Forethought

2025
AI in CX

Benchmark Report

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Foreword

It's no surprise that businesses rely on strong customer relationships, and how they handle their customer support experience plays a major role. Many are turning to AI to improve response times, reduce costs, and keep customers happy—but not all approaches are created equal.

This year's survey results make the difference crystal-clear: AI that takes action delivers the biggest impact. Companies using RAG-based automation models made meaningful progress—but those leveraging agentic AI, particularly when trained on proprietary data, achieved markedly superior outcomes across CSAT, deflection, and cost metrics. But using agentic AI to carry out the resolution—rather than just telling the customer what to do—drives an even greater improvement across all four of these metrics.

These results echo the trends first surfaced in our 2024 Benchmark Report—and further sharpen the contrast between mature and immature approaches to AI. Other findings have been equally clear in both 2024 and 2025: Dedicated platforms deliver a greater impact than helpdesk add-ons and in-house development. Training on your own historic data will yield better results than generic public data. And yet large percentages of companies are still choosing the less effective alternative in each of these cases. Why?

Every company wants the best for their customers. The purpose of the 2025 AI in CX Benchmark Report is to help them deliver it. As an objective source of data and analysis on current AI in CX usage, and the results being achieved, this report can guide decision-making about AI technologies, solution types, training data, and more according to your own needs and priorities. In a year where budget scrutiny has intensified and customer expectations have escalated, understanding the true ROI of AI models is more important than ever.

"Great customer support is about more than just answering questions—it's the foundation of strong customer relationships. This year's survey makes it clear: companies using AI that takes action, not just responds, see the biggest improvements in satisfaction, retention, and efficiency. Yet many are still choosing less effective options. Businesses that want to stay ahead need to focus on solutions that actually resolve customer issues, not just acknowledge them."

– Deon Nicholas
President, Executive Chairman & Co-founder, Forethought

Executive Summary

The Forethought 2025 AI in CX Benchmark Report examines key trends in the ways companies are using AI for CX and the impact they're seeing. Metrics explored include deflection rate, cost per resolution, time to first response, customer satisfaction score, NPS, and more. Survey results are broken down by factors including industry, company and support team size, helpdesk platform, and ticket complexity. As you navigate the more than two dozen findings in this report, we hope you gain valuable insight into the right way to deploy AI into your customer support organization.

A few notable findings stand out in this year's report:

1. Agentic is on the rise — and decision trees are falling.

- Most companies are currently using RAG, but this won't always be the case.
- Given the difference made by agentic AI, as captured in this report, we expect today's 40% number to grow significantly next year.
- Meanwhile, although some companies use decision trees in conjunction with other automation types, decision tree-only adoption has dropped to 8% and is expected to decline further.

The advantages of agentic AI come through clearly in the experiences of three example companies based on this year's survey results.

Nexorant Solutions, a manufacturer with 1,200 employees, has not yet adopted AI for CX. We'll take their current trends for several key metrics as the baseline:

- **49%** chance of improving CSAT
- **31%** chance of improving cost per resolution
- **37%** chance of improving customer retention

Lunexann Systems, aa SaaS company with 300 employees, has adopted an AI for CX solution based solely on retrieval-augmented generation (RAG). A RAG system can automate many interactions with customers, though its capabilities are limited to interpreting and responding to customer input. Lunexann Systems is doing slightly better than Nexorant Solutions:

- **55%** chance of improving CSAT
- **37%** chance of improving cost per resolution
- **41%** chance of improving customer retention

Velarity Threads, an online retailer with 500 employees, has adopted a CX solution with agentic AI capabilities. With this technology, the system can go beyond providing information and actually take action on the customer's behalf—for example, looking up an order status or processing a refund, rather than simply telling the customer how to do it themselves. Velarity Threads metrics are showing a much greater improvement:

- **64%** chance of improving CSAT
- **63%** chance of improving cost per resolution
- **54%** chance of improving customer retention

2. CX is still multi-channel.

- Almost all respondents offer email support—a popular channel for people who prefer asynchronous communications or have complex problems to explain.

- Large majorities also offer voice and chat.

- A plurality said that chat, the favorite of younger demographics, would be the most important channel moving forward.

- A separate Forethought survey recently found voice to be top preference for consumers—citing they believe it is the way to get resolutions faster. The issue? Most voice support offers a clunky and disjointed experience full of long wait times, endless IVR menus, and no true resolutions. AI will play a big role in voice support channels moving forward.

3. Tradeoffs are being made—but they don't have to be.

- Three factors determine the success of AI for CX: coverage (does it solve issues?), quality of experience, and costs over time.

- In the past, companies using RAGs have achieved a good experience at a low cost, but sacrificed coverage.

- Chatbots/decision trees can achieve higher coverage at a low cost, but the experience is much worse.

- Agentic AI is making it possible to win on all three counts with an inherently smoother experience, issue resolution that often goes beyond customer expectations, and a better cost profile than other types of AI.

4. Implementation and training matter.

- Dedicated solutions lead helpdesk add-ons in every metric, and they're gaining share rapidly. Meanwhile, in-house solutions trail in every key metric.

- If an AI system is going to handle 80% of your issues, it should be best-in-class, not just a feature of whatever helpdesk you're using. The agents focusing on more complicated tickets will drive value with their expertise, not their workspace.

- Companies have also come to understand the importance of training data, with most now using their own historic ticket and CRM data rather than relying entirely on generic public data.

From this high-level overview, a clear strategy emerges: Deploy agentic AI in a dedicated solution trained on your own data, and leverage it across all your channels. Read on as we explore the trends and nuances of AI in CX in full detail.

Methodology and Demographics

The Forethought 2025 AI in CX Benchmark Report is based on a survey conducted in January and February 2025. The survey focused on mid-market, U.S.-based companies and included 642 participants. The margin of error for the statistics presented is +/-4.25% margin of error at a 95% confidence level.

