2024

AI in CX

Benchmark Report

Forethought

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Foreword

CX can refer to many things—customer service, customer support, customer experience, and so on—but they all come down to helping the customer. It's one of the most important priorities for every business.

Now generative artificial intelligence has the power to radically transform the way humans interact with each other and with businesses—and one of the first places many people will experience that impact is in CX. In fact, companies are already experimenting widely with AI in the hopes of increasing speed, efficiency, and quality while reducing costs. But will they actually achieve these results? It depends. After all, there's more than one way to deploy GenAI for CX.

Should you build your own AI capability in-house, use a help desk add-on, or go with a dedicated solution? Which training data should you use? What should your expectations be, and what lessons can you take from other companies who've already made the move?

To date, clear answers to questions like these have been hard to come by. Also, there hasn't been an objective source of raw data and analysis on the ways AI is being used in customer service, nor the results being achieved. Business leaders are left uncertain about the best way to proceed.

The global market for customer service software, projected by Acumen Research and Consulting to reach nearly $60 billion by the end of the decade, will be fundamentally disrupted and reshaped by artificial intelligence. Customer experience will likely be the single biggest application for AI in business, and one of the most common ways consumers interact with the technology. And it's all happening at blinding speed. There's no room for guesswork or error. We need facts.

Forethought is taking on this challenge. Our sole focus on AI for CX gives us deep insight into the ways this powerful technology is being developed and used. At the same time, as a help desk-agnostic platform provider, we're not aligned with any specific vendor, allowing us to provide a truly objective view as a trusted source. With the 2024 AI in CX Benchmark Report, we're providing actionable data and insight on the AI trends, strategies, and practices that matter most to you and your customers.

Of course, we have something at stake here too—we have a deeply rooted interest in artificial intelligence as a whole. We feel that human-centric GenAI can make every interaction between humans and businesses delightful and effortless. When it's done right, everybody wins. We want to help make sure it gets done right.

Executive Summary

The first-ever Forethought 2024 AI in CX Benchmark Report offers a highly detailed look at the ways companies are leveraging this technology and the results they're achieving. Included are breakdowns by industry, company and support team size, help desk platform, ticket complexity, and more. Metrics explored range from deflection rate to cost per resolution, time to first response, and customer satisfaction score. Encompassing over two dozen findings, the report serves as a roadmap to help leaders answer key questions about the right way to deploy GenAI for their customer service organization.

At a high level, several key findings emerge from the report.

1. AI is here to stay. 54% of businesses, including B2B and B2C, public and private, have adopted AI in some way, and more plan to do so.

2. AI can work. Businesses who've adopted AI for CX in the most effective way—as explained below—experience a trifecta of CX metrics success. These businesses have nearly double the ticket deflection rate compared to companies not using AI at all. At the same time, they are over 3.5 times more likely to report lowering costs while still earning a 5% increase in their customer satisfaction (CSAT) score.

3. Not all AI is created equal. The real-world experiences of survey participants reveal important distinctions:

- Dedicated solutions are more effective than help desk add-ons.
- A dedicated vendor is more effective than an in-house build.
- AI trained on your own data is more effective than any other form of AI model training.

4. There are costs for doing AI wrong. While much experimentation is underway, much of it consists of sub-optimal approaches with disappointing results.

- An in-house build leads to a lower net promoter score (NPS), less ticket deflection, and higher costs.
- Help desk add-ons can reduce costs, but they also lead to lower ticket deflection and NPS.
- Chatbots using AI and retrieval-augmented generation (RAG) trained only on help center or public data perform worse than AI trained on your own deep data.

Based on these findings, we can answer a few crucial questions with confidence.

- Should I adopt AI? **YES.**
- Should I build it myself? **NO.**
- Should I leverage my help desk add-on? **NO.**
- Should I go with a dedicated solution? **YES.**
- Should I go with a generic solution built on public data? **NO.**

The deeper context of these and other findings is explored further in the main body of the report.

> Given the size of the customer service space and the speed of AI innovation, there's a tremendous amount of noise about what to do and how to do it. Our mission has always been to demystify AI and make it easier for companies to put it to work. By providing the first objective report on the use of GenAI in customer service, we're providing the clarity our industry needs to move forward with confidence.
>
> – Deon Nicholas, CEO, Forethought

Methodology and Demographics

The Forethought 2024 AI in CX Benchmark Report is based on a survey conducted in January and February 2024. The survey focused on mid-market, U.S.-based companies and included 512 participants. The margin of error for the statistics presented is +/-4.3% at a 95% confidence.

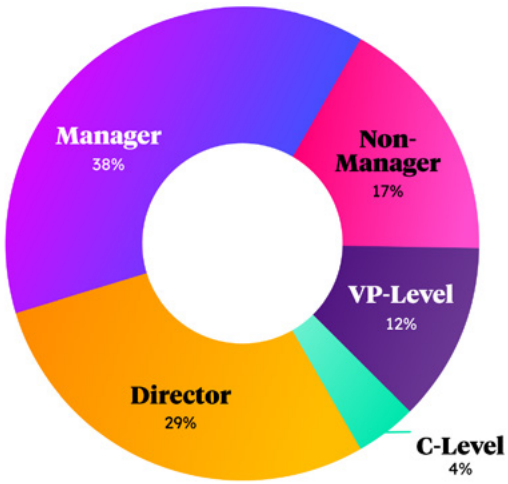
The report encompasses three components: who (respondent audience and segmentation), what (benchmarking of major customer experience metrics), and how (AI adoption by segment and its impact on those metrics).

Respondent Demographics

The respondent set included diverse job levels representing a variety of team perspectives. The majority of respondents were managers and directors, the roles most directly engaged in the strategy and tactics of AI implementation.

Support support team headcount varied widely across the organizations surveyed, from a handful of personnel to over 500.

Job Level



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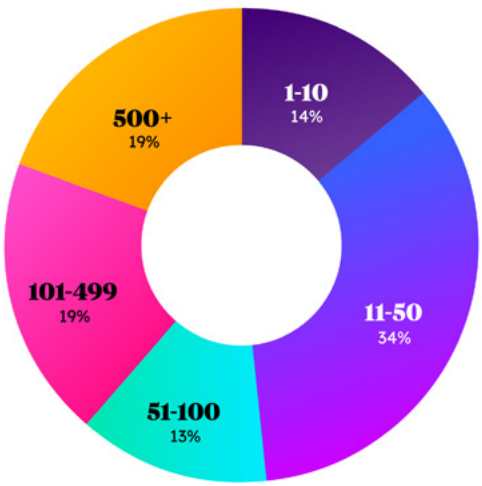
What is Your Total Customer Support Team Size?



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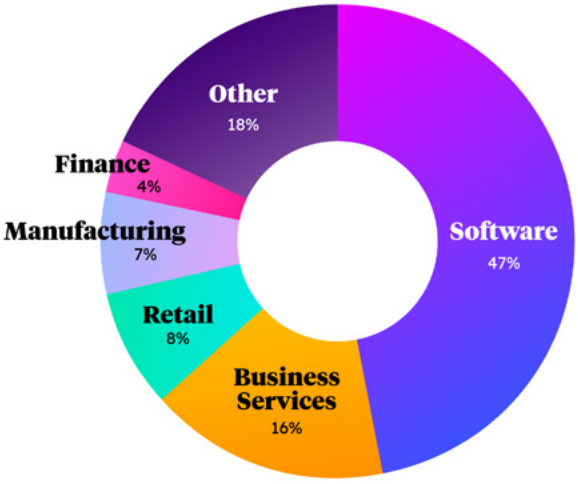
Respondent Firmographics

Industry

Software companies accounted for nearly half of the respondent set, followed by business services, retail, manufacturing, and finance. The remainder of the respondents represented fields such as media & internet, insurance, telecommunications, education, and transportation. While other industries have been slower to adopt AI for customer service, we did see participation from numerous other sectors as well.



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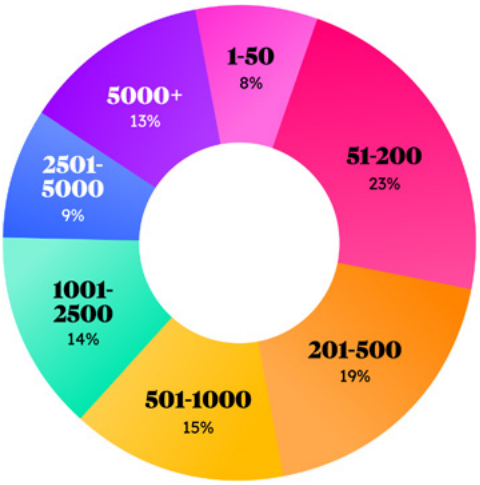
Employee Count

To capture a complete picture of the state of AI in CX, our survey included organizations ranging from a few dozen employees to thousands.



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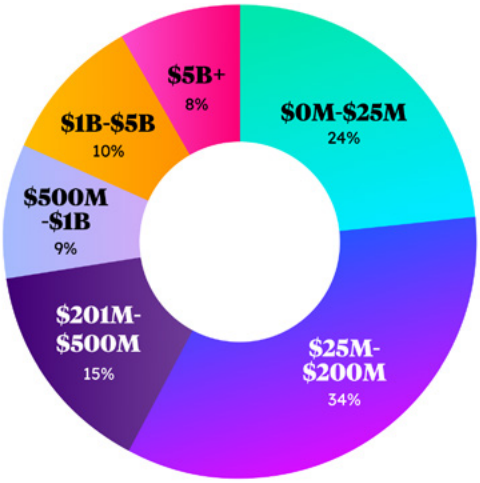
Company Size by Revenue

While the respondent set included organizations of all sizes, the greatest share were businesses with revenue under $200 million.



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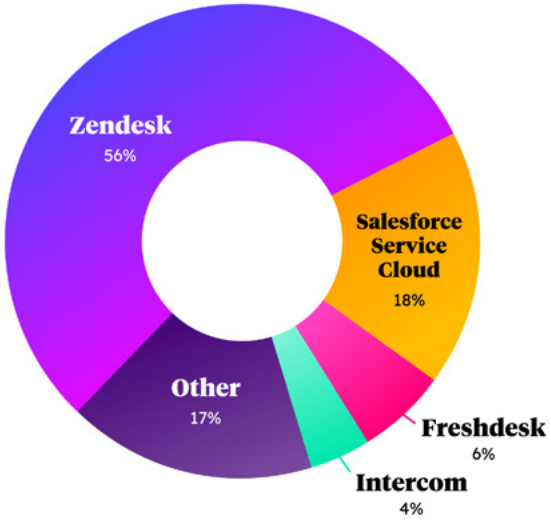
Technographics

Help Desk

The top 5 help desks among companies surveyed were Zendesk, Salesforce Service Cloud, Freshdesk, Intercom, and SAP Service Cloud. This group accounted for 85% of the total respondent set; other solutions of note in use included Dixa, Genesys, Front, Hubspot, and Gorgias.

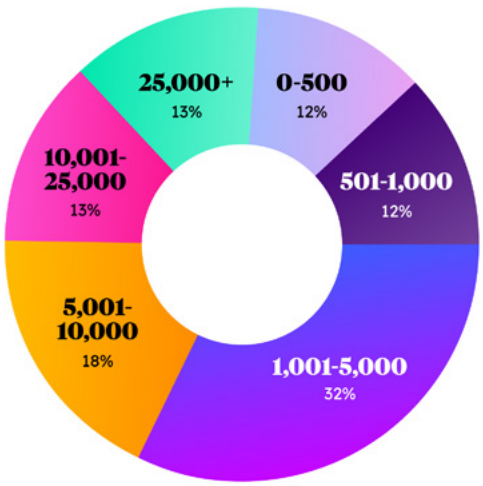


Ticket Volume

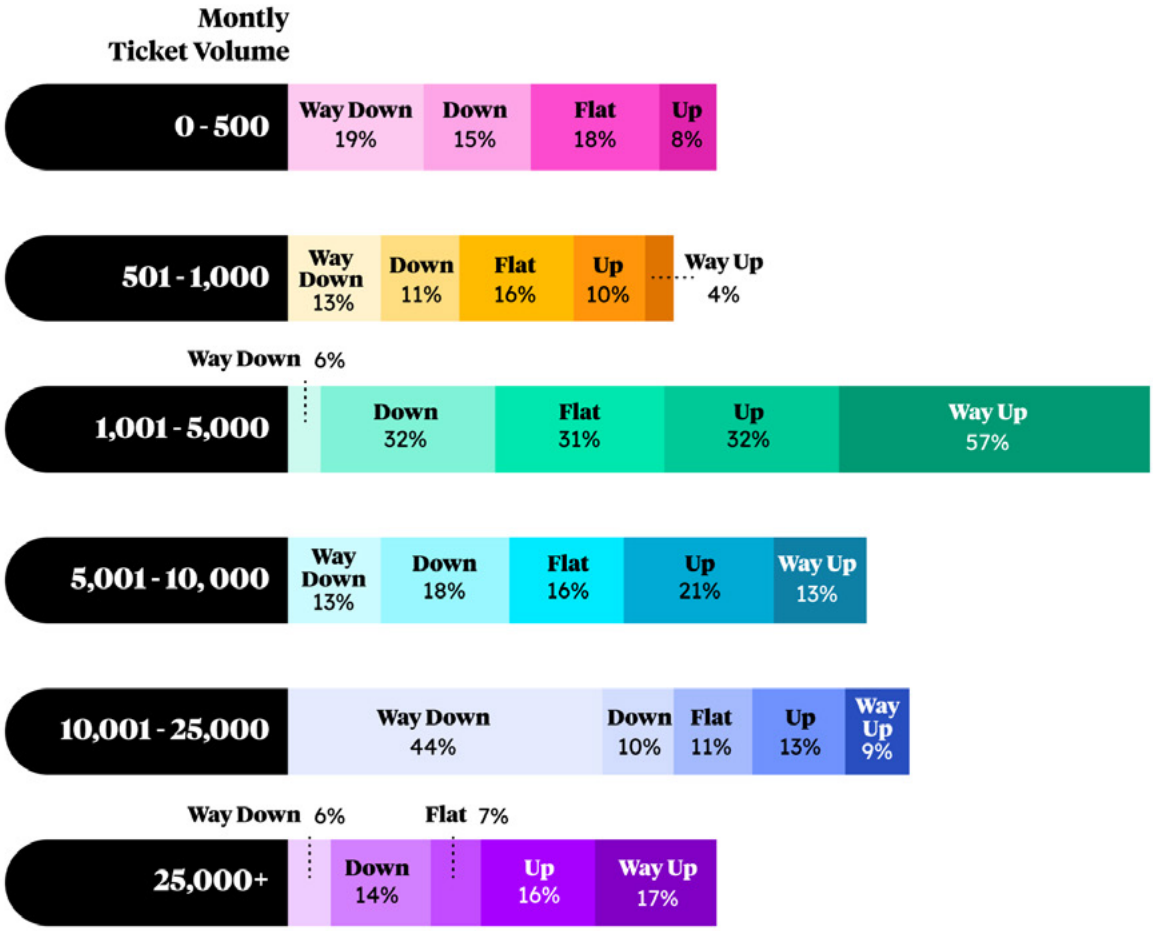
Ticket volumes of various levels were represented in roughly equal shares across the respondent set, with the exception of 1,001 - 5,000 monthly tickets, which was reported by more than twice as many respondents as any other level. It's notable that this group was also the most likely to report a steep rise in ticket volume, at 57%.

The 10,001 - 25,000 cohort was the most likely to report a steep decline, at 44%.

For most respondents, ticket volume has been fairly consistent over the past year. For those who did see a change, it was more likely to be an increase.



How is Your Monthly Ticket Volume Trending vs. Last Year?



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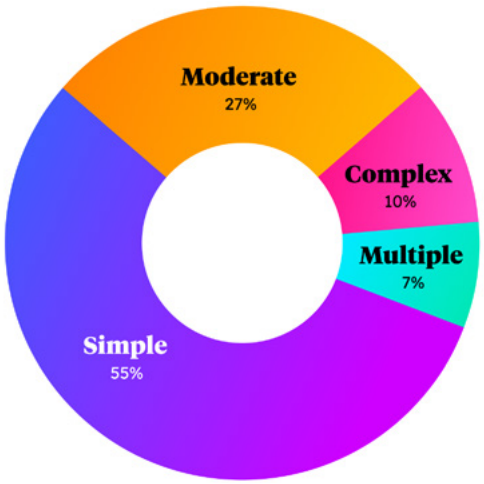
Primary Ticket Complexity

To further qualify ticket volume, we also asked respondents to classify their ticket volume into three levels of complexity: Simple, Moderate, and Complex. While nearly all organizations experience a mix of different levels, we summarized each organization's volume into the primary complexity type they experience. When ticket complexity was evenly distributed across levels, we classified it as Multiple.

To date, most members of the respondent set are using AI primarily to support issues of simple or moderate complexity, with only 10% applying it primarily for complex issues.



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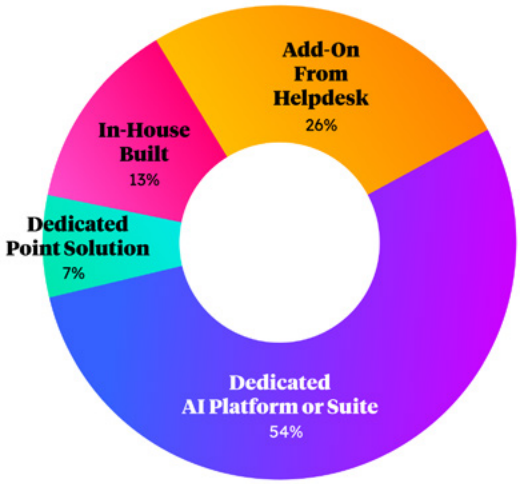
AI Solution Type

A small majority of respondents are using AI support automation powered by a dedicated AI platform or suite, with roughly half as many using an add-on from their help desk vendor. Relatively few opt for in-house development or a dedicated point solution.



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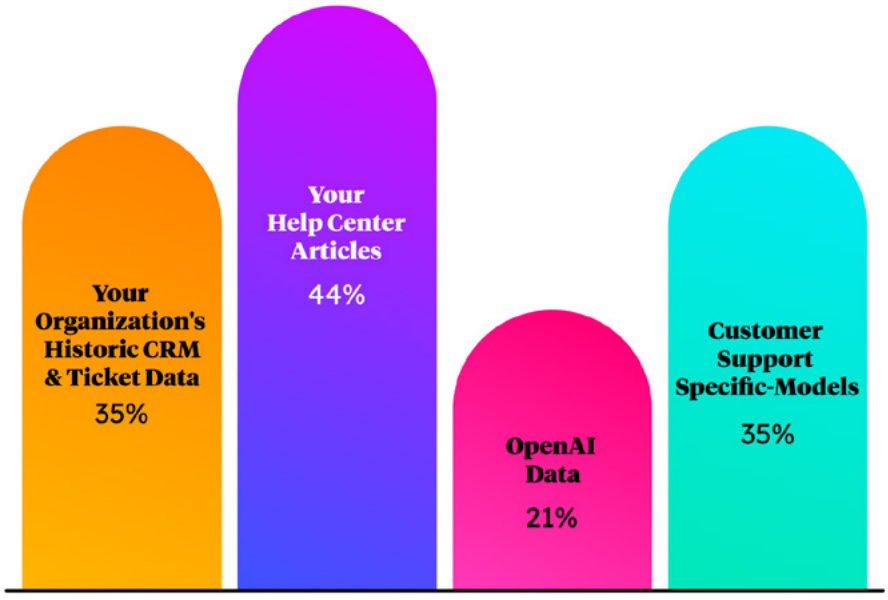
AI Model Training Data

Companies have several options for the data used to train their AI for CX data model—and each of these models has seen significant interest. The most common choice is to train the model on the company's own help center articles, followed by the organization's historic support ticket and CRM data (for the purposes of this report, we'll refer to this as "historic data.") OpenAI data, the least common choice, is still used by more than one-fifth of respondents. It's important to mention that AI models can be trained using a mix of these options.



2024 Forethought AI in CX Benchmark Report

Benchmarking

As AI evolves and gains widespread adoption for CX applications, we wanted to capture the state of the industry as it exists today. To this end, we gathered a wide range of benchmark data to help CX professionals understand the maturity of their organizations compared to their peers. This includes examining the ways AI is being used, the type of AI and training data, and the impact it has delivered to date.

The Forethought 2024 AI in CX Benchmark Report focuses on three of the most important metrics for CX:

- **Deflection rate** – The percentage of potential support tickets "deflected" or resolved through self-service channels—knowledge bases, tutorials, chatbots, communities, and portals—without requiring the assistance of a support agent.
- **Customer satisfaction (CSAT)** – The percentage of customers whose interaction with a company, its products, or services surpass their specified satisfaction goals. This is calculated by dividing the number of customers who are "very satisfied" or "satisfied" by the total number of responses, and then multiplying that result by 100.
- **Cost per resolution** – The average cost incurred to resolve each customer issue, including support staff wages, overhead, software and hardware, training, and any other relevant expenses.

While we highlight three main CX metrics, we also used Net Promoter Score (NPS) as a way to measure respondents' sentiment toward their chosen solutions and processes, and how loyal they feel toward that way of doing things.

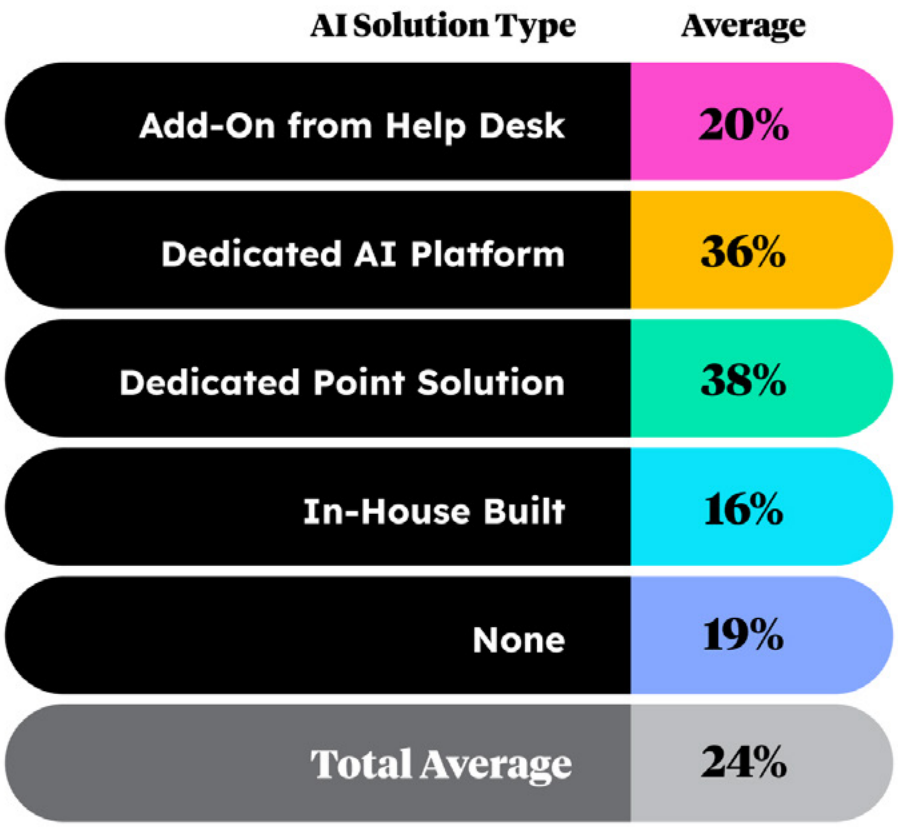
To understand the full context of benchmarked metrics, it is important to look at the current snapshot alongside the trending chart for each metric. This will reveal to what extent—and for whom—the metric is improving or not improving.

Benchmarks by AI Solution Type

Deflection Rate

Companies implementing AI for CX have various options. They can use an add-on provided by their help desk software vendor, deploy a dedicated AI platform or suite for CX use cases, opt for an AI point solution dedicated specifically to CX, or develop their own AI capabilities in-house. In this chart, we look at the impact of each of these solution types on deflection rate.

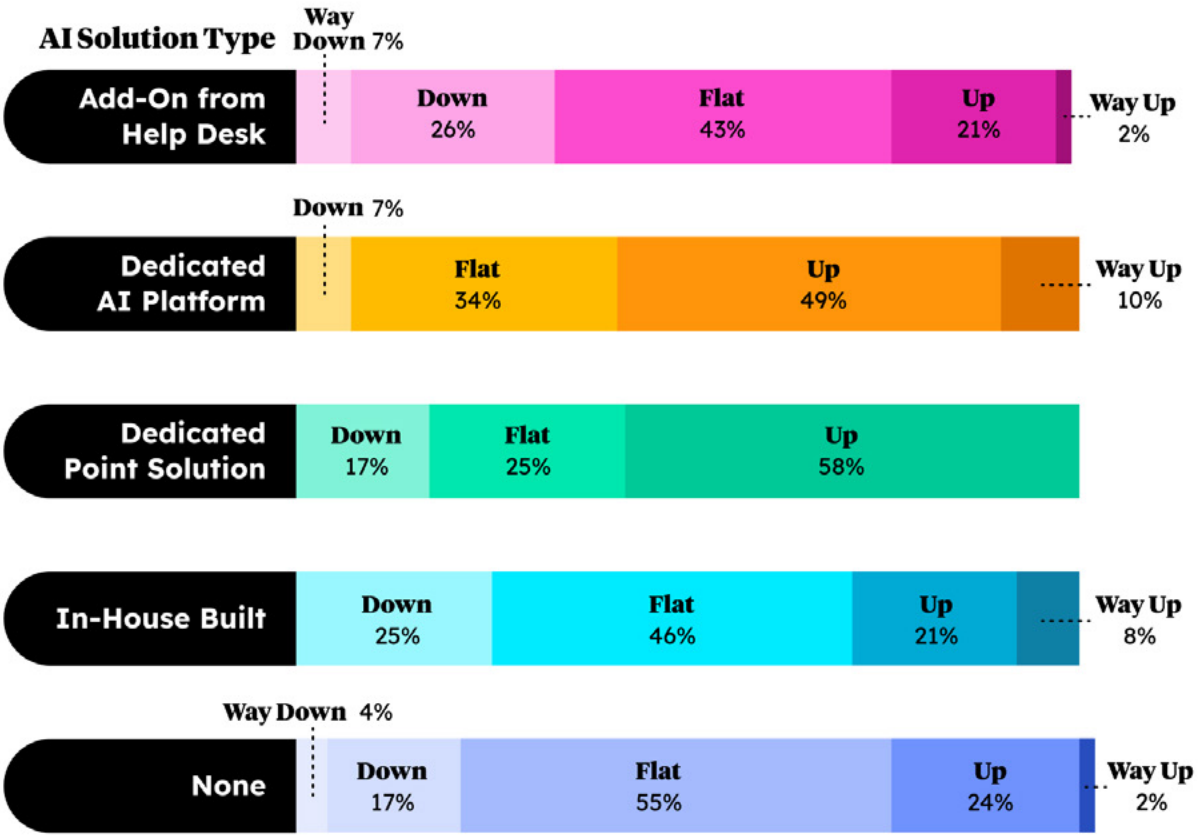
- The highest overall average deflection rate was **38%** for companies using a **dedicated AI point solution** for CX.
- **In-house** development yielded the lowest overall deflection rate of **16%**.
- When training the model on their own historic data, the best results were achieved by companies using either a **dedicated point solution** or a **dedicated AI platform** or suite, each of which yielded a deflection rate of **40%**. When other types of training data were used, a **dedicated point solution** performed best at **40%**.
- An **in-house** solution performed worst whether companies used their own historic data for training (**15%**) or other types of data (**17%**).



How Is Your Deflection Rate Trending vs. Last Year?

Next, we looked at the year-to-year trend in deflection rate for companies using different types of AI solutions.

- A **dedicated AI platform or suite** provided the greatest improvement year over year, with **59%** of companies reporting a higher deflection rate, including **10%** who said it was way up.
- Companies using an **add-on from a help desk vendor** saw a negative trend, with **33%** reporting that deflections were down, including **7%** who said they were way down.



