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

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 but 77% actually use an AI-powered service or device

People think they get AI…but they really don’t

70% say they understand AI but 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

Only 26% that disagree

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