

AI ADOPTION IN ECOMMERCE SUPPORT

AI is everywhere. Our data shows there is still resistance.

KEY FINDINGS

- ~20% of ecommerce brands have deployed AI in customer-facing support
- 10x faster response times for brands at 30%+ automation vs. zero
- 2 pts CSAT difference between brands at 0% and 20% automation

AM

Alessandro Montelli
Principal Researcher, Gorgias

[GORGIAS.COM/ECOM-LAB](https://gorgias.com/ecom-lab)

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TL;DR

What behavioral data from ecommerce brands reveals about where AI adoption actually stands, and what the brands that have committed are seeing:

- ~20% of ecommerce brands have deployed AI in customer-facing support

- 10x faster response times for brands at 30%+ automation vs. zero

- 2 pts CSAT difference between brands at 0% and 20% automation

The gap between narrative and data

Every vendor deck, every conference keynote, every earnings call implies the same thing: AI in ecommerce support is mainstream. Our data disagrees.

We measured actual production deployment across ecommerce brands using Gorgias from January 2025 through January 2026. Not self-reported usage. Not survey responses. Platform-level signals showing whether AI is actively resolving customer interactions. The result: roughly **1 in 5 brands has deployed AI in customer-facing support.**

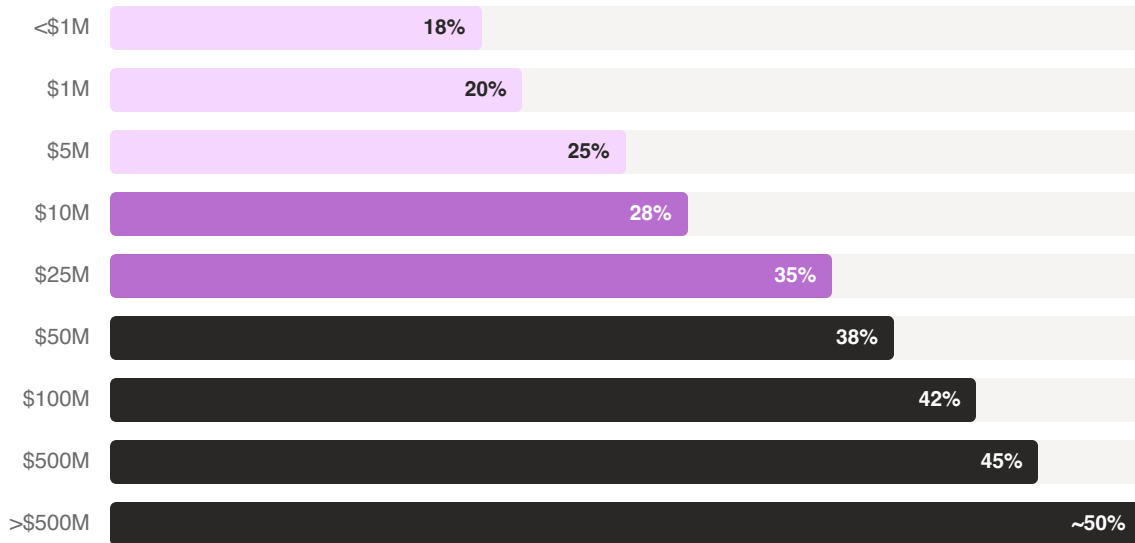
"When you ask brands whether they 'use AI,' you get a different answer than when you measure whether AI is actually resolving customer tickets."

Who has adopted, and who hasn't

Brand size is the strongest predictor of AI adoption. The bigger the brand, the more likely they have deployed AI in support. The relationship is nearly linear across every GMV tier.

AI Agent Adoption Rate by Brand GMV

Share of brands with AI actively deployed in customer support



Source: Gorgias Ecom Lab · Platform data · March 2026

Fewer than **18% of brands under \$1M GMV** have deployed AI. That number crosses 25% around \$5M GMV, 35% at \$25M, and approaches **50% for brands above \$500M GMV**. Even at the largest tier, half have not deployed.

