

# 7 Myths of Customer Experience

What companies report and what consumers experience are at odds.



#1

## Perception:

Companies can wait to invest in AI for customer experience.



## Reality:

**88% of companies** are investing in or exploring AI.

#2

## Perception:

**88% of businesses** believe they provide excellent to very good service.



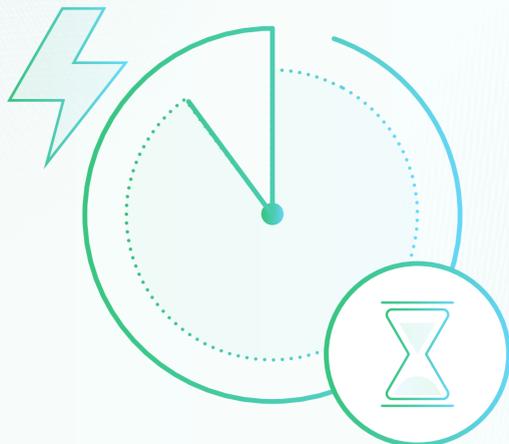
## Reality:

**Only 21%** of consumers rated their most recent interactions as "excellent".

#3

## Perception:

Organizations believe that they're delivering efficient resolutions to customer inquiries.



## Reality:

On average, consumers' most recent interaction with a brand took **11 hours** to resolve.

#4

## Perception:

Phone and email will continue to be the preferred channel for customer engagement.



## Reality:

**71% of businesses** believe chat with bots and agents will be one of the most common channels within 3 years.

#5

## Perception:

Customers always get the answers they're looking for.



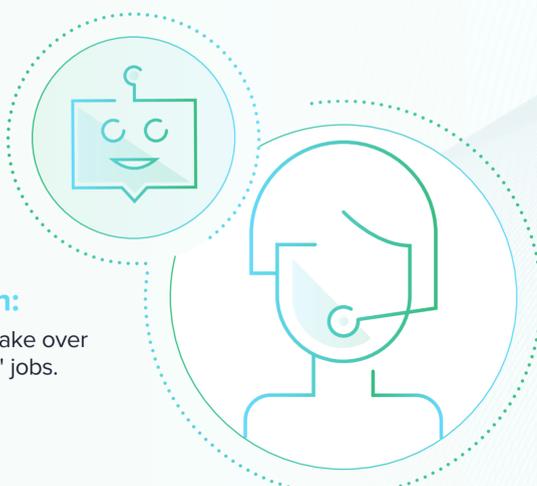
## Reality:

**Only 49%** of customer inquiries are resolved during the first interaction.

#6

## Perception:

Chatbots will take over human agents' jobs.



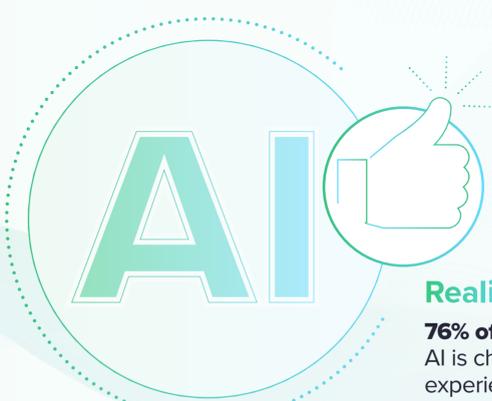
## Reality:

**65% of businesses** said that AI would allow them to retrain their agents, or shift them to new types of work.

#7

## Perception:

AI is not ready for customer engagement.



## Reality:

**76% of businesses** believe AI is changing the customer experience for the better.

Learn more by downloading the full research report:  
**LogMeIn 2018 AI Customer Experience Report:  
Impact of Chatbots and AI on the Customer Journey**

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