



The State of AI in CX (2025 Edition)

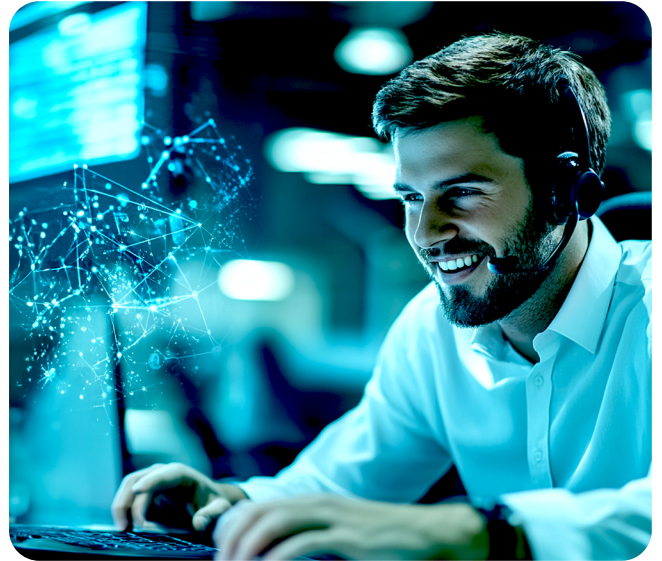
How CX and Service Operations
are Navigating the AI Horizon

By Jon Burg & Katie Mamia TechSee's Visionary CX Lab

Embracing AI in Customer Experience

The integration of artificial intelligence is fundamentally changing how businesses engage with their customers, offering personalized interactions, predictive insights, and 24/7 support. AI is no longer just a futuristic concept; it's a transformative force that's already reshaping the business landscape.

Our Visionary CX Lab worked with a leading consulting firm to survey and interview executives from dozens of enterprise companies and across industries. Together, we studied the state of implementation of AI into their customer experience operations. The pace of progress is astounding. AI-powered automation is optimizing internal processes, reducing manual tasks, and freeing up employees to focus on more strategic initiatives.



Businesses that are already embracing AI as a core element of their strategy will be better positioned to adapt to evolving market demands, deliver exceptional customer value, and maintain sustainable growth. In 2025 and beyond, companies aiming to elevate customer experiences, streamline operations, and stay ahead of the competition are recognizing AI as a strategic imperative.

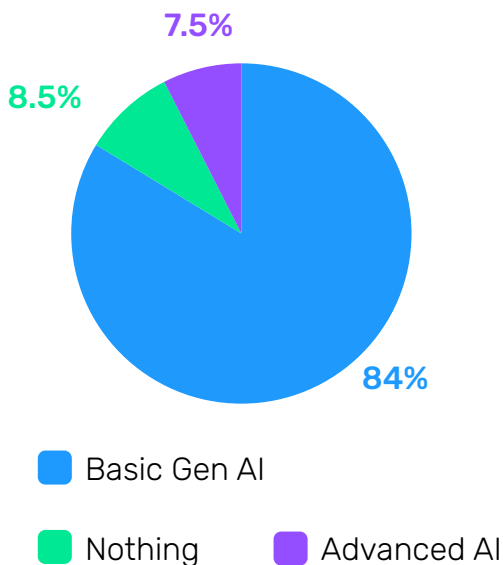


The Upsurge of AI Adoption in CX

Survey data indicates that 84% of organizations have integrated AI-driven conversational chatbots, significantly altering traditional service models (Chart 1). While most of these are traditional chatbots, many if not most are now upgrading to conversational and even AI interactions.

