

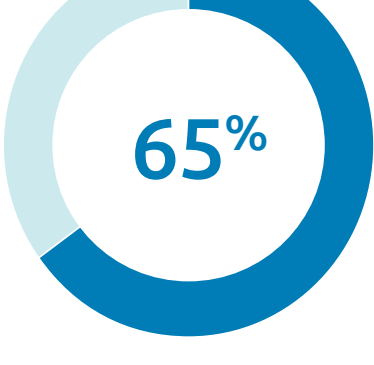
Unleashing the value of customer service

The transformative impact of Gen AI and agentic AI

Customer service is in need of an overhaul

only **45%**

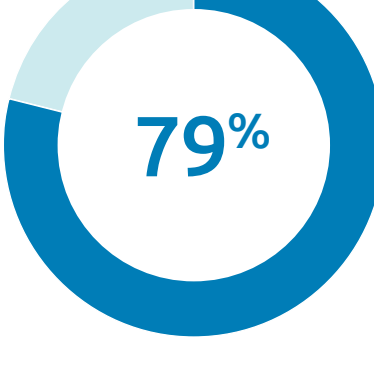
of consumers are “satisfied” or “very satisfied” with customer service across various brands¹



of organizations report low operational efficiencies in their customer service functions³

only **16%**

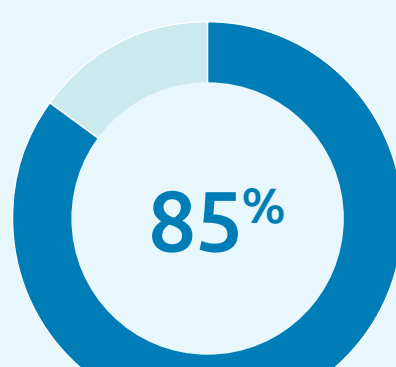
of customer service agents surveyed report overall satisfaction with their roles²



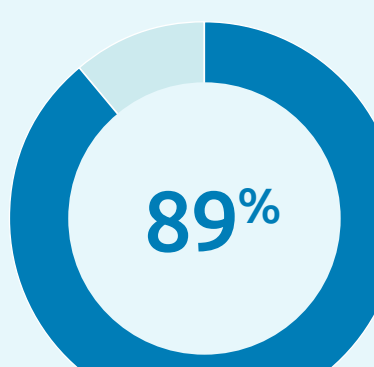
of organizations struggle to meet rising customer service expectations³

Source: ¹Cappgemini Research Institute, Customer service transformation survey, November–December 2024, N = 9,500 consumers. ²Cappgemini Research Institute, Customer service transformation survey, November–December 2024, N = 315 customer service agents. ³Cappgemini Research Institute, Customer service transformation survey, November–December 2024, N = 1,002 executives.

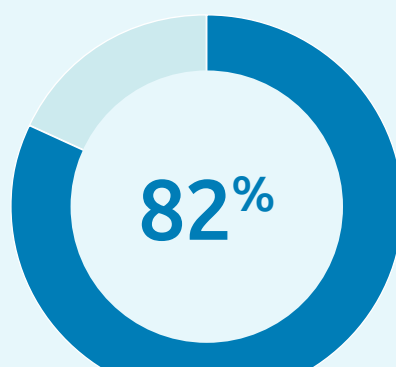
Gen AI is a game changer and a trigger for customer service transformation



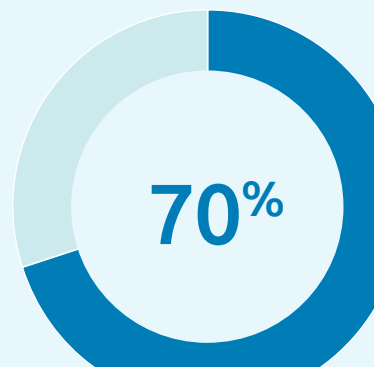
of organizations are either already seeing or expecting to see an improvement in first contact resolution rates through Gen AI usage¹



of organizations are either already seeing or expecting to see a reduction in operating costs through Gen AI usage¹



of agents agree that Gen AI will lead to enrichment of agent roles by enabling evolved customer interactions²



of customer service agents report a reduction in overall workload due to Gen AI³

Source: ¹Cappgemini Research Institute, Customer service transformation survey, November–December 2024, N = 861 executives from organizations that are exploring, piloting, or implementing Gen AI for customer service activities. ²Cappgemini Research Institute, Customer service transformation survey, November–December 2024, N = 315 customer service agents. ³Cappgemini Research Institute, Customer service transformation survey, November–December 2024, N = 223 agents who have used Gen AI in their day-to-day work.


Organizations lack preparedness for AI-led transformation

Only **49%** of organizations consider themselves prepared for AI-powered customer service, calling for a critical organizational shift and technological interventions.

Executives identify cultural misalignment (**58%**), poor inter-departmental coordination (**74%**), and fragmented IT systems (**73%**) as some of the key obstacles on the path to transformation.


Source: Cappgemini Research Institute, Customer service transformation survey, November–December 2024, N = 1,002 executives.

Recommendations: Charting the course



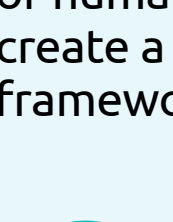
Redesign

- 1** Embrace a new paradigm that sees customer service as a collaborative effort between hybrid human/AI teams
- 2** Define functions/tasks that will be handled by AI agents and those by humans, helped by AI
- 3** Transform processes to focus on end-to-end customer experiences and process-as-a-service
- 4** Define how digital/human teams will operate



Deployment


- 1** Implement a cloud-based CCaaS (Contact center as a service) with CRM, data platform, and AI integration
- 2** Undertake gradual deployment of AI agents
- 3** Build a solid data and AI foundation
- 4** Conduct an assessment of human skillsets and create a development framework
- 5** Implement change management



Continuous improvement

- 1** Continuously orchestrate, monitor and evaluate the performance and compliance of AI agents and the overall system
- 2** Define new KPIs and monitoring methods
- 3** Evaluate impact of AI on improving the overall effectiveness of customer service
- 4** Make necessary adjustments and improvements based on feedback and performance

Source: Cappgemini Research Institute analysis.

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