent responses to agents.

Generative AI lowers the barrier to entry for trialing automation tools

Generative AI-powered chatbots work straight out of the box, and more providers are offering businesses free trials so they can test the benefits before committing. And CX leaders are taking them up on it.



The trend in numbers

Generative AI enables chatbots to produce unprecedentedly human-like conversations, but that's not the only benefit to incorporating it into your support stack. What makes this new generation of automation technology different from its predecessors is that it provides near instant time to value. That's because virtually anyone can launch a bot in just a few minutes — no training required.

70%

of support leaders report that their trust in AI has gone up in the last year

Ultimate Trends Survey 2024

76%

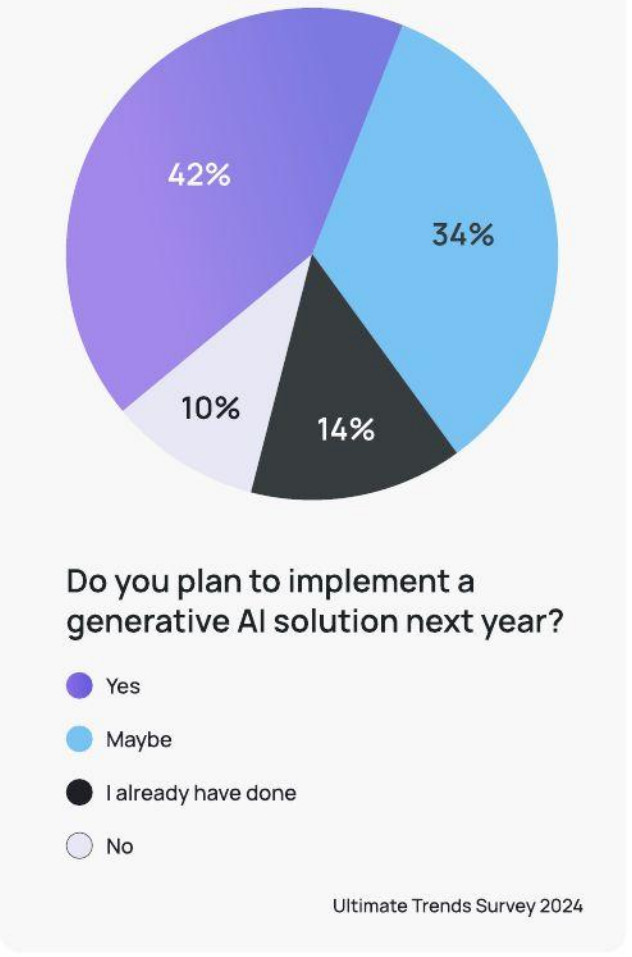
of respondents are considering adding generative AI to their support in 2024

Ultimate Trends Survey 2024

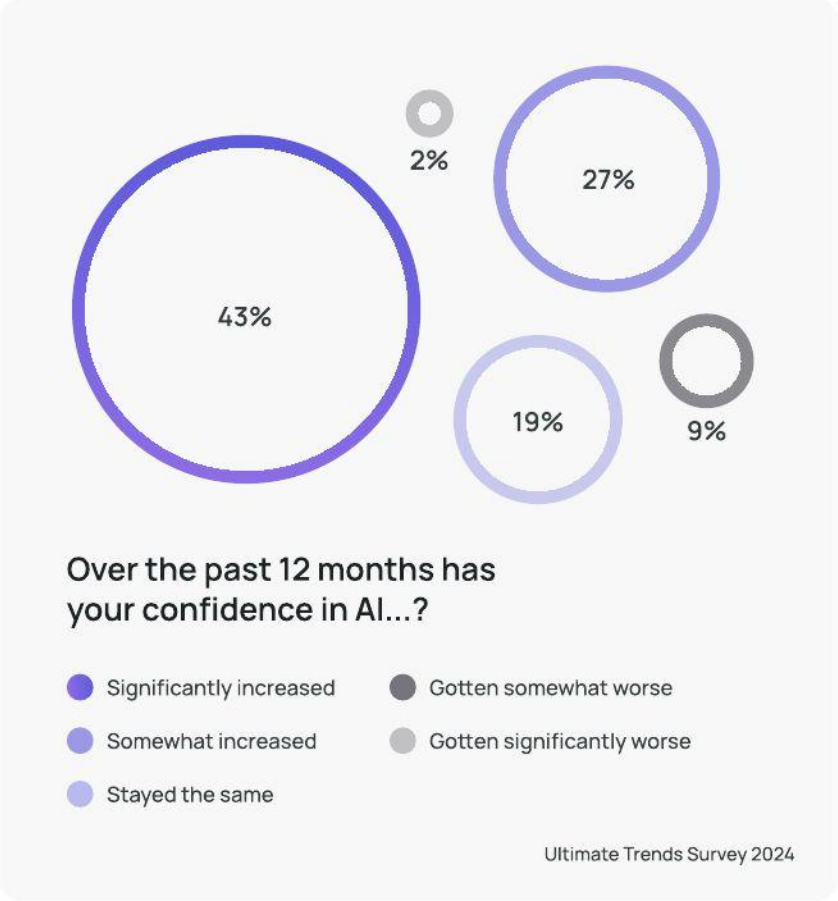
$22

billion increase in global gen AI market valuation compared to 2023

Statista



As our CEO Reetu Kainulainen explains it, "Generative AI makes automation significantly more accessible, because large language models (LLMs) already have the context of our reality. This means they don't need training, they just need guidance." This means you don't need to spend weeks learning how to use AI technology or months building out dialogues.



