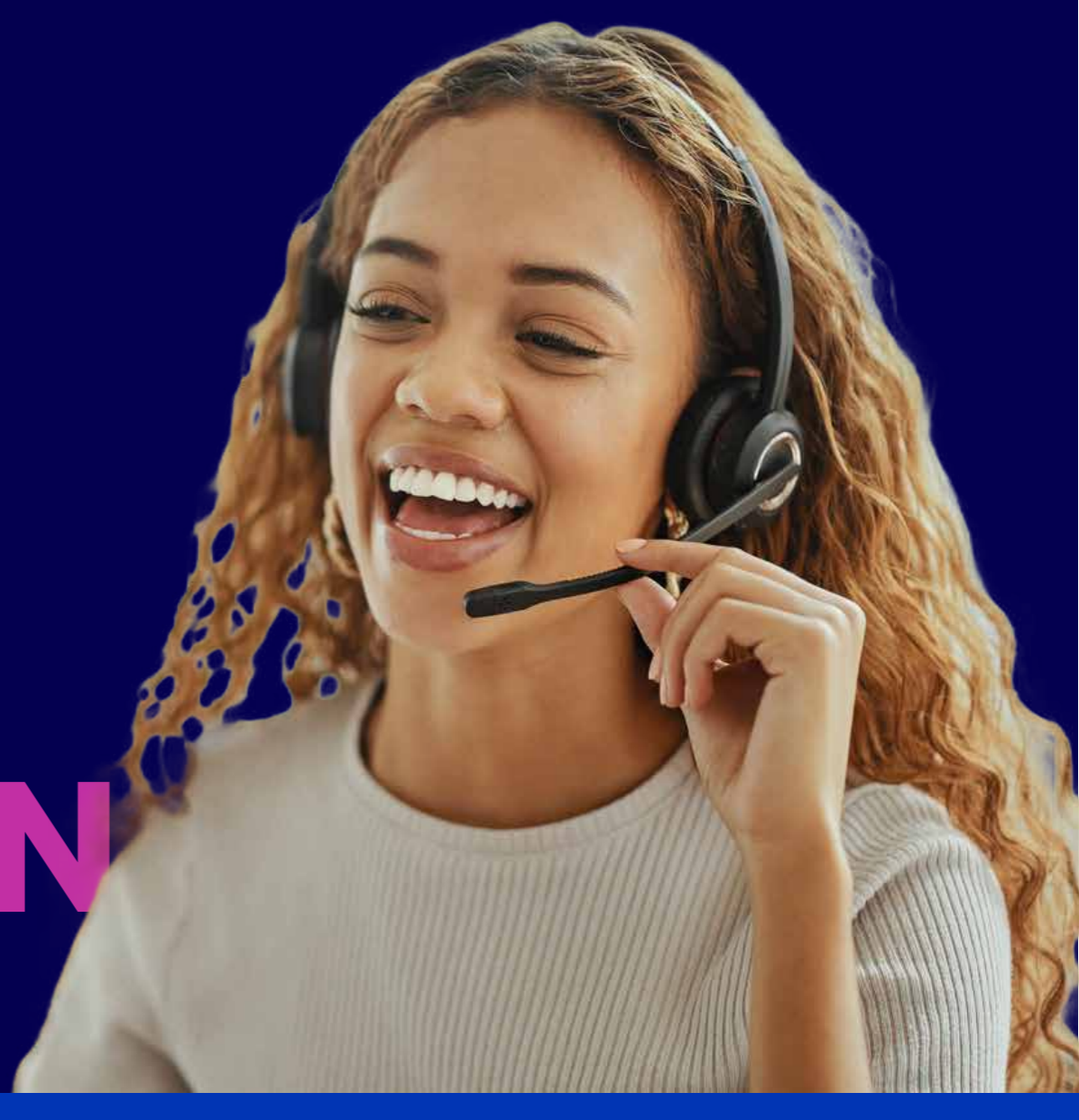




AI CANNOT REPLACE HUMAN INTERACTION



Research fielded by Dynata and commissioned by Cogito, reveals insights into how consumers prefer to interact with human agents and artificial intelligence (AI) technologies to resolve their customer service issues.

Importance of CX in Brand Loyalty & Customer Retention



3-in-4

consumers surveyed stated that a **negative customer service experience** would impact choosing a brand's products/services in the future.



