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AI in the Telecom Customer Experience
Five Insights from Consumers

In a survey of 1,000 consumers worldwide
CSG asked about their sentiment toward AI when interacting with their CSP.
Here are some of the major takeaways from the survey:

AI and Customer Service
What Telco Customers Want

Appetite for AI Is Growing

85%

of customers prefer AI over human representatives in at least one channel

...But Loyalty Is At Risk

76%

Say a frustrating AI service experience impacts their loyalty to a CSP

What Customers Want from AI
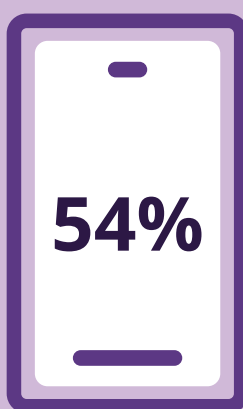
Faster issue resolution
65%

24/7 support
64%

More accurate issue resolution or response
50%

The Channel Matters

54%

Prefer AI vs. human support in chat

AI Should Enhance the Human Touch

61%
Want smoother transitions to human agents

47%
Are frustrated by long wait times to reach a representative

AI Maturity Remains a Challenge

55%
Worry AI can't handle complex issues

55%
Find AI struggles to understand queries

30%
Doubt AI-generated response accuracy

Key Takeaways for CSPs

1 At the core of a successful CX strategy is making customers feel known, heard and understood.

2 CSPs must follow the customer's lead. To secure loyalty, prioritize solutions that improve your customers' experiences in the moments that matter.

Want More Insight on Balancing AI Ambitions with Customer Needs?

Read CSG's **2025 State of the Customer Experience Report** to discover how CSPs can demonstrate their CX leadership and deliver on their promise for better experiences.

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