

# The Impact of GenAI on the Evolution of Customer Service and Support Technologies

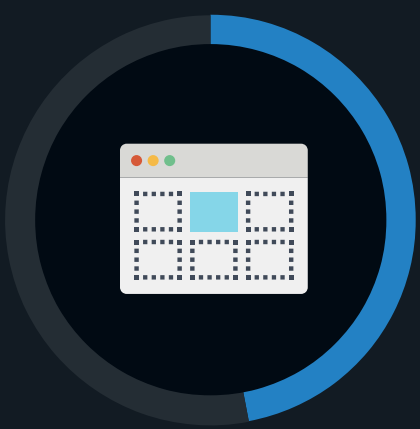
Customer service is a hard job, whether in a contact center or in the field or in a store. Organizations face an ongoing challenge of recruiting, developing, and retaining customer service employees, and they are looking to cutting-edge technologies like generative AI (GenAI) for help. The use of AI and other advanced technologies for customer service is a classic case of combining technology with people and processes to solve problems. TechTarget's Enterprise Strategy Group recently surveyed IT and customer service professionals to gain insights into these trends.

Notable findings from this study include:



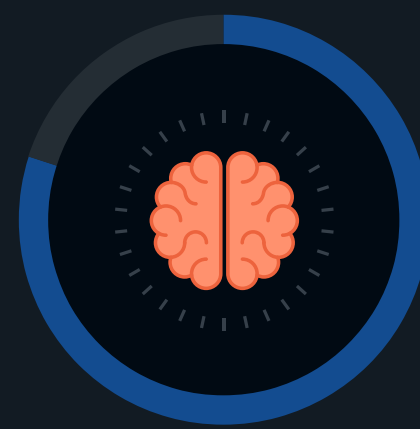
**63%**

of organizations declare their customer experience strategies **to be suboptimal.**



**47%**

of organizations have more than six customer service applications.



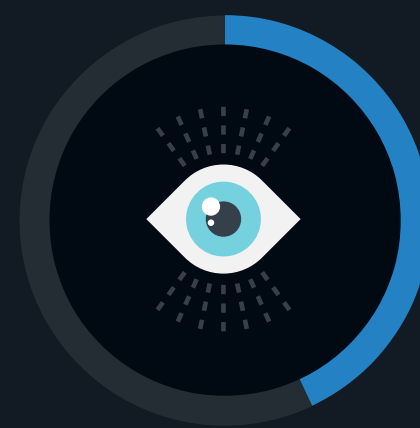
**80%**

of customer service workers remain positive, if not extremely positive, about the usage of AI.



**90%**

of organizations have introduced systematic programs to improve the mental and physical health of their customer service employees or plan to.



**43%**

of organizations cite the security and privacy of their customers' data as a top customer service and support priority.



**93%**

of organizations believe generative AI tools have the potential **to improve customer service operations.**

For more from this Enterprise Strategy Group study, read the full research report, *The Impact of GenAI on the Evolution of Customer Service and Support Technologies*.

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