> "Generative AI tools can provide near instant time to value in the customer support context. Since you can start automating right away, you will also begin to reap the benefits. These can include thousands in annual savings, increased first touch resolution rate, and happier customers."



Björn Bauer
Director Solutions Consulting DACH, Zendesk

What's more is that since these bots are so easy to launch, providers are increasingly offering free trials. This means that brands can try out their automation tools, get a sense of the value they provide, and build a business case for automation — all before buying.

Case in point

The situation

Staffing agency, Zenjob, wanted to test out generative AI to cater to their tech-savvy customer base of university students. They were also looking to increase their bot handled rate and reduce the amount of "not understood" messages that triggered a default reply. They needed to do all this without hiring and training new support agents or technically trained bot developers.

The solution

They trialed UltimateGPT, our generative AI solution, which provided near instant time to value. They saw a 10% increase in bot handled rate and a 27% decrease in "not understood" messages. As an added bonus, their gen AI-powered bot uses the customer conversations to continually update and improve the quality of the responses it provides.

Read more case studies →



"The recent advancements in generative AI make it easier to build and maintain bots, improve consumer experience, and create more human-like conversations. At Ultimate, we have witnessed tremendous improvements in CSAT, bot comprehension, and resolution rates after the introduction of our generative AI product, UltimateGPT, which you can try for free."

Udi Miron
VP Product, Ultimate

How to apply this trend

Build a chatbot in minutes with gen AI

To launch your generative AI chatbot, all you need is a comprehensive help center – whether it be the link to your FAQ page or a CSV file containing your product catalog. Next, connect an automation provider via an API integration and you're ready to launch.

Safety first — put these guardrails in place

While gen AI chatbots can produce more natural, human-like conversations, you'll still want to ensure your bot stays on task in its support interactions. Make sure to set parameters in your backend that only allow it to answer within your knowledge source.

Choose an experienced automation provider

It is technically possible to use any gen AI provider, including the famed OpenAI. That said, you'll have more success if you use a bot that is specially designed for support. Opt for a provider that has demonstrated measurable results for business in your industry.

Agent experience takes center stage as providers build with them in mind

Behind every great CX, there's a great (read: happy and fulfilled) agent. And tech providers are taking note — bringing out new tools and features that will see 2024 emerge as the year of agent experience.



The trend in numbers

For anyone who has played around with ChatGPT (and let's be real, who hasn't?) the customer-facing benefits of generative AI are clear. What's less obvious is the behind-the-scenes applications for this tech. But with the ability to summarize, analyze, and generate text — gen AI holds the key to elevating agent experience (AX).

45%

of brands report their biggest support challenges in 2023 were hiring and training

Ultimate Trends Survey 2024

$8.8

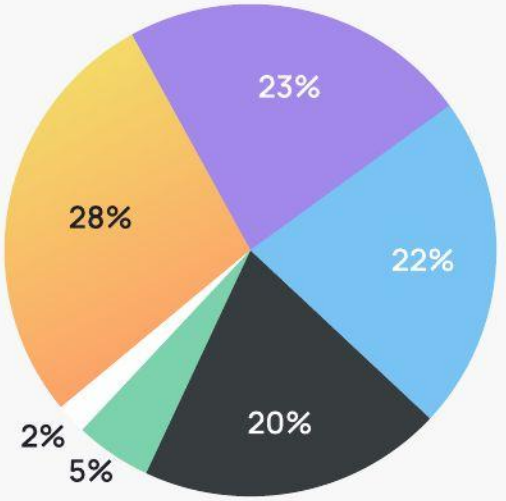
trillion is lost annually by global businesses, due to low productivity of disengaged employees

Gallup

68%

of biz leaders see direct correlation between employee enablement and business growth

Zendesk



What has been the biggest challenge for your support department over the past 12 months?

- Cutting costs
- Training support staff
- Hiring & recruiting
- Measuring the value / success of your support
- Implementing AI-powered automation
- Other

Ultimate Trends Survey 2024

Caring about AX isn't just moral. When $8.8 trillion is lost each year through disengaged employees — it's a smart business choice. And gen AI promises to support agents in their roles. In fact, the majority of respondents to our expert survey said the biggest benefit they hoped to see with generative AI was increased agent efficiency.

Tech providers are stepping up their game to deliver on this promise: building agent-facing gen AI features into their platforms. These include generating on-brand replies, analyzing message sentiment to help agents adjust the tone of their response, or creating summaries of long message threads — to help agents get up to speed when a conversation is escalated.