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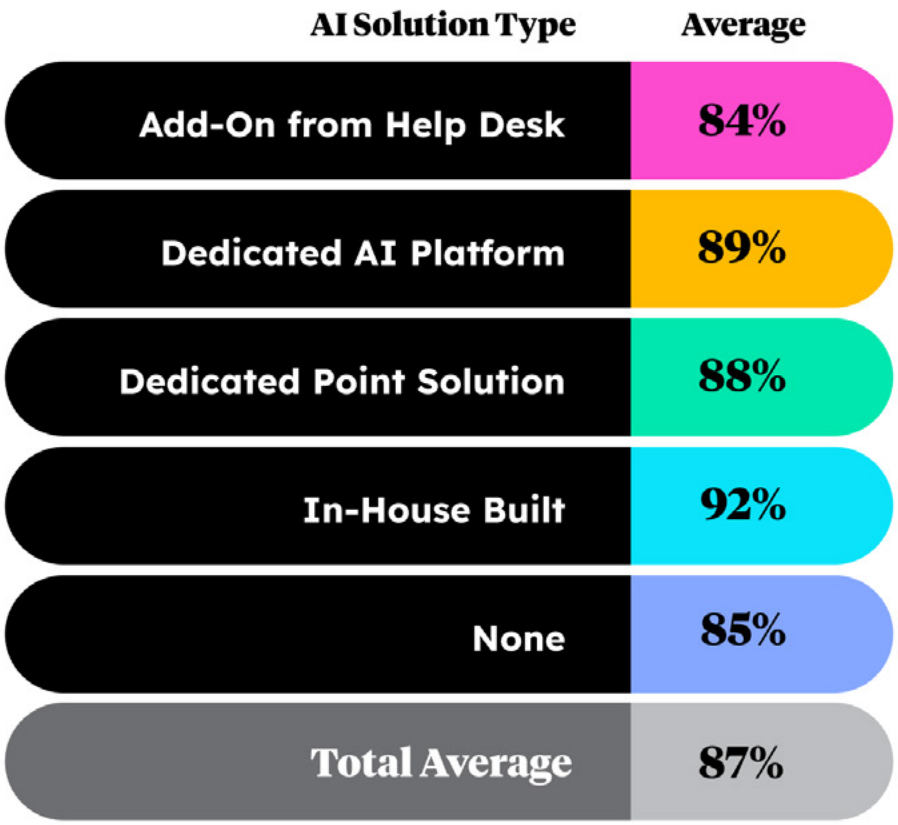
CSAT

Different types of AI solutions also yielded different results depending on the type of training data being used.

- Among companies using AI for CX, the highest overall average CSAT came with **in-house development** at **92%**.
- Companies implementing AI through a **help desk add-on** saw the lowest overall average CSAT at **84%**.
- When training the model on their own historic data, companies using an **in-house built solution** achieved a CSAT of **92%**, the highest in the category. **In-house solutions** also performed best when trained on other types of data, with the same CSAT of **92%**.



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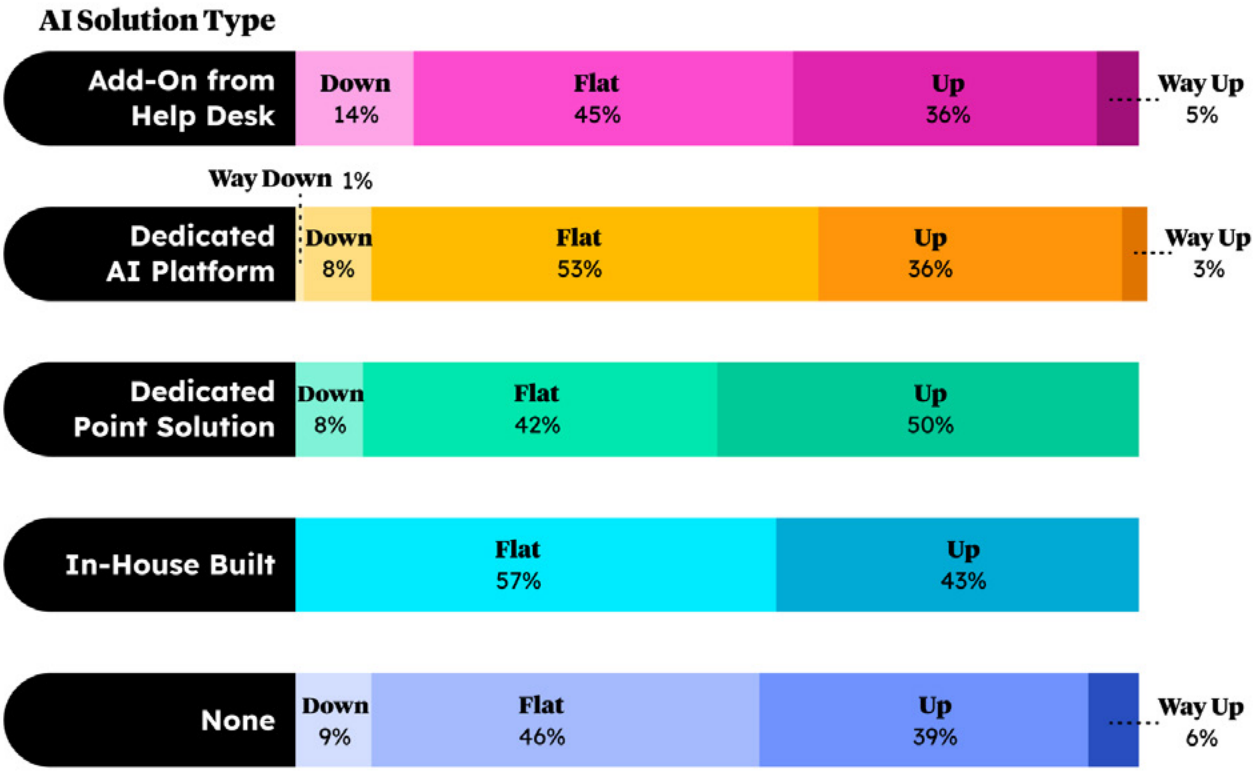
How is Your CSAT Trending vs. Last Year?

Year-to-year, companies using AI for CX showed a net improvement in CSAT regardless of the solution type used, though different types yielded different levels of impact.

- Companies using a **dedicated point solution** were the most likely to report a positive trend, with **50%** saying that CSAT was up and only **8%** seeing a decline.
- Companies using a **help desk add-on** were most likely to report softening CSAT, with **14%** seeing a negative trend.



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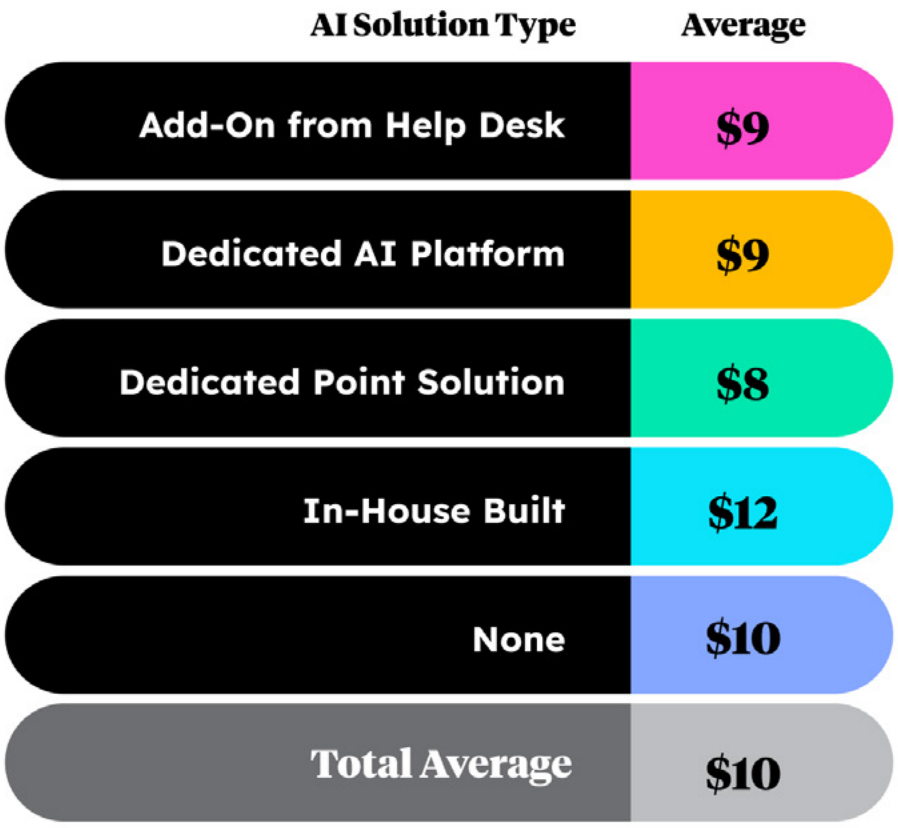
Cost Per Resolution

Cost per resolution was fairly consistent across different AI solution types and training data used, though there were outliers on both ends.

- The lowest overall cost per resolution of **$8** came with a **dedicated point solution**.
- **In-house built** AI showed the highest average cost per resolution at **$12**.
- Among companies using their own historic data for training with a **dedicated point solution,** cost per resolution feel even further, to **$5**.
- The highest costs across the board came with **in-house built** AI, which drove costs to **$14** when trained on the company's own historic data and $11 when other types of data were used.

Click here to see Trending Cost per Resolution.



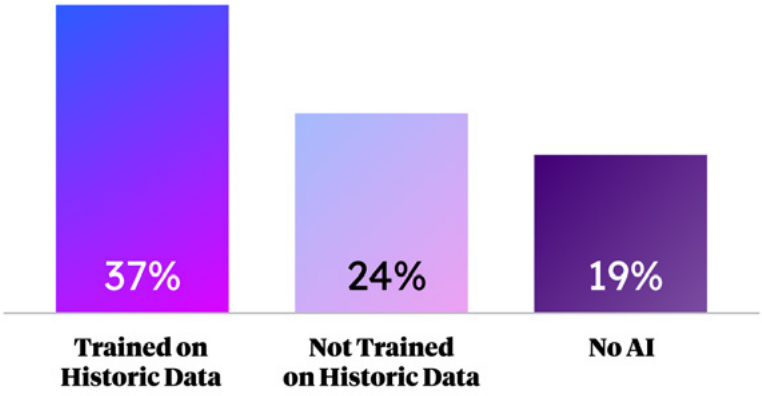
Benchmarks by AI Model Training Method

Deflection Rate

An AI model can be trained on many different types of data, with equally diverse results. For this chart and those that follow, we compared the impact on key metrics of using a model trained with the company's own historic issue resolution and/or CRM data versus using a model trained with other data such as help desk articles and OpenAI data.

In terms of deflection rate:

- Companies achieving the highest deflection rate were those training their AI model on their organization's **historic data**, at **37%**.
- Companies using AI but **not training on historic data** achieved a deflection rate of **24%**, only 5 points higher than those not using AI at all (**19%**).



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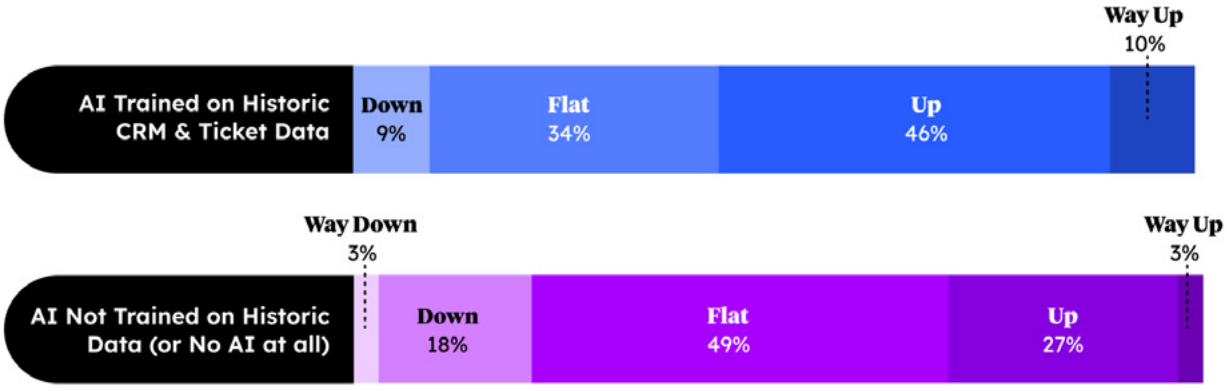
How Is Your Deflection Rate Trending vs. Last Year?

The use of historic training data was highly correlated with a positive year-to-year trend in deflection rate.

- **56%** of companies training their AI on their own **historic data** reported that deflections were up, including **10%** who described the trend as way up.
- By comparison, only **30%** of companies not using their own historic data for training saw a positive trend in deflection rate.



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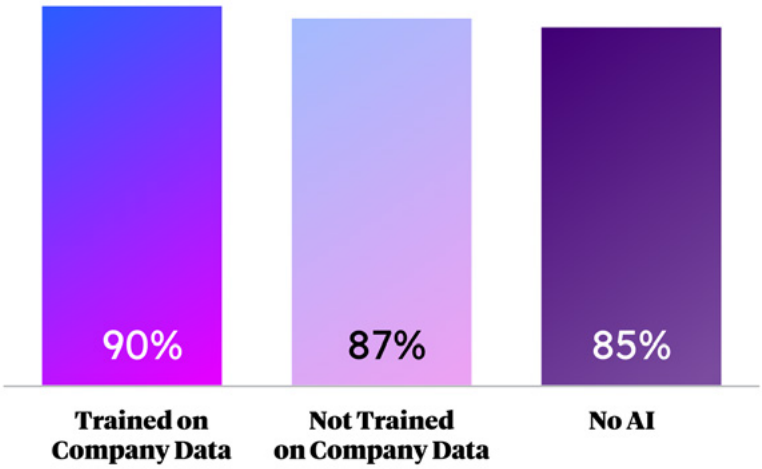
CSAT

The use of a company's own historic data for training was also correlated with higher customer satisfaction.

- Companies using their **own historic data** for training reported an average CSAT of **90%**.
- Companies not using this type of data for training had a CSAT of **86%**.



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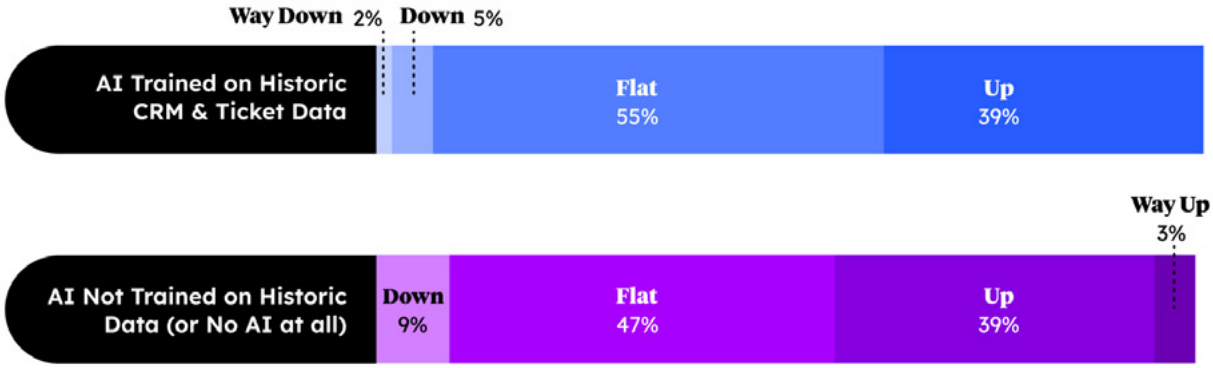
How is Your CSAT Trending vs. Last Year?

The correlation of training data type to year-to-year CSAT trend was more ambiguous.

- **39%** of companies using their **own historic data** for training reported a positive trend in CSAT, while **45%** of companies not using this type of data for training saw rising CSAT.
- On the other hand, companies using their **own historic data** for training were less likely to report a negative trend in CSAT, with **7%** seeing a decline compared with **9%** for other training data types.



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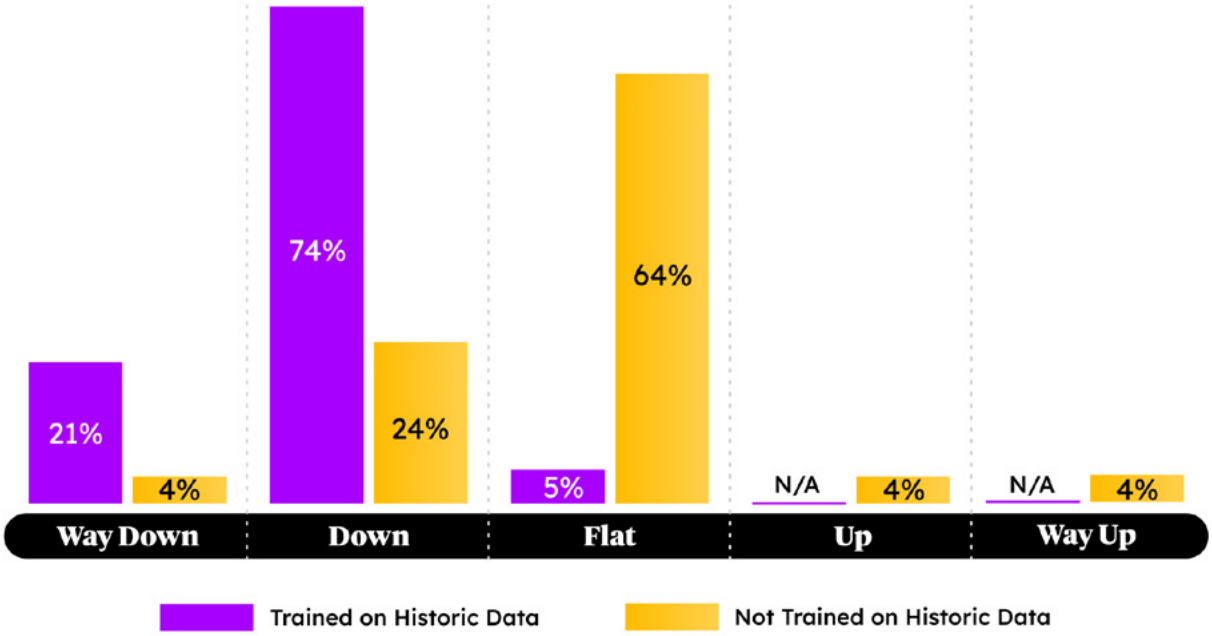
Cost Per Resolution

Using AI trained on company data proved to have a more positive impact on cost per resolution than any other form of AI model training.

- Companies who trained AI on their own data are nearly **3.5x** more likely to **lower** cost per resolution.
- Only **5%** of companies trained on their own historic data reported a **flat** cost per resolution, and none reported an increase in costs.



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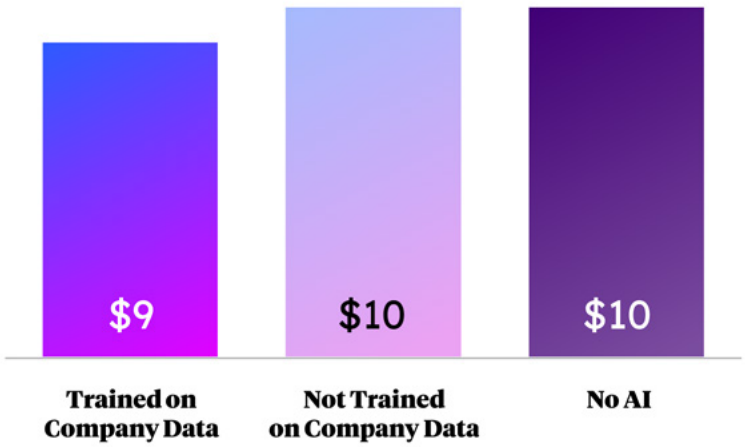
The type of training data used showed a consistent correlation with a lower average cost per ticket resolved. More importantly, the use of AI, particularly AI trained on company data, has a major impact on lowering cost per resolution, regardless of the starting point.

- Companies using their **own historic data** for training saw an average cost per resolution of **$9**.
- Companies not using this type of data for training reported an average cost per resolution of **$10**, the same as the cost for companies not using AI at all.



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Benchmarks by Industry

Deflection Rate

This chart presents data on the deflection rate achieved by respondents in the industries surveyed. This data is broken out according to whether the respondents were using AI and whether this AI was trained on their own historic ticket and CRM data.

The highest average deflection rate in the survey was **46%**, achieved by **Real Estate** organizations. Among the most represented industries in the respondent set, **Media & Internet** was doing best at **38%**.

The lowest reported deflection rate overall was **5%**, reported by respondents in the **Construction**, **Law Firms & Legal Services**, and **Pharmaceutical** industries. Among legacy industries like these, the challenges posed by unlocking proprietary data sets may make it more difficult to use AI effectively. **Insurance** showed an overall deflection rate of **16%**, the lowest among the most represented industries.

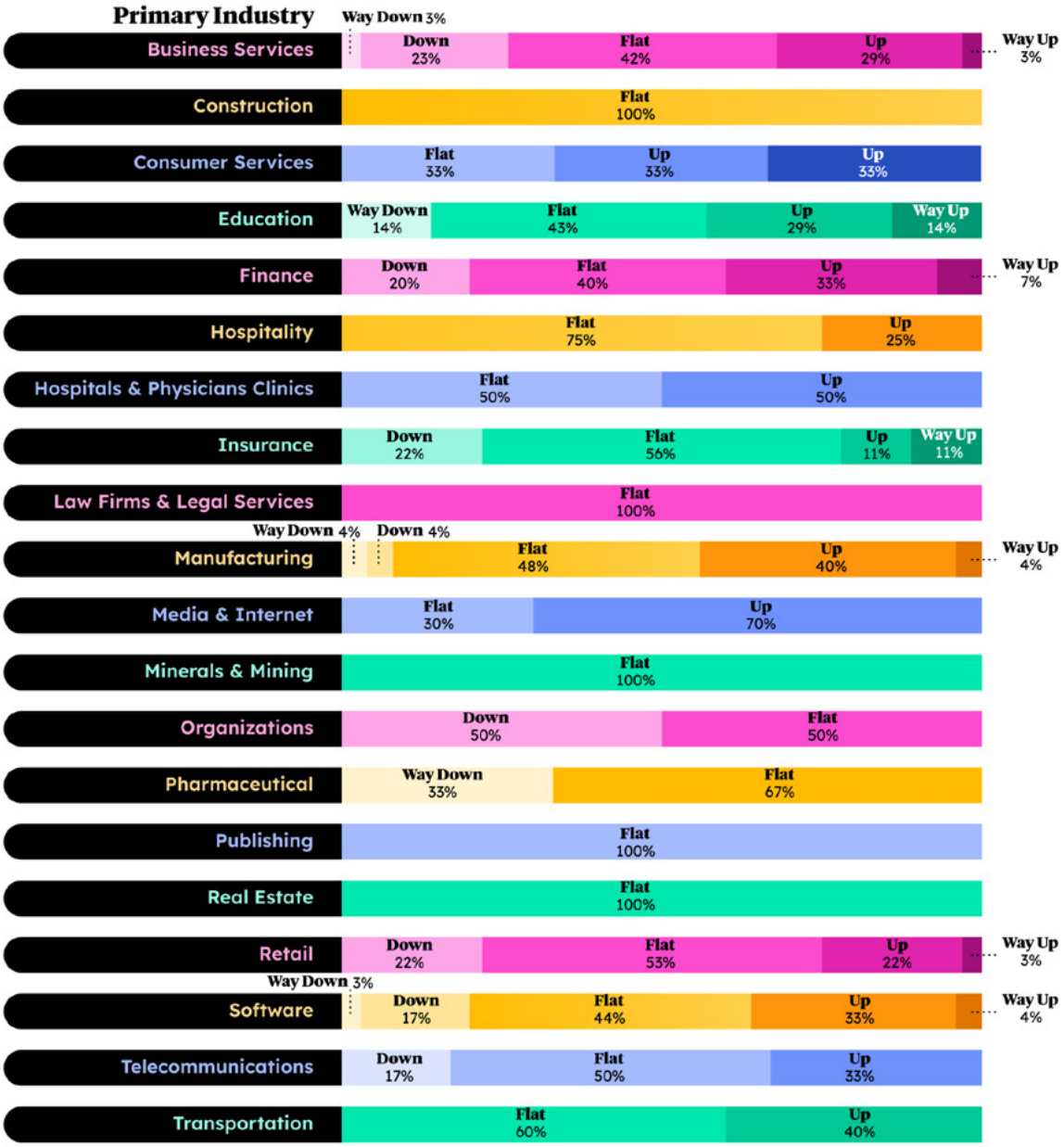
AI trained on a company's own historic data made the biggest difference for companies in **Consumer Services**, boosting deflections to **87%** deflection rate compared with **18%** for those not using AI. This may be due to the repetitive nature of many tickets in the industry, which are more easily automated for a faster improvement. Companies using AI trained on other types of data achieved more limited gains, the highest being a **30-point rise** in **Finance**. Among the industries with the highest representation in the respondent set, **Education** rose from **8%** with no AI to **63%** when AI trained on its own data is used.

Industry	Average
Business Services	28%
Construction	5%
Consumer Services	41%
Education	19
Finance	23%
Hospitality	17%
Hospitals & Physicians Clinics	29%
Insurance	16%
Law Firms & Legal Services	5%
Manufacturing	18%
Media & Internet	38%
Minerals & Mining	18%
Organizations	20%
Pharmaceutical	5%
Publishing	18%
Real Estate	46%
Retail	24%
Software	23%
Telecommunications	25%
Transportation	17%
Total Average	24%

How is Your Deflection Rate Trending vs. Last Year?

For the next chart, we asked respondents whether their deflection rate has changed over the past year, in which direction, and how much.

- The industry showing the greatest overall improvement in deflection rate was **Media & Internet**, in which **70%** of respondents reported a rise. **Consumer Services** followed closely at **66%**, with **a third** saying that their deflection rate was way up. As more "modern" types of companies and brands, these businesses tend to include many early adopters who've gained a lead in "crossing the chasm" and are seeing the benefits.
- The industry with the least favorable trend was **Non-Profit Organizations**, in which **50%** of respondents reported a lower rate than last year. Notably, **33%** of respondents in **Pharmaceutical** organizations said that their deflection rate was way down. Companies in more highly regulated industries are likely slower to adopt AI, though the ample proprietary data in Pharmaceuticals makes it ripe for disruption.



Customer Satisfaction (CSAT)

In this question, we asked respondents about the percentage of their customers whose interactions with their company, products, or services surpassed their specified satisfaction goals. This data is broken out according to whether the respondents were using AI and whether this AI was trained on their own historic ticket and CRM data.

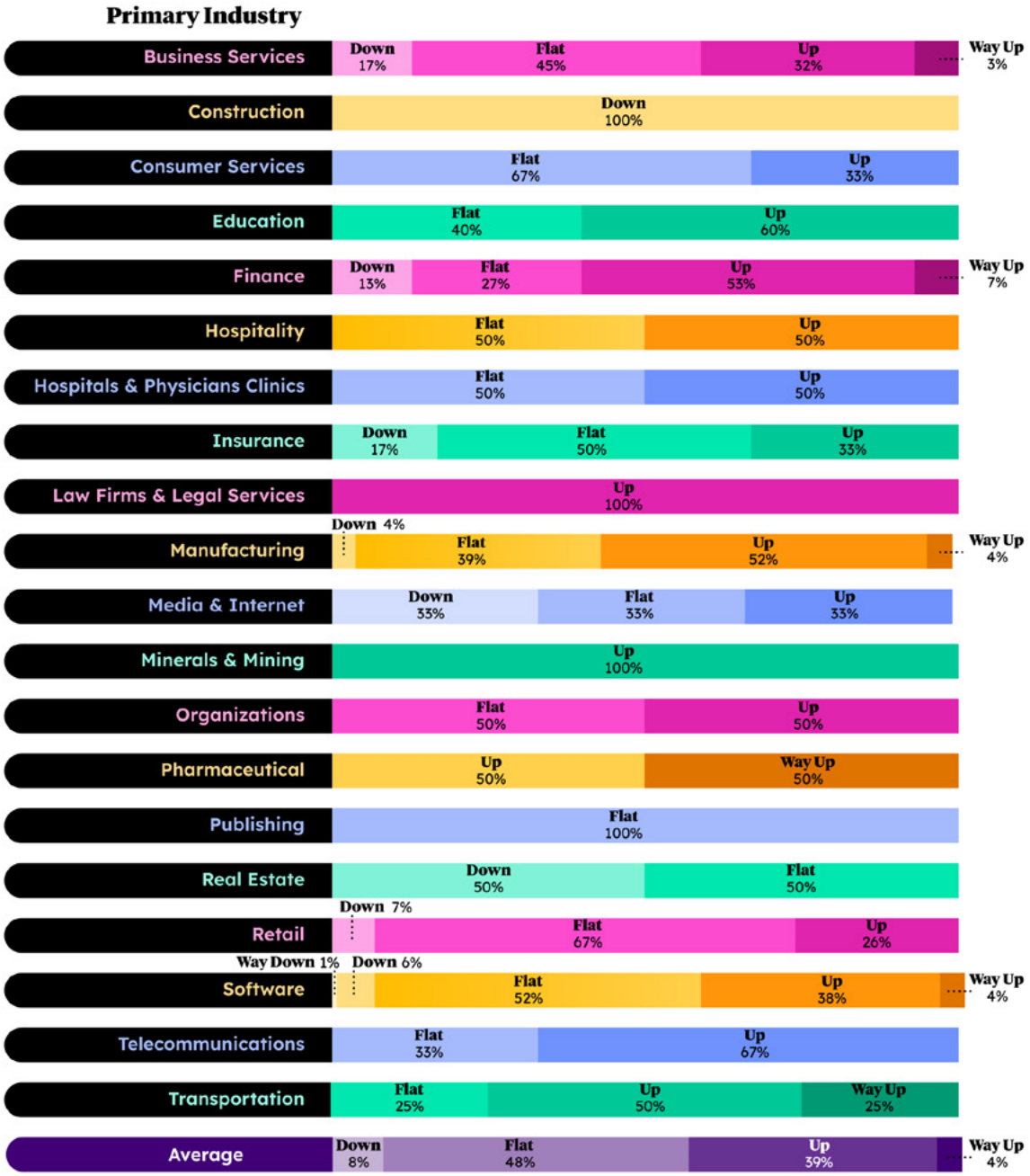
- The industries achieving the highest overall CSAT were **Finance** and **Software**, with **89%**.
- The sector with the lowest overall customer satisfaction was **Telecommunications**, with only **70%**.
- Among companies using AI trained on their own historic data, the greatest impact was achieved in **Education**, in which respondents doing this achieved a **98%** CSAT compared with **80%** for those not using AI. Companies using AI trained on other types of data achieved the best results in **Insurance**, boosting the deflection rate from **73%** to **98%**.
- The **Media & Internet** category did the worst when not using AI trained on historical data, lowering the average CSAT by **9 points**. This may in part be due to the trade-offs these companies often have to make when using AI. As typically customer-focused organizations, it can be hard for them to increase their already high CSAT. When they do use AI, especially chatbots that aren't trained on their own data, it's out of a desire to cut costs, not improve customer satisfaction.

