



When Consumers Want AI Help and When They Don't

Is your buying journey meeting expectations?



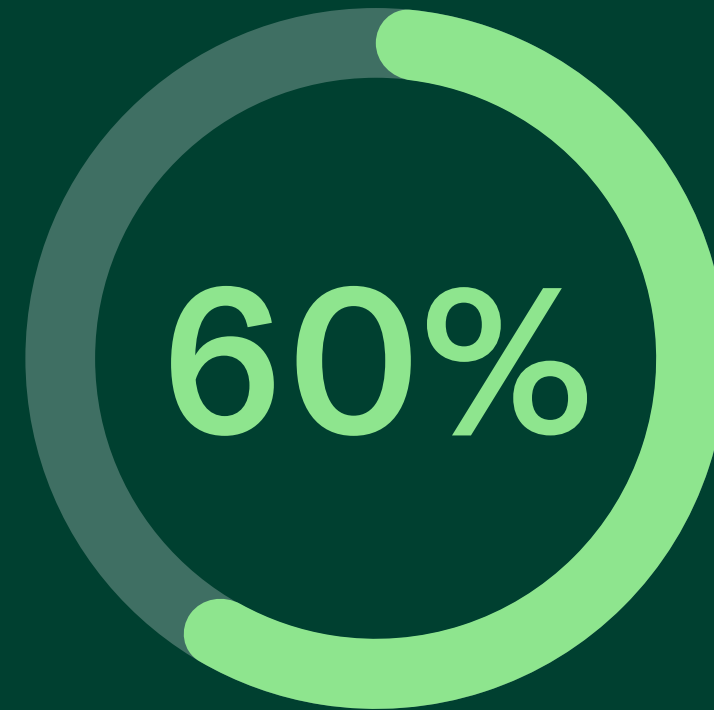
Introduction

AI has been rapidly woven into nearly every aspect of daily life — including how we shop and interact with brands. Businesses were quick to adopt AI in hopes of streamlining the buying journey and meeting evolving customer expectations. But has this widespread adoption delivered meaningful results for consumers or has it sacrificed empathy in the name of efficiency?

Our research report set out to answer that question. What we found is a complex picture: in some instances consumers prefer AI, but in others they aren't willing to sacrifice the personal touch of speaking to a human. Keep reading this infographic to learn when consumers want AI help and when they don't, so you can tailor your business's buying journey accordingly.

Many consumers feel forced to use your AI

You always want to meet your customers where they are, and forcing them into an AI workflow to get questions answered or make a purchase is not the way to do it. Most consumers report feeling forced to use a brand's AI — not a good look for the CX enthusiasts among us.



Say they feel forced to use a brand's AI

How your brand uses AI can make or break customer loyalty

Nearly half of those surveyed report feeling less valued as a customer when a brand interacts with them via AI. This isn't a figure to take lightly — it can have long-term effects on loyalty and lifetime value.

When a business uses AI to interact with customers, they feel:

46% Less valued

28% More valued

25% Makes no difference

Consumers want to use your AI when they're younger

If your customers tend to be on the older side, you need to be particularly thoughtful about your AI implementation. Across the board, Boomers hold a negative view of AI, while Gen Z thinks it's lit.

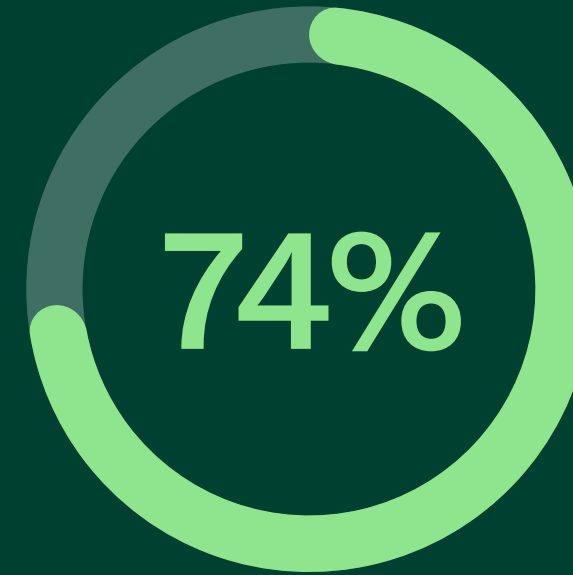
When interacting with a brand's AI

	GEN Z	BOOMERS
It improved my perception of the brand	58%	5%
It made the buying experience better	54%	5%
It made the buying experience more personal	49%	4%