> "When you have a burned out team, this very quickly trickles down to your customer experience. You'll see customer satisfaction (CSAT) dropping and a lower net promoter score (NPS). As the experience worsens, you experience higher team churn."



Natasha Ratanshi-Stein
CEO & Founder, Surfboard

More importantly, gen AI makes support teams' roles more rewarding too. Automating repetitive tasks frees agents to focus on complex cases that require their talents. Equally, learning how to use AI tools provides support teams with opportunities to upskill — transforming draining jobs into rewarding careers: as Automation Managers, Chatbot Architects, Self-Service Experience Specialists, and more.

Case in point

The situation

Dominique Wiersma was working as a customer service agent at leading mobility company, felyx, when their support team decided to automate with Ultimate. She jumped at the opportunity to lead their bot building project — and spearhead the digitization of felyx's support department.

The solution

Ultimate's intuitive, no-code platform meant Dominique quickly became an automation expert — honing her technical and strategic skills. Today, she is felyx's Global Customer Service Manager and is proud to shape their CX strategy. Next steps? Adding API integrations to ramp up their bot handled rate from 30% to 45%.

Read more case studies →



"Recent AI innovations have led to agent-facing use cases being unlocked. Companies are developing tools and features specifically aimed at making agents' jobs easier and more interesting — so we're starting to see a world of stress-free support teams."



Kimberley Wood
VP of Customer Success, Ultimate

How to apply this trend

Find tech partners who prioritize agent growth

Agent retention is one of the biggest challenges for brands today. Keep your support team engaged by choosing tech providers who develop features that specifically benefit agents: like customer service software giant Zendesk who've released a new suite of agent-focused generative AI tools to elevate AX.

Measure your employees' satisfaction

Just like you keep track of CX through customer feedback, have regular check-ins with agents to measure employee satisfaction. This will help you to identify areas where you can improve their experience and create opportunities for career progression. And be sure to put any feedback into action.

Use automation to improve agent experience

Nobody wants to do the same repetitive tasks each day — so let an AI-powered bot take care of the manual work. Use the time (and money) saved to invest in training, provide opportunities for agents to grow their skills, and create pathways for career development. You'll see churn fall and employee satisfaction rise.

The hybrid approach to support automation unlocks its full potential

Generative AI has taken the world by storm — but that doesn't mean conversation design is out in the cold. The real magic happens when you combine the ease and flexibility of gen AI with the precision and control of conversation design.



The trend in numbers

With all the hype around generative AI the perceived value of conversation design has been somewhat sidelined. Yet when it comes to creating the best CX, an all-or-nothing approach to gen AI sees everyone lose out. Instead, we should be embedding this innovative tech into existing conversation design tools: bringing customers the best of both worlds.

39%

of Ultimate customers have tried our generative bot, UltimateGPT, as part of their automation strategy

Ultimate Data Studio

+60%

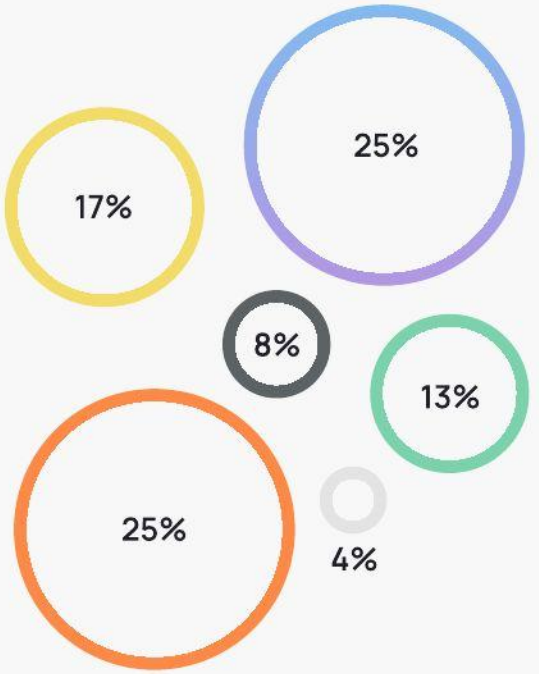
is the automation rate businesses can expect to see with the hybrid approach