Industry	Average
Business Services	88%
Construction	91%
Consumer Services	98%
Education	84%
Finance	89%
Hospitality	85%
Hospitals & Physicians Clinics	95%
Insurance	78%
Law Firms & Legal Services	91%
Manufacturing	84%
Media & Internet	80%
Minerals & Mining	60%
Organizations	82%
Pharmaceutical	88%
Publishing	78%
Real Estate	85%
Retail	82%
Software	89%
Telecommunications	70%
Transportation	90%
Total Average	87%

How is Your CSAT Trending vs. Last Year?

Below, we see how respondents' CSAT scores have trended over the past year: up, flat, or down.

- Organizations in **Telecommunications** saw the greatest improvement in CSAT, with **67%** of respondents in each sector seeing an increase. As an industry with an especially low starting point, this may be a matter of regression to the mean.
- At the other end of the scale, **33%** of **Media & Internet** organizations in the respondent set saw a decline in CSAT. Again, the high starting point for these companies makes them vulnerable to softening.



Cost Per Resolution

This chart examines the average cost incurred by organizations to resolve each customer issue, including support staff wages, overhead, software and hardware, training, and any other relevant expenses. Responses are broken out according to whether companies were using AI and whether it was trained on their own data.

- Of the most represented industries in the respondent set, **Telecommunications** companies reported the lowest cost per resolution at **$2**.
- Across all industries, the highest overall average cost per resolution was reported by **Business Services** organizations, at **$18** per resolution.
- Among companies using AI trained on their own historic data, the greatest difference was in **Manufacturing**, where cost per resolution was **$9** compared with **$12** for those not using AI. **Insurance** companies accounted for the greatest cost difference when using AI trained on other types of data, from **$5** to **$1**.

Click here to see Trending Cost per Resolution.

Industry	Average
Business Services	$4
Construction	$18
Consumer Services	$4
Education	$4
Finance	$3
Hospitality	$3
Hospitals & Physicians Clinics	$1
Insurance	$5
Law Firms & Legal Services	$1
Manufacturing	$8
Media & Internet	$8
Minerals & Mining	$2
Organizations	$1
Pharmaceutical	$8
Publishing	$2
Real Estate	$1
Retail	$6
Software	$5
Telecommunications	$2
Transportation	$6
Total Average	**$5**

> **AI models will definitely be a game changer not only for first response but also in resolving customer issues based on the historical data on similar issues resolved. It will have a huge impact on all important metrics.**
>
> – **Mayank**, Automation Anywhere Inc.

Next, we broke out the same cost per resolution data by industry.

- Organizations in the **Construction** industry reported the highest overall average cost per resolution at **$18** per resolution. The next highest sectors were **Manufacturing**, **Media & Internet**, and **Pharmaceutical** at **$8** each. Aside from Media & Internet, most of these industries are complex or physically laborious and involve physical goods. This would lend itself to more complex tickets and higher cost of service.
- Organizations with the lowest overall average cost per resolution were in the **Hospitals & Physicians Clinics**, **Law Firms & Legal Services**, **Mining & Minerals**, and **Real Estate** sectors with **$1** each. As "services"-style businesses, organziations in these fields have customer interactions built into the core of their business model, such as the way a real estate agent works directly with buyers and sellers or a physician's staff deals with patients. In that respect, these companies have less need for a separate customer service team, driving dedicated support costs lower.
- In **Telecommunications**, companies using AI not trained on historical data quadrupled their costs, from **$1** to **$4** per resolution. While Telecom saw the greatest increase in the survey, its experience is hardly unique. Across all types of industries, AI performs best when leveraging an organization's own historic data, while using other types of training data, building your own in-house AI model, or not using AI at all will lead to higher costs.

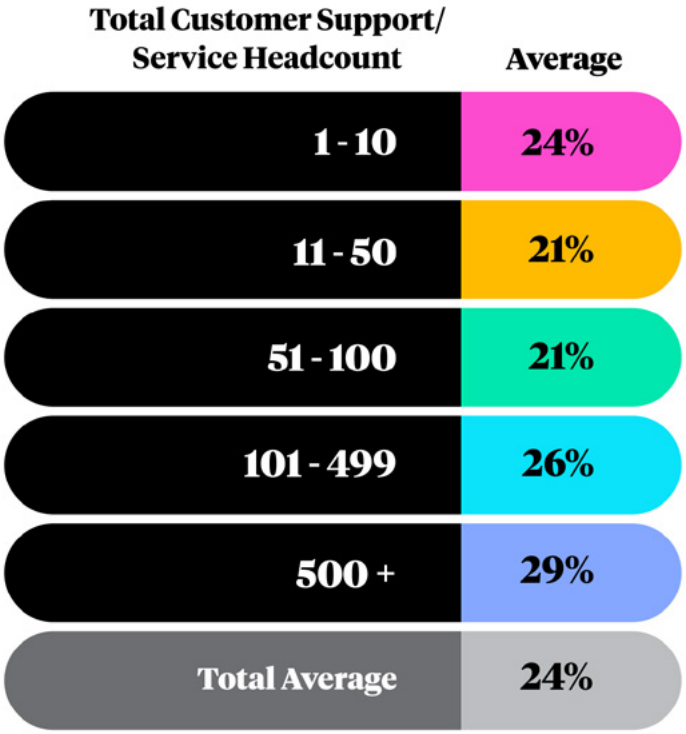
Benchmarks by Support Team Size

Deflection Rate

The size of a company's total customer support or service team can significantly impact its deflection rate, especially when using AI trained on its own historic data.

> "AI has cut down on overhead & improved self-serve resolutions for customers."
>
> – **Andres,** OpenAsset

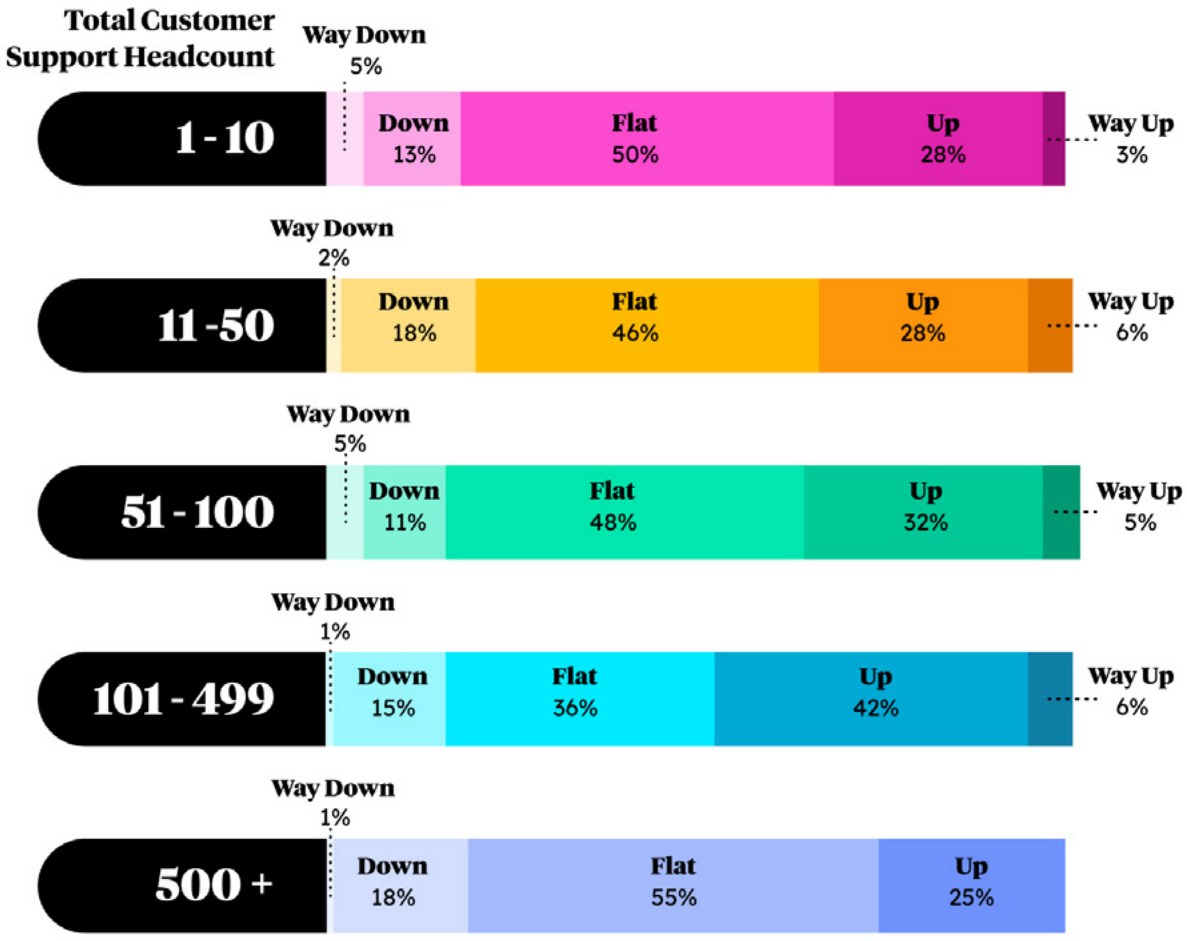
- The highest overall average deflection rate in the survey was **29%**, achieved by organizations with support teams of **500+**.
- The lowest reported deflection rate was **21%**, reported by respondents from companies with support teams of **11 - 50** and **51 - 100**.
- AI trained on a company's own historic data made the biggest difference for companies with a support headcount of **500+**, whose deflection rate jumped to **47%** compared with **18%** for their peers not using AI.
- Support teams of **11 - 50** saw the least improvement from AI trained on the company's own historic data, rising from **16%** to **27%**. AI trained on other types of data performed worst for teams of **1 - 10**, whose deflection rate rose by only **2 points**.



How is Your Deflection Rate Trending vs. Last Year?

Asked about the change in their deflection rate over the past year, organizations of varying support team sizes gave a wide range of responses.

- The support team size showing the greatest overall improvement in deflections was **101 - 499**, of whom **48%** said that the rate was either up or way up.
- Support teams of **11 - 50** showed the least progress, with **20%** reporting that deflections were down or way down.



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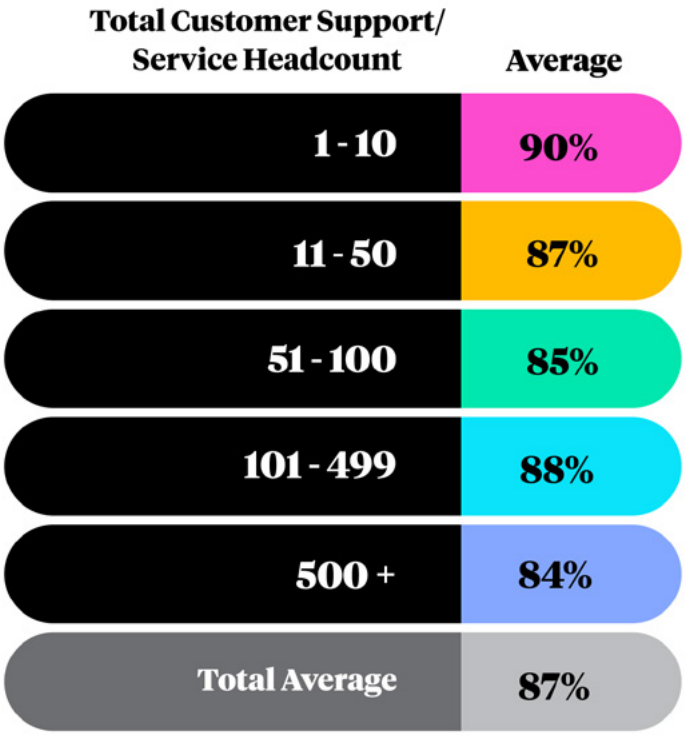
CSAT

Perhaps counterintuitively, the smallest support teams achieved the highest customer satisfaction scores—especially when using AI trained on their own historic data.

- Organizations with support teams of **1 - 10** reported the highest overall average CSAT in the survey: **90**.
- The lowest CSAT, **84**, came from the largest support teams with **500+** members.
- AI trained on a company's own historic data made the biggest difference for companies with a support headcount of **1 - 10**, whose CSAT rose from **87** to **97**. The same size teams had the greatest improvement when using AI trained on other types of data, rising to **95**.
- Support teams of **11 - 50** saw improvement in their CSAT score from AI trained on the company's own historic data, rising from **85** to **89**. AI trained on other types of data also performed worst for these teams, with CSAT inching upward from **85** to **86**. These findings may reflect growing pains as support teams try to scale to support a larger customer base. While the smallest teams with the lowest ticket volume can provide a more hands-on experience for customers, AI may become necessary to avoid adding headcount as volume increases. In that sense, AI might actually be helping the team hold CSAT steady rather than seeing it decline.



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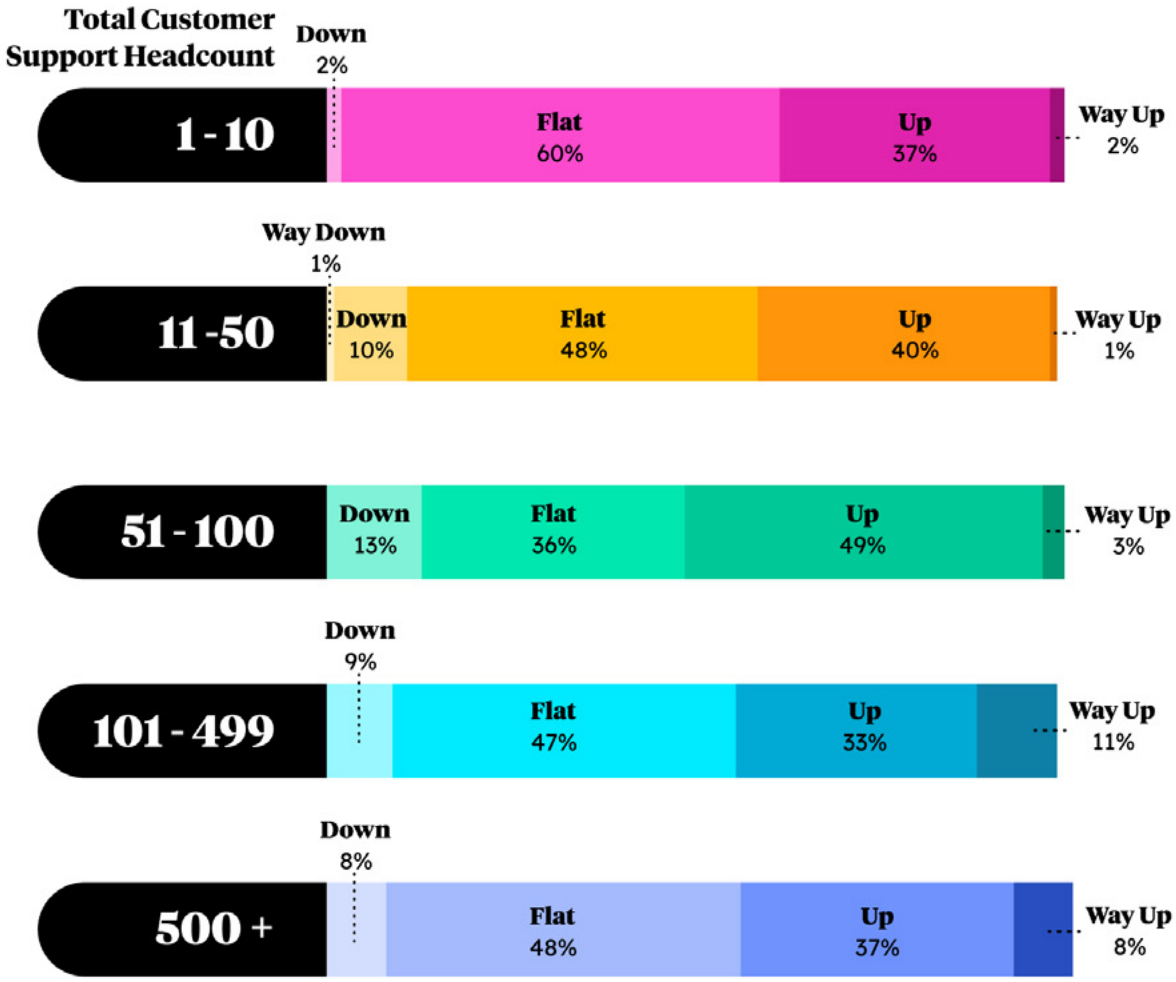
How Is Your CSAT Trending vs. Last Year?

Next, we looked at the yearly trend in CSAT by organization size.

- The largest teams saw the biggest improvement, with gains reported by **45%** of those with **500+** members, including **8%** saying that CSAT was way up.
- Support teams of **51 - 100** were least likely to report progress, with **13%** moving in the wrong direction.



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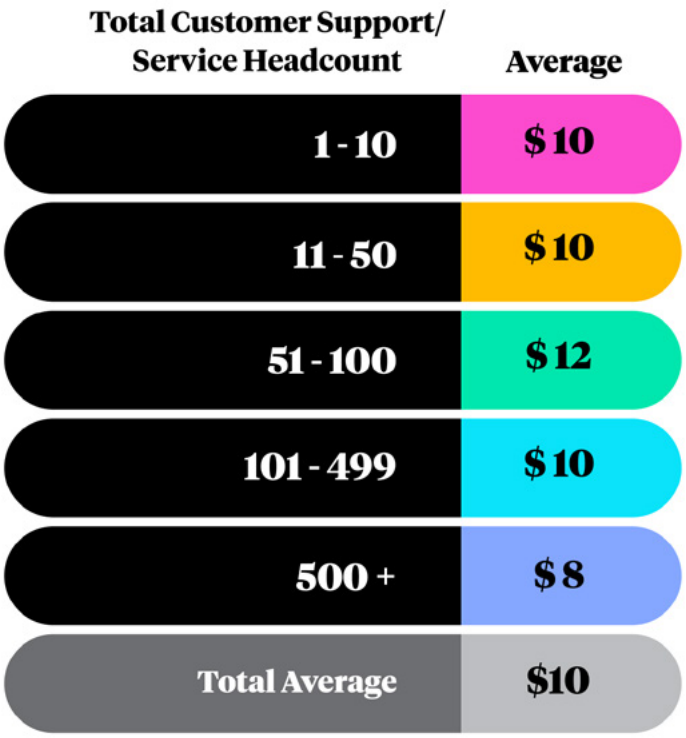
Cost Per Resolution

Economies of scale seem to come into play when cost of resolution is sorted by support team size.

- Organizations with support teams of **500+** reported the lowest average per-ticket cost of **$8**.
- The highest average cost, **$12**, was seen by teams with **51 - 100** members.
- The largest teams also benefited most from AI trained on their company's own historic data, with average ticket cost dropping to **$7** from **$9** without AI. Teams of **11 - 50** were the only ones to see a difference when using AI trained on other types of data, going from **$10** to **$9**.
- Support teams of **1 - 10** saw their cost per resolution rise when using AI trained on other types of data, with cost rising from **$9** to **$10**.

Click here to see Trending Cost per Resolution.



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Benchmarks by Business Type

In this section, we focus on our key metrics broken out by the organization's market type—business-to-business or business-to-consumer—and by whether it is a public company or privately held.

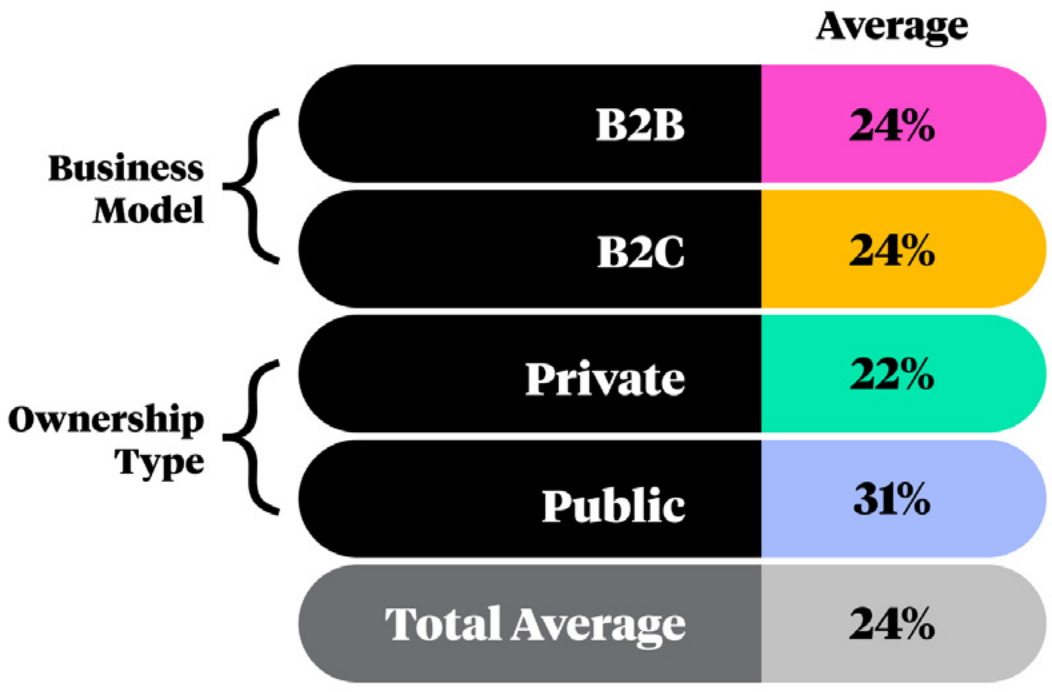
Deflection Rate

First, we'll compare the current deflection rate for B2B and B2C companies.

- Both **B2B** and **B2C** companies reported the same overall average deflection rate of **24%**.
- The highest overall deflection rate was reported by **B2C** companies using AI trained on their own historic data, with **36%.**
- B2C companies not using AI reported the lowest deflection rate of **12%**.
- Among those using AI trained on their own historic data, both **B2B** and **B2C** companies saw a deflection rate **16 points higher** than peer organizations not using AI.

Next, we'll break out the same data by ownership type.

- **Public companies** had a significantly higher overall average deflection rate at **31%**.
- The highest deflection rate was achieved by **public companies** using AI trained on their own data at **48%**.
- **Private companies** not using AI reported the lowest deflection rate of **18%**.
- Both **private** and **public** companies saw a similar difference in deflection rate when AI trained on the company's own historic data is used. For **private companies**, this rate reached **30%**, **12 points higher** than private companies not using AI; for **public companies**, using AI trained on their own historic data yielded a deflection rate of **48%**, **13 points higher** than those not using AI. When other types of training data are used, **B2B** companies achieve double the deflection rate of B2Cs at **25%**.



The ability of all types of companies to succeed with GenAI reflects a distinctive characteristic of this disruptive technology. While other waves of disruption tend to topple large incumbents, and disadvantage upstarts who can't access the technology, AI is equally available to big and small companies alike. As far as new technologies go, AI will be remembered as the one that is truly democratized.

At the same time, public companies do have a slight advantage because of the larger amount of data available to them. In that sense, the big incumbents are actually doing better than many agile newcomers. Data matters.

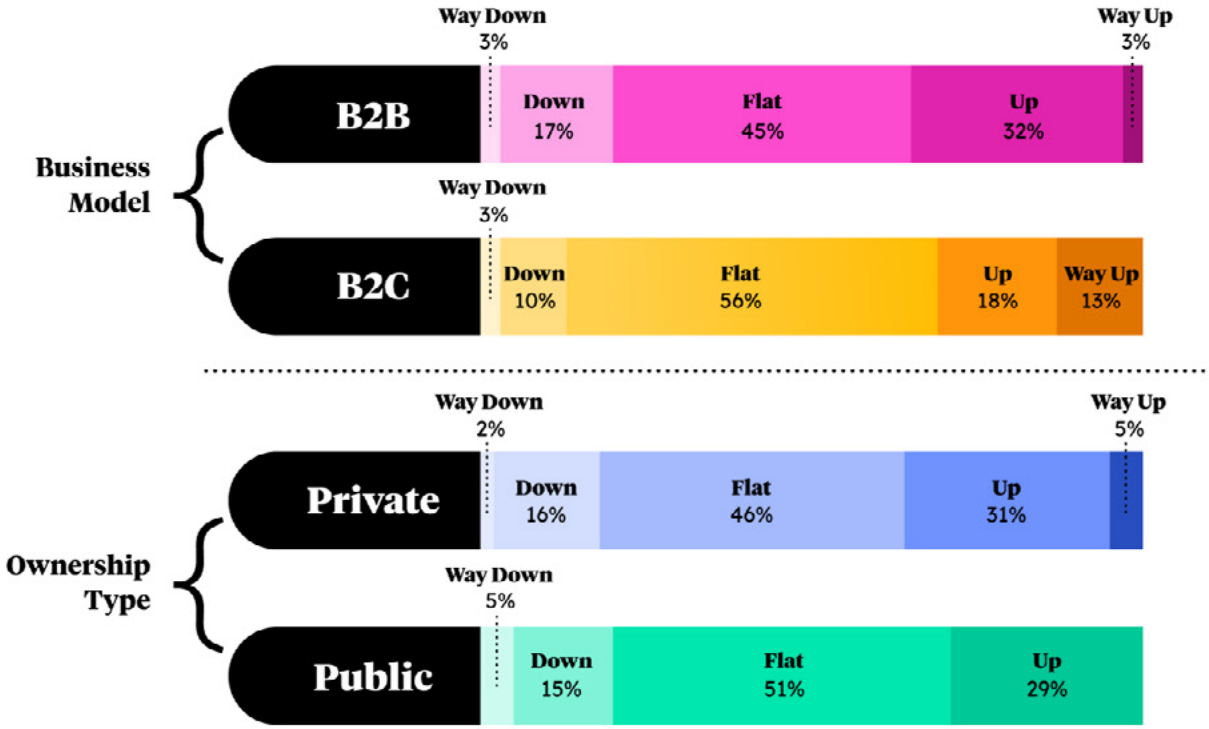
How Is Your Deflection Rate Trending vs. Last Year?

Asked whether their deflection rate has trended up, down, or flat over the last year, respondents from both private and public companies reported a favorable change.

- **Private companies** showed the greatest improvement in deflection rate, with **36%** reporting an improving trend and only **18%** seeing the rate worsening.
- **Public companies** saw slightly less improvement, with **29%** reporting more deflections and **20%** seeing a decline in the rate.

Breaking out the data by business model revealed a difference in the degree of improvement.

