

The Productivity Shift

AI Support for Customer Support Teams

Introduction

Customer support teams are overwhelmed. Live support agents are managing more conversations than ever, juggling multiple channels, and meeting rising customer expectations—all while needing to maintain speed and accuracy. As real-time communication continues to dominate their work, support professionals are under immense pressure to respond quickly and effectively. Yet, many customer support and customer experience (CX) professionals lack the tools and resources needed to keep up.

AI presents a clear solution to ease this burden, but adoption within CX teams remains slow. Without the right support, training, and buy-in, agents are missing out on a technology that could transform their ability to serve customers while reducing the stress of high-volume communication.

Methodology

This study was conducted by The Harris Poll on behalf of Grammarly from September 24 to October 1, 2024, surveying 1,032 knowledge workers and 254 business leaders. This report specifically looks at responses from workers on customer support, service, or experience teams.

This online survey is not based on a probability sample; therefore, no estimate of theoretical sampling error can be calculated. Year-over-year percentage changes and percentage gaps between groups should be interpreted as percentage-point changes and are statistically significant.

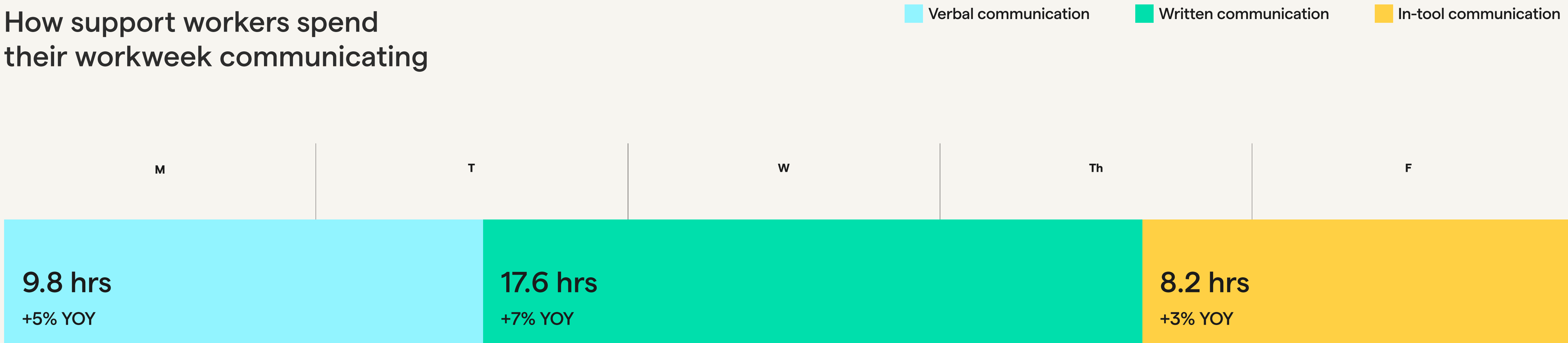


The fast-paced reality of customer support teams

Customer support teams are at the heart of every customer interaction, fielding inquiries, troubleshooting issues, and ensuring smooth experiences across multiple channels. Their work is fast-paced, highly responsive, and deeply collaborative. On average, CX professionals spend 35.6 hours per week communicating—this is a 5% increase year-over-year.

A significant 66% of their time is spent communicating in real time, whether through live chat, phone calls, or video meetings. This highlights the urgency of their work—every second counts when resolving customer issues. Unlike other teams that split their time between asynchronous tasks like writing reports or project planning, CX teams must be constantly available, responding in the moment. Their work is action-driven, requiring clear, concise, and effective communication to keep customers satisfied while managing high ticket volumes and internal collaboration.