Ultimate Data Studio

67%

of customers predict generative AI will soon have a central role in support

Zendesk



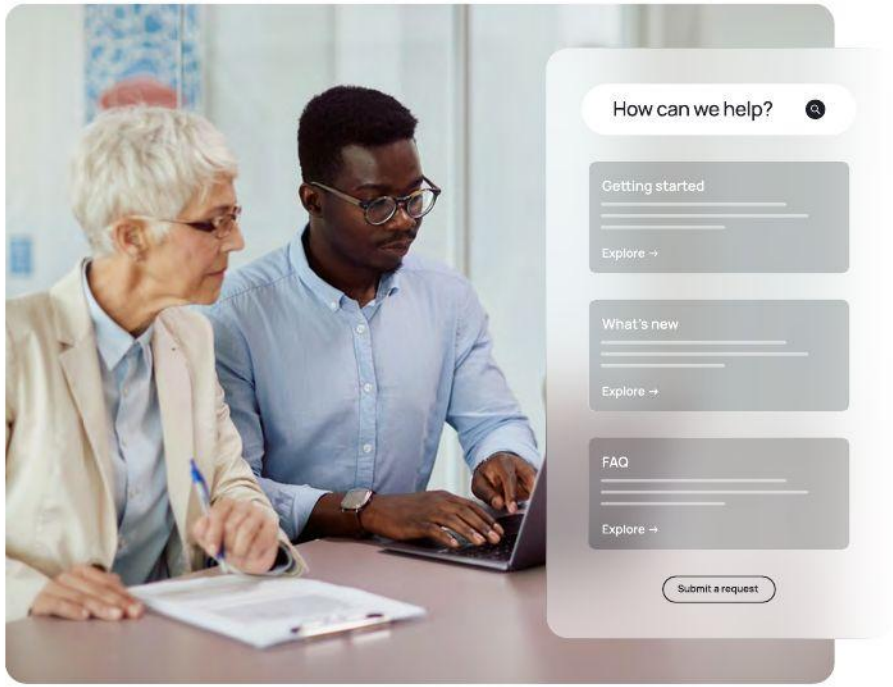
UltimateGPT adoption by industry

- SaaS
- Financial services
- Ecommerce
- Services & education
- Travel
- Manufacturing

Ultimate Data Studio

Generative AI has ripped up the rules of the chatbot-building game. Until recently, support automation involved manually creating dialogues for every topic — so it took time for brands to see results. Today, with a generative AI knowledge base bot you can automate up to 20% of incoming questions almost instantly.

But even the most comprehensive knowledge base won't capture every query. Then there are those cases that require personal details stored in your back office systems to provide a resolution. That's why the natural, human-like automated interactions of the future will be delivered through a blend of conversation design and generative AI.



> "There'll be seamless integration of generative bots, traditional NLP bots, and agents. A human can be the final person that makes a decision or communicates with a customer — but the tedious tasks of sorting, checking, and digesting information can be done for them."



Mervi Sepp Rei
Head of Data & Machine Learning, Klaus

After getting started with a knowledge base bot, you can start creating workflows (like gathering customer information before escalating to an agent) and embedding gen AI within pre-designed conversations. With the hybrid approach you'll soon climb to automation rates of 60% and higher — all while delivering the natural interactions your customers crave.

Case in point

The situation

European rental provider DiscoverCars was faced with rising customer demand — and their agents were feeling the pressure of seasonal travel spikes. While business was busier than ever, the team had limited resources to hire and train new support staff.

The solution

By connecting Ultimate's generative AI bot to their knowledge base, the DiscoverCars team could immediately offer support in 5 languages. After launching quickly, they built out workflows to capture more complex queries. Now they're saving 440 agent hours each month — adding up to €128K in annual cost savings.

Read the full case study →



"I think the future will be this blend of generative AI and conversation design — where it's easy to build hyper-conversational use cases, without losing control."

Reetu Kainulainen
CEO & Co-founder, Ultimate

How to apply this trend

Go hybrid to lower cost of ownership

With hybrid dialogues you can instruct an LLM to collect information and send personalized responses based on different parameters. This makes conversation flows easier to build and simpler to maintain, so instead of manually scripting every scenario, your team can focus on nailing the overall end-user experience.

Integrate with your back office systems

Use API integrations to ramp up deflection rates and resolve complex queries with end-to-end automated workflows. Integrations give your bot access to all your systems (just like a human agent) — to automatically verify customers, pull order details, check the status of a transaction, and more.

Take a step-by-step automation approach

You don't need to automate everything (everywhere) all at once. Connect a generative bot to your knowledge base to get started with support automation quickly and easily. Once you've optimized your gen AI bot, you can start adding workflows, languages, or new channels to scale.

#1 new support skill: Knowledge base management and optimization

Knowledge base management empowers CS agents to offer better, more streamlined support while also enabling customers to help themselves when and wherever it suits them. And in the age of generative AI, it is absolutely essential your knowledge base is in top form.



The trend in numbers

Support in 2024 is just as much about what goes on behind the scenes as it is about interacting directly with customers.
That's because in addition to soft skills like empathy and creativity, knowledge base management is ranked in our survey as the #1 area that our customers want to upskill in.

