



# Unleashing the value of customer service

The transformative impact of Gen AI and agentic AI in the automotive industry



## The role of customer service is changing

Automotive executives believe the strategic positioning of customer service will change from a mere support function to a strategic value driver over the next three years

Customer service is	Today	3 years from now
Primarily a support function	63%	21%
A driver of customer loyalty	33%	45%
An insight driver	39%	46%
A driver of brand perception	28%	54%

## Current customer service functions are in need of repair



Only 37% of consumers are “satisfied” or “very satisfied” with customer service across various brands



66% of executives cite poor agent satisfaction/high agent attrition rate among the top 5 issues faced by their customer service functions



59% of automotive organizations report low operational efficiencies in their customer service functions



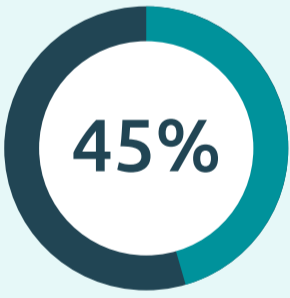
76% of automotive organizations struggle to meet rising customer service expectations

## Gen AI is a game changer

5 big benefits seen or expected by automotive organizations through the usage of Gen AI



## Are automotive organizations ready for AI-led transformation?



Less than half of automotive organizations consider themselves ready to offer AI-powered customer service.

### What’s holding them back?

- 58% identify cultural misalignment
- 76% cite poor inter-departmental coordination
- 73% mention fragmented IT systems\*

\* General data from across industries.

## Recommendations: charting the course

Redesign	Envisage customer service as a collaborative effort between hybrid human/AI teams, define what should be managed by humans and AI agents, transform processes to focus on end-to-end customer experiences.
Deployment	Implement a cloud-based Contact Center as a Service with CRM, data platform, and AI integration; undertake gradual deployment of AI agents, build a solid data and AI foundation, conduct an assessment of human skillsets, and create a development framework. Focus on change management and education.
Continuous improvement	Continuously monitor and evaluate the performance of AI agents and the overall system, define new KPIs and monitoring methods, evaluate the overall effectiveness of the transformed customer service function, and make adjustments based on feedback and performance.

## Transform your customer service

**Contact us** if you would like to discuss what the report’s key findings mean to your organization. We would be happy to arrange a customized presentation for your team. Capgemini can help you transform your customer service from a support function to a strategic value driver.

**Source:** Capgemini Research Institute, Customer Service Transformation Survey, November–December 2024. Based on our survey of ~100 executives and ~500 customer service agents and supervisors from the automotive industry, and 9,500 consumers.

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