

57% OF AUSSIE BUSINESSES ALREADY USE AI IN CUSTOMER SERVICE. THEIR BIGGEST OBSTACLE? MAINTAINING CONSUMER TRUST

According to Capterra's 2024 Customer Service Technology Survey of customer service professionals in Australia, 76% say that AI-enabled software has positively impacted customers overall, but over half (51%) say customer trust is the top challenge they face.

Sydney, Australia, 9th October 2024

A new two-part report from software marketplace [Capterra](#) reveals that over half (57%) of Australian businesses now use AI-enhanced customer service tools, such as chatbots and virtual assistants, to improve customer experience and operational efficiency. However, maintaining consumer trust remains a significant challenge.

Technology Adoption on the Rise

Using customer service technology, over half of Australian companies (55%) have seen improved customer satisfaction (CSAT) scores.

AI-powered support is favoured for multilingual conversations (58%) and analysing data to generate insights (52%). However, humans perform better in most core customer service areas, such as personalised interactions (81%) and sales facilitation (72%), surpassing global averages significantly.

AI Enhances Customer Experience but Poses Challenges

AI can't fully replicate the human approach in customer services, and transparency around its general usage and data handling needs careful consideration. Companies will want to avoid declining consumer trust and customer satisfaction levels if individuals feel their needs are not effectively or safely addressed.

AI-powered customer service software has been well-received by Australian businesses, with 76% of employees reporting a positive impact on customer interactions. The top benefits include faster response times (60%) and cost savings (58%). However, maintaining customer trust (51%) and ensuring accurate information (42%) remain key challenges in AI adoption.

66% believe that productivity has increased due to AI, ahead of customer satisfaction (53%) and call volume (45%). Automation reduces the workload on human agents, allowing them to focus on higher-value interactions. However, most employees (73%) agree they are concerned about the accuracy of the information supplied to customers via AI-enabled tools.

Companies (particularly call centres) wanting to effectively implement AI into their customer service operations should:

1. **Identify the strengths of AI and human agents:** Allocate tasks more efficiently by leveraging AI for repetitive queries and humans for complex issues.
2. **Train agents in using AI tools and handling data properly:** Ensure workers understand AI tools and facilitate collaboration where AI provides relevant information and suggestions. 72% of customer service agents in Australia receive training on handling this sensitive data with AI.
3. **Inform customers about AI support and how it benefits everyone:** Transparency about AI's capabilities and limitations helps set realistic expectations. Inform customers when they are interacting with AI and provide an option to escalate to a human agent if needed.

Customers need to understand that AI enhances their experience and provides seamless guidance, including connecting to a person when necessary. Customers are more understanding and patient when they know they're interacting with an AI tool and comprehend its capabilities. Transparency and clear communication about AI usage can help increase its acceptance, learning curve, and comfort.

Despite concerns, the future of AI in customer service is bright

The future of customer service AI adoption looks promising, with employees predicting that nearly half (44%) of customer service inquiries will be managed exclusively by AI within the next five years. By integrating AI for routine tasks and reserving human agents for complex interactions, businesses can optimise resources, enhance satisfaction, build trust, and maintain operational efficiency.

"When adopting AI in customer services, the human element remains vital, but it's also important to leverage the areas in which both AI tools (for example, faster response times) and human support agents (for example, emotional connection) work best. It's comforting for customers to know that a complex situation can be escalated to human agents if need



be—taking the customer experience to the next level," says **Laura Burgess, Content Analyst at Capterra Australia.**

Read the full report for [part 1](#) and [part 2](#) for more detailed insights and recommendations.

About Capterra

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