#1

new skill our customers ask our CS team about is knowledge base management

Ultimate Data Studio

88%

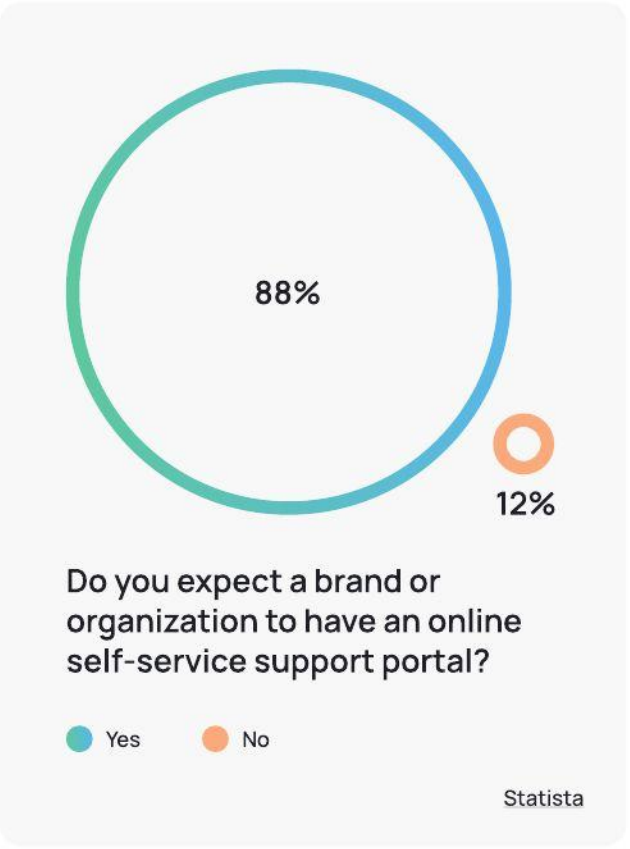
of customers expect brands to offer online self-service options for customer support

Statista

35%

reduction in handle times resulted from providing customers with access to a knowledge base

McKinsey



A knowledge base is a self-serve online library of information about a product or service, usually in the form of an FAQ page. But having a knowledge base isn't enough; it's about optimizing it for maximum impact. You can do this by making sure all the FAQs are answered in a way that customers can find them, updating old content so there's no conflicting info, and applying search engine optimization (SEO) best practices to make sure the content is easily searchable.

Ensuring your knowledge base is in fighting form will make it a lot easier for customers to help themselves. When your knowledge base is comprehensive, accessible, and up-to-date, they can answer many of their queries on their own. Plus, in the age of generative AI, the success of your automation efforts hinges on how well you manage and structure your knowledge base.



> "According to our Zendesk trends report, we know that 91% of people would use a knowledge base if it met their needs. So we have really started focusing on making sure our knowledge base is up-to-date, contains keywords that we know our customers use, and doesn't have conflicting information."



Madison Hoffman
Director, Self-Service, Automation & Chatbot, Zendesk

Similar to the way that following SEO best practices will help you to get the most out of your content writing efforts, a well optimized knowledge base will ensure your help center articles are most useful to your customers.

Case in point

The situation

Tomorrow, a sustainable mobile banking app, was keen to get started with generative AI. They wanted to make sure they were getting the most out of this groundbreaking new tech, so they turned to our guide on best practices for knowledge base management, to learn how they could enhance the accuracy of their bot.

The solution

They experimented with rephrasing the titles of their help center articles. For example, instead of titling an article "Opening Accounts," they changed it to "How to open y our account." This improved the accuracy of their bot by making it easier for it to connect customer questions with the right information in their knowledge base.

Read the full case study →



"With Ultimate's knowledge base analytics features, brands gain real insight into the effectiveness of their self-service resources — uncovering the questions customers are really asking and which articles provide the most value. This enables support teams to make data-driven decisions about where to improve, while reducing support request volumes and empowering customers to solve their issues independently."

Abbie Dockerill
Enablement Lead, Ultimate

How to apply this trend

Specificity is supreme: 1 article per query

Make sure each article directly answers a particular query. This will make it easier for your customers to navigate your knowledge base, and in the event that you decide to automate, it will help your bot to better analyze this data.

Keep it coherent: how to craft KB content

Structure articles with straightforward, step-by-step instructions. Using titles, subtitles, and bullets or numbers will help with readability — for human agents, customers, and bots. If you use photos make sure to add descriptions and alt-text for accessibility as well.

Make it snappy: on-brand copy for better CX

Your knowledge base doesn't have to be boring. We recommend you use it as an extension of your brand. Tips to keep in mind include adhering to a style guide, maintaining a consistent tone of voice, and writing in a way that is engaging to your target audience.

Ticket automation becomes a differentiator for the most human CX teams

The goal of support automation should be to offer better customer care. That's why in 2024, your automation rate isn't everything. So start by scoping out the most impactful use cases, which may well be the more granular ticket management in your backend.



The trend in numbers

As a support automation provider, we've always believed that your automation rate isn't everything. In fact, as our Co-founder Sarah Al-Hussaini warns, if an AI vendor promises to get your support to 80% automation in just a few days, you should run.

#1

fastest growing channel as reported by CX leaders is email

Ultimate Trends Survey 2024

71%

of support departments report they want help eliminating manual tasks

Ultimate Trends Survey 2024

43%

of customers use our email and process automation product (up 20% from 2023)

