

## Back Off Bots: Consumers Want to Speak with Real People

Research from Intradiem's 2024  
Customer Experience Survey

The rise of AI has already led to dramatic shifts in how businesses and consumers interact with one another. To explore the effects of AI on customer service, Intradiem polled U.S. consumers on the current state of AI and bots in the customer service process.


### AI Is Here, But People Are Still Preferred


AI can be a powerful tool in call centers, but for consumers, nothing replaces the value of human interaction. A staggering **92%** of consumers say human agents are more helpful than AI agents.




### Human Interaction is Key to Successful Customer Experience

When calling a call center, consumers say their top desires are:

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To reach a human first, and not a call bot
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Shorter wait times
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Agents who quickly solve problems

## Great Customer Service Drives Brand Loyalty

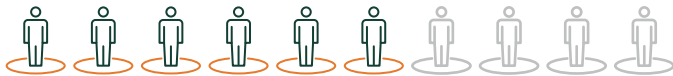
Nearly all (**90%**) of consumers are more loyal to brands that clearly invest in customer service.



Similarly, **89%** will cut ties with the brand due to poor customer service.

## Customer Service is as Important as the Product it Supports

In fact, **six in 10** consumers say customer service is more important than the product itself.



Additionally, **78%** of consumers say they will pay more for a product if it has better customer service.

**78%**

I will pay more for a service if it has better customer service.

## The Key to Call Center Success: Getting it Right the First Time

When asked which of the following call center experiences are most likely to stop a consumer from being a customer of a specific brand, they said:

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- A vertical sequence of four circular icons, each with a number and a description. The icons are: 1. A document with a pencil and a checkmark. 2. A hand holding a phone receiver with '24' and radiating lines. 3. A headset with a speech bubble and a red 'X'. 4. A speech bubble with a dollar sign and a red 'X'.
1. Multiple billing errors
  2. Needing multiple calls to resolve a problem
  3. Impolite/unfriendly customer service agents
  4. Poorly functioning and/or unhelpful chatbot

### About this survey

Data cited in this publication came from the 2024 Customer Experience Survey conducted by Intradiem in June 2024.

Approximately 1,100 U.S. customers were polled and the margin of error for the survey is +/-3%.



## About Intradiem

At Intradiem, we believe the best technology is technology that supports humans. We are the only people-first customer service solution that has a real, long-lasting impact on your people, your customers, and your brand. We uncover, in real time, the untapped capacity in your contact center and give you the ability to use that capacity where it has the most impact. Time for Training, coaching, and wellness breaks – at the right time, every time. Automatic schedule updates. Call handling support. And with hard dollar savings that more than pay for itself. Intradiem: Contact center automation designed by humans, for humans.