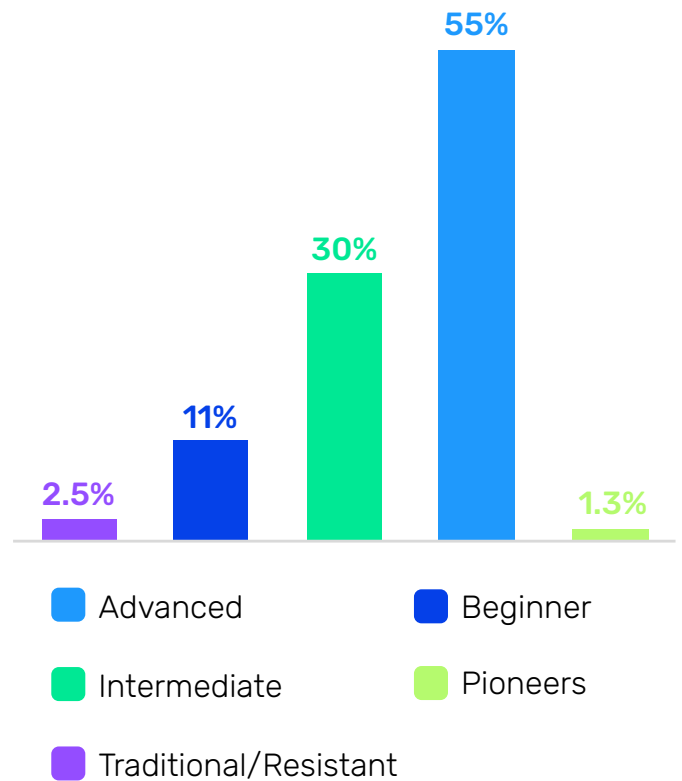
This surge underscores a larger trend, where immediate operational efficiencies are realized through AI adoption.

Chart 1 - Current AI adoption for CX



The urgency to adopt is further supported by findings that 55% of organizations report that are already at an advanced maturity level with AI integration, and only 2.5% reported being resistant (Chart 2).

Chart 2 - Maturity of AI solutions across CX operations



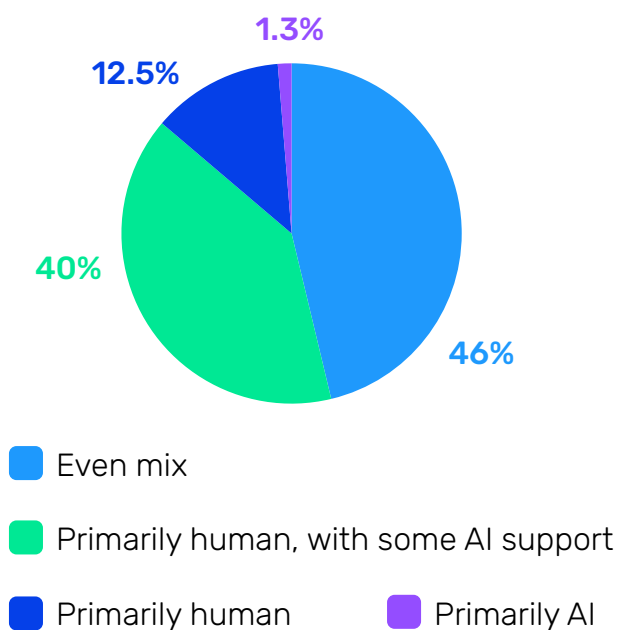
This demonstrates that AI isn't just an enhancement—it's a pivotal aspect of strategic growth and innovation. Companies that act today and begin training their own custom-trained AI solutions for the future set the stage for sustained success and leadership in a rapidly evolving marketplace. Conversely, **businesses that delay adopting AI run the risk of falling substantially behind.**

From Chatbots to Smart AI Systems

Companies are already upgrading from basic chatbots to AI assistants or copilots for agents and even advanced, autonomous agentic AI systems that elevate customer interactions through enhanced flexibility, learning capabilities and the ability to perform fully autonomous actions.

Only 12.5% of organizations still use human agents without any AI support, automation or augmentation to handle their service tickets. While that's still more than the 1.3% of companies that are primarily using AI for service, these numbers are startlingly close. The gap is closing quickly, with the majority (46%) of executives indicating that they already use an even mix of AI and human agents (Chart 3).

Chart 3 - Division of CX tickets between human agents and AI



The lines between marketing, product, and service are blurring. Agentic AI platforms like Sophie AI bridge these gaps with a unified customer experience solution that learn from, and adapt to dynamic requirements."