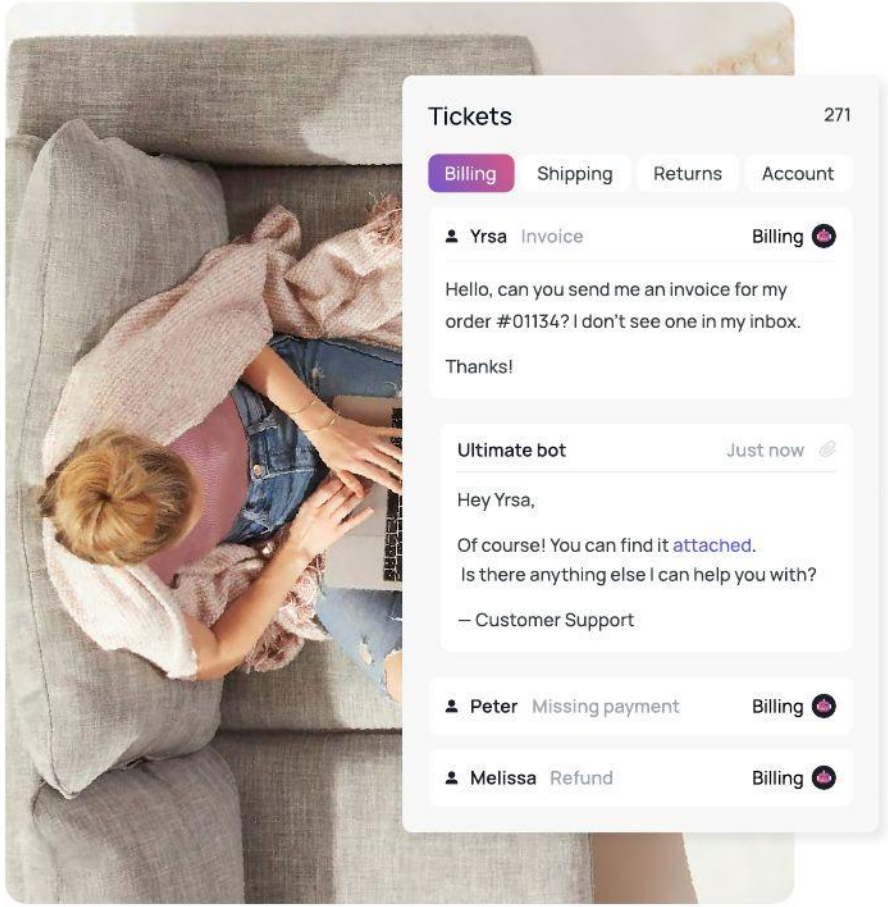
Ultimate Data Studio

These are the top 6 areas CX leaders report their support departments need to improve in



Ultimate Trends Survey 2024

Rather than trying to hit metrics that might sound good on paper, it's important to remember the goal of automation: to offer a higher quality support experience for your customers and to enable your human agents to do their jobs better. AI can free your agents from their most repetitive, mundane tasks so they have more capacity to provide better, empathetic support to your customers.



> "While automation can be associated with a loss of personalization, we see the opposite being true. It actually gives us new capabilities for further building out relationships with our guests."



Danielle DeLozier
Director of Guest Relations, HomeToGo

In light of this, it comes as no surprise that 75% of support departments shared that the area in greatest need of improvement is eliminating manual tasks like routing and tagging tickets. Plus, the powerful ability of gen AI to analyze large texts is opening up new possibilities in the world of ticket automation so agents don't have to do everything manually. And while it isn't as trendy as messaging or as instant as chat, email isn't going anywhere. In fact, survey respondents said email is the #1 fastest growing channel, so reflect its importance in your support priorities.

Case in point

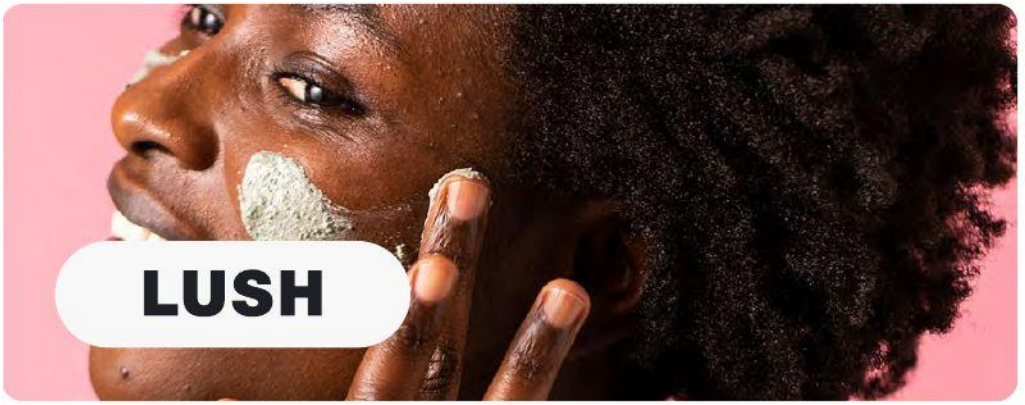
The situation

At first, global handmade cosmetics brand Lush was skeptical about automation, as they consider customer care a top priority. But they wanted a way to clear their ticket backlog and afford agents more time to connect with customers. They were seeking an automation solution that would enable them to scale without skimping on the quality of their CX.

The solution

Ultimate's ticket automation helped Lush to clear their inbox of FAQs, saving agents 360 hours per month, achieving a 37% automation rate in weeks. Despite Black Friday mayhem coupled with Royal Mail Strikes, they did all this while maintaining a 93% CSAT score. This highlights that automation doesn't come at the cost of empathetic customer service, but actually enables it.