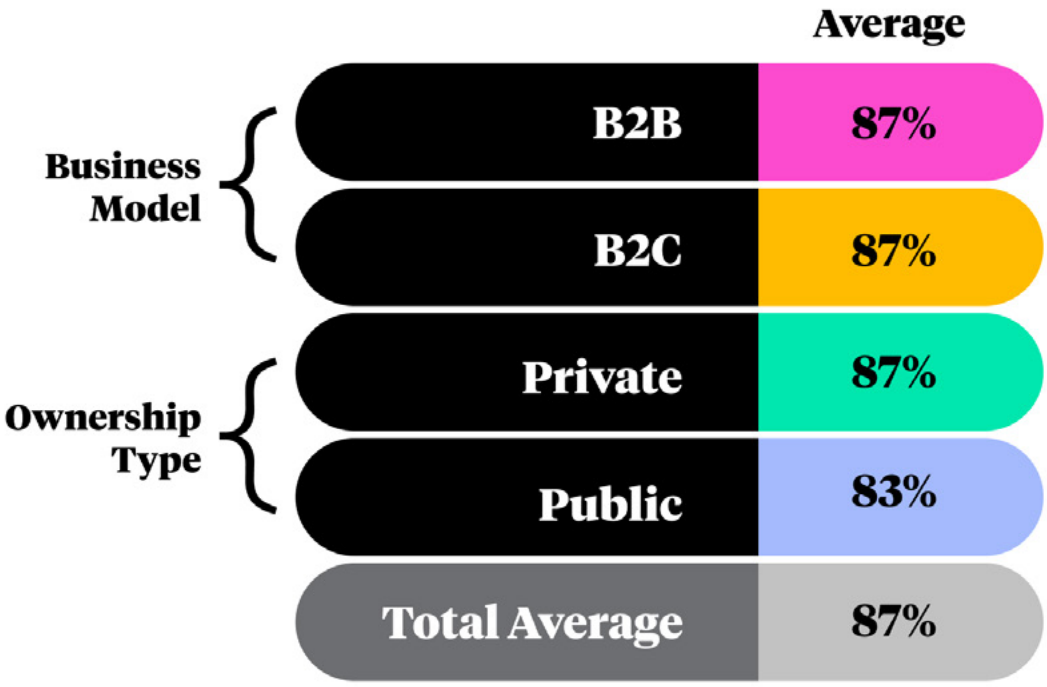
- More **B2B** companies reported a higher deflection rate compared with last year, with **35%** seeing an upward trend—but the **31%** of **B2C** companies seeing an improvement included **13%** who said reflections were way up, compared with only **3%** of **B2B** companies choosing that response.



CSAT

Both private and public companies achieved higher levels of customer satisfaction with AI trained on their own data.

- **Private companies** reported the highest overall CSAT at **87%**, with **public companies** not far behind at **83%**.
- Among those using AI trained on their own historic data, both **public** and **private companies** achieved roughly similar levels of improvement. **Private companies** doing so had an average CSAT of **91%**, **5 points higher** than those not using AI. For **public companies**, CSAT was **85%**, **4 points higher** with AI trained on their own historic data than without AI. Using other types of training data, **private companies** performed slightly better than **public companies** with **87%** compared to **85%**.



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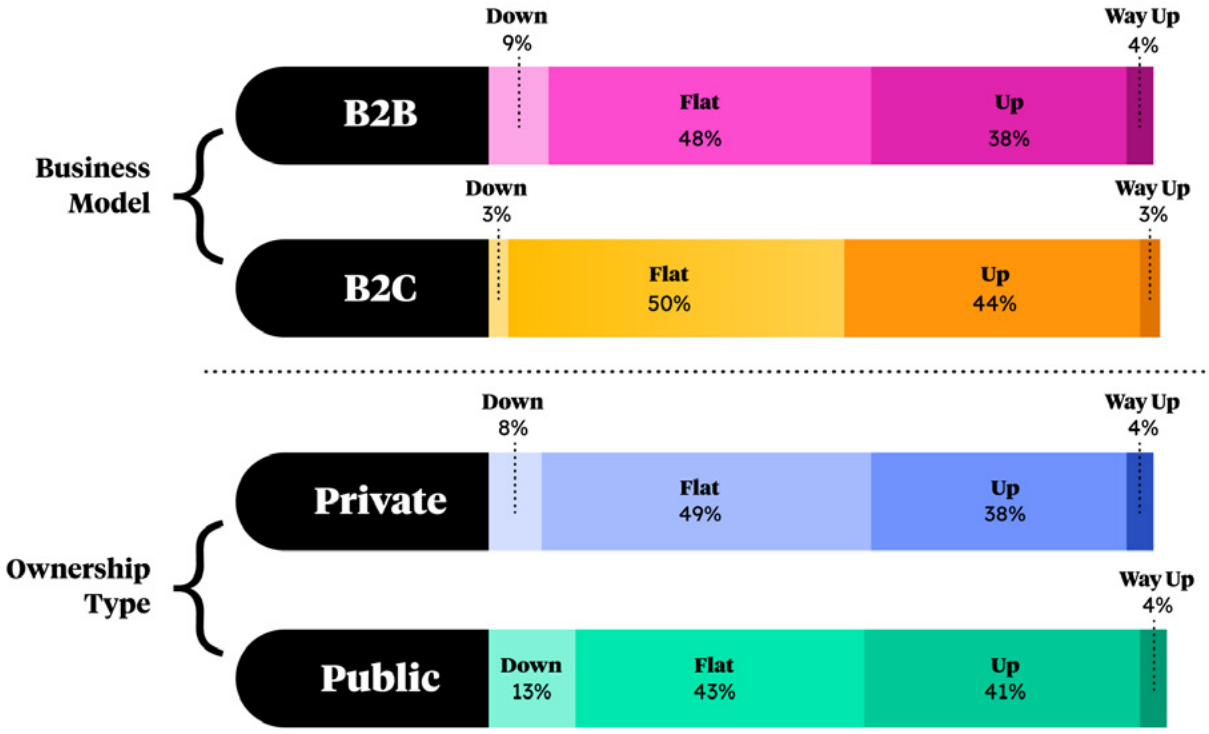
How is Your CSAT Trending vs. Last Year?

In general, companies of all types are seeing a strong improvement in CSAT year-over-year.

- **45%** of **public companies** report an upward trend in CSAT, compared with **42%** of **private companies**.
- At the other end of the scale, **13%** of **public companies** said that their CSAT is trending down, considerably more than the **8%** of **private companies**.

B2B and B2C companies are similarly consistent in improvement.

- **B2C** companies reported the biggest gains, with **47%** of **public companies** seeing an upward trend in CSAT. **B2B companies** followed at **42%**.
- Few **B2C companies** reported a decrease in CSAT—only **3%**—compared with **9%** of **B2B companies**.



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Cost Per Resolution

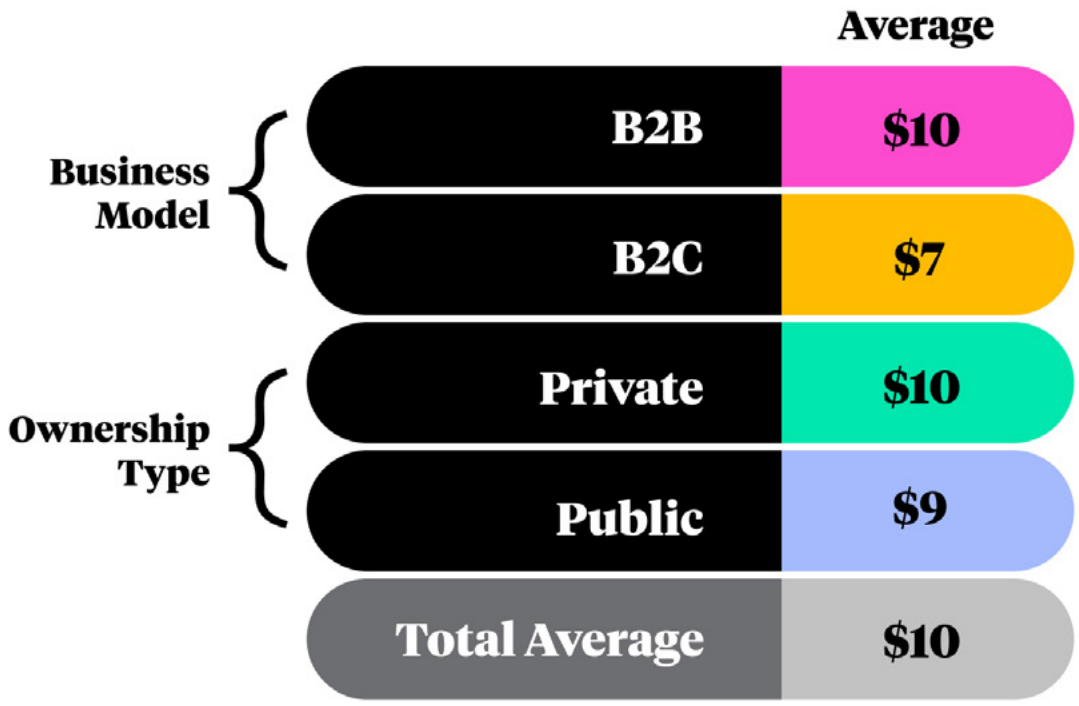
Private companies showed a remarkably consistent cost per resolution regardless of their approach—and were generally spending more than public companies.

- While **private companies** had an overall average cost per resolution of **$10**, **public companies** did slightly better with an overall average cost of **$9** per resolution.
- **Public companies** using AI trained on their own historic data averaged **$6** per resolution, compared to **$9** for those not using AI—and much lower than the **$10** spent using AI trained on other types of data.

Breaking out the same data by business model, we see lower costs across the board for B2C companies.

- **B2C companies** spent an average of **$**7 per resolution, compared with **$10** for **B2B**.
- For **B2C companies**, using AI not trained on their own data resulted in a cost per resolution $2 higher than those not using AI at all.

Click here to see Trending Cost per Resolution.



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Benchmarks By Help Desk

Deflection Rate

The percentage of potential support tickets a company deflects through self-service resources varies greatly according to the help desk software they use.

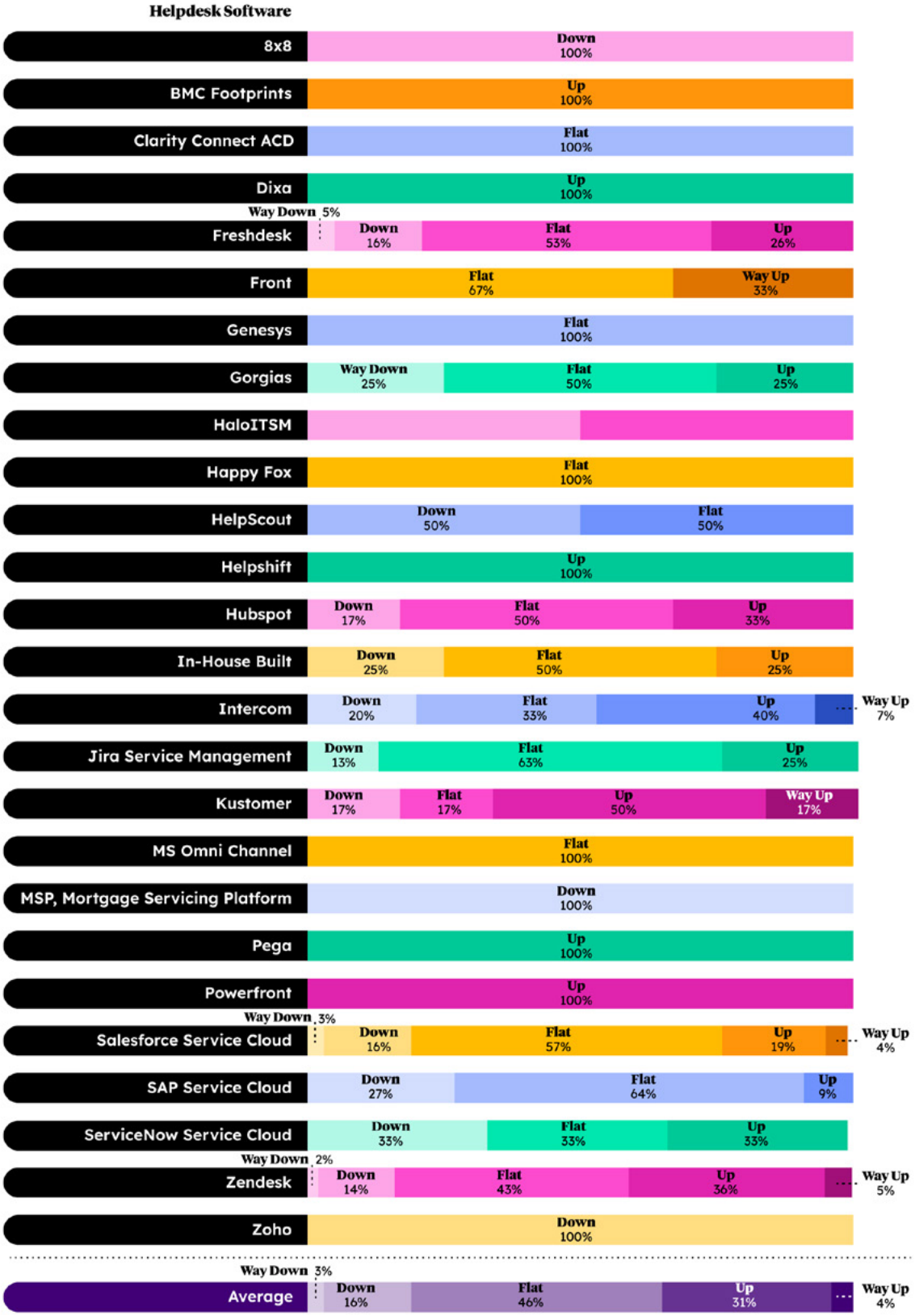
- The highest overall average deflection rate achieved by companies using a major help desk were those on **SAP Service Cloud,** at **30%**.
- The companies reporting the lowest overall average deflection rate were using **in-house built** AI, which came in at **14%**.
- Using AI trained on the company's own historic data made the biggest difference for companies using **SAP Service Cloud**, which more than tripled its deflection rate to **52%** compared to **16%** without AI.

Software	Average
8x8	5%
BMC Footprints	18%
Clarity Connect ACD	18%
Dixa	5%
Freshdesk	15%
Front	18%
Genesys	18%
Gorgias	28%
HaloITSM	5%
Happy Fox	5%
HelpScout	31%
Helpshift	18%
Hubspot	19%
In-House Built	14%
Intercom	16%
Jira Service Management	33%
Kustomer	17%
MS Omni Channel	5%
MSP, Mortgage Servicing Platform	63%
Pega	39%
Powerfront	18%
Salesforce Service Cloud	20%
SAP Service Cloud	30%
ServiceNow Service Cloud	20%
Zendesk	27%
Zoho	5%
Total Average	**24%**

How is Your Deflection Rate Trending vs. Last Year?

Year-to-year trends in deflection rates vary widely as well.

- **Intercom** users saw the most positive trend with **47%** percent reporting rising deflections.
- **In-house built** solution users were moving in the opposite direction with **50%** seeing a decline.



CSAT

While customer satisfaction scores are varied across help desk platforms, it's clear that adopting AI increases a company's CSAT on average. Companies without AI show an average CSAT of 85, while those with AI are averaging 87 or 90, depending on their approach. This is an exciting development. While the decision-tree automation bots of the past led to the association of AI with a bad user experience, generative AI has finally overcome this hurdle. AI generates CSAT scores on par or better than a human for the first time.

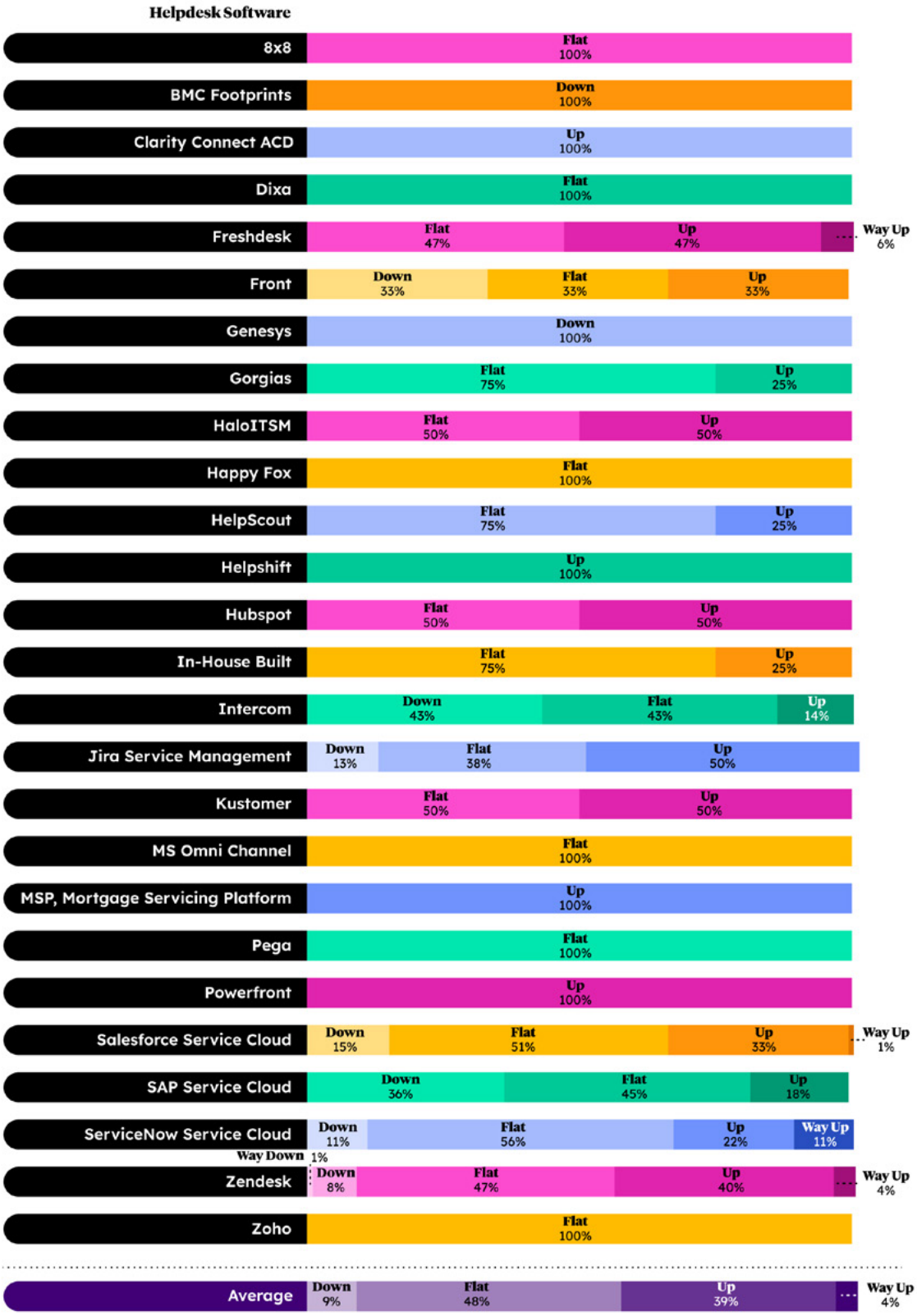
- The highest overall average CSAT was achieved by companies using a major help desk were those on **Freshdesk,** with **89%**.
- Companies using an **in-house built** solution reported the lowest CSAT at **77%**.
- **Zendesk** users showed the biggest improvement in CSAT when used with AI trained on the organization's own historic data, rising from **84%** to **90%**.
- Using **Intercom** without AI trained on historic data brought the biggest decline in CSAT with a **12-point drop**.

Software	Average
8x8	91%
BMC Footprints	60%
Clarity Connect ACD	91%
Dixa	78%
Freshdesk	89%
Front	91%
Genesys	91%
Gorgias	93%
HaloITSM	85%
Happy Fox	78%
HelpScout	95%
Helpshift	78%
Hubspot	84%
In-House Built	77%
Intercom	86%
Jira Service Management	86%
Kustomer	83%
MS Omni Channel	78%
MSP, Mortgage Servicing Platform	98%
Pega	60%
Powerfront	98%
Salesforce Service Cloud	86%
SAP Service Cloud	86%
ServiceNow Service Cloud	93%
Zendesk	87%
Zoho	60%
Total Average	**87%**

How is Your CSAT Trending vs. Last Year?

Most help desk platforms were correlated with flat or improved CSAT year-over-year.

- **Intercom** users were most likely to report rising CSAT with **57%** seeing a positive trend, including **14%** who said it was way up.
- **15%** of **Salesforce Service Cloud** users reported lower CSAT, though this is still fewer than half of those who saw an improvement.



Cost Per Resolution

Product or service sold, complexity of issues, and processes in place all affect costs. Lower costs are of course desirable, so long as it doesn't have a negative impact on customer satisfaction.

- Among help desks with a significant number of respondents, **Genesys** users saw the lowest average cost per resolution at **$5**.
- **In-house** platforms led to the highest average cost of **$16** per resolution.
- When using AI trained on the organization's own historic data, **Freshdesk** dropped from **$10** to **$3** per resolution, the largest decline in the category.
- When other types of training data were used, **in-house built** platforms drove costs from **$15** to **$20**.

Click here to see Trending Cost per Resolution.

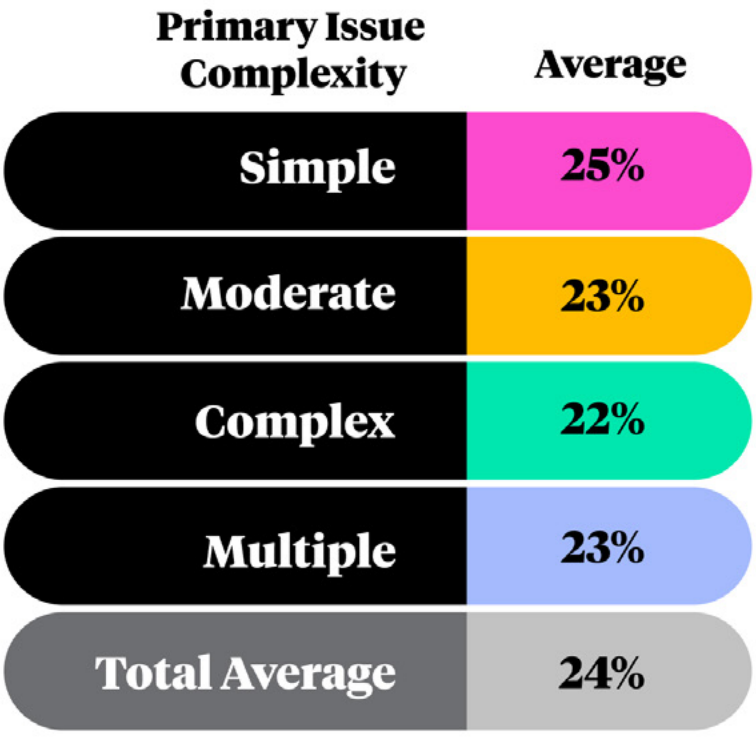
Software	Average
8x8	$10
BMC Footprints	$12
Clarity Connect ACD	$8
Dixa	$5
Freshdesk	$8
Front	$9
Genesys	$5
Gorgias	$6
HaloITSM	$11
Happy Fox	$10
HelpScout	$14
Helpshift	$4
Hubspot	$6
In-House Built	$16
Intercom	$10
Jira Service Management	$10
Kustomer	$9
MS Omni Channel	$10
MSP, Mortgage Servicing Platform	$3
Pega	$6
Powerfront	$4
Salesforce Service Cloud	$11
SAP Service Cloud	$7
ServiceNow Service Cloud	$14
Zendesk	$10
Zoho	$11
Total Average	$10

Benchmarks By Primary Ticket Complexity

Deflection Rate

For this chart, we looked at the impact of AI on deflection rates for issues of different levels of complexity. Respondents were asked about the complexity of their typical customer tickets and were able to select multiple responses.

- While average deflection rates for all types of issues ranged fairly closely together, respondents citing **simple** complexities reported the highest overall rate at **25%**.
- Understandably, **complex** issues were associated with the lowest overall deflection rate of **22%**.
- When using AI trained on their own historic data, respondents with **complex** issues achieved more than twice the deflection rate of those not using AI, with **42%**. Using other types of data yielded slightly more modest gains, improving deflections from **17%** to **29%** for companies with **multiple** issue types.
- When other types of training data is used, companies with **complex** issues saw deflections lag with a rate of **14%** compared with **18%** when no AI is used.



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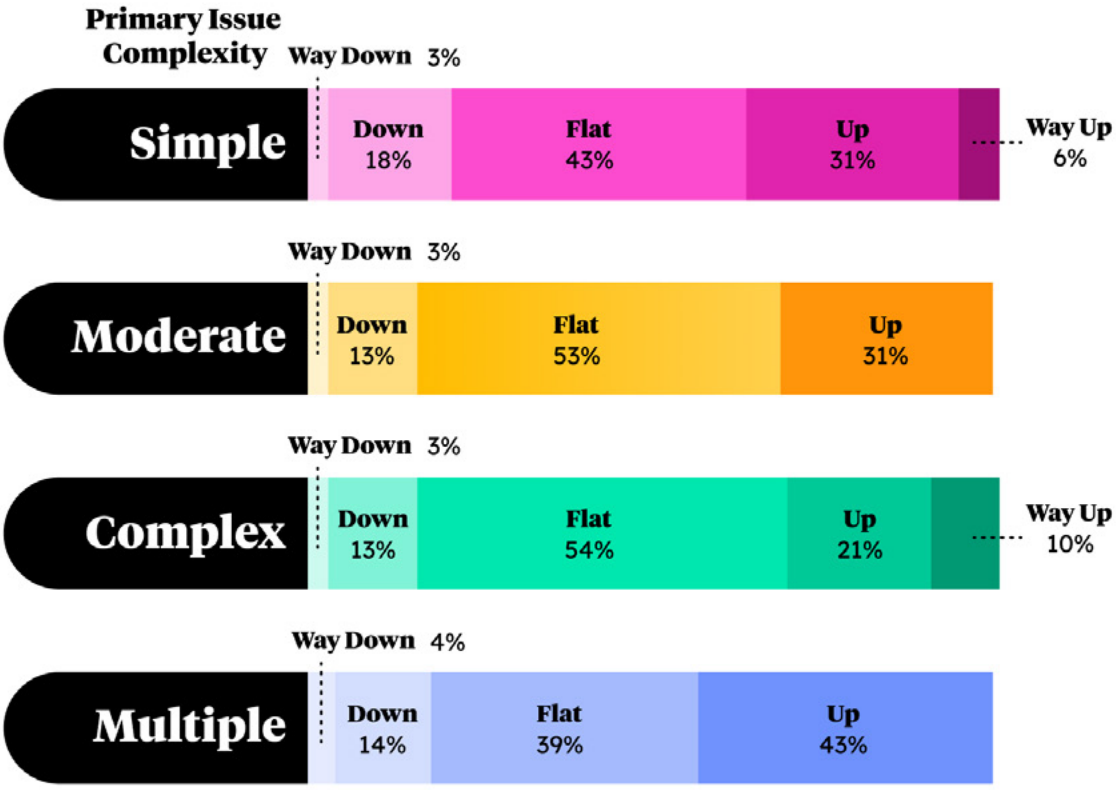
How Is Your Deflection Rate Trending vs. Last Year?

Asked how their deflection rate is trending year-to-year, companies with the simplest ticket complexities seemed to be losing ground.

- Companies with **multiple** complexities were seeing the most improvement, with **43%** reporting a rising deflection rate.
- **21%** of companies with a **simple** primary issue complexity, on the other hand, saw deflection rate falling, including **3%** who said that it was way down.



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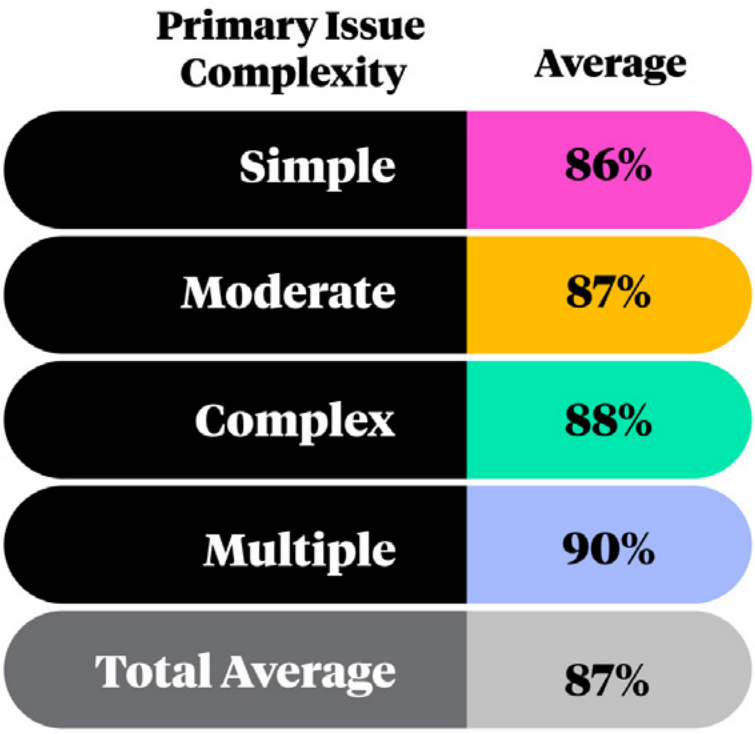
CSAT

Companies with simpler issue complexities also tended to have the lowest customer satisfaction scores, while those using AI trained on their own historic data received high marks even for more complex issues.

- Companies with **multiple** complexities scored the highest, with an overall average CSAT of **90%**.
- Companies with a **simple** primary issue complexity saw a CSAT of **86%**.
- Among companies using AI trained on their own historic data, those with **complex** issues jumped from **85%** to **96%** compared with their peers not using AI.