The report encompasses three components: who (respondent audience and segmentation), what (benchmarking of major customer experience metrics), and how (AI adoption by segment and its impact on those metrics). Where applicable, results are contextualized against last year's 2024 benchmark data to highlight emerging trends and reversals.
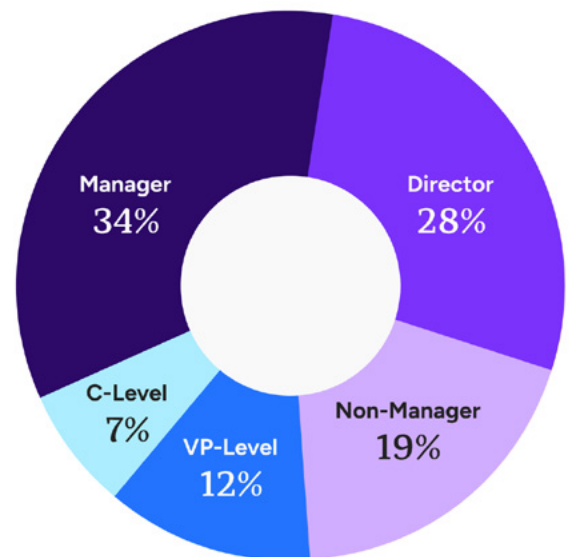
Respondent Demographics

The respondent set for 2025 included a diverse mix of both leadership and hands-on roles. As in 2024, the majority were managers and directors, the personnel most directly involved in AI implementation. C-level participation nearly doubled from last year, bringing a valuable high-level perspective to the survey.

Job functions represented in this year's survey include both directly customer-related roles such as customer service/support, customer experience, and customer success, which collectively account for nearly two-thirds of respondents, and various complementary roles in technology, operations, and management.

The headcounts of our participants' customer support organizations were varied as well, with a roughly equal distribution from the smallest to the largest teams.

Management Level

Manager 34%
Director 28%
Non-Manager 19%
VP-Level 12%
C-Level 7%

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Job Function

Customer Service / Support	38%
Customer Experience	17%
Operations	10%
Customer Success	9%
Product / Engineering	7%
Business Management	6%
Information Technology	6%
Executive	5%
Knowledge Management	2%
Total	100%
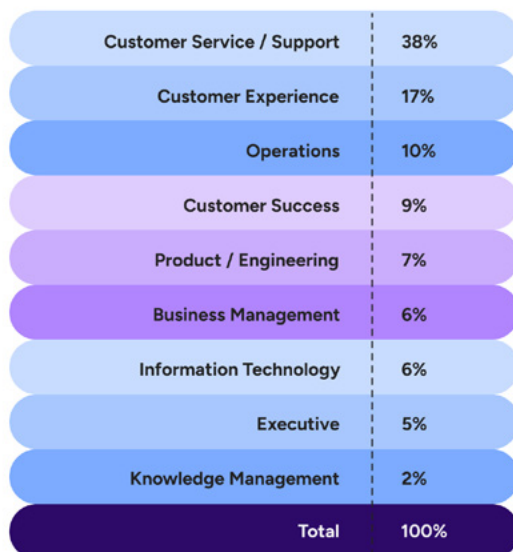
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Total Support Headcount

501+ 14%
1-10 21%
11-50 24%
51-100 19%
101-500 22%
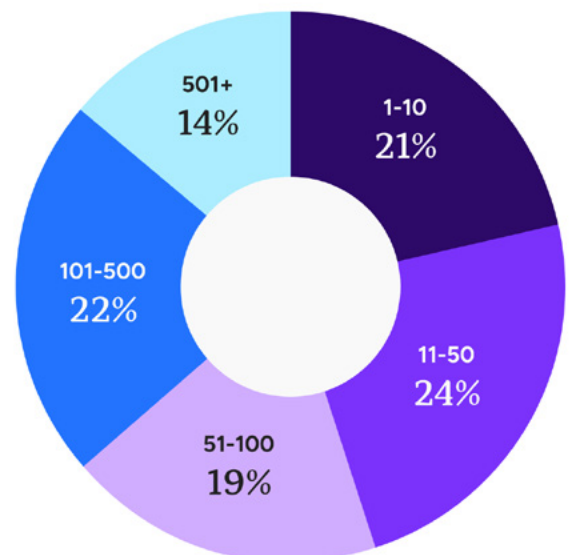
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Firmographics

Industry

This year's respondent set shows greater diversification than our 2024 report with software, business services, manufacturing, and retail & ecommerce all drawing double-digit shares. Other industries represented include financial services, insurance, consumer services, hospitality & entertainment, media & entertainment, education, and transportation. More than four-fifths of respondents were privately owned rather than public companies. B2C grew considerably from 2024, with more than half as many respondents as B2B.

Business Model

B2B
65%

B2C
35%
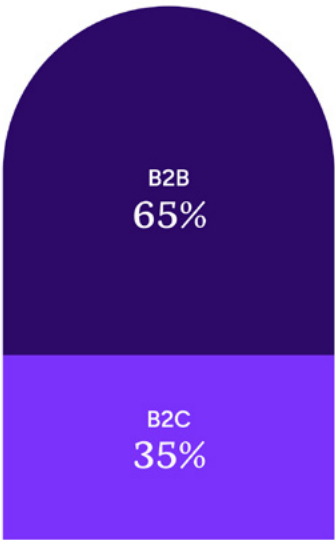
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Ownership Type

Private
82%

Public
18%
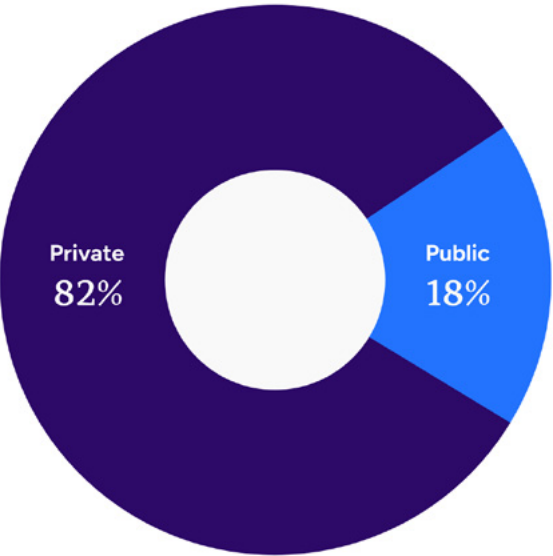
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Primary Industry