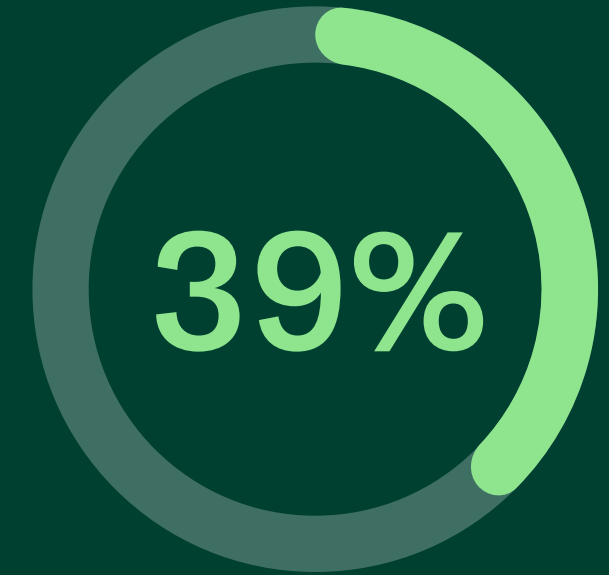
When do consumers want to use AI?

There are some situations where consumers are totally okay with or even prefer to use AI in the buying process. When the task is simple or it's just plain faster than a person, many consumers prefer AI.

Consumers want to use AI when:



It's faster than a human



The task is simple

What tasks do consumers think AI is best at?

Survey respondents also think AI is best at handling simple tasks like answering basic questions, routing callers, and providing product recommendations. Only 8% said they don't want to use AI at all.

What do you think AI would be best at during the buying process?

Answering basic questions

50%

Routing to the right department

43%

Personalizing product recommendations

24%

Following up after a purchase

24%

Where does AI fall short?

While consumers are confident in AI's ability to handle routine inquiries, they aren't as comfortable trusting it when they encounter more complicated issues.

Consumers think AI is the worst at:

Solving complex issues

53%

Providing empathy

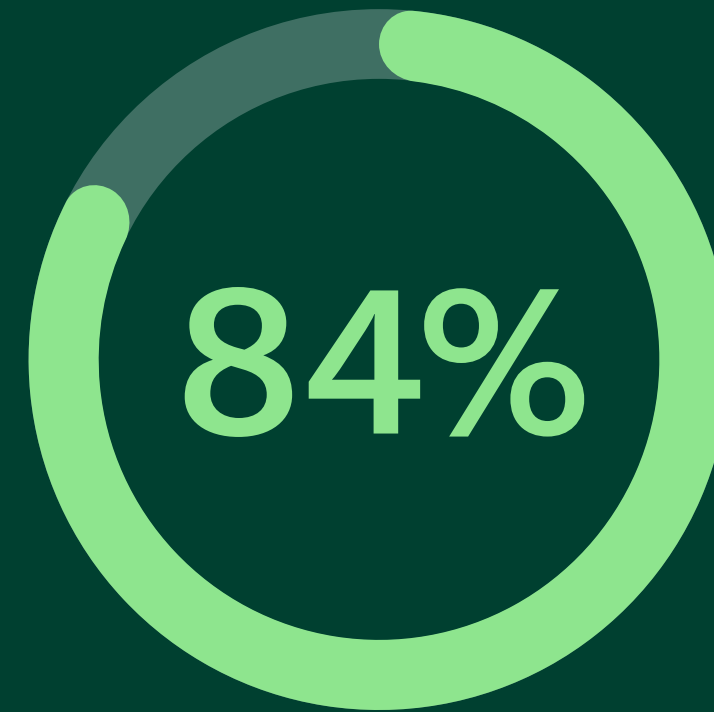
44%

Understanding context or nuance

43%

Human connections are still critical during high-stakes buying journeys

Consumers overwhelmingly value human connections while making a high-stakes purchase. They need expertise and reassurance when making these types of purchases, and nothing can substitute for the empathy and understanding that a human can provide. This is one area where AI can't replace the human touch — at least for now.



of consumers think the human connection is important while making high-stakes purchases

Download the Report for More Data

Want to see more of the data we uncovered
from surveying consumers about AI?

Download our B2C Buyer Experience Report to
discover all the insights we captured and learn
how you can better meet your customers' needs.

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