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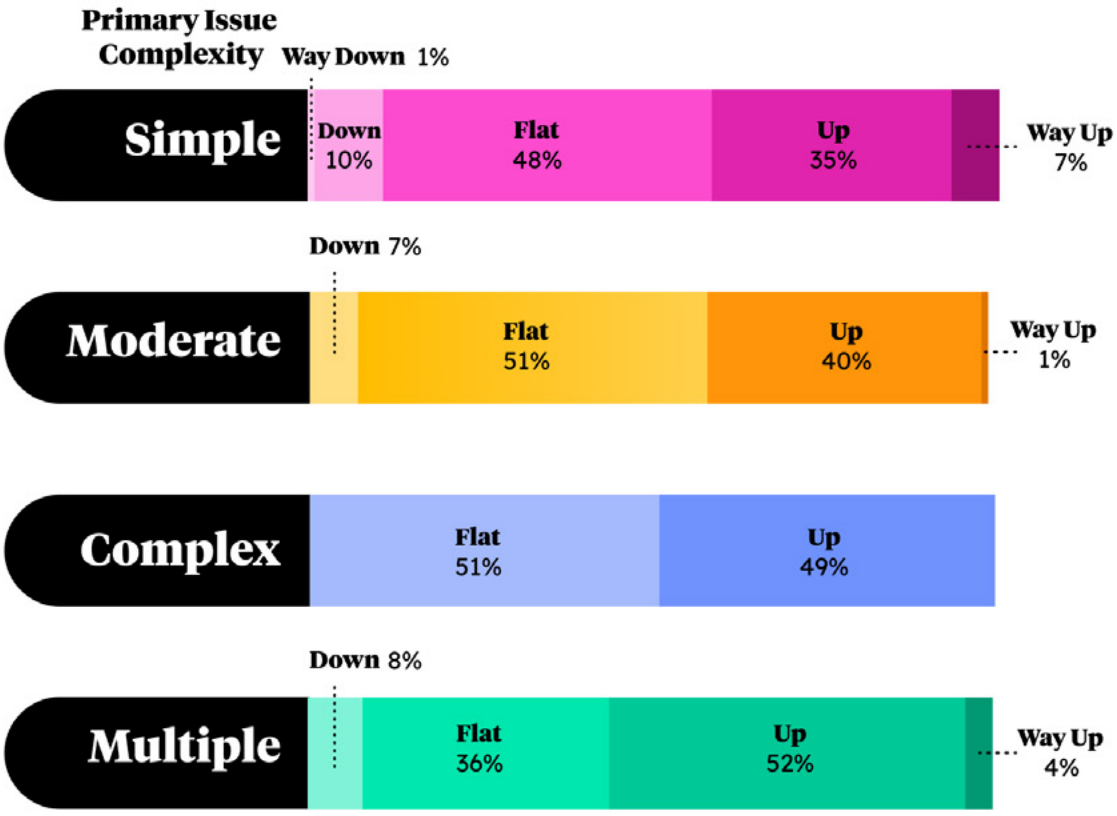
How is Your CSAT Trending vs. Last Year?

Asked how their CSAT is trending year to year, companies with the simplest issues once again showed the greatest challenge.

- **56%** of companies with **multiple** complexities reported a rising CSAT.
- **11%** of those with **simple** issues saw a negative trend.



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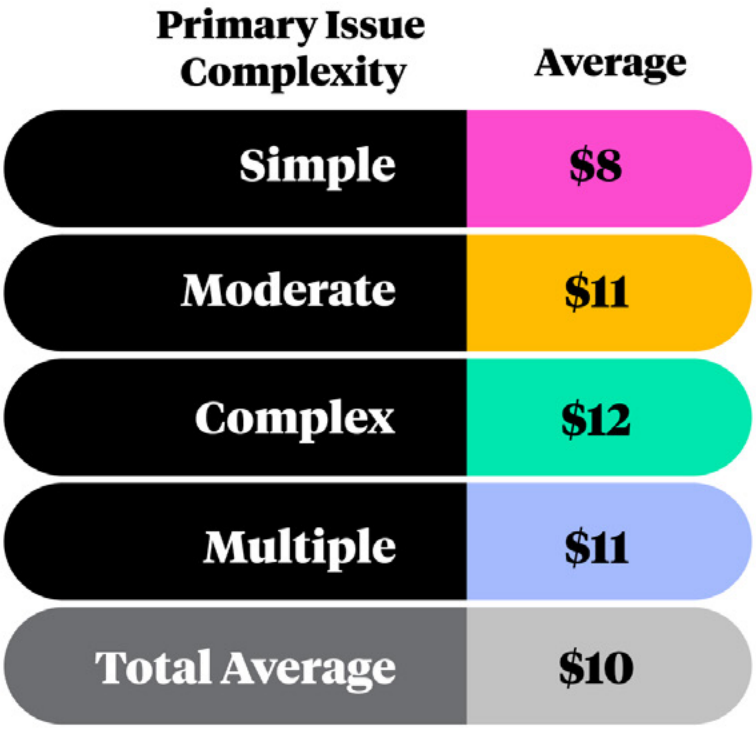
Cost Per Resolution

Unsurprisingly, the cost of resolving a ticket tends to increase with its complexity—though AI changes the math.

- The lowest overall average ticket resolution cost, **$8**, is seen by companies with **simple** issues.
- Companies with **complex** issues spend an average of **$12** per ticket.
- When AI trained on the company's own historic data is used, companies with **complex** issues see the greatest improvement, with a per-ticket cost of **$10** compared with **$13** when no AI is used. They also do the best when other types of training data are used, once again spending **$10** per ticket.
- When other types of training data are used, companies with **simple** issues spend a dollar more per ticket, going from **$8** to **$9**.

Click here to see Trending Cost per Resolution.



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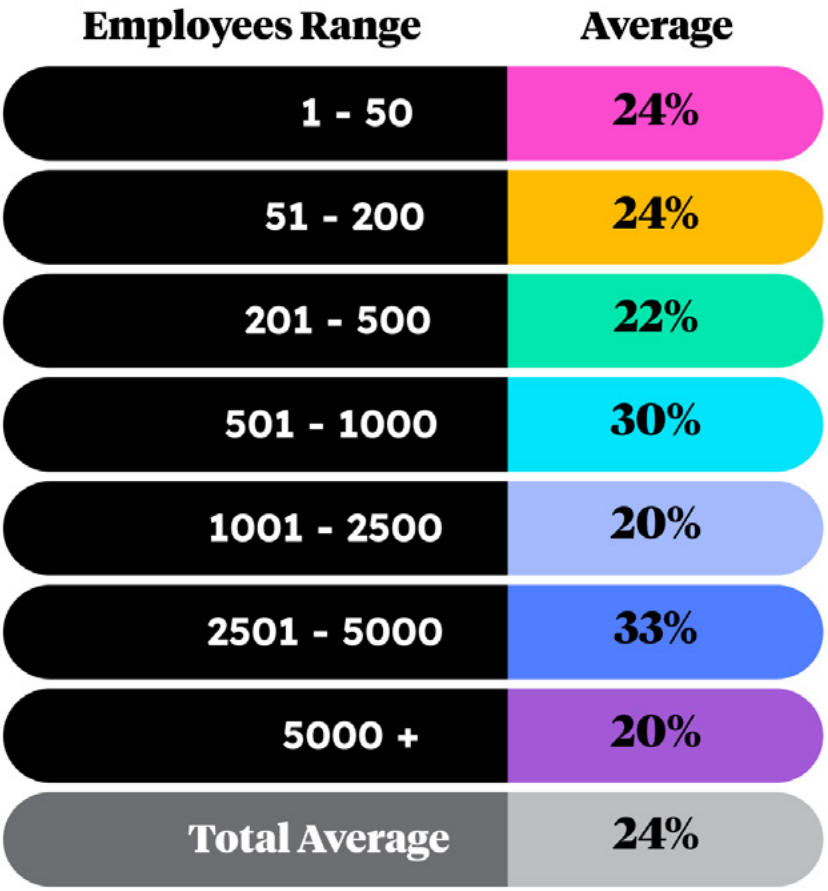
Benchmarks by Employee Count

Deflection Rate

Sorted by the organization's total headcount, the data showed significant variability in deflection rates and AI impact for companies of different sizes.

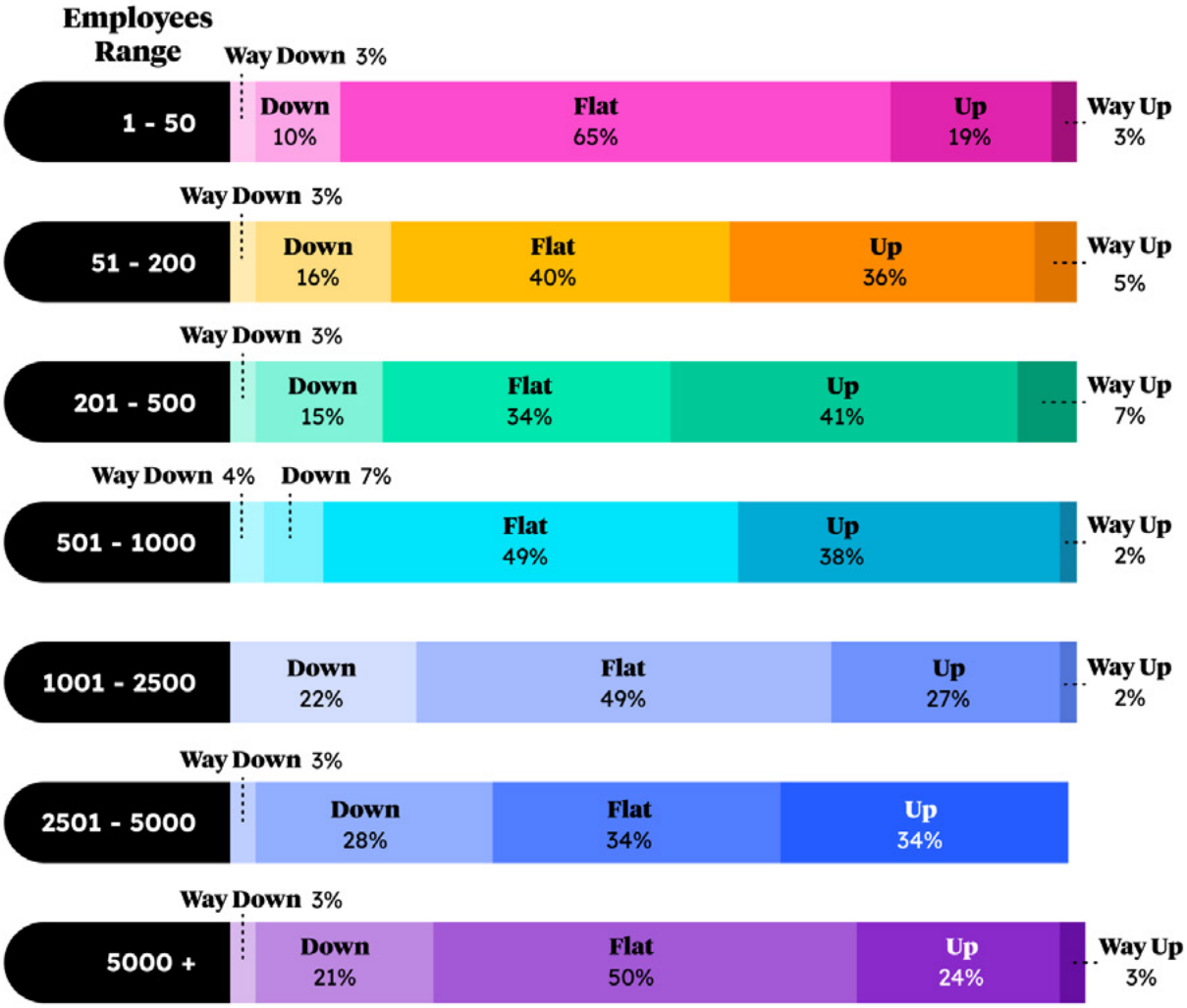
- The **2,501 - 5,000** range was the sweet spot for overall deflection rate, with an average of **33%**.
- Organizations with the lowest deflection rate of **20%** were found in the **1,001 - 2,500** and **5,000+** ranges.
- When using AI trained on their own historic data, companies in the **501 - 1,000** range saw a **44%** deflection rate compated to **21%** when not using AI. When other types of data were used, companies in the **1 - 50** and **201 - 500** bands saw deflections rise **10 points** to **27%**.
- When other types of data were used, companies with **5,000+** employees only saw a two-point improvement to **19%,** compared to 17% when no AI is used.



How Is Your Deflection Rate Trending vs. Last Year?

Asked about the year-to-year trend in their deflection rate, midsize companies tended to report the most increases, with larger organizations seeing the opposite.

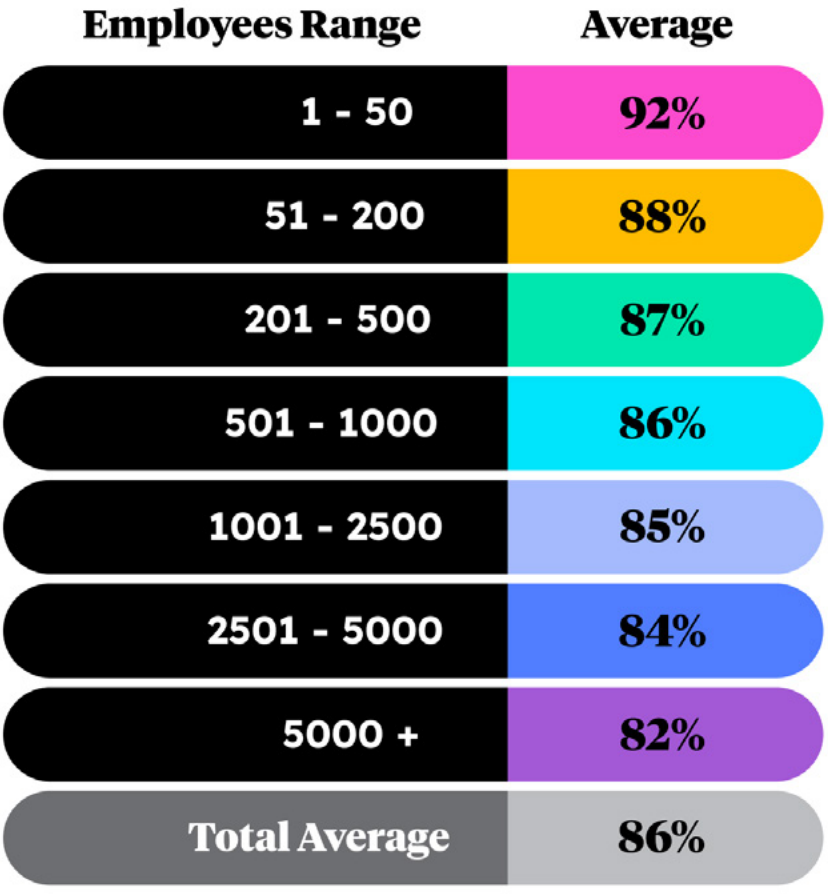
- Companies with **201 - 500** employees were most likely to see a positive trend, with **48%** saying that deflections were up, including **7%** who described the trend as way up.
- **31%** of companies with **2,501 - 5,000** employees saw a declining deflection rate.



CSAT

Overall customer satisfaction rates tended to be lower as company size increased, though the impact of AI varied for different cohorts.

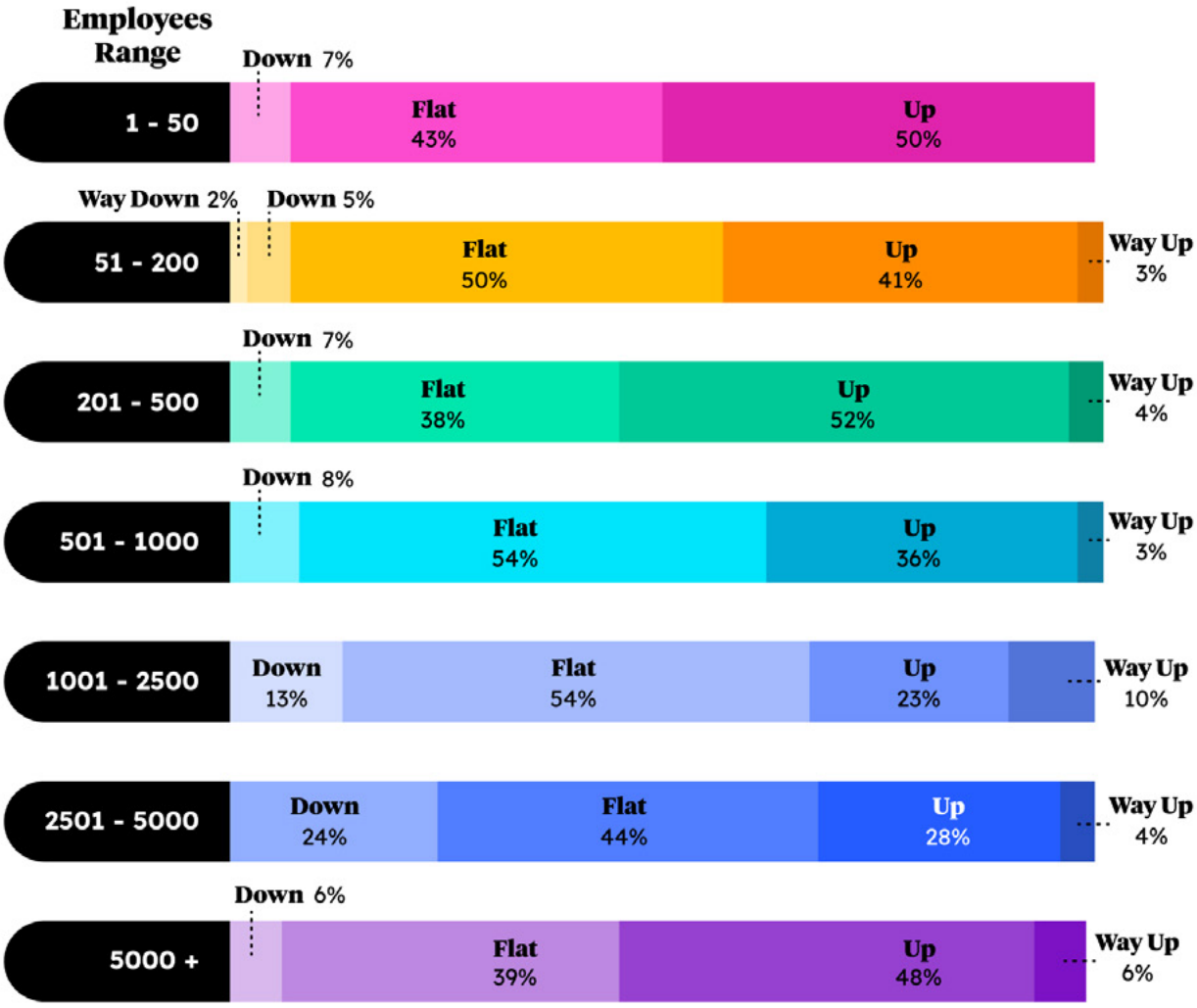
- The smallest organizations with **1 - 50** employees reported the highest overall CSAT of 92%.
- Organizations with over **5,000** employees reported the lowest CSAT of **82%**.
- When using AI trained on their own historic data, the largest companies achieved the greatest impact, with headcounts of **5,000+** boosting CSAT to **91%** from **71%** without AI. Using other types of data, companies of **501 - 1,000** employees gained a **10-point** improvement to **91%**.



How is Your CSAT Trending vs. Last Year?

While large and small organizations both reported consistent gains in CSAT over the past year, those in the middle of the range showed less improvement.

- Companies with **201 - 500** employees were most likely to see an improvement in CSAT, with **56%** reporting a positive trend. Organizations of **5,000+** followed close behind at **54%**.
- Headcounts in the **2,501 - 5,000** band were by far the most likely to see their CSAT weaken over the last year, with **24%** reporting a decline and only **28%** seeing an improvement.



2024 Forethought AI in CX Benchmark Report

Cost Per Resolution

While the smallest organizations generally spend the least on each customer ticket, they're not far from the median. Midrange companies see higher costs—even when AI is used.

- Organizations of **1 - 50** employees have the lowest overall average cost per resolution at **$8**.
- Companies with a headcount of **1,001 - 2,500** have the highest overall average cost at **$13**.
- When using AI trained on their own historic data, companies of **2,501 - 5,000** see the greatest difference, with cost per resolution changing from **$12** to **$8**.

Click here to see Trending Cost per Resolution.

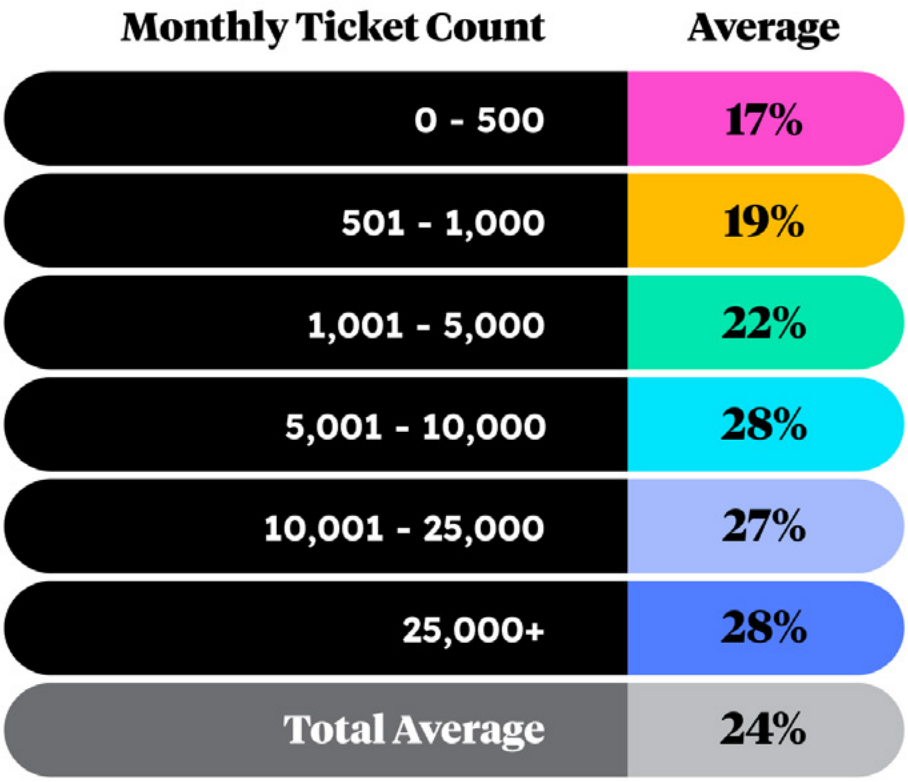
Employees Range	Average
1 - 50	$8
51 - 200	$10
201 - 500	$10
501 - 1000	$11
1001 - 2500	$13
2501 - 5000	$9
5000 +	$10
Total Average	$10

Benchmarks by Monthly Ticket Volume

Deflection Rate

Here, we see the impact of AI on deflection rates for companies handling different levels of monthly support ticket volume.

- Companies at the high end of volume saw the highest overall deflection rates, with organizations handling **5,001 - 10,000** monthly tickets and **25,000+** monthly tickets achieving a **28%** deflection rate.
- The lowest overall deflection rate of **17%** was reported by the organizations with **0 - 500** monthly tickets.
- Using AI trained on their own historic data, companies handling **5,001 - 10,000** monthly tickets achieved the greatest difference compared with companies not using AI, boosting deflections from **17%** to **40%**. AI trained on other types of data improved deflections from **17%** to **25%** for companies handling **1,001 - 5,000** tickets per month.

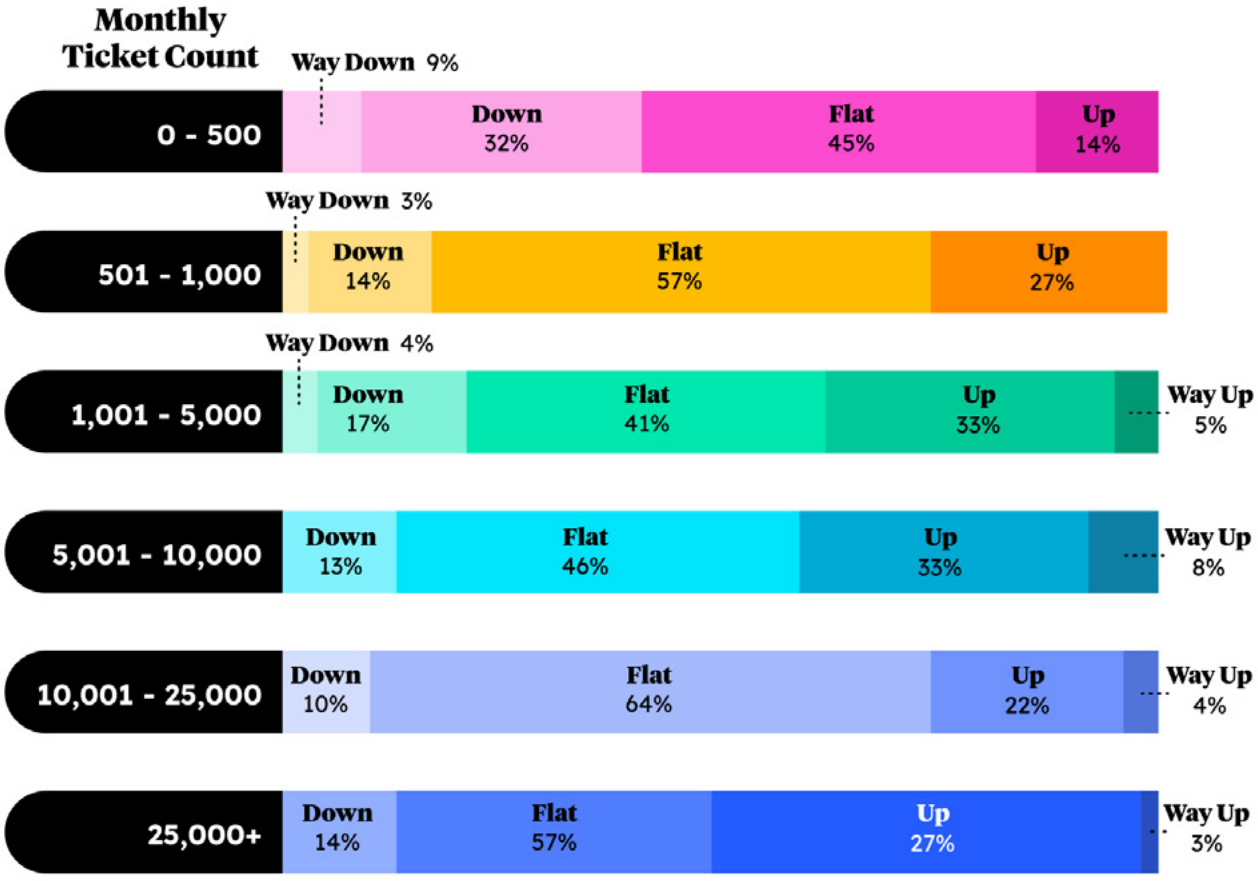


2024 Forethought AI in CX Benchmark Report

How Is Your Deflection Rate Trending vs. Last Year?

The trend in deflection rate from year to year was fairly flat across most levels of monthly ticket volume, with a plurality of organizations reporting no change.

- The highest-volume organizations were the most likely to report a rising deflection rate, with **51%** of those handling **25,000+** monthly tickets citing a positive trend.
- Conversely, **41%** of the lowest-volume organizations with **0 - 500** tickets per month saw deflections fall over the last year.

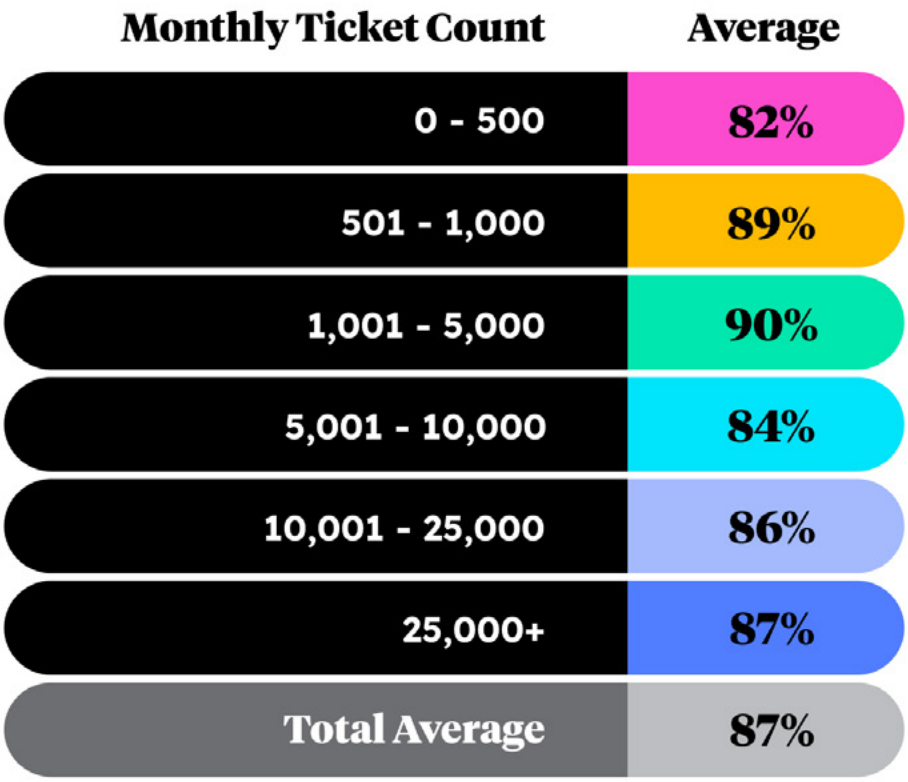


2024 Forethought AI in CX Benchmark Report

CSAT

In this chart, we see the customer satisfaction scores achieved by companies at different levels of monthly ticket volume.