Read the full case study →



"We've always resisted too much automation because we never wanted to replace personal interactions. But since our priority is giving each customer the time they deserve, we wanted to make agents' jobs easier by taking away the repetitive questions."



Naomi Rankin
Global Customer Care Manager, Lush

How to apply this trend

Don’t sleep on backend process automation

When you think of support automation your mind most likely goes to customer-facing interactions, but the behind-the-scenes processes are equally important. Take time to automate workflows in your backend to enable instant ticket tagging, routing, triaging, and more. This will rapidly reduce average handling times.

Automate the low-hanging fruit first

Start with the use cases that will make the biggest impact on your support operations. These might include things like password resets, order status confirmations, or address changes that are ideal for automation. Aim for realistic targets like increasing your automation rate by 10% per month.

Practice good email automation hygiene

A key dimension of ensuring email automation success is helping your bot to cut through all the content clutter associated with this medium. This means using a data cleaning tool like webform that helps filter out spam and internal agent emails.

AI innovation hits inflection point, fast-tracking global business growth

The AI market is rapidly maturing. And the pace of change means we've hit a tipping point. Today, the effort-to-reward ratio has dramatically shifted — with AI-powered automation making it easier than ever for brands to scale.



The trend in numbers

AI is reshaping the customer service landscape with snowballing momentum. While the technology powering AI tools is increasingly sophisticated, it's never been easier to implement automation. This (user-facing) simplicity and flexibility is empowering businesses to scale — across languages, regions, channels. And it's support teams who are driving this business growth.

56%

of brands are more likely to invest in AI-powered automation in 2024 than last year

Ultimate Trends Survey 2024

250%

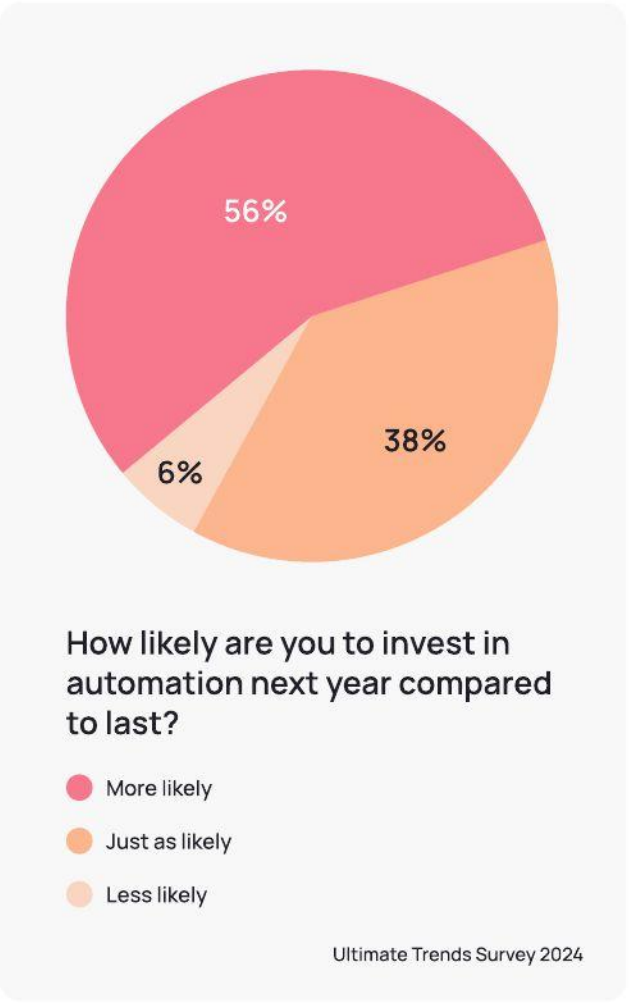
is the average ROI businesses are seeing on investing in AI