Senior Director of Customer Care,
Top Telecom Provider

Another reason to believe the gap between human and AI agents will vanish over the next 12-18 months is the expected investment timeline for new CX technologies. Only 2.5% of companies report having recently implemented new tech, but a whopping 70% are either actively shopping or plan to invest before the end of 2025.

This shift towards advanced, agentic AI solutions underscores the growing demand for technologies that streamline operations today, while adapting and learning from each interaction to meet ever-changing customer expectations, business requirements and evolving customer journeys.

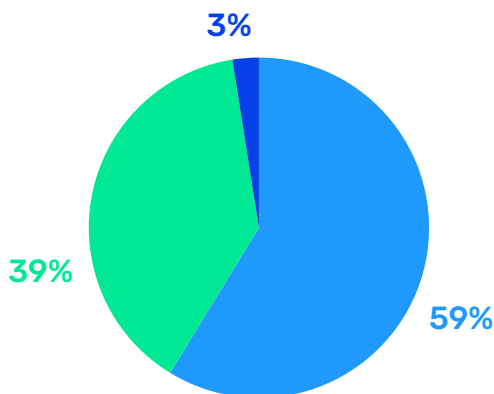
TechSee enables this transition with the Sophie AI platform. Sophie AI learns from each business and interaction, delivering tailored agentic AI automation that seamlessly integrates with existing systems and scales according to enterprise needs.

Pipeline of Progress: Adoption Timeline

Early AI adoption pays dividends down the road. Here's where execs expect to see AI go in the near future.

Nearly 40% of respondents say they are highly committed to evolving their customer support automation with AI-driven chatbots, AI agent assistants (also called copilots), or fully autonomous AI agents. While those may seem like impressive numbers for early adopters, it's important to understand the speed with which AI is being adopted: only 3% reported not being committed to AI automation or augmentation (Chart 4).

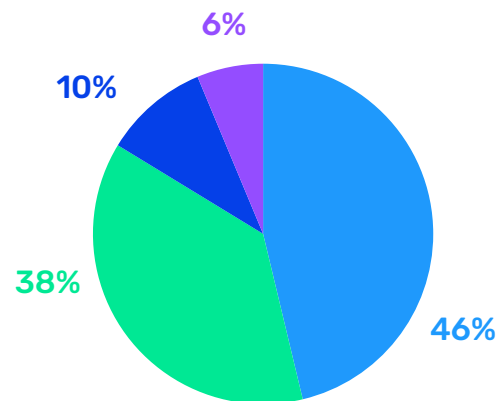
Chart 4 - Commitment to evolving customer support automation with AI



- Somewhat committed
- Highly committed
- Not committed

46% of respondents expect to begin leveraging AI-driven agent assistants for human support agents within the next 6-12 months. Conversely, only 10% expect it to take more than two years. (Chart 5).

