According to Waterfield Tech’s recent survey: Consumer Perspectives on AI

Clear Benefits to Business

- 37% believe companies can get by with a smaller workforce, reducing costs.
- 35% believe companies can get by with a smaller workforce, reducing costs.
- 31% value AI’s ability to offer multilingual customer service options.

35% says AI helps companies handle greater numbers of customer queries.

Survey methodology:
This online survey was fielded by Regina Corso Consulting on behalf of Waterfield Tech in May 2023. The survey collected responses from 2,000 U.S. adults, aged 18 and older, and is balanced to be representative of the U.S. collectively based on 2020 Census data.

Demographic Differences

- A Parental Time-Saver: 74% of parents vs. 49% of those without kids say AI is a great way to reduce time spent with customer service agents.

AI Passes the Vibe Check: Younger Americans—particularly Gen Z and Millennials—view AI most favorably with more than 60% feeling satisfied when using the technology.

Key to success: Organizations must select an AI strategy that aligns with their core values and implement with intention.

To ensure an outstanding customer experience, organizations must inform their AI strategy with data. You can use AI to mine data from your existing systems or deploy AI at key customer service touchpoints, like your website or IVR, to identify customer needs, then use that data to drive your AI strategy. There’s no doubt you should do it, but what should you do? And will your customers love it? Will they trust it?

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To learn more about how Waterfield Tech can help your organization, contact us at www.waterfieldtech.com/contact-us

Organizations must select an AI strategy with care and implement with intention.