What adopters are seeing

Among brands that have deployed AI, the response time improvement is not incremental. It is structural.

736

min avg response
at 0% automation

400

min avg response
at 20% automation

80

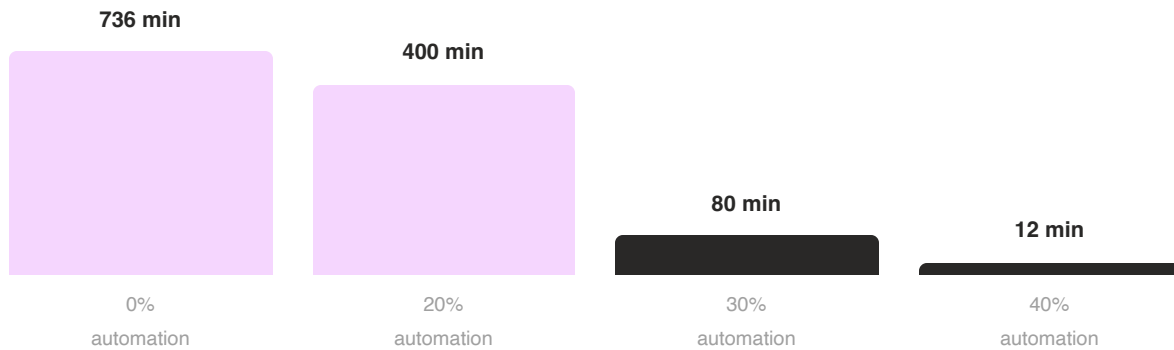
min avg response
at 30% automation

12

min avg response
at 40% automation

Avg First Response Time by Automation Rate

Minutes · lower is better



Source: Gorgias Ecom Lab · Platform data · March 2026

Brands automating near 0% respond in **736 minutes** on average. At 20% automation, that drops to 400 — roughly half. At 30%, it falls to **80 minutes**. At 40%, **12 minutes**. The gains do not scale evenly. They accelerate.

CUSTOMER SATISFACTION

AUTOMATION LEVEL	AVG FIRST RESPONSE TIME	CSAT SCORE
0% automation	736 min	90.3%
20% automation	400 min	87.9%
30% automation	80 min	—
40% automation	12 min	—

CSAT at 20% automation sits at **87.9%**, versus 90.3% at zero — a 2-point difference. The tradeoff is real but modest compared to the response time gains.

"The rate threshold matters independently of volume. Among brands automating fewer than 1,000 tickets per month, roughly 1 in 3 have crossed 30% automation. Among brands automating more than 1,000 tickets per month, that number is 1 in 28."

Those brands are handling significant volume. But the structural shift in response time follows the rate, not the count.

The headcount equation

Faster response times are visible to customers. The efficiency gains are visible to finance. We calculated "AI Agent Equivalents" by measuring how many automated tickets AI handles relative to the average human agent's workload.

Team Size vs. AI Agent Equivalents at 50%+ Automation

Human agents vs. AI-handled workload equivalent



Source: Gorgias Ecom Lab · Platform data · March 2026

At 50%+ automation, brands operate with just **3 team members doing work that would typically require 9+**. AI does the equivalent of 6.3 agents. The human team stays the same size but shifts to higher-value work.

The bottom line

Most brands are not there yet. Those that have committed are responding 10x faster and scaling without growing their team. The ones still hesitating are hiring their way through the same volume.

The performance gains in this report are not exclusive to enterprise. They follow from deployment, not scale. Brands that invest in proper setup — clear SOPs, structured knowledge bases, and a deliberate rollout — can reach the same automation tiers regardless of team size or GMV. The barrier is organizational commitment, not budget.

METHODOLOGY

Platform-level behavioral data from Gorgias merchants, January 2025 through January 2026. AI adoption is measured by active AI enablement in customer-facing workflows, not self-reported usage. Official AI Agent adoption requires reaching activation and achieving at least 5% automation in a 7-day period with at least 5 billed tickets. Data as of March 2026.