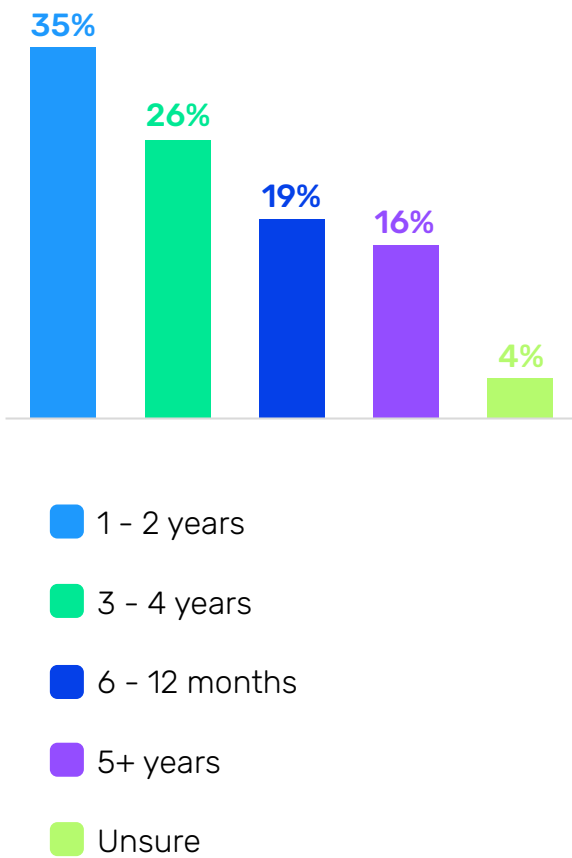
Chart 5 - AI copilot adoption timeline



- 6 - 12 months
- 1 - 2 years
- 3 - 4 years
- We are already using AI copilots in customer support

When it comes to fully autonomous AI CX agents – what was so recently only possible in a sci-fi movie – more than half of executives surveyed expect to begin leveraging such solutions within the next two years (54%). (Chart 6)

Chart 6 - AI agent adoption timeline



AI has streamlined our contact centers by improving handling times; empowering agents with timely information, and providing customers with better self-service options – driving efficiency, improving first-time resolution rates, and overcoming the AI adoption challenges we had anticipated."

US Head of Customer Service, Fortune 500 Consumer Electronics Brand

Whether you're still trying to catch up with chatbots or you're looking to gain a competitive advantage with AI agents, collaborations with experienced partners like TechSee are essential. These alliances foster a deeper understanding and optimization of AI tools, encouraging long-term innovation that suits your specific business needs.

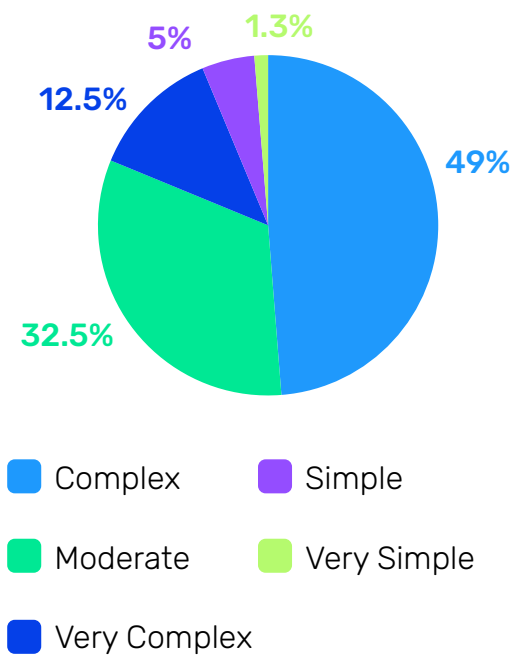
By starting to implement AI within your CX and service operations now, you get the known benefits of current AI solutions, but the significant added benefit of training your own custom AI.

Bottom line:
The early adoption window has passed, and the longer you wait to begin implementing, the further behind you will be.

ROI is in Simplifying Complexity

Automating processes isn't just about efficiency—it's vital for scalability. By adopting AI early on, businesses unlock new levels of efficiency as their training time pays off and the AI optimizes itself, cutting costs while maintaining high standards of service. Complex support problems and processes represent a tremendous opportunity to improve efficiency by using AI to simplify flows and improve customer experience.

Chart 7 - Complexity of your end-user products



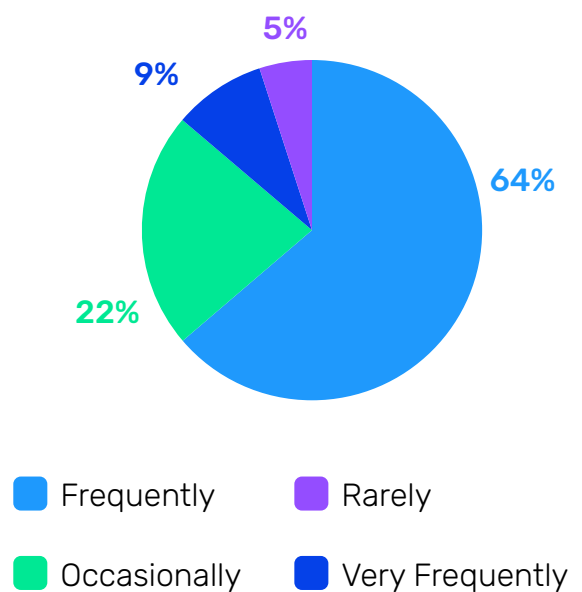
Across industries, over 80% of organizations describe their product or solutions as at least somewhat complex, and 49% of those surveyed organizations describe their offerings as complex (Chart 7).

