

What Consumers Really Think About AI

Pega asked 6,000 global consumers what they think of AI and customer engagement. Here's what we found:

Consumers unwittingly use more AI than they realize



Only 33%
think they use
technology with AI



77%
actually use an AI-powered
service or device

People think they get AI...but they really don't



70%
say they
understand AI



50%
don't understand AI
can solve problems



37%
don't understand AI
can interpret speech



35%
don't understand AI
can mimic humans

AI today doesn't meet expectations and stirs up fears ...



70%
are fearful of AI

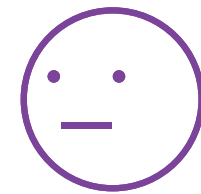


Only 27%
think AI can deliver the
same or better customer
service than humans

... making consumers unsure if businesses should use it with them



1/3
are comfortable with it



1/3
are neutral



1/3
are uncomfortable with it

Despite all this, the future for AI in CX looks bright



73%
are open to businesses
using AI with them if it
makes life easier



38%
think AI will
soon improve
customer service

VS

Only 26%
that disagree



AI technology is progressing quickly and leading businesses are tuning their AI strategy to change how they engage with customers.

Get the full survey and find out how to make AI work for you and your customers at pega.com/AIToday