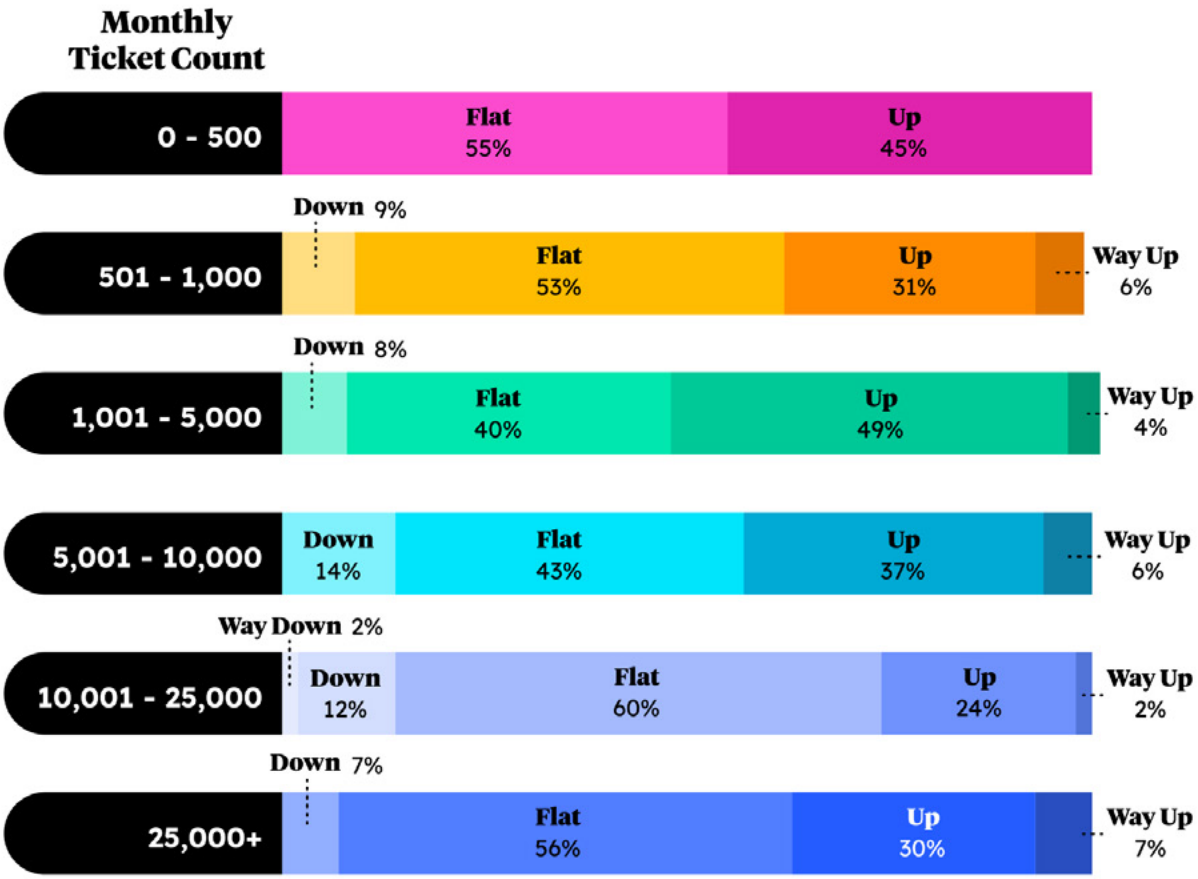
- The highest overall average CSAT of **90%** was reported by organizations handling **1,001 - 5,000** monthly tickets.
- Companies with a monthly ticket volume of **0 - 500** had the lowest CSAT at **82%**.
- When AI trained on their own historic data is used, companies with a monthly ticket volume of **1,001 - 5,000** saw a **7-point** rise in CSAT to **94%**. For other types of training data, the greatest difference was seen among companies handling **0 - 500** tickets each month, whose CSAT of **91%** was **13 points** higher than companies handling that volume without AI.



How is Your CSAT Trending vs. Last Year?

Asked how their CSAT has changed over the past year, companies reported widely varying trends across ticket volume levels.

- Organizations handling **1,001 - 5,000** monthly tickets were the most likely to see a positive trend, with **53%** saying that CSAT was up or way up.
- **14%** of companies with a monthly ticket volume of **10,001 - 25,000** saw CSAT trending downward, including **2%** who said it was way down.



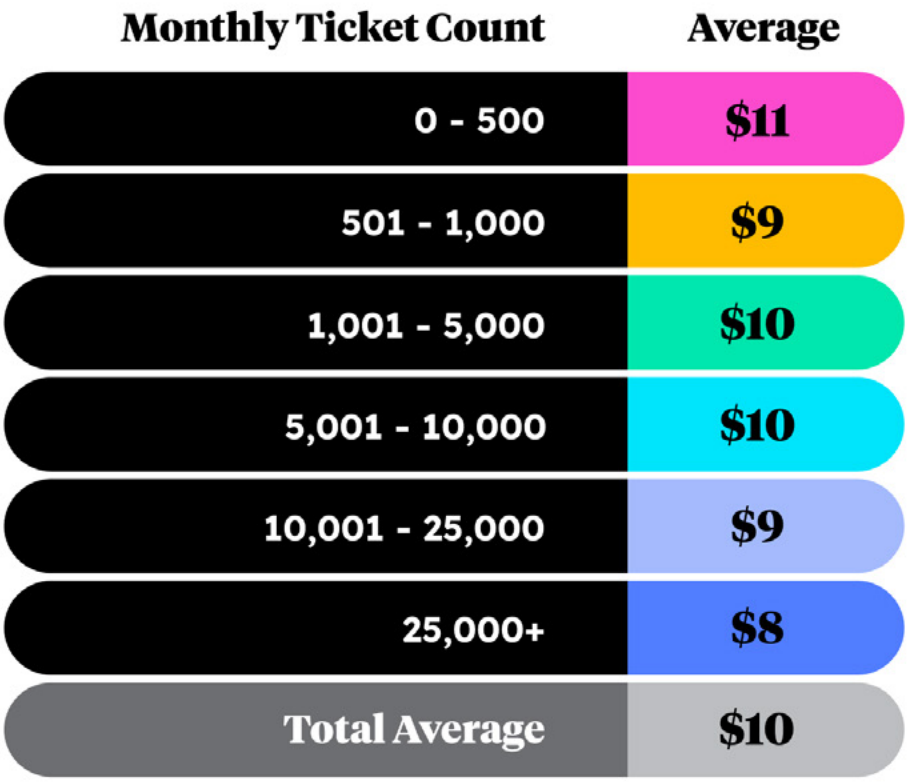
2024 Forethought AI in CX Benchmark Report

Cost Per Resolution

The average cost to resolve each customer ticket tends to fall as ticket volume rises.

- The lowest cost per resolution, **$8**, was reported by companies handling **25,000+** tickets per month.
- Conversely, the lowest-volume companies with **0 - 500** monthly tickets spent the most to resolve them with an average cost of **$11**.
- When using AI trained on their own historic data, organizations with a monthly ticket volume of **5,001 - 10,000** took cost per resolution from **$11** to **$9**, the largest difference. The same cohort achieved the greatest savings using AI trained on other types of data, reducing cost from **$11** to **$7**.

Click here to see Trending Cost per Resolution.

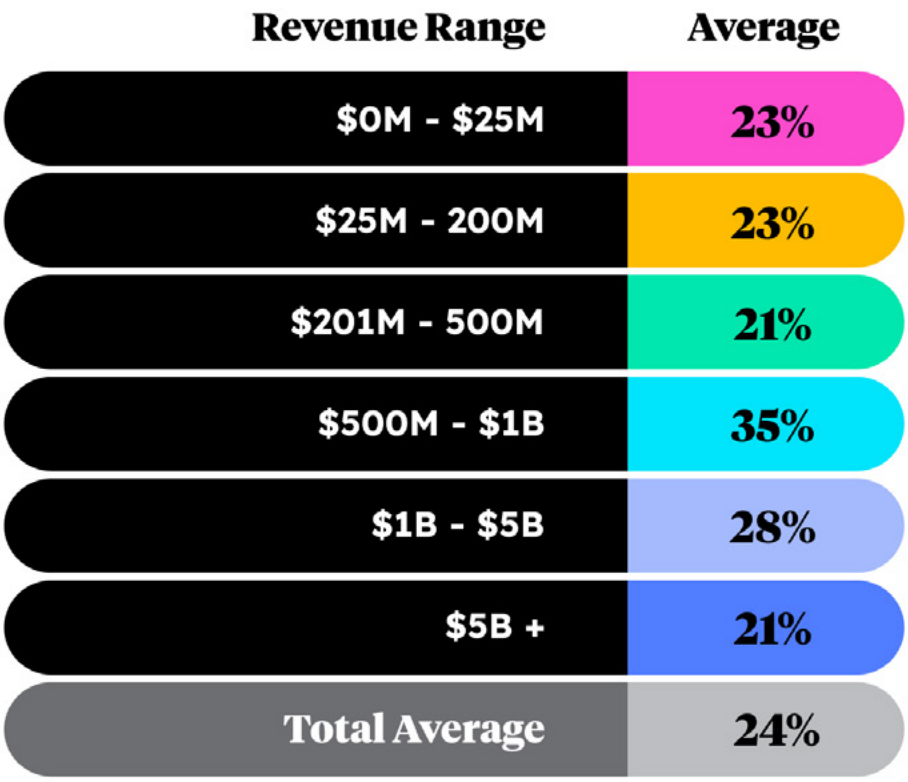


Benchmarks by Revenue

Deflection Rate

This chart breaks down the deflection rates achieved by companies with different levels of annual revenue, and using different types of AI training data.

- The highest overall average deflection rate came at **$500M - $1B** in annual revenue, with **35%**.
- Companies with annual revenue of either **$201M - $500M** or **$5B+** saw the lowest deflection rate of **21%**.
- When using AI trained with their own data, companies at **$500M - $1B** and **$1B - $5B** saw the biggest difference compared with companies not using AI, rising from **22%** to **48%** and **21%** to **46%** respectively.



How Is Your Deflection Rate Trending vs. Last Year?

While companies at all revenue levels tended to report relatively unchanged deflection rates year-over-year, some cohorts showed a more significant uptick or decline.

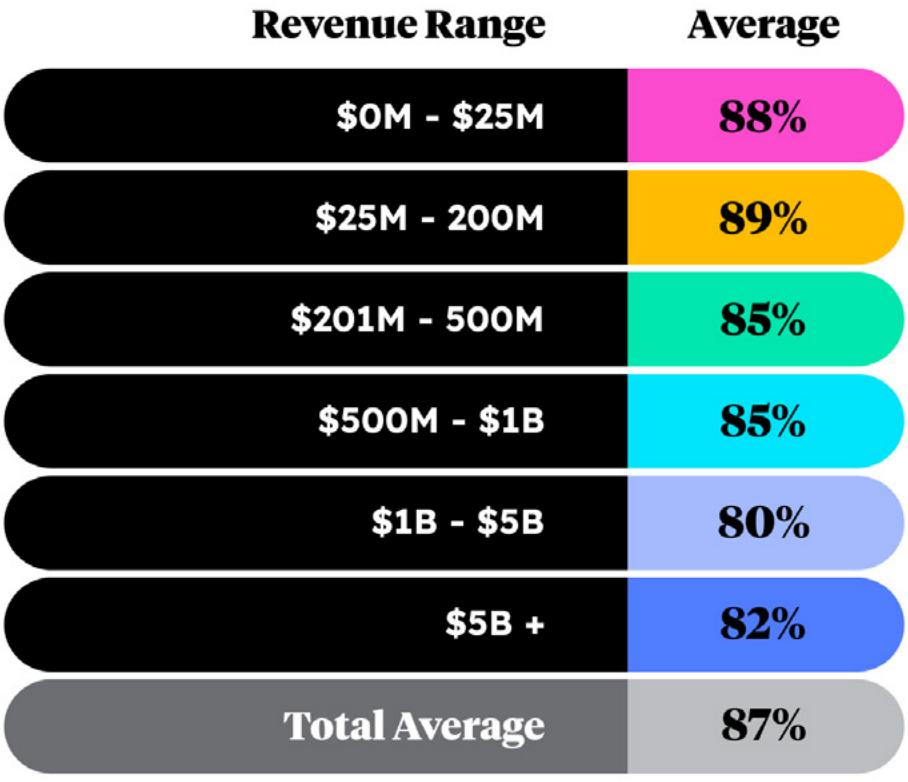
- Companies in the **$25M - $200M** band were most likely to have seen improving deflection rates, with **45%** reporting a positive trend.
- Companies with **$5B+** in revenue were most likely to see declining deflections, with **26%** saying that the rate was down and another **5%** describing the trend as way down.

2024 Forethought AI in CX Benchmark Report

CSAT

Here, we see the breakdown of customer satisfaction scores at different levels of revenue and with different types of AI training data.

- The highest CSAT scores were achieved by companies with **$25M - $200M** in annual revenue, who reported an overall average of **89%**.
- The lowest overall average CSAT score of **80%** came in the **$1B - $5B** band.
- Among companies using AI trained on their own historic data, the smallest companies with **$0M - $25M** saw the highest CSAT of **94%**.

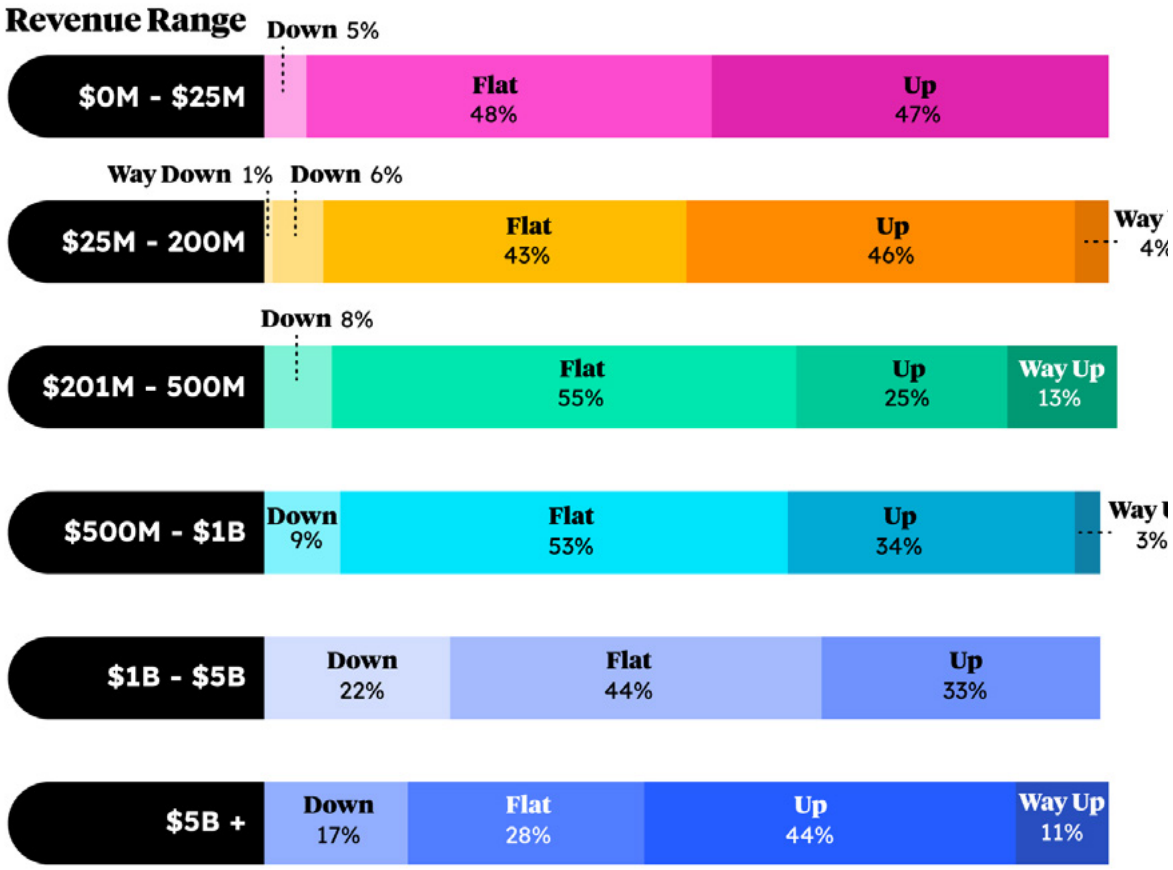


2024 Forethought AI in CX Benchmark Report

How is Your CSAT Trending vs. Last Year?

For this chart, we consider the year-to-year trend in CSAT reported by companies at different levels of revenue.

- The highest positive trend was seen by companies with **$25M - $200M** in annual revenue. **43%** of these organizations said that deflections were up, including **5%** who said that they were way up.
- The largest decline in CSAT came for companies with **$5B+** in annual revenue, with **28%** seeing a negative trend.



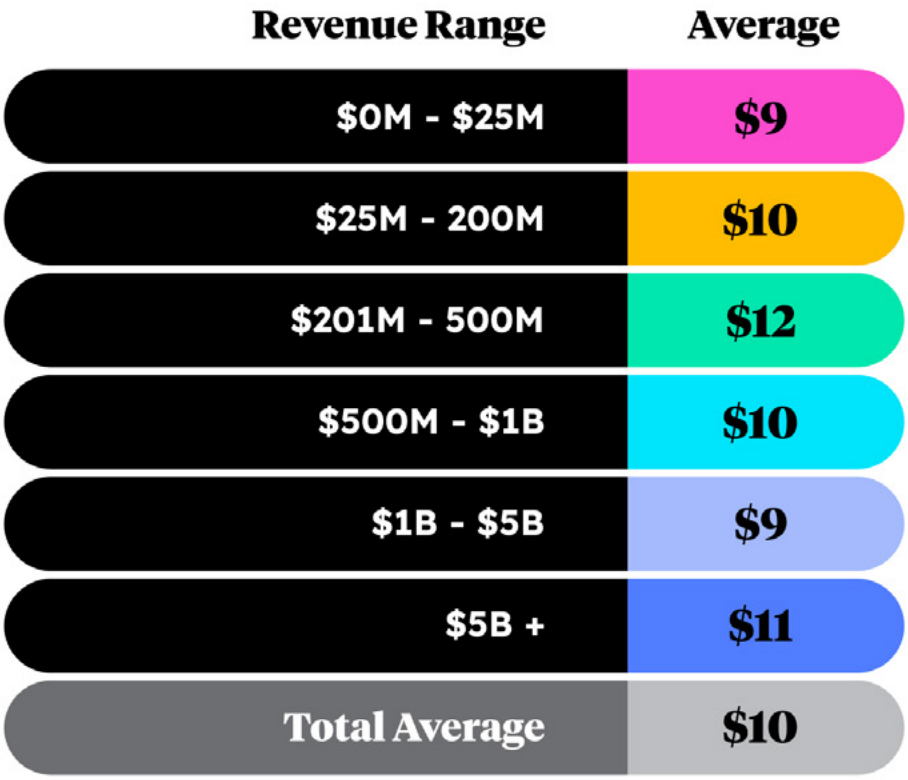
2024 Forethought AI in CX Benchmark Report

Cost Per Resolution

Companies at different levels of revenue showed considerable variation in their cost for each customer ticket resolved, with an even wider range of results when AI is used.

- The lowest overall cost per resolution was reported by companies in the **$0M - $25M** and **$2B - $5B** ranges, with **$9** per ticket.
- The highest overall cost per resolution, **$12**, came in the **$201M - $500M** band.
- For companies using AI trained on their own historic data, the greatest difference was seen among companies in the **$500M - $1B range**, who had a cost of **$6** per resolution compared with **$12** for their peers who weren't using AI.

Click here to see Trending Cost per Resolution.



2024 Forethought AI in CX Benchmark Report

AI Adoption and Sentiment

AI Adoption

Who Uses AI for CX and Why

As one survey respondent noted, “It feels like there are new AI products popping up frequently making it hard to be sure about your decision. Only to then invest money and time to potentially have something more efficient, a better fit, or better cost-wise be introduced right after.”

Indeed, noise and buyer anxiety are at an all-time high. It’s difficult for support leaders to decide which AI system to use. That’s also likely why some industries—known for taking risks—are more likely to adopt AI.

These early adopters may gain several advantages. Most simply, they will realize value more quickly, including economic benefits.

As rapidly evolving AI goes through iterations of the “sophistication curve” and more savvy businesses start leveraging it for generating articles, insights, agent assist, and other use cases, the companies adopting AI today for simpler use cases will mature more quickly to advance from reactive to proactive support.

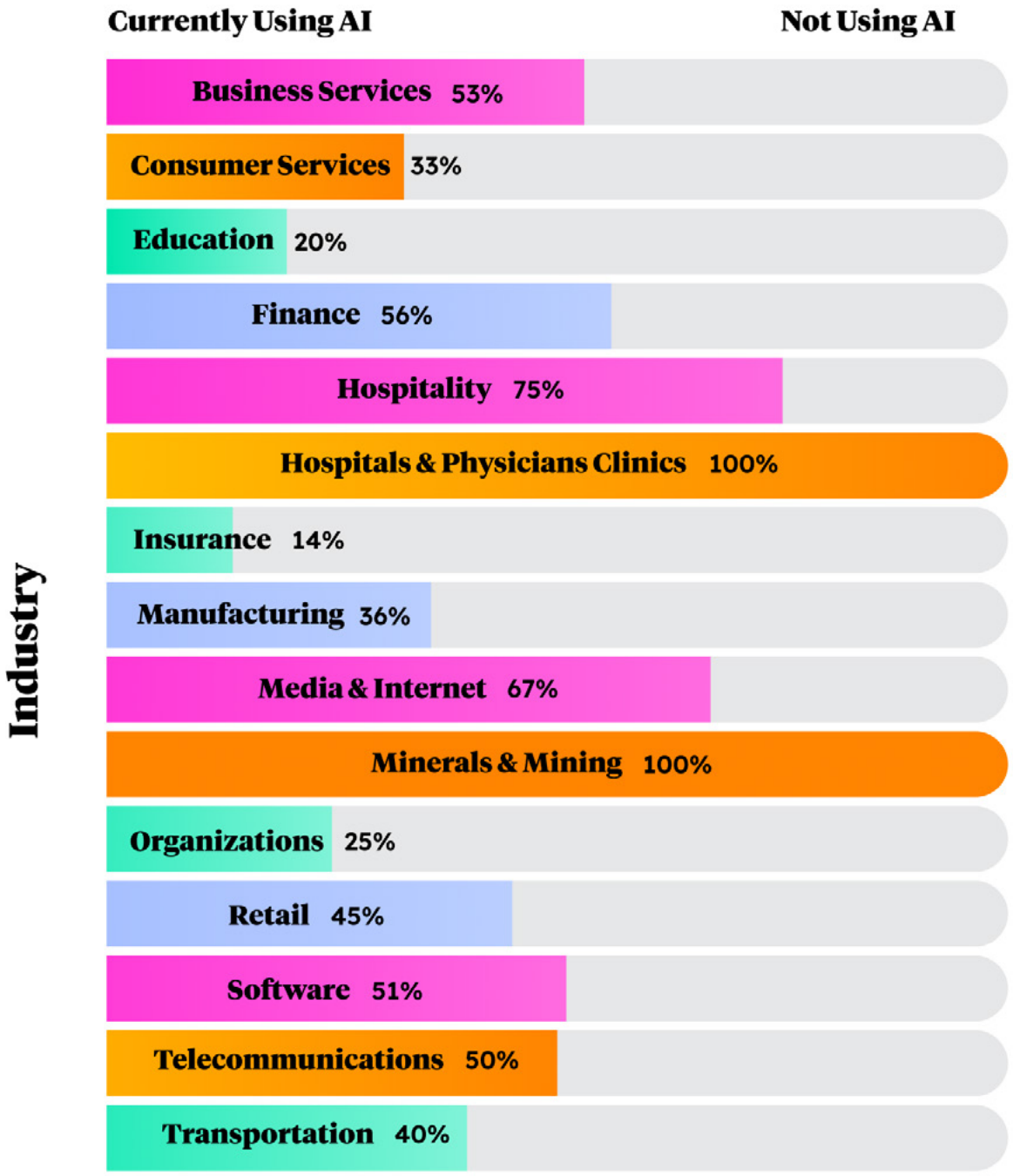
Finally, there’s a data advantage at play. Once you can start leveraging a best-in-class generative AI, especially a more sophisticated solution that provides insights, you can start building a “data moat” of competitive advantage. You’ll know what’s working and what’s not across your business, helping you grow by quantum leaps.

AI for CX Adoption

AI for CX Adoption by Industry

The highest levels of adoption of AI for CX in industries with a significant number of respondents were **Hospitality** with **75%** and **Media & Internet** with **67%**.

The lowest rate of adoption was in **Insurance** with **14%**.



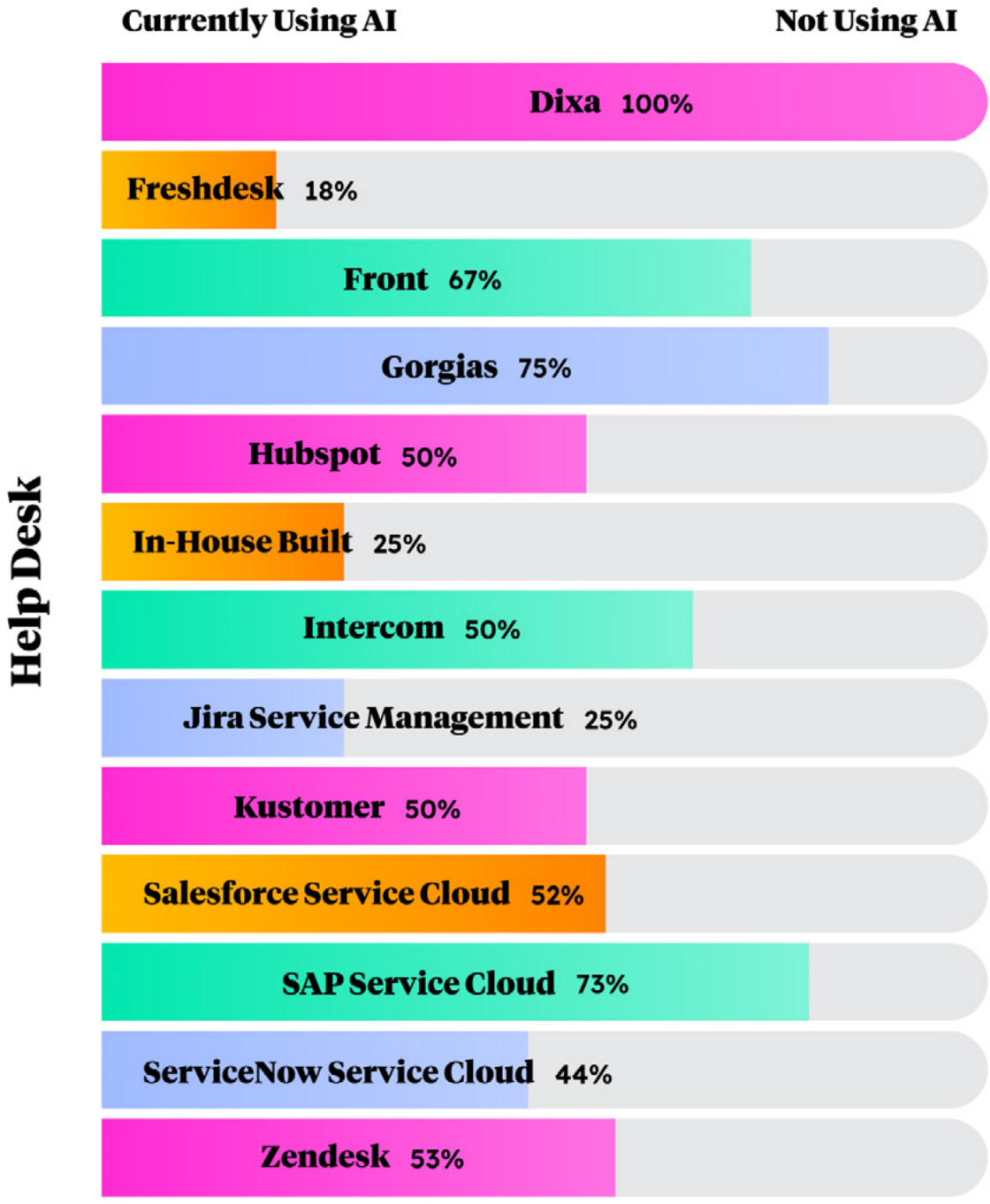
2024 Forethought AI in CX Benchmark Report

While AI is being democratized and we're seeing some interest across all industries, more traditional or low-tech industries such as Agriculture, Construction, and Law Firms are still seeing limited AI adoption. This suggests that we're still in the early days of AI, but we'll likely see a crest of adoption in the coming years across quite a few of these industries.