Enterprises delivering internet-connected products or services such as Consumer Electronics and Telecom, as well as those that self-report a high level of product complexity such as Automotive leaders, report significant operational challenges, high service volume, high service costs as a portion of overall revenue and are often the most advanced in their AI rollout.

This complexity clearly underscores the need for efficient management strategies and technologies such as AI to streamline operations.

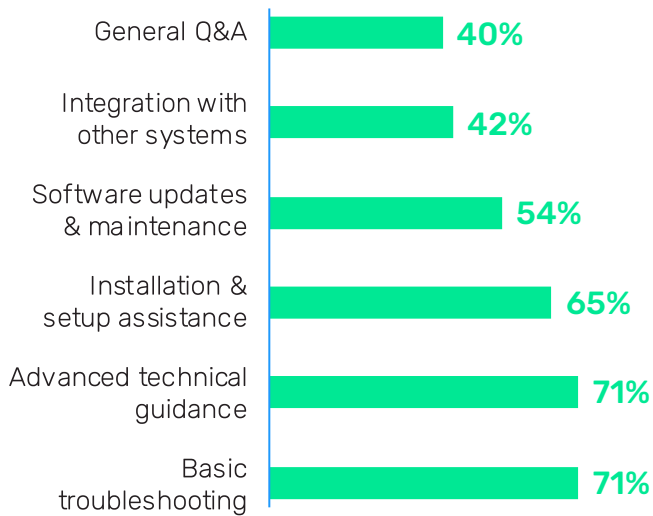
64% of customers frequently seeking technical support highlights a persistent demand for responsive service mechanisms (Chart 8).

Chart 8 - How often technical support is needed



Enterprises face broad support requirements, as indicated by 71% of companies commonly providing both basic troubleshooting and advanced technical guidance (Chart 9).

Chart 9 - Most common technical support required



Balancing cost reduction with customer satisfaction is a constant challenge. Agentic AI simplifies this by automating routine tasks, freeing agents to focus on complex issues. More advanced solutions like Sophie AI will scale up our impact, with more impactful CX automation that can handle even complex and hardware-related troubleshooting."

Senior Director, Leading Telecom Provider

ROI is in Simplifying Life Your Customers and Users

Chatbots are not yet able to handle complex inquiries, like product setup. Sophie AI's unique approach handles a wide range of more expensive service interactions, improving customer satisfaction and reducing the need for human intervention."

VP CX, Leading Smart Home Provider

The immense scale of customer interactions can benefit massively from deploying AI solutions like Sophie AI, which optimize processes, reduce resolution times, and enhance customer satisfaction. With streamlined operations, the ROI from simplifying these complex engagements is evident—through both cost savings, CX improvements and potential new revenue streams.

Whatever the complexities of your business are, Sophie AI can help.