Industry	%
Software	36%
Business Services	20%
Manufacturing	11%
Retail & Ecommerce	10%
Financial Services	4%
Insurance	3%
Consumer Services	3%
Hospitality & Entertainment	2%
Media & Internet	2%
Education	2%
Transportation	2%
Non-Profit	2%
Telecommunications	1%
Healthcare Services	1%
Energy & Utilities	1%
Total	**100%**
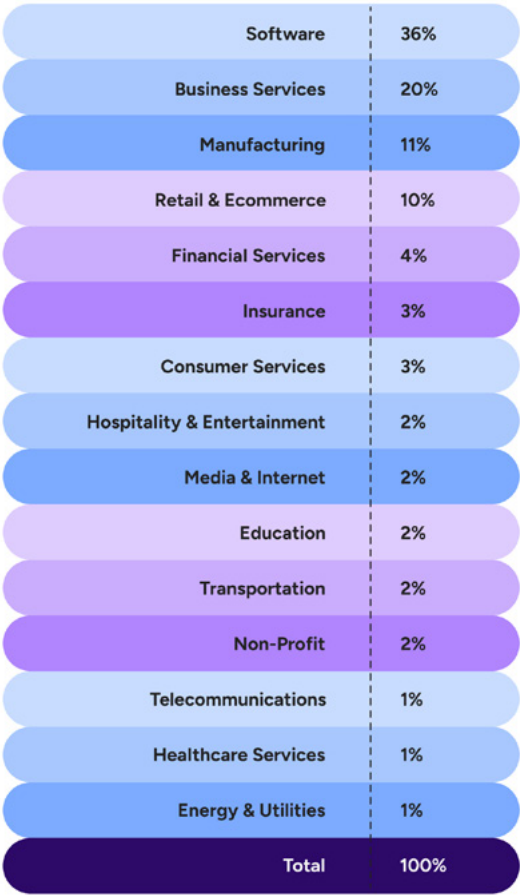
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Employee Count

The distribution of company sizes in our 2025 report shows the breadth of the AI for CX marketplace, with representation by both companies under 50 employees and those over 10,000.

Pie chart:
- 50-99: 10%
- 100-249: 12%
- 250-499: 11%
- 500-999: 12%
- 1,000-4,999: 29%
- 5,000-9,999: 4%
- 10,000+: 10%
- 1-49: 11%
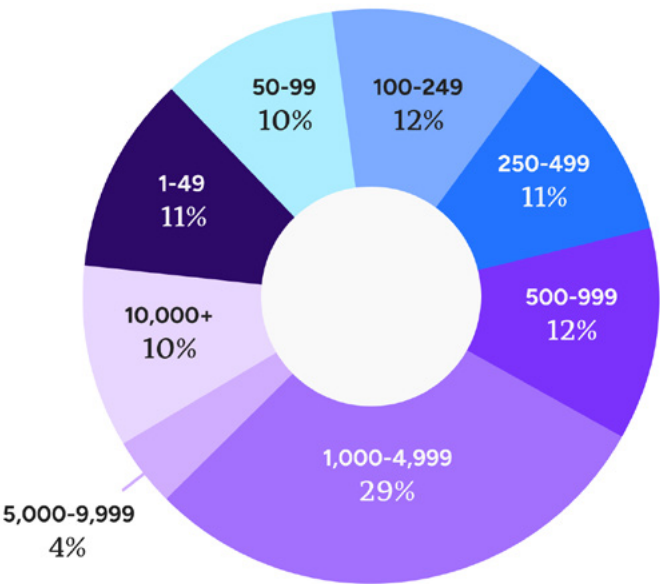
Technographic

Helpdesk

Zendesk and Salesforce Service Cloud were by far the most broadly adopted helpdesks in this year's respondent set, together accounting for 80% of the total. Freshdesk and ServiceNow Service Cloud led the rest of the pack, with no other solution drawing more than a single percentage point. Only 3% developed their helpdesk in-house.

Helpdesk	%
Zendesk	65%
Salesforce Service Cloud	15%
Freshdesk	7%
In-house	3%
Hubspot	2%
ServiceNow Service Cloud	2%
Intercom	1%
JIRA Service Desk	1%
Genesys	1%
Kustomer	1%
SAP Service Cloud	1%
Other	2%
Total	100%
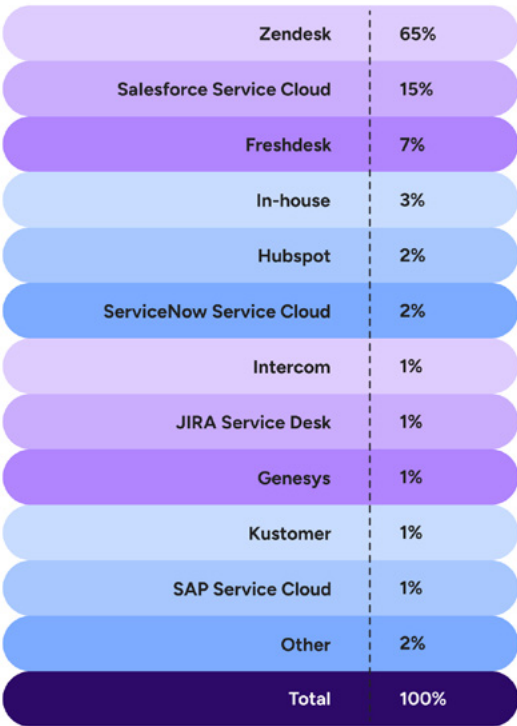
Ticket Volume

The majority of survey respondents handle moderate ticket volumes, with 23% managing 1,001–5,000 tickets and 22% handling 5,001–10,000. Only 13% of respondents manage over 50,000 tickets, while smaller teams with 1–1,000 tickets account for 19%. This distribution highlights a strong representation across a wide range of support volumes, with a concentration in the mid-tier.

1 – 1,000	19%
1,001 – 5,000	23%
5,001 – 10,000	22%
10,001 – 25,000	15%
25,001 – 50,000	8%
50,001 +	13%
Total	100%
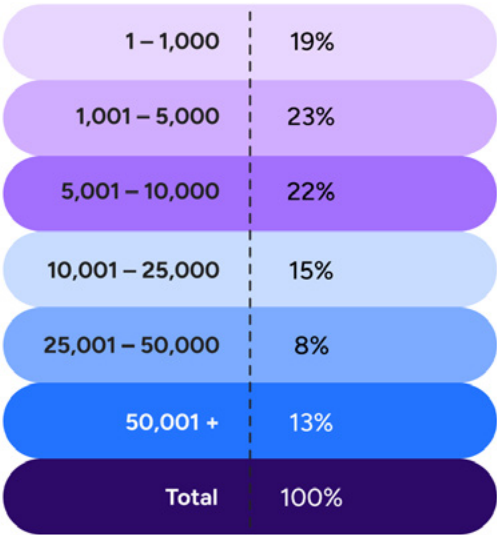
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"AI in customer support is no longer just an option—it's a necessity. As a business, we must ensure that our customers have immediate access to answers for their simplest queries, with a seamless option to escalate to a human when needed."

