

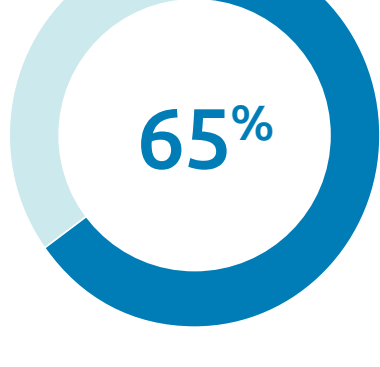
# Unleashing the value of customer service

The transformative impact of Gen AI and agentic AI

## Customer service is in need of an overhaul

only  
**45%**

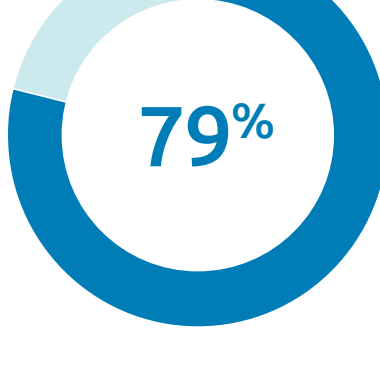
of consumers are “satisfied” or “very satisfied” with customer service across various brands<sup>1</sup>



of organizations report low operational efficiencies in their customer service functions<sup>3</sup>

only  
**16%**

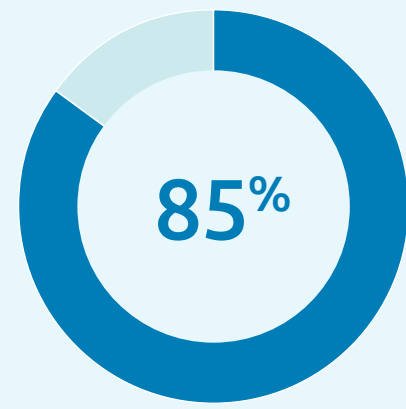
of customer service agents surveyed report overall satisfaction with their roles<sup>2</sup>



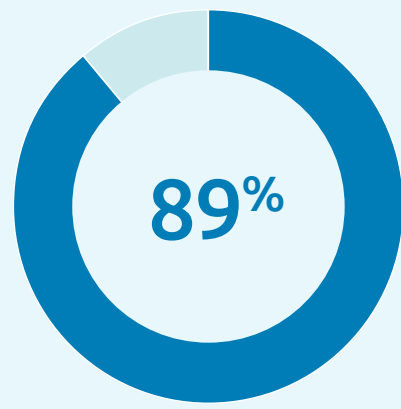
of organizations struggle to meet rising customer service expectations<sup>3</sup>

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

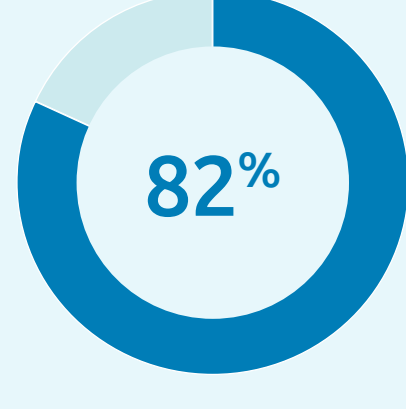
## Gen AI is a game changer and a trigger for customer service transformation



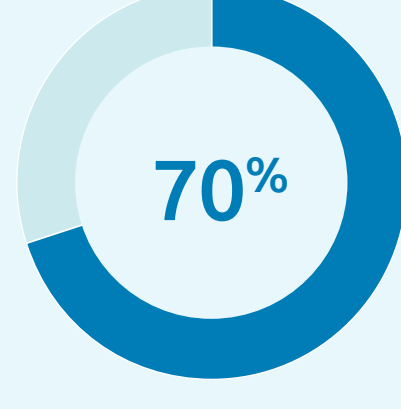
of organizations are either already seeing or expecting to see an improvement in first contact resolution rates through Gen AI usage<sup>1</sup>



of organizations are either already seeing or expecting to see a reduction in operating costs through Gen AI usage<sup>1</sup>



of agents agree that Gen AI will lead to enrichment of agent roles by enabling evolved customer interactions<sup>2</sup>



of customer service agents report a reduction in overall workload due to Gen AI<sup>3</sup>

Source: <sup>1</sup>Cappgemini 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.  
<sup>2</sup>Cappgemini Research Institute, Customer service transformation survey, November–December 2024, N = 315 customer service agents.  
<sup>3</sup>Cappgemini 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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