Visual Intelligence: Pioneering Innovation

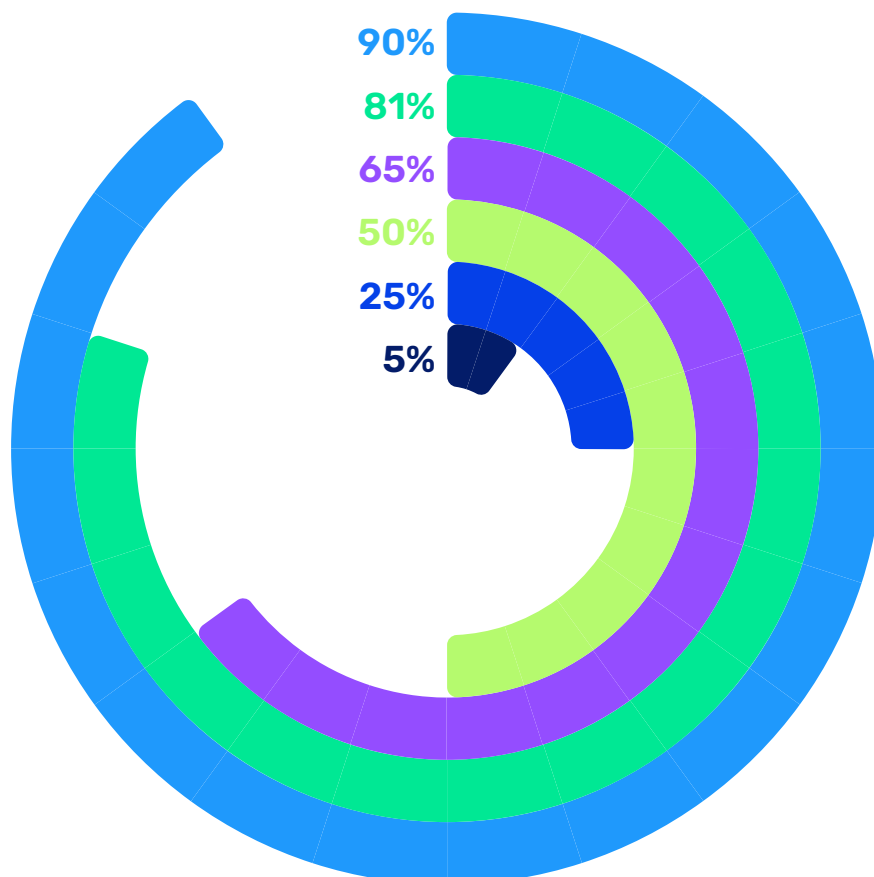
Visual AI solutions hold strategic importance in the modern CX landscape. While only **5%** of organizations report currently using visual technology, **81%** plan to implement it.

This tracks, as nearly **90%** of survey respondents consider visual augmentation to be somewhat or highly important for enhancing customer support services.

When it comes to readiness to adopt and the appetite for Sophie AI, **50%** of organizations aim to evaluate or implement such technology within 2025.

This enthusiastic adoption is fueled by the AI-driven agent assistance capabilities valued by **65%** of participants.

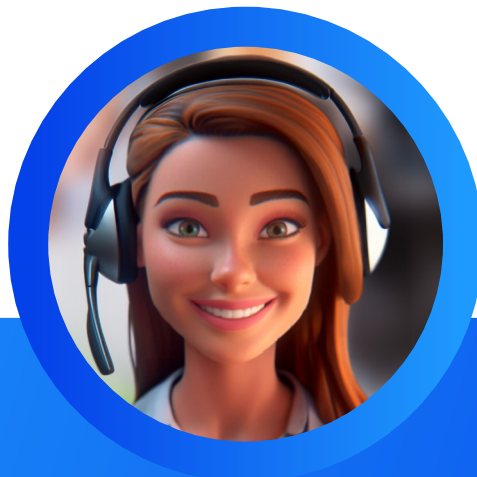
With the supply of dependable AI solutions still so limited and the demand for advanced features like visual intelligence growing exponentially, it should come as no surprise to learn that nearly **25%** of executives are open to making sizable investments in multimodal solutions that integrate practical and customized visual intelligence.



Winning 2025 and Beyond

The destination is clear: AI investment is not just wise—it's essential for sustaining competitive advantage. By integrating TechSee's Sophie AI platform, fostering strategic collaborations, maintaining scalability through Agentic AI automation,

and innovating with visual AI, businesses align themselves with a future that meets and exceeds customer expectations. The opportunity is vast, and the time to harness it is now.



**Contact a TechSee expert today
to understand how Sophie AI can
transform your CX operations.**

Book a meeting