How support workers spend their workweek communicating



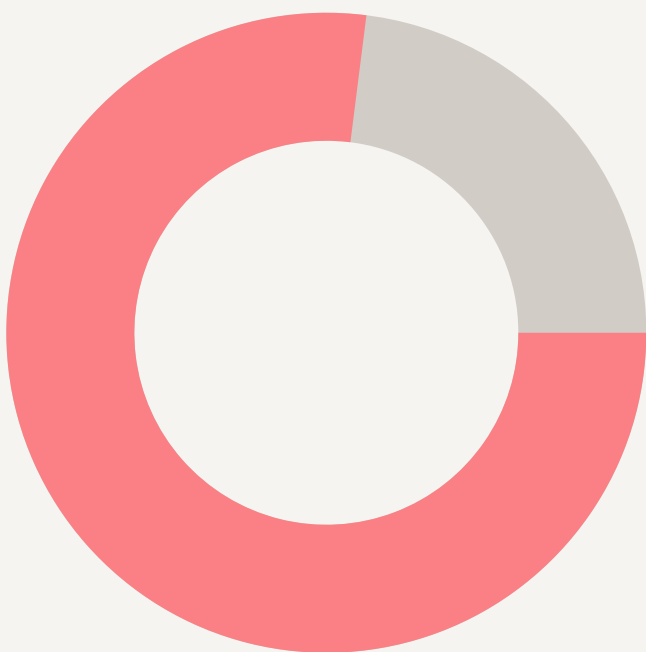
The growing strain on CX communication

As customer expectations rise, so does the communication burden on support teams. For example, 77% of CX professionals report communicating more at work than they did a year ago, with 68% engaging across more channels to meet customers where they are. This increasing complexity demands constant adaptability, with agents toggling between emails, chats, calls, and internal collaboration tools—all while maintaining speed and accuracy.

But this nonstop connectivity comes at a cost. Specifically, 62% of CX professionals say the expectation to always be available adds to their stress levels, while 57% struggle to focus due to the steady influx of work notifications. The need for real-time responsiveness leaves little room for deep work, making it harder for teams to balance efficiency with customer satisfaction. As communication demands grow, so does the need for smarter tools that reduce friction and help agents work more effectively.

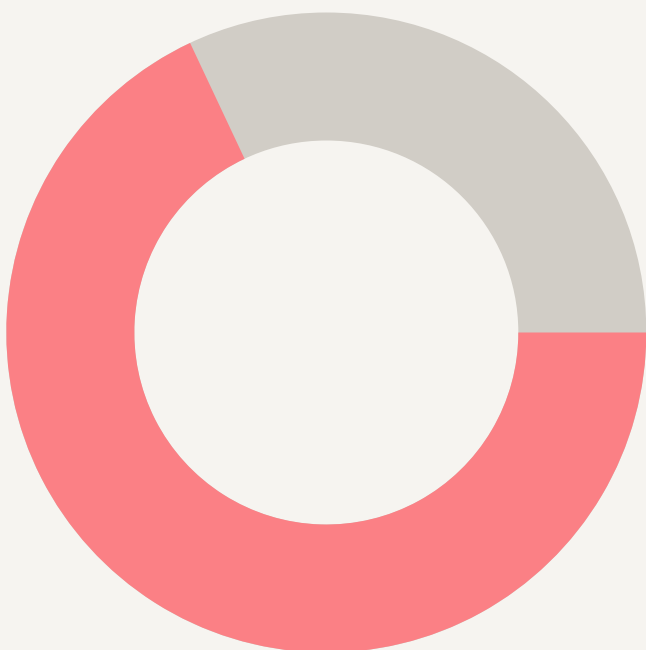
“I have been **communicating more** at work in the past 12 months.”

77%
of CX workers



“I have been communicating across **more channels at work** in the past 12 months.”