61%

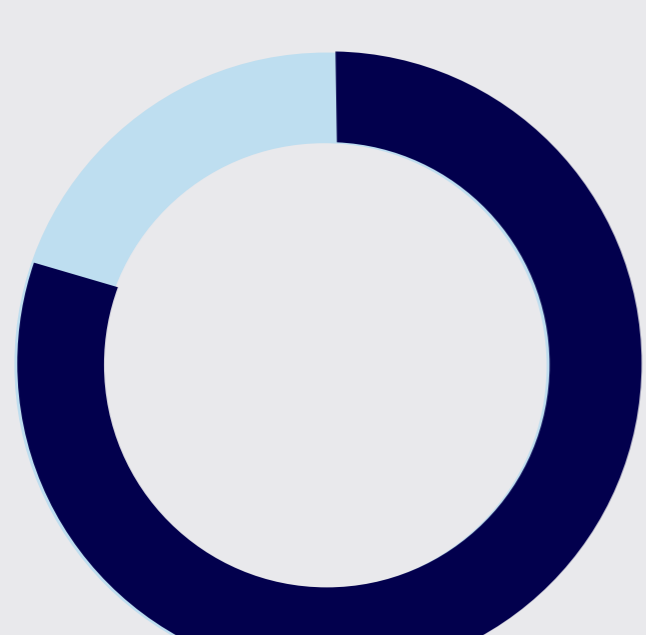
saying they'd **consider other brands first**

15%

saying they'd **never be a customer again.**

Human Interaction in Customer Service Still Preferred

For most consumers, it's not a question of if they will reach out to customer support channels, it's a matter of when, where, and how.



79%

of consumers surveyed find they'll **still prefer to interact with a real human** during customer service interactions, even as technology continues to improve experiences.



53%

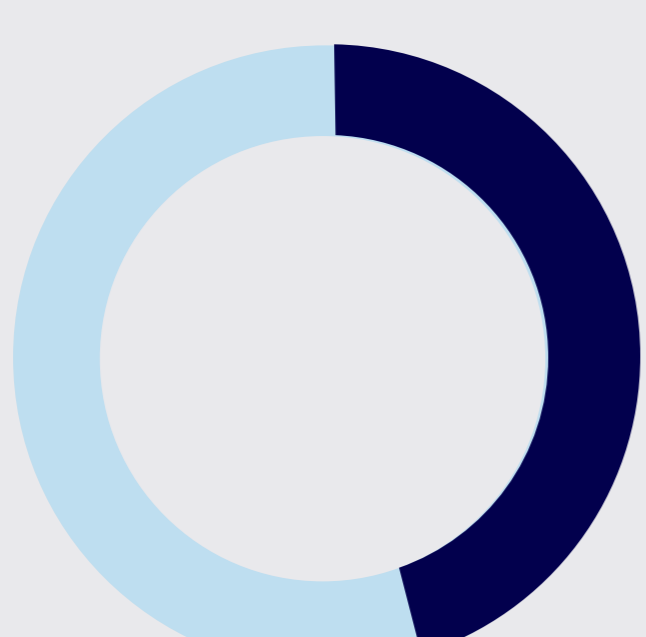
of consumers prefer to chat with a **live agent via the telephone** when it comes to **complex customer service questions or issues**, while

17%

would prefer to use technology like **live chat via a website or mobile app.**

AI in Customer Service

Consumers are open to agents leveraging AI for assistance, yet they are reluctant to engage with AI directly.



46%

of consumers surveyed would prefer to speak to a real human but **feel comfortable if the agent is using AI in the background** to improve the interaction.

The Solution: Balancing the Human + AI Approach



As AI continues to revolutionize contact center operations, it's important to **balance the human and AI approach** to better meet these high customer expectations.



The goal is not to replace agents but rather, **empower and inform them with tools and data insights to improve customer service interactions.**



One way for organizations to achieve this is by integrating powerful Emotion AI and Conversation AI like Cogito which **equips agents with real-time guidance** to improve their performance, while **still prioritizing the human touch** for a better overall customer experience.

So, what are you waiting for?

Today's leading companies are not letting digital transformation and technology improvements sit on the sidelines - they are leading adoption efforts and innovation.

To learn more about Cogito, head to our website at

cogitocorp.com