– Jim, Life Interiors

AI Solution Type

Nearly half of this year's respondents were using a dedicated AI for CX solution, up sharply from one in seven last year. This marks a 3.5x increase year-over-year in adoption of dedicated AI platforms—a notable shift in market maturity since 2024. This is a promising development given the advantages of this solution. Others were roughly split between helpdesk add-ons and custom development. In 2024, helpdesk add-ons led the pack. The 2025 surge in dedicated solutions reflects a growing demand for AI purpose-built for resolution—not just routing.

Helpdesk Add-On 29%

Dedicated AI for CX Solution 48%

In-House Built 22%
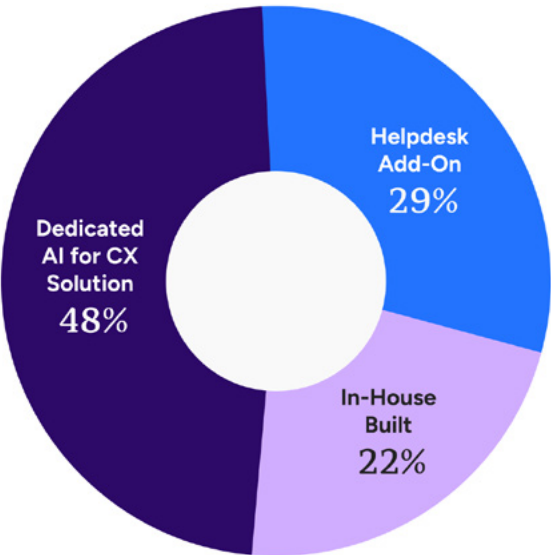
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Benchmarking

There are many ways to adopt AI for CX, and many types of companies that do so. This report aims to help CX professionals understand their maturity relative to their peer organizations, evaluate the relative impact of different approaches, and gauge expectations for their own initiatives. To that end, the pages to come provide benchmark data broken down by deployment factors such as training model, automation type, and solution type; organizational factors such as industry and employee count; support function factors such as team size, helpdesk used, and ticket complexity; and so on.

Across all of these benchmarks, we focus on three of the most important metrics for CX:

- Deflection rate – The percentage of potential support tickets "deflected" or resolved through self-service channels—knowledge bases, tutorials, chatbots, communities, and portals—without requiring the assistance of a support agent.

- Customer satisfaction (CSAT) – The percentage of customers whose interaction with a company, its products, or services surpass their specified satisfaction goals. This is calculated by dividing the number of customers who are "very satisfied" or "satisfied" by the total number of responses, and then multiplying that result by 100.

- Cost per resolution – The average cost incurred to resolve each customer issue, including support staff wages, overhead, software and hardware, training, and any other relevant expenses.

In addition to these metrics, we also used Net Promoter Score (NPS) as a way to measure respondents' sentiment toward their chosen solutions and processes, and how loyal they feel toward that way of doing things.

The trending chart accompanying each snapshot provides insight into which choices are yielding the greatest improvement—or the least—for various types of companies. These benchmarks offer organizations a way to gauge AI ROI and compare against peers with similar support structures.
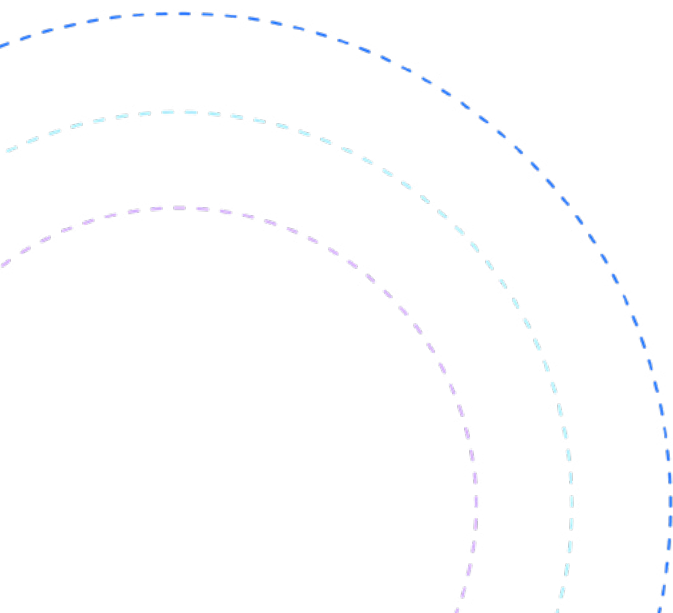
Overall Benchmarks

Before diving into the experiences of different types of companies with different approaches to AI for CX, we'll set a baseline with benchmarks for the industry as a whole.

Deflection Rate

Our respondents as a whole were able to deflect roughly one-third of their tickets with their CX solution, whether AI-enabled or not. This was a significant improvement over last year's 24%, as seen in the nearly one-half of respondents reporting a positive trend.
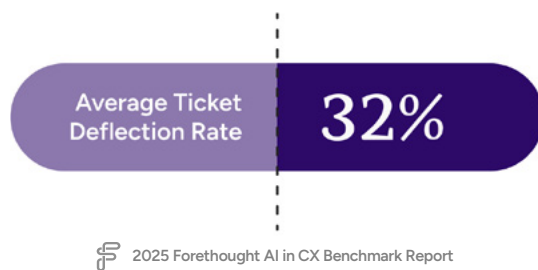
How Is Your Deflection Rate Trending?

Average Ticket Deflection Rate	**32%**

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Way Better	9%
Better	38%
Flat	47%
Worse	6%
Way Worse	–
Total	100%
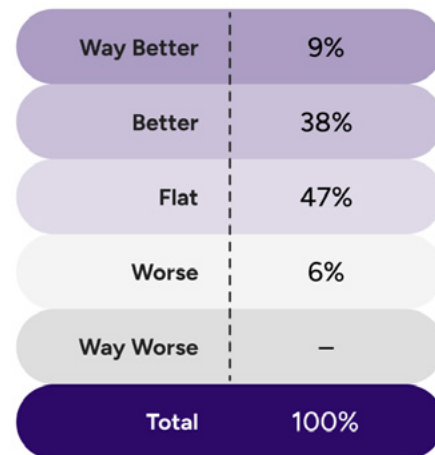
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Cost Per Resolution

Costs were generally trending in the right direction, though 10% of respondents were moving in the wrong direction.
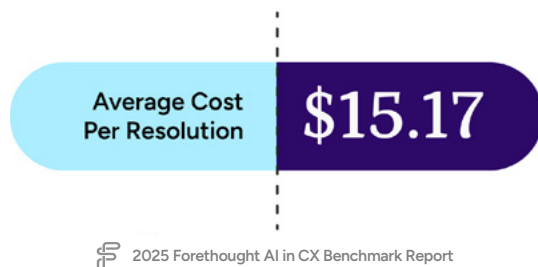
How Is Your Cost Per Resolution Trending?