68%
of CX workers

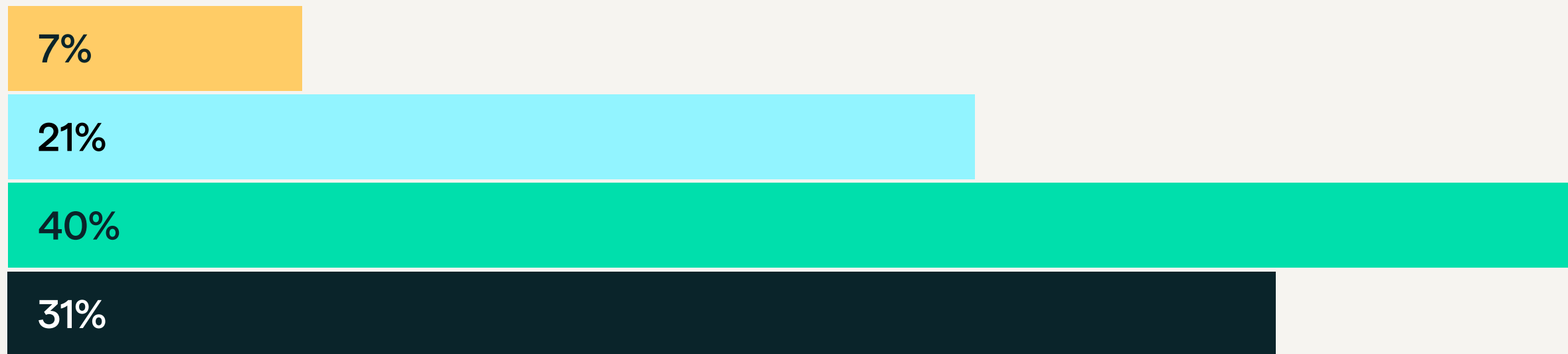


Slow to adopt, but primed for AI transformation

AI literacy levels

AI fluent AI literate AI familiar AI avoidant

CX



Average



Customer support teams are eager for better tools to help them communicate more effectively, but they lack the resources to make it happen. Namely, 84% of support agents say they don't have the support or knowledge they need to communicate and work efficiently, highlighting a major gap in enablement. With rising communication demands and growing complexity in customer interactions, AI presents a clear opportunity to ease this burden—but adoption remains slow.

84% of support agents say they lack the resources or knowledge to communicate effectively at work

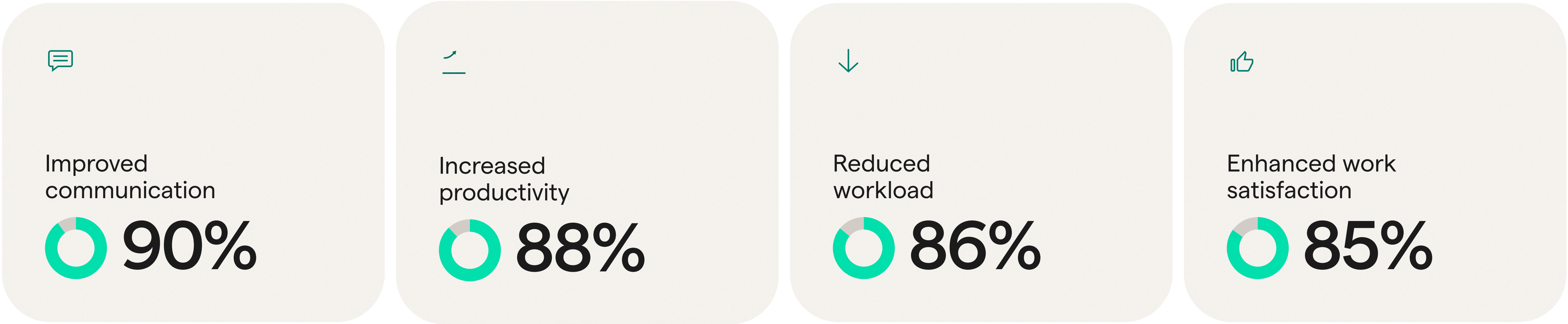
Customer support teams are adopting AI at a lower rate than any other team surveyed. In fact, 32% of agents avoid AI altogether, which is 10% higher than average. A lack of clarity around AI policies and tools contributes to this reluctance, with 38% of CX professionals unsure if their company has even approved AI for use. Others fear the risks, from concerns about exposing sensitive information (30%) to worries that AI could eventually replace their jobs (25%).

AI-enabled CX teams are reclaiming time and reducing workloads

While AI adoption in customer support remains slow, those who have embraced it are seeing transformative results. Support agents using AI report saving an average of 8.3 hours per week, reclaiming valuable time that would otherwise be spent drafting responses, searching for information, or managing repetitive tasks.

The impact goes beyond efficiency—AI is helping agents work smarter and feel more satisfied in their roles. For example, 90% say AI has improved communication, 88% report increased productivity, and 86% have seen a reduced workload. This boost in efficiency is also improving morale, with 85% of CX professionals reporting enhanced job satisfaction. AI isn't just a tool for speed—it's becoming an essential partner in helping agents communicate more effectively, reduce stress, and focus on delivering better customer experiences.

CX workers report positive impacts of AI



The path to better customer outcomes

AI has the power to transform customer support—enhancing both customer-facing interactions and internal agent workflows—but many CX teams have yet to fully embrace its potential. To maximize impact, customer support leaders should focus on three key areas where AI can drive efficiency and effectiveness:

1. CX team communication: driving alignment and clarity across internal teams
2. Internal agent productivity: increasing the velocity and quality of customer support
3. Brand compliance: drafting consistent and compliant messages across customer touchpoints

Support teams can improve all three with Grammarly's AI assistance, which enhances communication clarity, speed, and brand consistency at scale. By seamlessly integrating into CX workflows, Grammarly enables teams to work faster, communicate more effectively, and deliver exceptional customer experiences.