AI for CX Adoption by Help Desk

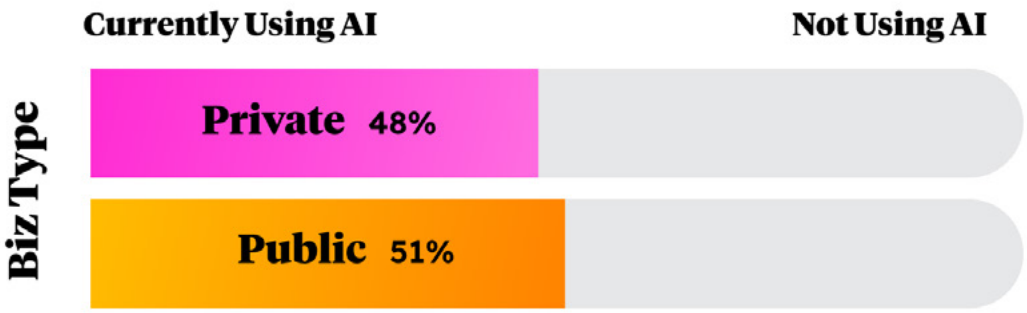
Among help desks with a significant number of respondents, companies using **SAP Service Cloud** were the most likely to be using AI for CX, with **73%** adoption.

Freshdesk showed the lowest level of adoption of AI for CX with **18%**.



AI for CX Adoption by Business Type

Public companies were slightly more likely to be using AI for CX than **private companies**, with adoption rates of **51%** and **48%**, respectively.



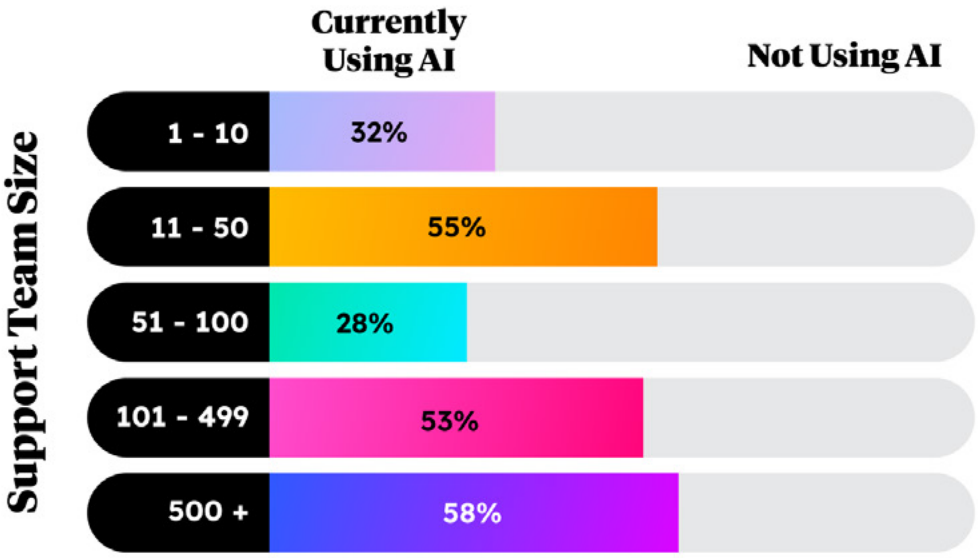
2024 Forethought AI in CX Benchmark Report

Unlike some waves of transformation, generative AI democratization has made it easy for big companies to get access to innovation typically reserved for small upstarts. They also have the most obvious ROI; the bigger you are, the more AI can impact your bottom line, and hence your stock price.

AI for CX Adoption by Support Team Size

AI for CX is most commonly used among companies with **500+ employees**, with **58%** adoption.

The lowest adoption rate, **28%**, was among companies with **51 - 100 employees**.



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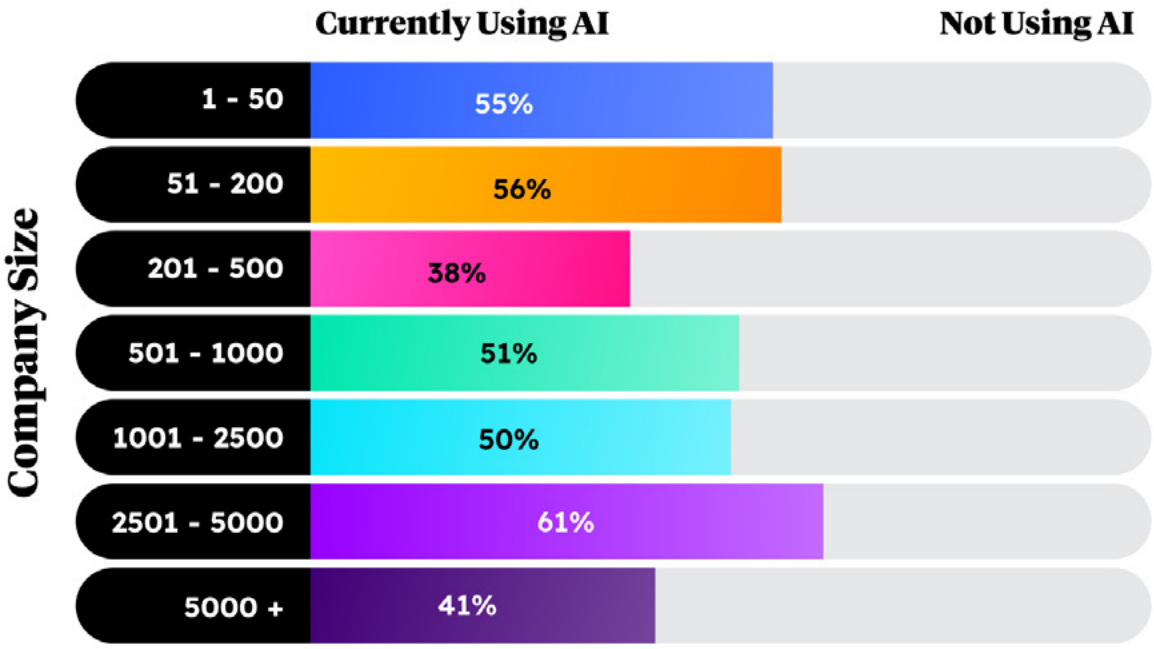
AI for CX Adoption by Company Size

Company size generally correlates with AI adoption for two reasons. The first is scale: the best AI performs with the best data, which includes having amply sized training sets. The second is that companies don't really need AI until support volume becomes unmanageable and costs mount for scaling a team of agents.

The highest rate of adoption of AI for CX is among companies with **2,501 - 5,000 employees**, with **61%**.

Companies with **201 - 500 employees** were the least likely to be using AI for CX, with **38%** adoption.



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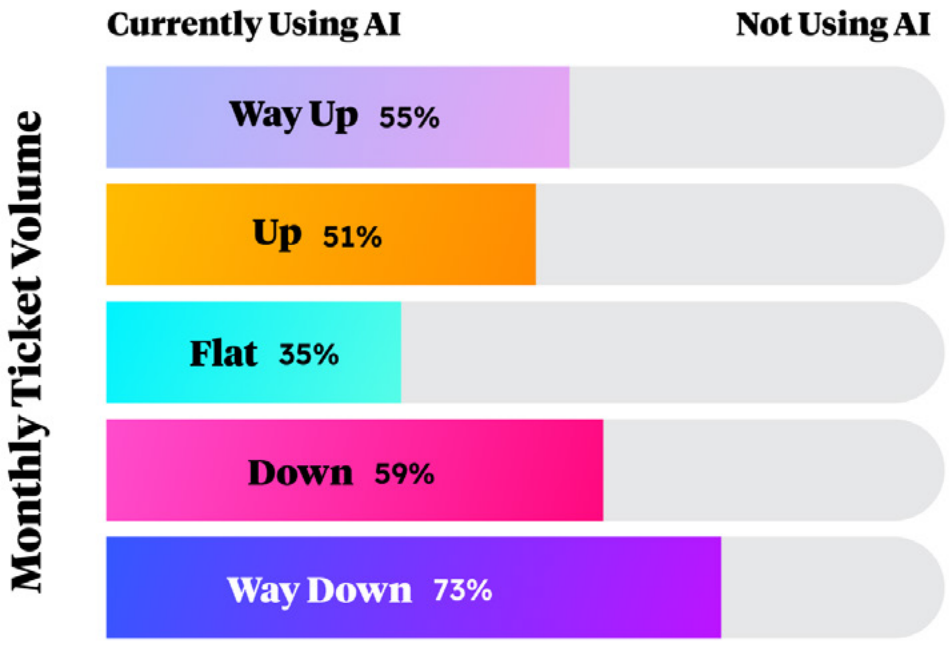
AI for CX Adoption by Trend in Ticket Volume

Companies who were using AI for CX were **73%** likely to describe their monthly volume of customer tickets as trending **way down**.

Most of the companies who weren't using AI reported seeing a **flat** trend year-to-year in ticket volume.

How is your Monthly Ticket Volume Trending vs. Last Year?



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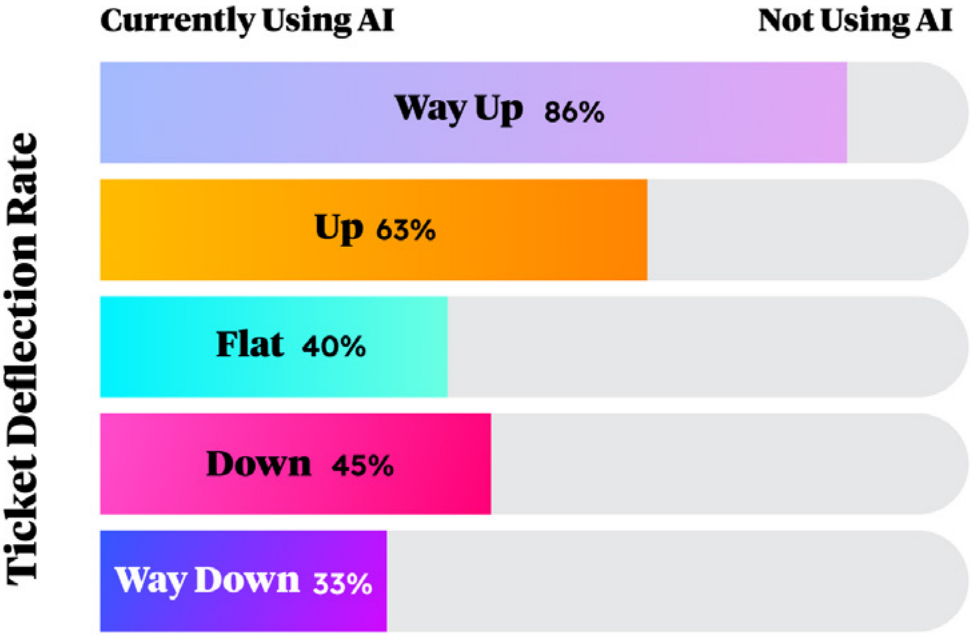
AI for CX Adoption by Trend in Deflection Rate

The use of AI for CX is highly correlated with a rising deflection rate. Companies using AI described their deflections as **way up** (**86%**).

Of those not using AI, most reported a **flat** deflection rate (**60%**).

How is your Monthly Ticket Deflection Rate Trending vs. Last Year?

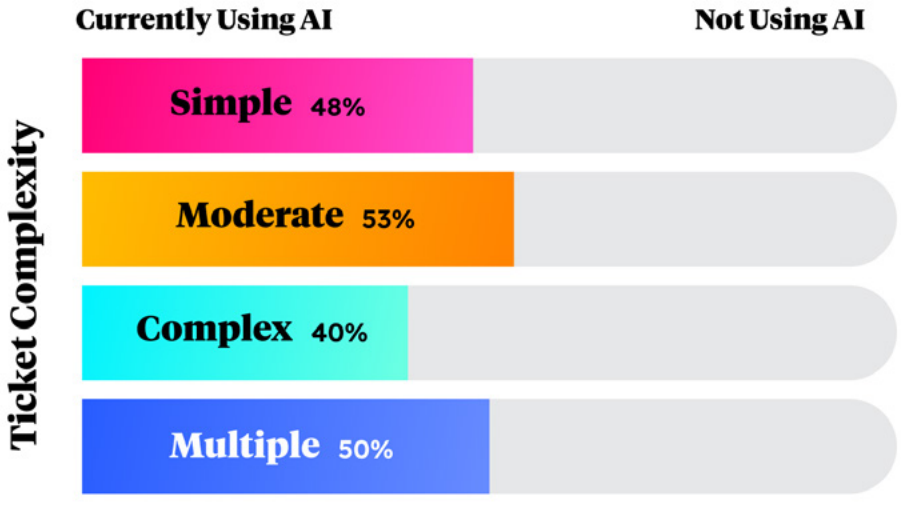


> **The team was handling between 350 and 600+ tickets per day. This meant that customers grew impatient while agents worked on resolving tickets from a two-week backlog. We knew we had to make a change to improve our customers' experience. Since implementing Forethought, our agents are no longer exhausted from dealing with a heavy volume of tickets. We don't get negative comments from customers about long resolution times, so it's made all of our lives much easier.**
>
> - **Kim Thomas**, Business Analyst at Spordle

AI for CX Adoption by Ticket Complexity

The highest level of AI for CX adoption is among companies whose primary issue complexity is **moderate**, with **53%**.

AI for CX is least commonly used by companies with primarily **complex** issues, whose adoption rate stands at **40%**.



2024 Forethought AI in CX Benchmark Report

Sentiment and Loyalty of AI Solution Type

Sentiment

Survey respondent Brent, from UpWork, commented that “AI is here to stay. The most successful companies will embrace it quickly and take risks.”

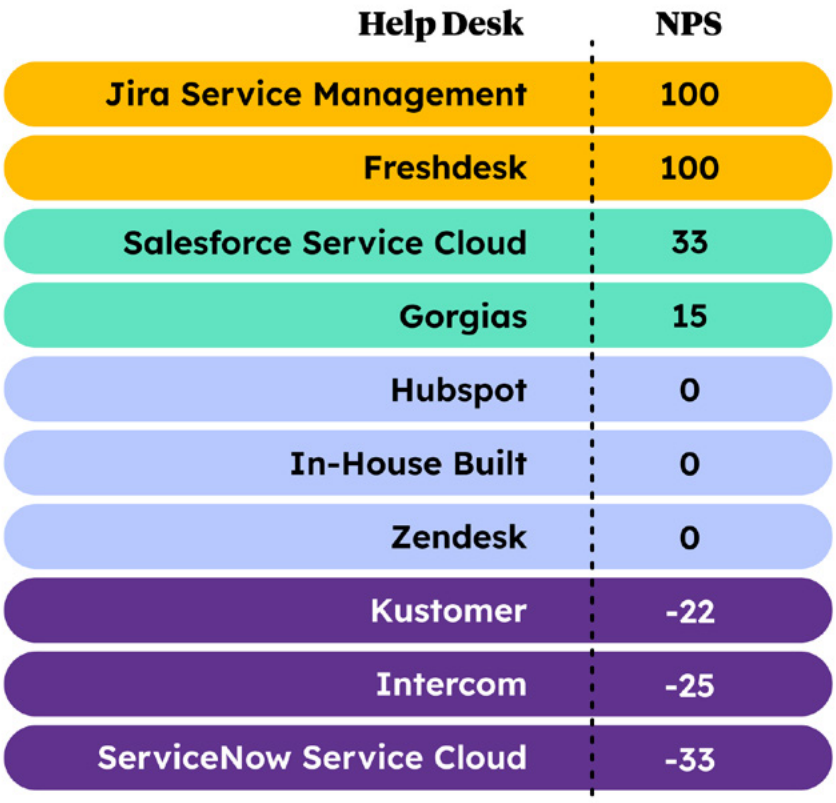
Over the past year, we’ve seen Brent’s take become a clear reality. One of OpenAI’s greatest accomplishments was making the APIs and user interface for GPT and ChatGPT simple for anyone to use. In some senses, they’ve democratized access to AI. This means businesses can adopt AI faster than ever, and the most successful companies will absolutely embrace that. And unlike previous “hype cycles,” there is immediate value for those who are implementing AI the right way.

Loyalty/NPS of AI Solution Type

By Help Desk

The highest customer loyalty toward their AI solution, with a perfect NPS of **100**, is found among companies using **Jira Service Management and Freshdesk**.

The least satisfied customers were those using **ServiceNow Service Cloud**, who posted an NPS of **-33** for their AI solution.



By Industry

Among industries with a significant number of respondents, the companies most satisfied with their AI solution were found in **Business Services** with a **16** NPS and **Software** with a **14** NPS.

The industries with the lowest NPS for their AI solution, at **-100**, were **Insurance**, **Non-Profit Organizations**, and **Pharmaceutical**.

By Support Team Size

Companies with a headcount of **101 - 499** were most likely to be happy with their AI solution, with an NPS of **15**.

Companies in the **500+** employees range were least satisfied with an NPS of **-3**.

Support Team Size	NPS
1 - 10	13
11 - 50	6
51 - 100	9
101 - 499	15
500 +	-3

2024 Forethought AI in CX Benchmark Report

By Job Level

VP-level respondents posted the highest NPS for their AI solution with an average of **30**.

C-level executives posted the lowest scores with an NPS of **-43**.

Management Level	NPS
C-Level	-43
VP-Level	30
Director	7
Manager	4
Non-Manager	-4

2024 Forethought AI in CX Benchmark Report

By Revenue

Companies with annual revenue of **$25M - $200M** were most favorable toward their AI solution, with an NPS of **21**.

Companies with **$1B - $5B** in revenue reported the lowest NPS at **-14**.

Revenue Range	NPS
$0M - $25M	12
$25M - 200M	21
$201M - 500M	6
$500M - $1B	-5
$1B - $5B	-14
$5B +	0

2024 Forethought AI in CX Benchmark Report

By Business Type

Private companies (NPS **8**) and **B2C** companies (NPS **12**) viewed their AI solution most positively.

Public companies (NPS **0**) and **B2B** companies (NPS **6**) were less enthusiastic.

Ownership Type	NPS
Private	8
Public	0

Business Model	NPS
B2B	6
B2C	12

2024 Forethought AI in CX Benchmark Report

By Employee Count

Companies with **501 - 1,000** employees reported the highest NPS by far at **43**.

Companies with a headcount of **2,501 - 5,000** were the least loyal, posting an NPS of **-16**.

Employees	NPS
1 - 50	7
51 - 200	11
201 - 500	14
501 - 1000	43
1001 - 2500	-5
2501 - 5000	-16
5000 +	-7

2024 Forethought AI in CX Benchmark Report

By Ticket Count

Companies handling **10,001 - 25,000** monthly customer tickets had the highest NPS for their AI solution at **27**.

Companies with a monthly volume of **501 - 1,000** support tickets had the lowest NPS at **-43**.

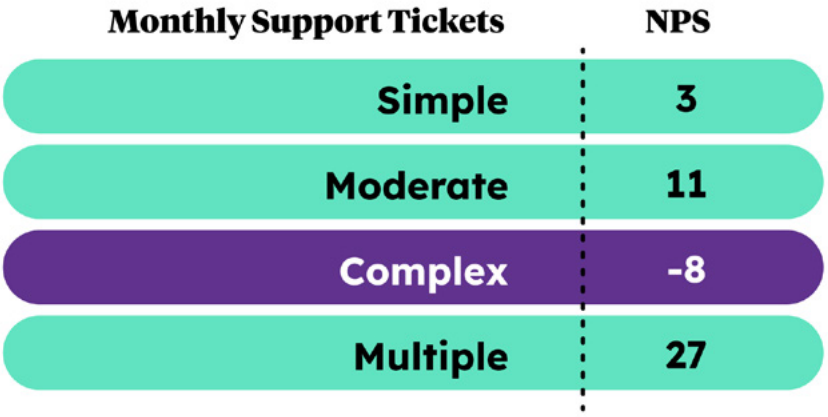
Monthly Support Tickets	NPS
0 - 500	0
501 - 1,000	-43
1,001 - 5,000	20
5,001 - 10,000	6
10,001 - 25,000	27
25,000 +	-24

2024 Forethought AI in CX Benchmark Report

By Issue Complexity

AI solutions earned an NPS of **27** among companies handling issues with **multiple** complexities.

The lowest score, an NPS of **-8**, came from companies handling **complex** issues.



2024 Forethought AI in CX Benchmark Report

By AI Training Model Type

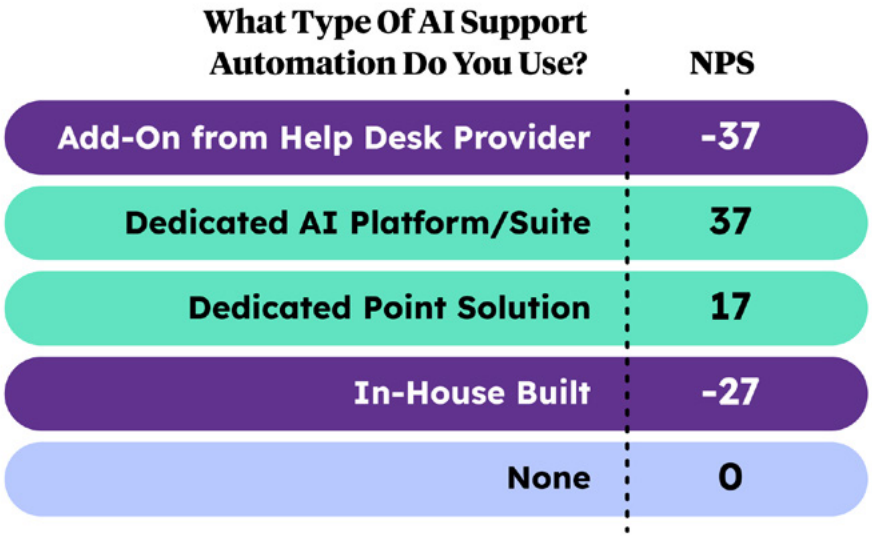
AI solutions trained on a company's own **historic data** posted a far higher NPS, **29**, than those trained on **other types of data**, who earned an NPS of **-18**.

2024 Forethought AI in CX Benchmark Report

By AI Solution Type

Dedicated AI platforms or suites earned the highest NPS across our respondent set, at **37**.

The lowest scores came for **help desk add-ons**, with an NPS of **-37**.



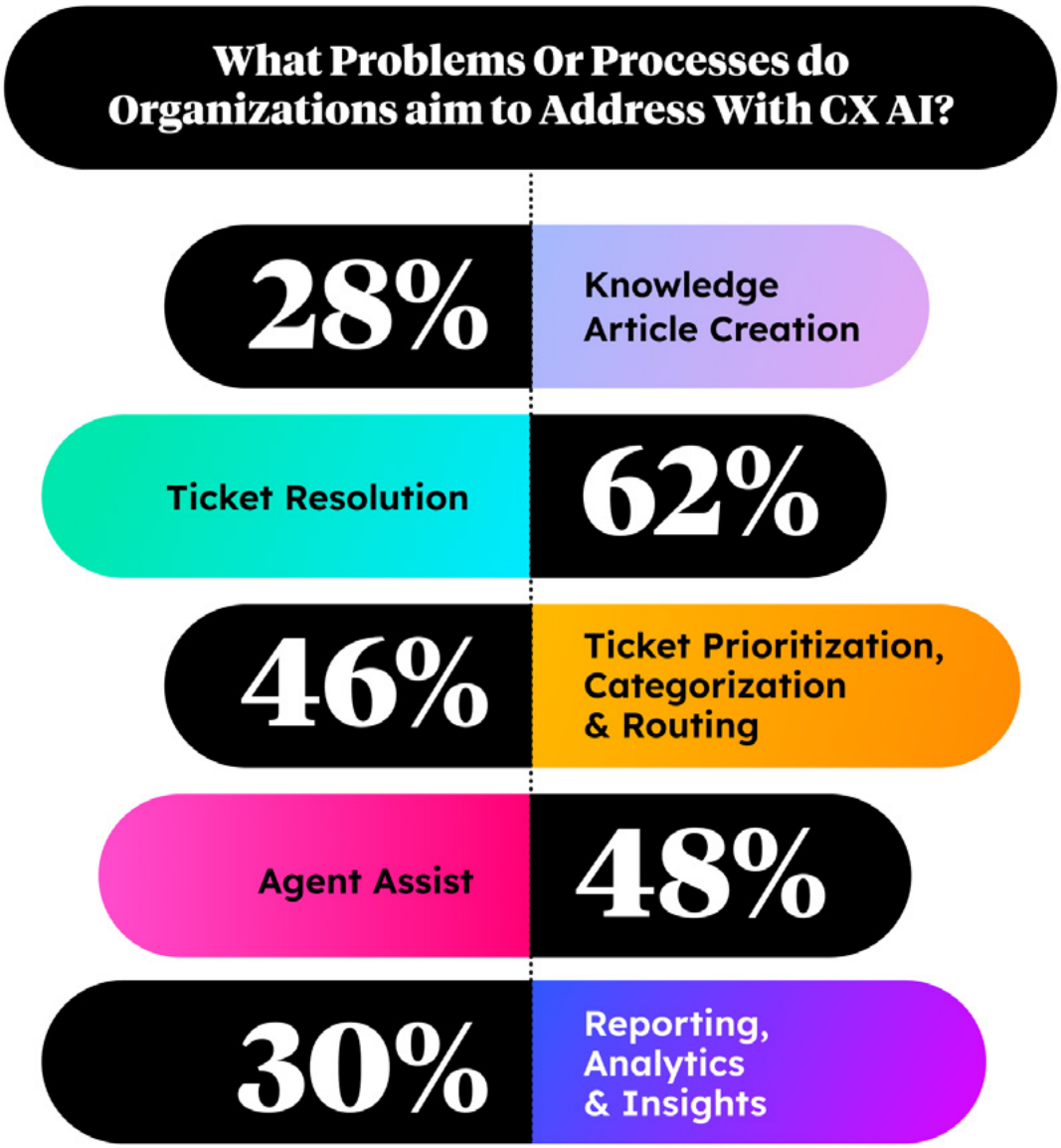
2024 Forethought AI in CX Benchmark Report

Goals and Expectations of AI for CX

What Problems and Processes do Organizations Aim to Address with CX AI?

Respondents indicated a variety of use cases for their AI for CX solution.

- The most common use case was **ticket resolution**, cited by **62%** of respondents.
- The least common use case was **knowledge article creation**, with **28%**.



To date, many organizations have focused narrowly on chatbot-style AI use cases. While this is an obvious and valuable use case, it's far from the only possibility. In fact, knowledge article generation, a highly underutilized application, can help make support more proactive rather than reactive.

But we are also witnessing the rising sophistication of AI in customer support. Most leaders' first interaction with AI was through ChatGPT, with the most obvious application of this being ticket resolution. However, the best-in-class businesses and best-in-class vendors don't automatically equate generative AI with chatbots. As you unlock the power of GenAI for your business, you realize that you can do more—ticket triage and categorization, reporting and analytics, agent assist, and so on—to ultimately take your business from a reactive to a proactive organization. We think this will grow as more businesses' AI sophistication grows, further validating the need for dedicated full AI suites like Forethought.

> **"AI is a big industry need, especially in small corners of Edtech. It is important to note that not everything can be automated, but I think Forethought has done a great job of tracking historical tickets to see what is possible for organizations. It makes you think outside of the box, which is useful!"**
>
> **- StarrAnn,** Magoosh

Goals & Expectations by Segment

Goals and Expectations by Job Level

Respondents shared different goals and expectations depending on their level.

- Among **C-level personnel**, the top goal was to **improve CX**, cited by **81%**.
- VP-level respondents ranked **automating deflection** most highly at **63%**.
- **68%** of **directors** named **reducing customer support costs**, the top response.
- Among **managers**, **automating deflection** was named by **57%** of respondents, narrowly beating **improving CX** (**56%**).
- **Non-managers** were most likely to prioritize **improving CX** (**73%**).