Average Cost Per Resolution	**$15.17**

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Way Better	6%
Better	37%
Flat	48%
Worse	9%
Way Worse	1%
Total	100%
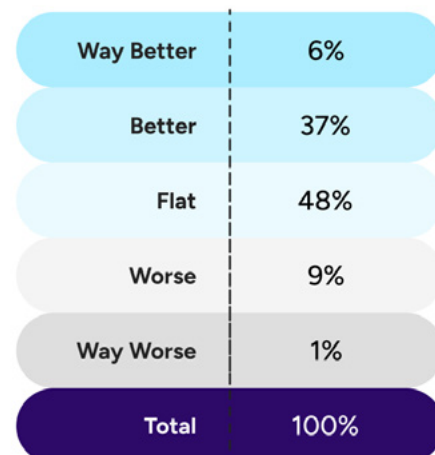
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CSAT

Continuing the positive trend, a majority of companies were seeing an improvement in customer satisfaction, though more than two-fifths are either flat or losing ground. This may suggest that AI alone isn't a silver bullet—execution, training, and coverage remain critical.

How Is Your CSAT Trending?

Average CSAT	82%

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Way Better	8%
Better	50%
Flat	35%
Worse	5%
Way Worse	2%
Total	100%

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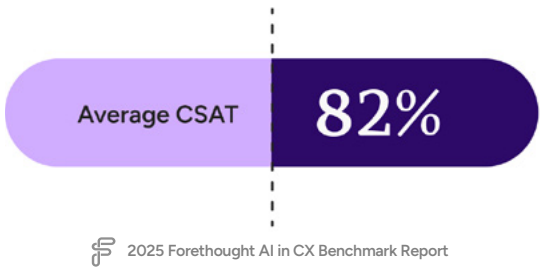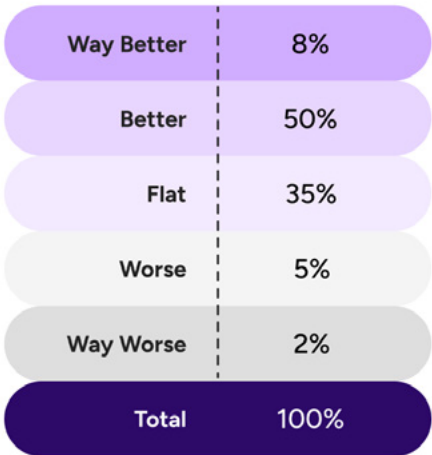
Customer Retention

Able to hold on to about three-quarters of their customers, the companies in this year's survey have room for improvement in retention. About two-fifths report that they are indeed improving, but many more are not.

How Is Your Customer Retention Trending?

Average Customer Retention Rate	73%

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Way Better	7%
Better	35%
Flat	46%
Worse	11%
Way Worse	0%
Total	100%

2025 Forethought AI in CX Benchmark Report
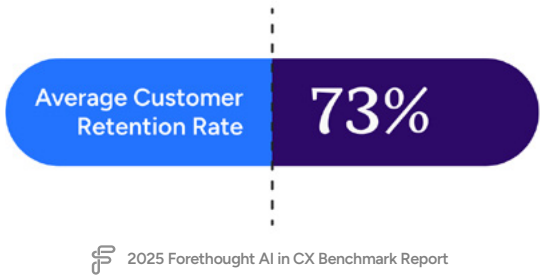
Benchmarks by Industry

Deflection Rate

This chart presents data on the deflection rate achieved by respondents in the industries surveyed. This data is broken out according to whether the respondents were using AI and whether this AI was agentic.

Across all industries, **agentic AI** was correlated with the highest deflection rate of **44%**, followed by **33%** for companies using **non-agentic AI** and **28%** for companies **not using AI** at all. Individual industries showed much broader variability both with and without agentic AI.

The highest average industry deflection rate in the survey was **44%**, achieved by **Media & Internet** companies, followed closely by **Education** at **43%** and **Telecommunications** at **42%**. **Agentic AI** boosted these sectors to the two highest deflection rates across both industries and automation types, with **Media & Internet** at **82%** and **Education** at **81%**.

Among companies using **non-agentic AI**, the highest deflection rate was reported in **Education** at **49%**, 32 percentage points lower than when these organizations used agentic AI.

The lowest reported deflection rate overall was **16%**, reported by respondents in the **Non-Profit** sector. Among for-profit companies, the lowest industry rate was **21%** in **Healthcare**.

Primary Industry	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Business Services	34%	37%	45%	38%
Consumer Services	50%	27%	28%	34%
Education	31%	49%	81%	43%
Energy & Utilities	42%	–	–	42%
Financial Services	25%	29%	3%	25%
Healthcare Services	21%	–	–	21%
Hospitality & Entertainment	26%	24%	–	25%
Insurance	35%	20%	43%	33%
Manufacturing	24%	40%	56%	36%
Media & Internet	31%	26%	82%	44%
Non-Profit	14%	22%	–	16%
Retail & Commerce	22%	33%	47%	33%
Software	26%	30%	41%	34%
Telecommunications	43%	42%	–	42%
Transportation	34%	43%	27%	34%
Total Average	28%	33%	44%	34%

The advantage of **agentic AI** was seen most clearly in **Media & Internet**, where companies achieved a **215%** higher deflection rate compared with non-agentic AI. **Insurance** companies reported a **115%** higher deflection rate with **agentic AI** than with non-agentic AI.

Next, we asked respondents about the trend in their deflection rate over the past year.

- The industry showing the greatest overall improvement in deflection rate was **Transportation**, in which **88%** of respondents reported a rise, including 13% who said deflections were way better. **Energy & Utilities** followed at **67%**, and **60%** of **Telecommunications** companies said that deflections were improving.

- The industry with the smallest improvement was **Insurance**, in which only **31%** of respondents saw an improvement over last year. **Media & Internet** and **Education** companies also reported modest gains at **33%**, though this may be because they had less room for improvement.

- **Business Services** and **Retail & Ecommerce** companies were most likely to report a worsening deflection rate with **9%** each, though a majority of respondents in each sector still reported a positive trend.

How Is Your Deflection Rate Trending?