1. AI-enhanced communication

Clear, effective communication is at the core of great customer service. Grammarly's AI integrates directly into support platforms, helping agents craft quick, precise, and on-brand responses across channels. It enhances messaging quality while preserving privacy, security, and compliance, ensuring that AI-driven communication meets the highest standards. Stronger communication doesn't just benefit agents—it improves customer relationships. For instance, 99% of leaders say that clearer communication enhances customer understanding, while 98% report it helps support agents deliver more attentive support.



Sender's intent

 **Mary** requests an explanation of your pricing plans and suggests scheduling a call to discuss.

Ways to reply

-  Direct them to the pricing page
-  Provide your availability next week
-  Ask a follow-up question

Tell us how you want to reply... 

2. AI-powered productivity

Support teams are under pressure to resolve customer issues faster while managing high ticket volumes. Grammarly streamlines response drafting and knowledge management, equipping agents with the tools they need to work efficiently. AI assistance helps agents craft accurate, personalized responses, while smart knowledge sharing ensures quick access to the right information, reducing resolution times and improving overall customer satisfaction. The impact is clear—98% of leaders say that effective communication speeds up ticket resolution times, and 96% report that it contributes to repeat business.



How to Enable ToDo Lists

To enable ToDo Lists, follow these steps:

1. Log in to your AcmeCo account and go to **Settings**.
2. Under the **Features** tab, toggle the switch to **On**.
3. Refresh your dashboard, and the **ToDo Lists** section will now appear in your sidebar.
4. Click **"Create New List"** to get started, and start adding tasks.

You can assign due dates, set reminders, and collaborate on lists with your team. If you need help, visit our [Help Center](#) or reach out to support@acmecore.com.

 AcmeCo Knowledge Share

ToDo Lists

ToDo Lists is the external name for the new feature that allows users to create, manage, and track tasks directly within their AcmeCo account.



3. AI-driven brand compliance

Maintaining a consistent brand voice across customer interactions is critical for trust and professionalism. Grammarly's AI implements brand tone and messaging guidelines in real time, acting as an always-on writing coach for support agents. Whether responding to a customer inquiry, updating a knowledge base, or communicating internally, agents can rely on Grammarly to ensure clarity, professionalism, and compliance—without slowing down their workflows. And 97% of leaders say better communication elevates their company's reputation, and 94% agree that it improves brand guideline compliance, ensuring that every customer interaction aligns with company values.



Hi Ana,

Thanks for your interest in learning more about AcmeCo's newest product, ToDo Lists. This new tool helps every team manage their workload efficiently and effectively. I'd love to walk you through how to set this up for your Enterprise account.

Are you free on Wednesday at 10 am PT?

Best,
Tim

 **Sound more on-brand**

What's changed:

- ✓ Improved tone to align with brand guidelines
- ✓ Adjusted language to be more inclusive
- ✓ Updated product terminology for external audience

Insert

 Rephrase

Conclusion

// The connection between effective communication and better customer outcomes is undeniable.

Support teams that improve their communication workflows with AI see faster resolution times, stronger customer trust, and increased brand credibility. Yet, too many CX teams are still hesitant to adopt AI.

The challenge is no longer about AI's capabilities—it's about ensuring teams feel empowered to use it effectively. Many support agents worry about AI replacing their jobs, exposing sensitive information, or simply don't know whether their company has approved AI tools. For AI to make an impact, CX leaders must provide clarity, training, and the right solutions that seamlessly integrate into existing workflows.

Grammarly's AI assistance enables support teams to work smarter, not harder. By improving communication clarity, driving productivity, and reinforcing brand consistency, Grammarly helps support teams operate at peak efficiency without sacrificing the human connection that customers value. The future of customer support isn't just faster—it's clearer, more effective, and AI-powered.



About Grammarly

Grammarly is the trusted AI assistant for communication and productivity, helping over 40 million people and 50,000 organizations do their best work.

Companies like Atlassian, Databricks, and Zoom rely on Grammarly to brainstorm, compose, and enhance communication that moves work forward. Grammarly works where you work, integrating seamlessly with over 500,000 applications and websites.

Learn more at grammarly.com/enterprise.