Management Level	Automate Deflection	Improved CX	Reduce CS Costs	Reduce FRT	Handle More Tickets	Competitive Advantage
C-Level	69%	81%	75%	75%	31%	25%
VP-Level	63%	49%	58%	49%	51%	23%
Director	66%	64%	68%	49%	46%	38%
Manager	57%	56%	45%	39%	38%	25%
Non-Manager	68%	73%	53%	58%	43%	40%
Average	63%	62%	6%	48%	43%	31%

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Goals and Expectations by Support Team Size

For organizations with support teams of all sizes, competitive advantage was the least commonly cited goal for AI for CX. Automating deflection and improving CX were the most common choices.

- **Automating deflection** was the most commonly named goal for organizations with customer support or service headcounts in the **1 - 10** (**63%**) and **11 - 50** (**63%**) bands.
- **59%** of organizations with customer support or service headcounts in the **101 - 499** (**59%**) and **500+** (**64%**) cohorts named **improving CX** as a goal.
- Companies with a customer support or service headcount of **51 - 100** were equally likely to name **automating deflection** or **improving CX** (**64%**).

Support Team Size	Automate Deflection	Improved CX	Reduce CS Costs	Reduce FRT	Handle More Tickets	Competitive Advantage
1 - 10	63%	52%	43%	41%	36%	27%
11 - 50	63%	62%	55%	50%	47%	30%
51 - 100	64%	64%	55%	51%	43%	34%
101 - 499	54%	59%	54%	49%	37%	29%
500 +	60%	64%	60%	49%	39%	31%
Average	61%	60%	54%	48%	41%	30%

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Goals and Expectations by Industry

- **Business Services** companies were most likely to name a**utomating deflection** as a goal (**58%**).
- **Education** companies were most likely to name **improving CX** as a goal (**80%**).
- Finance companies were most likely to name **improving CX** or **reducing customer support costs** as a goal (**88%**).
- **Insurance** companies were most likely to name **automating deflection** or **improving CX** as a goal (**43%**).
- **Manufacturing** companies were most likely to name **improving CX** as a goal (**61%**).
- **Media & Internet** companies were most likely to name **automating deflection** or **improving CX** as a goal (**54%**).
- **Retail** companies were most likely to name **automating deflection** as a goal (**68%**).
- **Software** companies were most likely to name **automating deflection** as a goal (**62%**).
- **Telecommunications** companies were most likely to name **reducing customer support costs** as a goal (**100%**).

Industry	Automate Deflection	Improved CX	Reduce CS Costs	Reduce FRT	Handle More Tickets	Competitive Advantage
Agriculture	0%	0%	0%	0%	0%	0%
Business Services	58%	57%	55%	48%	37%	27%
Construction	100%	100%	0%	0%	0%	0%
Consumer Services	67%	100%	33%	33%	33%	33%
Education	40%	80%	60%	40%	40%	40%
Finance	81%	88%	88%	69%	69%	44%
Hospitality	50%	100%	50%	75%	50%	75%
Hospitals & Physicians Clinics	100%	100%	100%	50%	100%	50%
Insurance	43%	43%	29%	29%	29%	57%
Law Firms & Legal Services	100%	100%	100%	0%	0%	100%
Manufacturing	50%	61%	32%	36%	39%	14%
Media & Internet	54%	54%	46%	31%	31%	15%
Minerals & Mining	0%	100%	0%	100%	0%	0%
Organizations	75%	50%	75%	25%	75%	50%
Pharmaceutical	50%	50%	0%	50%	50%	0%
Publishing	100%	0%	0%	0%	0%	0%
Real Estate	100%	0%	100%	0%	0%	50%
Retail	68%	55%	55%	61%	35%	29%
Software	62%	59%	54%	49%	43%	29%
Telecommunications	50%	83%	100%	83%	50%	67%
Transportation	40%	40%	60%	20%	40%	60%
Average	61%	60%	54%	48%	41%	30%

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Goals and Expectations by Employee Count

- Companies with **1 - 50** employees were most likely to name **automating deflection** as a goal (**72%**).
- Companies with **51 - 200** employees were most likely to name **automating deflection** as a goal (**60%**).
- Companies with **201 - 500** employees were most likely to name **automating deflection** as a goal (**63%**).
- Companies with **501 - 1,000** employees were most likely to name **automating deflection** as a goal (**64%**).
- Companies with **1,001 - 2,500** employees were most likely to name **improving CX** as a goal (**61%**).
- Companies with **2,501 - 5,000** employees were most likely to name automating deflection as a goal (**61%**).
- Companies with **5,000+** employees were most likely to name **improving CX** as a goal (**68%**).

Employees	Automate Deflection	Improved CX	Reduce CS Costs	Reduce FRT	Handle More Tickets	Competitive Advantage
1 - 50	72%	69%	45%	48%	48%	45%
51 - 200	60%	56%	59%	45%	37%	24%
201 - 500	63%	61%	48%	50%	47%	36%
501 - 1000	64%	53%	56%	49%	38%	27%
1,001 - 2,500	50%	61%	48%	48%	39%	30%
2,501 - 5,000	61%	58%	58%	39%	42%	39%
5,000 +	59%	68%	54%	43%	35%	24%
Average	61%	60%	53%	46%	41%	31%

Goals and Expectations by Revenue

- Companies with annual revenue of **$0M - $25M** were most likely to name **automating deflection** as a goal (**70%**).
- Companies with annual revenue of **$1B - $5B** were most likely to name **improving CX** as a goal (**70%**).
- Companies with annual revenue of **$201M - $500M** were most likely to name **improving CX** as a goal (**60%**).
- Companies with annual revenue of **$25M - $200M** were most likely to name **automating deflection** as a goal (**59%**).
- Companies with annual revenue of **$500M - $1B** were most likely to name **automating deflection** as a goal (**70%**).
- Companies with annual revenue of **$5B+** were most likely to name **automating deflection** or **improving CX** as a goal (**57%**).

Revenue Range	Automate Deflection	Improved CX	Reduce CS Costs	Reduce FRT	Handle More Tickets	Competitive Advantage
$0M - $25M	70%	66%	54%	54%	49%	39%
$25M - 200M	59%	52%	52%	41%	38%	24%
$201M - 500M	53%	60%	49%	55%	40%	34%
$500M - $1B	70%	67%	61%	48%	36%	33%
$1B - $5B	51%	66%	54%	34%	46%	29%
$5B +	57%	57%	48%	43%	24%	29%
Average	61%	60%	53%	46%	41%	31%

Goals and Expectations by Help Desk

- Companies using **Freshdesk** were most likely to name **automating deflection** as a goal (**50%**).
- Companies using **Front** were most likely to name **improving CX** as a goal (**100%**).
- Companies using **Gorgias** were most likely to name **automating deflection** or **improving CX** as a goal (**100%**).
- Companies using **Hubspot** were most likely to name **improving CX** as a goal (**83%**).
- Companies using **in-house built** software were most likely to name **improving CX**, r**educing customer support costs,** or **handling more tickets** as a goal (**50%**).
- Companies using **Intercom** were most likely to name **reducing time to first response** as a goal (**50%**).
- Companies using **Jira Service Management** were most likely to name **automating deflection** or **handling more tickets** as a goal (**63%**).
- Companies using **Kustomer** were most likely to name **automating deflection** as a goal (**83%**).
- Companies using **Salesforce Service Cloud** were most likely to name **improving CX** as a goal (**72%**).
- Companies using **SAP Service Cloud** were most likely to name **automating deflection** as a goal (**82%**).
- Companies using **ServiceNow Service Cloud** were most likely to name **automating deflection** as a goal (**89%**).
- Companies using **Zendesk** were most likely to name **automating deflection** or **improving CX** as a goal (**59%**).

Help Desk	Automate Deflection	Improved CX	Reduce CS Costs	Reduce FRT	Handle More Tickets	Competitive Advantage
8x8	0%	100%	100%	0%	100%	0%
BMC Footprints	100%	100%	100%	100%	100%	0%
Clarity Connect ACD	100%	0%	100%	0%	0%	100%
Dixa	100%	100%	100%	100%	0%	0%
Freshdesk	50%	45%	45%	32%	27%	27%
Front	67%	100%	67%	67%	33%	100%
Genesys	100%	100%	100%	100%	100%	100%
Gorgias	100%	75%	100%	25%	0%	25%
HaloITSM	100%	100%	0%	50%	50%	50%
Happy Fox	100%	0%	100%	100%	0%	100%
HelpScout	50%	50%	25%	50%	50%	50%
Helpshift	100%	100%	100%	0%	100%	0%
Hubspot	50%	83%	67%	67%	33%	67%
In-House Built	25%	50%	50%	0%	50%	25%
Intercom	44%	44%	44%	50%	28%	22%
Jira Service Management	63%	25%	50%	38%	63%	13%
Kustomer	83%	67%	33%	33%	33%	0%
MS Omni Channel	0%	0%	100%	0%	100%	100%
MSP, Mortgage Servicing Platform	100%	100%	100%	100%	100%	100%
Pega	100%	100%	100%	100%	0%	100%
Powerfront	100%	100%	0%	0%	100%	0%
Salesforce Service Cloud	62%	72%	59%	48%	45%	36%
SAP Service Cloud	82%	64%	73%	73%	55%	55%
ServiceNow Service Cloud	89%	44%	56%	56%	44%	22%
Zendesk	59%	59%	52%	49%	41%	26%
Zoho	0%	0%	0%	100%	0%	0%
Average	61%	60%	54%	48%	41%	30%

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Goals and Expectations by AI Training Type

- Companies training their AI on their **own historic data** were most likely to name **improving CX** as a goal (**77%**).
- Companies training their AI on **other types of data** were most likely to name **automating deflection** as a goal (**57%**).

AI Training Type	Automate Deflection	Improved CX	Reduce CS Costs	Reduce FRT	Handle More Tickets	Competitive Advantage
Trained on Other Data	57%	55%	51%	46%	37%	30%
Trained on Company Data	72%	77%	65%	56%	56%	31%
Average	61%	60%	54%	48%	41%	30%

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Goals and Expectations by AI Solution Type

- Companies using an AI for CX **add-on from their help desk vendor** were most likely to name **improving CX** as a goal (**79%**).
- Companies using a **dedicated AI platform** or suite were most likely to **name improving CX** as a goal (**63%**).
- Companies using a **dedicated solution** for AI for CX were most likely to name **reducing customer support costs** as a goal (**100%**).
- Companies using an **in-house built** AI for CX solution were most likely to name **improving CX** or **reducing customer support costs** as a goal (**79%**).

AI Solution Type	Automate Deflection	Improved CX	Reduce CS Costs	Reduce FRT	Handle More Tickets	Competitive Advantage
Add-On from Help Desk Provider	72%	79%	63%	65%	40%	35%
Dedicated AI Platform	61%	63%	56%	48%	46%	25%
Dedicated Point Solution	83%	83%	100%	75%	67%	42%
In-House Built	71%	79%	79%	75%	67%	54%
None	50%	100%	50%	50%	50%	50%
Average	67%	71%	64%	58%	49%	33%

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Goals and Expectations by Ticket Count

- Companies with a ticket count of **0 - 500** were most likely to name **reducing time to first response** as a goal (**60%**).
- Companies with a ticket count of **501 - 1,000** were most likely to name **automating deflection** as a goal (**44%**).
- Companies with a ticket count of **1,001 - 5,000** were most likely to name **automating deflection** as a goal (**68%**).
- Companies with a ticket count of **5,001 - 10,000** were most likely to name **improving CX** as a goal (**63%**).
- Companies with a ticket count of **10,001 - 25,000** were most likely to name **automating deflection** or **improving CX** as a goal (**66%**).
- Companies with a ticket count of **25,000+** were most likely to name **automating deflection** or **improving CX** as a goal (**70%**).

Ticket Count	Automate Deflection	Improved CX	Reduce CS Costs	Reduce FRT	Handle More Tickets	Competitive Advantage
0 - 500	55%	55%	48%	60%	28%	30%
501 - 1,000	44%	42%	33%	36%	19%	11%
1,001 - 5,000	68%	65%	59%	50%	48%	36%
5,001 - 10,000	65%	68%	60%	54%	53%	35%
10,001 - 25,000	66%	66%	60%	45%	43%	28%
25,000 +	70%	70%	66%	55%	48%	36%
Average	63%	63%	56%	50%	43%	31%

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Goals and Expectations by Primary Issue Complexity

Companies with a **complex** primary issue complexity were most likely to name **automating deflection** or **improving CX** as a goal (**60%**).

Companies with a **moderate** primary issue complexity were most likely to name **automating deflection** as a goal (**64%**).

Companies with **multiple** primary issue complexities were most likely to name **improving CX** as a goal (**65%**).

Companies with a **simple** primary issue complexity were most likely to name **automating deflection** as a goal (**69%**).

Primary Issue Complexity	Automate Deflection	Improved CX	Reduce CS Costs	Reduce FRT	Handle More Tickets	Competitive Advantage
Simple	69%	65%	60%	53%	42%	33%
Moderate	64%	63%	56%	51%	46%	28%
Complex	60%	60%	51%	46%	54%	34%
Multiple	50%	65%	54%	54%	38%	38%
Average	65%	64%	58%	52%	44%	32%

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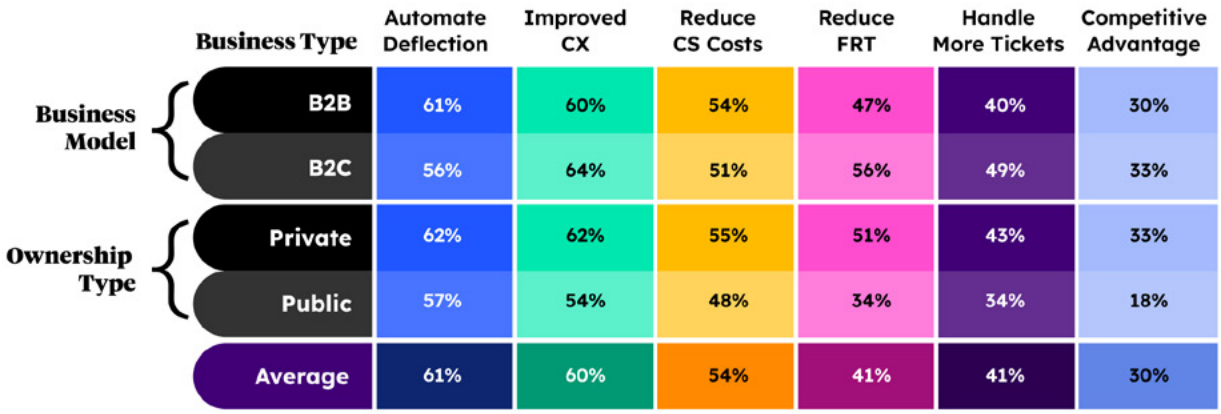
Goals and Expectations by Business Type

- **B2B** companies were most likely to name **automating deflection** as a goal (**61%**).
- **B2C** companies were most likely to name **improving CX** as a goal (**64%**).
- Private companies were most likely to name **automating deflection** or **improving CX** as a goal (**62%**).
- **Public** companies were most likely to name **automating deflection** as a goal (**57%**).



	Business Type	Automate Deflection	Improved CX	Reduce CS Costs	Reduce FRT	Handle More Tickets	Competitive Advantage
Business Model	B2B	61%	60%	54%	47%	40%	30%
	B2C	56%	64%	51%	56%	49%	33%
Ownership Type	Private	62%	62%	55%	51%	43%	33%
	Public	57%	54%	48%	34%	34%	18%
	Average	61%	60%	54%	41%	41%	30%

Plan to Implementation

When do Non-AI Companies Plan to Adopt AI for CX?

Nearly half of non-AI companies remain unsure about their timeline for implementation. Among the others, most plan implementation within the coming year.

What Are Their Concerns?

Concerns expressed about AI for CX across the respondent set offer insight into the factors that may be delaying adoption for some organizations.

Concerns by Job Level

Respondents at all levels named integration more frequently than any other concern.

- **C-level** respondents were most likely to be concerned about **integration** (**59%**).
- **VP-level** respondents were most likely to be concerned about **integration** (**53%**).
- **Directors** were most likely to be concerned about **integration** (**55%**).
- **Managers** were most likely to be concerned about **integration** (**40%**).
- **Non-managers** were most likely to be concerned about **integration** (**57%**).

Management Level	Integration	Data Privacy	Lack of Expertise	Customer Acceptance	Employee Resistance
C-Level	59%	53%	53%	47%	24%
VP-Level	53%	39%	39%	47%	27%
Director	55%	45%	47%	37%	26%
Manager	40%	39%	34%	38%	22%
Non-Manager	57%	50%	43%	40%	35%
Average	50%	43%	40%	40%	26%

Concerns by Industry

- **Business Services** companies were most likely to be concerned about **integration** (**50%**).
- **Education** companies were most likely to be concerned about **integration** (**57%**).
- **Finance** companies were most likely to be concerned about **integration** (**76%**).
- **Insurance** companies were most likely to be concerned about **integration** or **lack of expertise** (**42%**).
- **Manufacturing** companies were most likely to be concerned about **integration** (**50%**).
- **Media & Internet** companies were most likely to be concerned about **integration**, **data privacy**, **lack of expertise**, or **customer acceptance** (**38%**).
- **Retail** companies were most likely to be concerned about **customer acceptance** (**47%**).
- **Software** companies were most likely to be concerned about **data privacy** (**44%**).
- **Telecommunications** companies were most likely to be concerned about **integration** (**57%**).

Primary Industry	Integration	Data Privacy	Lack of Expertise	Customer Acceptance	Employee Resistance
Agriculture	0%	0%	0%	0%	0%
Business Services	50%	42%	43%	39%	30%
Construction	50%	0%	50%	0%	0%
Consumer Services	50%	75%	0%	0%	0%
Education	57%	43%	43%	43%	43%
Finance	76%	71%	65%	41%	41%
Hospitality	80%	60%	60%	60%	60%
Hospitals & Physicians Clinics	40%	40%	40%	20%	20%
Insurance	42%	8%	42%	17%	17%
Law Firms & Legal Services	100%	100%	100%	100%	100%
Manufacturing	55%	26%	39%	52%	19%
Media & Internet	38%	38%	38%	38%	25%
Minerals & Mining	100%	100%	0%	0%	0%
Organizations	40%	40%	20%	40%	40%
Pharmaceutical	33%	33%	33%	33%	0%
Publishing	0%	100%	100%	0%	0%
Real Estate	67%	0%	33%	33%	0%
Retail	44%	25%	44%	47%	25%
Software	42%	44%	33%	33%	23%
Telecommunications	57%	43%	43%	29%	14%
Transportation	33%	33%	33%	50%	17%
Average	46%	41%	38%	37%	24%

Concerns by Support Team Size

- Organizations with customer support or service headcounts in the **1 - 10** band were most likely to be concerned about **customer acceptance** (**47%**).
- Organizations with customer support or service headcounts in the **11 - 50** band were most likely to be concerned about **integration** (**53%**).
- Organizations with customer support or service headcounts in the **51 - 100** band were most likely to be concerned about **integration** or **data privacy** (**42%**).
- Organizations with customer support or service headcounts in the **101 - 499** band were most likely to be concerned about **data privacy** (**49%**).
- Organizations with customer support or service headcounts of **500+** were most likely to be concerned about **integration** or **data privacy** (**44%**).

Support Team Count	Integration	Data Privacy	Lack of Expertise	Customer Acceptance	Employee Resistance
1 - 10	41%	34%	38%	47%	19%
11 - 50	53%	37%	44%	34%	25%
51 - 100	42%	42%	23%	35%	13%
101 - 499	45%	49%	41%	33%	33%
500 +	44%	44%	37%	41%	28%
Average	47%	41%	38%	37%	25%

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Concerns by Employee Count

- Organizations with **1 - 50** employees were most likely to be concerned about **integration** (**53%**).
- Organizations with **51 - 200** employees were most likely to be concerned about **customer acceptance** (**41%**).
- Organizations with **201 - 500** employees were most likely to be concerned about **integration** (**57%**).
- Organizations with **501 - 1,000** employees were most likely to be concerned about **data privacy** (**41%**).
- Organizations with **1,001 - 2,500** employees were most likely to be concerned about **data privacy** (**47%**).
- Organizations with **2,501 - 5,000** employees were most likely to be concerned about **integration** (**50%**).
- Organizations with **5,000+** employees were most likely to be concerned about **integration** (**45%**).

Employees	Integration	Data Privacy	Lack of Expertise	Customer Acceptance	Employee Resistance
1 - 50	53%	41%	41%	47%	6%
51 - 200	40%	38%	33%	41%	26%
201 - 500	57%	38%	43%	40%	25%
501 - 1000	39%	41%	36%	31%	19%
1001 - 2500	35%	47%	27%	33%	25%
2501 - 5000	50%	44%	44%	36%	44%
5000 +	45%	39%	41%	29%	24%
Average	45%	41%	37%	37%	24%

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Concerns by Revenue

- Organizations with **$0M - $25M** in annual revenue were most likely to be concerned about **integration** (**51%**).
- Organizations with **$25M - $200M** in annual revenue were most likely to be concerned about **integration** (**43%**).
- Organizations with **$201M - $500M** in annual revenue were most likely to be concerned about **data privacy** (**56%**).
- Organizations with **$500M - $1B** in annual revenue were most likely to be concerned about **data privacy** (**53%**).
- Organizations with **$1B - $5B** in annual revenue were most likely to be concerned about **integration** (**55%**).
- Organizations with **$5B+** in annual revenue were most likely to be concerned about **data privacy** or lack of expertise (**33%**).

Revenue Range	Integration	Data Privacy	Lack of Expertise	Customer Acceptance	Employee Resistance
$0M - $25M	51%	39%	41%	47%	25%
$25M - 200M	43%	38%	35%	32%	17%
$201M - 500M	41%	46%	27%	36%	25%
$500M - $1B	47%	53%	47%	47%	39%
$1B - $5B	55%	40%	43%	35%	35%
$5B +	30%	33%	33%	18%	18%
Average	45%	41%	37%	37%	24%

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Concerns by Help Desk

- Companies using **Freshdesk** were most likely to be concerned about **integration** (**40%**).
- Companies using **Front** were most likely to be concerned about **integration** or lack of expertise (**67%**).
- Companies using **Gorgias** were most likely to be concerned about **integration**, **data privacy**, or **customer acceptance** (**75%**).
- Companies using **Hubspot** were most likely to be concerned about **integration**, **data privacy**, or **employee resistance** (**67%**).
- Companies using **in-house built** software were most likely to be concerned about **employee resistance** (100%).

- Companies using **Intercom** were most likely to be concerned about **integration** (**61%**).
- Companies using **Jira Service Management** were most likely to be concerned about **integration** (88%).
- Companies using **Kustomer** were most likely to be concerned about **customer acceptance** (100%).
- Companies using **Salesforce Service Cloud** were most likely to be concerned about **integration** (62%).
- Companies using **SAP Service Cloud** were most likely to be concerned about **integration** (**73%**).
- Companies using **ServiceNow Service Cloud** were most likely to be concerned about **integration** (**89%**).
- Companies using **Zendesk** were most likely to be concerned about **integration** or **data privacy** (**39%**).

Help Desk	Integration	Data Privacy	Lack of Expertise	Customer Acceptance	Employee Resistance
8x8	100%	0%	100%	100%	100%
BMC Footprints	100%	0%	100%	0%	100%
Clarity Connect ACD	100%	0%	0%	100%	100%
Dixa	100%	0%	100%	0%	100%
Freshdesk	40%	28%	20%	32%	8%
Front	67%	33%	67%	33%	0%
Genesys	0%	100%	0%	100%	100%
Gorgias	75%	75%	50%	75%	25%
HaloITSM	100%	0%	100%	50%	0%
Happy Fox	100%	0%	0%	0%	0%
HelpScout	50%	75%	50%	50%	0%
Helpshift	50%	50%	50%	0%	0%
Hubspot	67%	67%	50%	50%	67%
In-House Built	50%	50%	75%	75%	100%
Intercom	61%	56%	44%	39%	28%
Jira Service Management	88%	25%	38%	13%	0%
Kustomer	50%	17%	33%	100%	17%
MS Omni Channel	100%	100%	100%	0%	0%
MSP, Mortgage Servicing Platform	100%	100%	100%	0%	0%
Pega	100%	0%	100%	0%	0%
Powerfront	100%	0%	100%	0%	0%
Salesforce Service Cloud	62%	57%	49%	41%	32%
SAP Service Cloud	73%	64%	64%	55%	45%
ServiceNow Service Cloud	89%	78%	78%	67%	44%
Zendesk	39%	39%	35%	37%	24%
Zoho	0%	0%	0%	0%	0%
Average	50%	44%	41%	39%	26%

Concerns by AI Training Type

- Companies using AI trained on their **own historic data** were most likely to name **integration** as a concern (**63%**).
- Companies using AI trained on **other types of data** were most likely to name **integration** as a concern (**43%**).

AI Training Type	Integration	Data Privacy	Lack of Expertise	Customer Acceptance	Employee Resistance
Trained on Other Data	43%	38%	36%	33%	23%
Trained on Company Data	63%	53%	49%	53%	30%
Average	47%	41%	38%	37%	25%

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Concerns by AI Solution Type

- Companies using an AI for CX **add-on from their help desk provider** were most likely to name **integration** or **data privacy** as a concern (**65%**).
- Companies using a **dedicated AI platform** were most likely to name **integration** as a concern (**52%**).
- Companies using a **dedicated AI point solution** were most likely to name **integration** as a concern **(83%**).
- Companies using an **in-house built** AI solution were most likely to name **integration** or **data privacy** as a concern (**71%**).

AI Solution Type	Integration	Data Privacy	Lack of Expertise	Customer Acceptance	Employee Resistance
Add-On from Help Desk Provider	65%	65%	53%	51%	44%
Dedicated AI Platform	52%	45%	45%	46%	30%
Dedicated Point Solution	83%	58%	58%	33%	17%
In-House Built	71%	71%	50%	50%	46%
Average	60%	54%	49%	47%	35%

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Concerns by Ticket Count

- Companies with a ticket count of **0 - 500** were most likely to name **integration** as a concern (**40%**).
- Companies with a ticket count of **501 - 1,000** were most likely to name **data privacy** as a concern (**38%**).
- Companies with a ticket count of **1,001 - 5,000** were most likely to name **integration** as a concern (**55%**).
- Companies with a ticket count of **5,001 - 10,000** were most likely to name **integration** CX as a concern (**58%**).
- Companies with a ticket count of **10,001 - 25,000** were most likely to name **data privacy** as a concern (**62%**).
- Companies with a ticket count of **25,000+** were most likely to name **integration** as a concern (**57%**).

Ticket Count	Integration	Data Privacy	Lack of Expertise	Customer Acceptance	Employee Resistance
0 - 500	40%	28%	34%	26%	14%
501 - 1,000	30%	38%	30%	36%	16%
1,001 - 5,000	55%	45%	43%	43%	27%
5,001 - 10,000	58%	45%	46%	41%	33%
10,001 - 25,000	49%	62%	40%	51%	34%
25,000 +	57%	44%	50%	35%	31%
Average	50%	44%	41%	40%	27 %

Concerns by Primary Issue Complexity

- Companies with a **complex** primary issue complexity were most likely to name **data privacy** as a concern (**55%**).
- Companies with a **moderate** primary issue complexity were most likely to name **integration** as a concern (**57%**).
- Companies with **multiple** primary issue complexities were most likely to name **integration** as a concern (**52%**).
- Companies with a **simple** primary issue complexity were most likely to name **integration** as a concern (**53%**).

Primary Issue Complexity	Integration	Data Privacy	Lack of Expertise	Customer Acceptance	Employee Resistance
Simple	53%	46%	47%	48%	31%
Moderate	57%	48%	45%	37%	28%
Complex	53%	55%	35%	35%	20%
Multiple	52%	48%	38%	38%	24%
Average	54%	48%	45%	43%	28%

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Conclusion

As the 2024 AI in CX Benchmark Report makes clear, artificial intelligence is already making an important difference for companies using it to support their customers. While tools and practices vary, as do the results achieved, there's no questioning the role of AI in CX moving forward. For those adopting the most effective approaches, as explored in this report, the rewards will be considerable.

What will the future hold? First, the sophistication of AI will only increase. Today, when people think about generative AI, they think about chatbots. But soon, we'll see GenAI being used in less obvious, more full-suite use cases, such as agent assist, article generation, insight discovery, and classification.

The kinds of AI that actually work from the very beginning will also become more starkly visible, including AI trained on your data. Agentic AI that can go and take actions will approach 80%+ deflection rates and become far more prevalent and useful, while retrieval/RAG-based AI and decision-tree bots will be left far behind.

As more industries and organizations "cross the chasm," AI adoption will accelerate broadly and rapidly. Along the way, more companies will go with dedicated vendors, while the experiments of "build-it-yourself" will likely fail amid unrealistic expectations about development complexity and maintenance. The search will be on for a best-in-class vendor. The best solutions will be those who are AI-first.

But that's for the future. Today, companies and solution providers have plenty to keep them busy with the tools already available and the best practices already emerging. We hope you've found our first AI in CX Benchmark Report useful, and we wish you the best of luck in putting its findings to work for your business.

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