Primary Industry	Way Better	Better	Flat	Worse	Way Worse	Total
Business Services	5%	51%	36%	9%	–	100%
Consumer Services	–	33%	67%	–	–	100%
Education	11%	22%	67%	–	–	100%
Energy & Utilities	–	67%	33%	–	–	100%
Financial Services	11%	39%	44%	6%	–	100%
Healthcare Services	–	40%	60%	–	–	100%
Hospitality & Entertainment	–	50%	50%	–	–	100%
Insurance	–	31%	69%	–	–	100%
Manufacturing	6%	33%	57%	4%	–	100%
Media & Internet	–	33%	58%	8%	–	100%
Non-Profit	14%	29%	57%	–	–	100%
Retail & Commerce	13%	39%	39%	9%	–	100%
Software	14%	32%	48%	7%	–	100%
Telecommunications	–	60%	40%	–	–	100%
Transportation	13%	75%	13%	–	–	100%
Total	**9%**	**38%**	**47%**	**6%**	**–**	**100%**

Companies in several sectors were unanimous in seeing a positive impact of AI on their deflection rate.

- **100%** of **Non-Profit** organizations said that AI had a highly positive impact on their deflection rate.
- **100%** of **Telecommunications** companies said that AI had improved their deflection rate, including **50%** who said the impact was highly positive.
- **100%** of **Education** companies said that AI had improved their deflection rate, **33%** saying the impact was highly positive.
- **100%** of **Hospitality & Entertainment** companies said that AI had a positive impact on their deflection rate.

On the other hand, **40%** of **Financial Services** companies and **15%** of **Manufacturing** companies said that AI had worsened their deflection rate—though again, a majority of companies in each industry reported a positive impact

What Impact Did AI Have On Your Deflection Rate?

Primary Industry	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Business Services	19%	48%	26%	6%	–	100%
Consumer Services	–	60%	40%	–	–	100%
Education	33%	67%	–	–	–	100%
Financial Services	–	60%	–	40%	–	100%
Hospitality & Entertainment	–	100%	–	–	–	100%
Insurance	–	60%	40 %	–	–	100%
Manufacturing	10%	52%	24%	14%	–	100%
Media & Internet	29%	43%	29%	–	–	100%
Non-Profit	100%	–	–	–	–	100%
Retail & Commerce	14%	71%	14%	–	–	100%
Software	26%	47%	20%	7%	1%	100%
Telecom-munications	50%	50%	–	–	–	100%
Transportation	–	80%	20%	–	–	100%
Total	19%	54%	20%	7%	1%	100%

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CSAT

The correlation of customer satisfaction scores with AI adoption and automation types varied widely across industries.

- The cohort with the highest average CSAT was **94%** for **Consumer Services** companies that had **not adopted AI** for CX—a much higher score than their peers using either agentic or non-agentic AI.

- **Financial Services** led the pack of companies using **agentic AI** with a CSAT of **89%**. **Retail & Commerce** followed at **87%**, **Software** at **86%**, **Education** at **85%**, and **Manufacturing** at **83%**. In each of these industries, the CSAT with agentic AI was higher than with non-agentic AI.

- Among companies using **non-agentic AI**, the highest CSAT was **89%** for the **Financial Services** industry, with **Transportation**, **Non-Profit**, **Insurance**, and **Hospitality & Entertainment** also in the 80s.

- **Agentic AI** provided the greatest advantage over non-agentic AI for companies in **Manufacturing**, who saw a **20% higher** CSAT. Companies in **Education** and **Media & Internet** both saw a **15% advantage** with agentic AI over non-agentic AI.

- In **Transportation**, using **agentic AI** correlated with a **12% lower** CSAT.

Primary Industry	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Business Services	77%	83%	82%	80%
Consumer Services	94%	76%	81%	85%
Education	80%	74%	85%	79%
Energy & Utilities	89%	–	–	89%
Financial Services	74%	89%	88%	81%
Healthcare Services	65%	–	–	65%
Hospitality & Entertainment	68%	84%	–	80%
Insurance	75%	84%	77%	78%
Manufacturing	80%	69%	83%	76%
Media & Internet	74%	62%	71%	69%
Non-Profit	87%	85%	–	87%
Retail & Commerce	85%	79%	87%	84%
Software	78%	82%	86%	82%
Telecommunications	89%	68%	–	78%
Transportation	85%	85%	75%	82%
Total Average	79%	80%	84%	80%

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Asked how their CSAT was trending, companies ran the spectrum from unanimous improvement in Business Services to a more dismal outlook in Transportation and Telecommunications.

- The industry showing the greatest overall improvement in CSAT was **Telecommunications**, in which **100%** of respondents reported a positive trend. **76%** of **Hospitality & Entertainment** companies said that CSAT was improving, including **13%** who said it was trending way better. **Transportation** reported identical trends on the positive side, though **13%** of these companies said that CSAT was getting worse.

- The industry with the smallest improvement was **insurance**, in which only **33%** of respondents saw an improvement over last year, while **17%** reported a decline in CSAT. **44%** of **Education** companies were improving, though **22%** said that CSAT was getting worse. Just **50%** of **Non-Profit**, **Media & Internet**, **Healthcare Services**, and **Energy & Utilities** companies saw a positive trend.

- **Healthcare Services** companies were most likely to report a negative trend, with **25%** saying that CSAT was getting much worse.

How Is Your CSAT Trending?

Primary Industry	Way Better	Better	Flat	Worse	Way Worse	Total
Business Services	11%	50%	35%	5%	–	100%
Consumer Services	11%	56%	33%	–	–	100%
Education	–	44%	33%	22%	–	100%
Energy & Utilities	–	50%	50%	–	–	100%
Financial Services	13%	56%	13%	–	19%	100%
Healthcare Services	–	50%	25%	–	25%	100%
Hospitality & Entertainment	13%	63%	25%	–	–	100%
Insurance	8%	25%	50%	17%	–	100%
Manufacturing	6%	45%	47%	2%	–	100%
Media & Internet	8%	42%	42%	8%	–	100%
Non-Profit	–	50%	33%	17%	–	100%
Retail & Commerce	10%	55%	33%	2%	–	100%
Software	7%	49%	37%	5%	2%	100%
Telecommunications	–	100%	–	–	–	100%
Transportation	13%	63%	13%	13%	–	100%
Total	8%	50%	35%	5%	2%	100%

Zeroing in on the impact of AI on CSAT, industries ranged from uniformly positive in Telecommunications to entirely flat in Non-Profit.

- The industry reporting the greatest positive impact was **Telecommunications**, in which **100%** of respondents said that AI had improved their CSAT. **85%** of **Retail & Ecommerce** companies found the same, as did **83%** of **Hospitality & Entertainment** companies.

