

The agentic AI future for customer experience

A human and machine balancing act

Key takeaways

91% of surveyed brand executives in Verizon's CX Annual Insights Report are using agentic artificial intelligence (AI) in customer experience (CX) operations.

30% of surveyed brand executives say they expect short-term improvements in customer loyalty, while 30% expect revenue gains in two years.

Brand executives believe AI agents could help ease common consumer frustrations such as repeated requests for information.

Agentic AI is officially in play

91%

of surveyed business executives in Verizon's sixth CX Annual Insights Report are using agentic AI to some degree in their CX operations.



Benefits are here, more are coming

Brands are already starting to see CX improvements.

 **36%**
of surveyed executives are seeing greater speed and responsiveness in customer interactions.

And they expect more business benefits to come.

 **30%**
of surveyed executives expect to see revenue growth in two years.

 **30%**
are seeing improved customer loyalty.

 **28%**
expect greater operational efficiency.

 **29%**
are seeing greater accuracy and consistency in responding to customer queries.

 **27%**
expect reduced costs.



Consumers are warming up to AI

Surveyed consumers report feeling more comfortable with AI-led CX interactions than they did in our previous CX Annual Insights Report.

Product inquiries
 **63% ↗ 78%**

Purchase transactions
 **64% ↗ 75%**

Resolving complaints
 **52% ↗ 68%**

But the human touch still matters

Agentic AI can provide the best of both worlds

Surveyed brand executives believe AI agents can help streamline the handover to human agents and ease common consumer frustrations, including:



Repeated entry of information



Poor understanding of customer queries



Lack of empathy with consumer problems



Consumers may bring their own AI agents soon—are you ready?

65%

of surveyed consumers say they would be comfortable using an AI agent to purchase goods or services on their behalf.



Verizon can help you prepare for what's next

Make the most of agentic AI in your CX operations with an AI-ready network infrastructure and help from a strategic partner. Contact your Verizon Business representative to learn how.

 **Download the report at** [verizon.com/business/resources/reports/cx-annual-insights](https://www.verizon.com/business/resources/reports/cx-annual-insights)