IDC

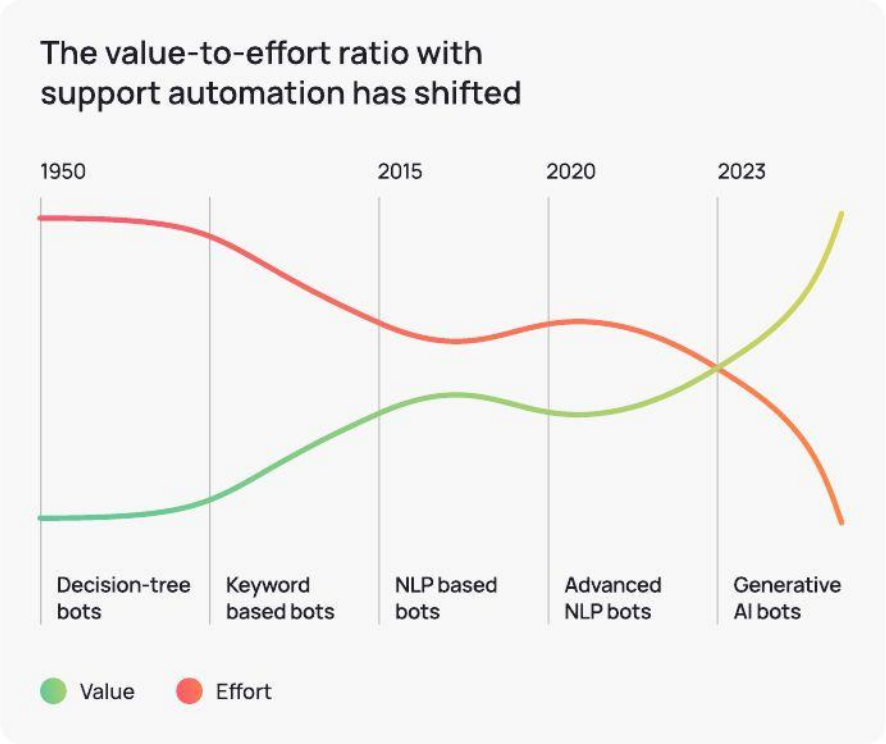
37%

of Ultimate customers have added a new language this year

Ultimate Data Studio



What does support-led growth look like? It might mean using a multilingual bot to break into new markets while serving customers in their language of choice. In 2023, 37% of Ultimate customers added at least one new language — with support teams spearheading this regional expansion. Or it could be capitalizing on the efficiency gains automation brings to open a new channel that agents previously didn't have the capacity to run. This allows brands to offer the omnichannel experience customers expect, driving loyalty and repeat business.



"We are genuinely going through something that's going to be like an industrial revolution with AI. What's about to happen is an avalanche of innovation."



Nikola Mrkšić
CEO & Co-founder, PolyAI

Consumers are ready for automation. ChatGPT has (pretty much single-handedly) redeemed the reputation of bots in the public's eye: meaning customers are happy to engage in automated interactions. Especially if this allows them to access instant, native-language support, in the channels they use. And as cost of ownership falls, companies are seeing even higher automation ROI. All this reflects a reality where — as ease-of-use continues to accelerate — automation is becoming a no-brainer for growth-oriented brands.

Case in point

The situation

Taskrabbit (a marketplace that connects demand for household help with local professionals) knew hiring agents who speak every language they serve would be costly and hard to scale, so they turned to automation. After seeing off 12 competitors, Taskrabbit decided Ultimate was the only company who could meet their complex localization needs.

The solution

With Ultimate's solution, Taskrabbit can serve their global customers in 9 languages. 100% of chats start with the bot and they've hit a 28% deflection rate. Their bot can identify locale as well as language — providing personalized support no matter if their customers are in Montréal or Marseille.

Read the full case study →



"Support teams are adopting the latest and greatest AI technology and becoming the experts in this area. So I think there's going to be this flip in many big organizations, where support becomes the spearhead of growth."

Reetu Kainulainen
CEO & Co-founder, Ultimate

How to apply this trend

Identify your automation goals

To see real value from any technology, it's important to focus on your specific business goals. Rather than taking a tech-first approach, identify your most pressing support pain points (like local language coverage or high handling times) and look for an AI provider that can address these most effectively.

Choose a provider that can scale with you

Looking for a chat-only automation solution? You might kick yourself if your customers' behavior shifts. And even if your base is currently in the States, you could want to expand across the Atlantic (meaning adding new languages) as revenue grows. So make sure your AI provider can grow alongside you.

Empower your support team to lead growth

We've said it once (well, probably a few times) and we'll say it again: your support team is a goldmine of customer insights — so make the most of this. Break down silos between your support team and other departments, involve agents in sales conversations, and create opportunities for agents to share their deep expertise with the rest of your organization.

Action items for CX success

Focus on elevating AX

→ Equip agents with AI tools

Implement automation to take care of repetitive tasks and make the most of agent-facing features. Use AI analytics to optimize self-service resources for your customers — to relieve the pressure on your team even further.

→ Invest in training and upskilling

Instead of hiring tech folks to manage your automation platform, give your agents the opportunity to take on this responsibility. Support them in these new positions with ongoing training and collect feedback regularly to measure AX.

Fall in love with generative AI

→ Shop around for the right provider

Take a few generative bots for a test ride before committing. Choose an established automation partner that can handle complex use cases, has experience with your industry, and has the flexibility to grow with your company.

→ Take a customer-centric approach

Don't get blinded by the gen AI hype — automation at all costs is never the answer. Instead, start simple with a knowledge base bot that has a persona to match your brand tone of voice (TOV). Then embed gen AI within conversation flows to personalize interactions and ramp up automation rates.

Create brand amplifiers

→ Go beyond satisfaction

To keep pace with rising expectations, move away from the idea that satisfaction is enough. Customers want to be wowed. And this means — as well as receiving fast, accurate, personalized support — they want to feel valued and appreciated.

→ Make time for your customers

Use AI-powered automation to handle background processes and manual tasks — like ticket tagging, pre-filling, routing, and triage. This frees up your agents to give each customer the time and care they deserve.

Introducing the contributors to Customer Service Trends 2024

Leading voices in CX



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