- **Financial Services** had the most enthusiastic responses, with **50%** of companies seeing a highly positive impact.

- The industry reporting the smallest impact in either direction was **Non-Profit**, in which **100%** of respondents reported that AI made no difference for their CSAT.

- **29%** of **Media & Internet** companies said that AI had made their CSAT worse, though nearly twice as many credited AI with an improvement.

What Impact Did AI Have On Your CSAT?

Primary Industry	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Business Services	7%	48%	30%	15%	–	100%
Consumer Services	–	75%	25%	–	–	100%
Education	–	33%	67%	–	–	100%
Financial Services	50%	25%	25%	–	–	100%
Hospitality & Entertainment	–	83%	17%	–	–	100%
Insurance	17%	17%	67 %	–	–	100%
Manufacturing	10%	30%	55%	5%	–	100%
Media & Internet	14%	43%	14%	29%	–	100%
Non-Profit	–	–	100%	–	–	100%
Retail & Commerce	5%	80%	15%	–	–	100%
Software	6%	43%	46%	4%	1%	100%
Telecom-munications	–	100%	–	–	–	100%
Transportation	–	75%	25%	–	–	100%
Total	**8%**	**48%**	**39%**	**5%**	**1%**	**100%**

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Cost Per Resolution

Industry average cost per resolution varied widely from just $8 in Transportation and Hospitality & Entertainment to well over twice that—$19—in Education and Software. AI adoption and automation type made the differences even greater.

- The highest cost per resolution for any cohort was **$30** for **Education** companies using **non-agentic AI**— more than twice the industry average of **$14** for companies that had **not adopted A**I.

- The lowest cost per resolution was **$3** for **Telecommunications** companies **not using AI**, followed by **$4** for **Financial Services** companies **using agentic AI**.

- Across all industries, using **agentic AI** yielded a cost per resolution **23%** lower than non-agentic AI. The sectors seeing the greatest advantage for **agentic AI** were **Financial Services**, with a **78% lower** cost per resolution, and **Media & Entertainment**, where the cost was **47% lower**.

- Even the industry seeing the smallest advantage for agentic AI, **Software**, still saw a **6% lower** cost per resolution.

Primary Industry	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Business Services	$16	$14	$13	$15
Consumer Services	$16	$14	$10	$14
Education	$14	$30	$19	$19
Energy & Utilities	$17	–	–	$17
Financial Services	$12	$18	$4	$14
Healthcare Services	$15	–	–	$15
Hospitality & Entertainment	$6	$8	–	$8
Insurance	$14	$14	$8	$12
Manufacturing	$14	$23	$13	$17
Media & Internet	$6	$15	$8	$10
Non-Profit	$15	$12	–	$15
Retail & Commerce	$13	$12	$7	$11
Software	$22	$18	$17	$19
Telecommunications	$3	$17	–	$10
Transportation	$10	$7	$7	$8
Total Average	**$16**	**$17**	**$13**	**$15**

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Industry by industry, the trend in cost per resolution can be seen as great news, somewhat concerning, or anywhere in between.

- **100%** of **Energy & Utility** companies were seeing resolution costs come down, followed by **75%** of **Telecommunications** companies and **66%** of **Financial Services** companies.

- At the other end, only **18%** of **Manufacturing** companies reported lower resolution costs, while **8%** saw costs rise. A full **40%** of **Healthcare Services** companies said that resolution costs are going up, including **20%** who said they're getting much worse.

- **Non-Profit** companies sat squarely in the middle, with **100%** of respondents seeing resolution costs stay flat.

How Is Your Cost Per Resolution Trending?

Primary Industry	Way Better	Better	Flat	Worse	Way Worse	Total
Business Services	9%	37%	43%	9%	3%	100%
Consumer Services	–	33%	67%	–	–	100%
Education	11%	22%	67%	–	–	100%
Energy & Utilities	–	100%	–	–	–	100%
Financial Services	6%	53%	35%	6%	–	100%
Healthcare Services	–	20%	40%	20%	20%	100%
Hospitality & Entertainment	–	50%	50%	–	–	100%
Insurance	8%	33%	42%	17%	–	100%
Manufacturing	2%	16%	73%	8%	–	100%
Media & Internet	–	50%	50%	–	–	100%
Non-Profit	–	–	100%	–	–	100%
Retail & Commerce	2%	39%	57%	2%	–	100%
Software	8%	41%	37%	14%	–	100%
Telecom-munications	–	75%	25%	–	–	100%
Transportation	–	38%	63%	–	–	100%
Total	**6%**	**37%**	**48%**	**9%**	**1%**	**100%**

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Asked about the impact of AI on their cost per resolution, most industries—but not all—said that it had been positive.

- The industry reporting the greatest benefit was **Non-Profit**, in which **100%** of respondents said that AI had a highly positive impact. Given that all of these companies also reported a flat trend, we can assume that they credited AI with preventing a potentially significant cost increase.

- AI was also seen to have had a **100%** positive impact in **Telecommunications** and **Education**, with **50%** and **33%** of these companies respectively calling the impact highly positive.

- **Consumer Services** companies were not nearly as pleased, with only **40%** reporting a positive impact for AI and **20%** saying that it had made costs worse. **50%** of **Insurance** companies said that AI had improved their resolution costs, but **33%** said the opposite.

What Impact Did AI Have On Your Cost Per Resolution?

Primary Industry	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Business Services	11%	46%	29%	14%	–	100%
Consumer Services	–	40%	40%	20%	–	100%
Education	33%	67%	–	–	–	100%
Financial Services	–	60%	40%	–	–	100%
Hospitality & Entertainment	–	83%	17%	–	–	100%
Insurance	–	50%	17%	33%	–	100%
Manufacturing	5%	45%	50%	–	–	100%
Media & Internet	29%	57%	14%	–	–	100%
Non-Profit	100%	–	–	–	–	100%
Retail & Commerce	–	63%	37%	–	–	100%
Software	18%	45%	30%	7%	–	100%
Telecom- munications	50%	50%	–	–	–	100%
Transportation	–	60%	20%	20%	–	100%
Total	13%	50%	31%	8%	–	100%

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Benchmarks by Support Team Size

Deflection Rate

The size of a company's support team correlates closely with its deflection rate. Smaller teams typically have to handle a larger percentage of issues personally, rather than having customers address their own needs through self-service. Non-agentic AI can level the playing field, enabling teams of all sizes to achieve a similar deflection rate. Agentic AI can actually reverse the correlation, enabling the smallest teams to deflect the largest share of customer issues.

- Among companies that have **not adopted AI** for CX, deflections ranged from **19 - 21%** for support teams of **1 - 50** to **45%** for teams of **501+**.

- Among companies using **non-agentic AI**, the rates fell in a narrower band from a low of **28%** for **101 - 500** to **37%** for **51 - 100**. Teams of all other sizes achieved a **34 - 35%** deflection rate.

- **Agentic AI** helped teams of almost all sizes reach higher deflection rates than non-agentic AI, in some cases dramatically. The smallest improvement was seen by teams of **11 - 50**, which still achieved an **18%** higher rate than with non-agentic AI.

- The smallest teams of **1 - 10** saw the biggest advantage, a **71%** improvement in deflections over non-agentic AI.

- Only the largest teams of **501+** saw comparable results for either form of AI.

Support Headcount	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
1 – 10	21%	34%	58%	32%
11 – 50	19%	34%	40%	30%
51 – 100	32%	37%	48%	39%
101 – 500	39%	28%	40%	35%
501 +	45%	35%	35%	38%
Total Average	28%	33%	44%	44%

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- Companies with support teams of all sizes reported flat or improving deflection rates.

- Larger teams tended to see greater improvement. More than half of all cohorts with **51+** team members said that deflections were improving, though the largest teams of **501+** were also the most likely to say the rate was getting worse (**9%**)

- Teams of **11 - 50** were the least likely to report improving deflections (**39%**).

How Is Your Deflection Rate Trending?

Support Headcount	Way Better	Better	Flat	Worse	Way Worse	Total
1 – 10	15%	28%	52%	4%	–	100%
11 – 50	9%	30%	54%	7%	–	100%
51 – 100	5%	49%	40%	6%	–	100%
101 – 500	11%	40%	44%	5%	–	100%
501 +	–	53%	38%	9%	–	100%
Total	9%	38%	47%	6%	–	100%

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Given the exceptional impact of agentic AI on deflections for the smallest support teams, it makes sense that this group was also the most likely to credit AI with this improvement. Even the largest teams, for which either type of AI correlated with a much lower deflection rate than not using AI at all, were highly likely to say that AI had a positive impact on the rate. This suggests that many of the companies adopting AI had been dealing with more challenging customer issues that were more difficult to deflect in the first place.

- **80%** of companies with support teams of **1 - 10** said that AI had improved their deflection rate, including **32%** who called the impact highly positive.
- Companies with support teams of **11 - 50** were least likely to say that AI had a positive impact on deflections, though **64%** (including **20%** saying highly positive) is still a healthy majority.

What Impact Did AI Have On Your Deflection Rate?

Support Headcount	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
1 – 10	32%	48%	19%	–	–	100%
11 – 50	20%	44%	27%	7%	2%	100%
51 – 100	18%	55%	20%	7%	–	100%
101 – 500	16%	61%	14%	9%	–	100%
501 +	9%	59%	23%	9%	–	100%
Total	19%	54%	20%	7%	1%	100%

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CSAT

AI adoption correlated with higher CSAT for almost all support team headcounts.

- The highest CSAT overall, **89%**, was reported by teams of **1 - 10** using **agentic AI**.
- The lowest was **70%** for teams of **51 - 100** using **non-agentic AI**—a substantial drop from the **77%** CSAT for companies of that size that had **not adopted AI.**
- Only teams of 11 - 50 saw a higher CSAT with **non-agentic AI** (86%) than with **agentic** (82%).
- **Agentic AI** showed the greatest advantage over **non-agentic AI**, a 17% difference, for support teams of **51 - 100**.

Support Headcount	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
1 – 10	81%	80%	89%	82%
11 – 50	83%	86%	82%	84%
51 – 100	77%	70%	82%	76%
101 – 500	74%	80%	83%	78%
501 +	79%	80%	87%	82%
Total Average	79%	80%	84%	80%

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Across all headcount cohorts, half to two-thirds of support teams said their CSAT was improving. Substantial numbers of teams smaller than 500 also said that their score was getting worse.

- **65%** of teams with **51 - 100** headcount reported improving CSAT, including **8%** who said it was way better.
- **50%** of teams with **1 - 10** headcount said their CSAT was getting better, the smallest share in the survey, though **11%** said that it was trending way better.
- **11%** of teams with **101 - 500** headcount said their CSAT was getting worse, though **60%** said it was improving.
- Only **2%** of teams with **501+** members said their CSAT was declining.

How Is Your CSAT Trending?

Support Headcount	Way Better	Better	Flat	Worse	Way Worse	Total
1 – 10	11%	39%	41%	8%	1%	100%
11 – 50	7%	49%	40%	3%	1%	100%
51 – 100	8%	57%	30%	1%	4%	100%
101 – 500	8%	52%	29%	10%	1%	100%
501 +	5%	54%	39%	–	2%	100%
Total	8%	50%	35%	5%	2%	100%

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Asked about the impact of AI on this trend, the smallest and largest support teams were least and most likely to call it positive, respectively, with all other cohorts grouped tightly in the middle. All cohorts were much more likely to call the impact positive than negative.

- **60%** of companies with support team headcounts of **501+** said that AI was improving their CSAT, including **8%** who called the impact highly positive.
- **47%** of companies with **1 - 10** support personnel reported a positive impact, though **12%** said that it was highly positive.
- Support teams of **11 - 50** were most likely to report a negative impact (**9%**), though this is still less than one-sixth of the **57%** who called the impact positive.

What Impact Did AI Have On Your CSAT?

Support Headcount	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
1 – 10	12%	35%	46%	8%	–	100%
11 – 50	7%	50%	33%	7%	2%	100%
51 – 100	8%	48%	45%	–	–	100%
101 – 500	6%	51%	35%	8%	–	100%
501 +	8%	52%	36%	4%	–	100%
Total	8%	48%	39%	5%	1%	100%

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Cost Per Resolution

Support teams in the middle of the headcount range tend to have the highest resolution cost among companies using AI—especially non-agentic AI. Agentic AI showed cost advantages over non-agentic AI for support teams of all sizes.

- Support teams of **1 - 10** had the lowest resolution cost across the board, with only **$9** when **agentic AI** is used.

- Support teams of **51 - 100** using **non-agentic AI** had the highest resolution cost by far at **$23**. Agentic AI brought this down to **$18**, the largest advantage of any cohort at **30%**.

- Support teams of all sizes reported at least a **10%** advantage in resolution cost when using **agentic AI** rather than non-agentic AI.

Support Headcount	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
1 – 10	$12	$10	$9	$11
11 – 50	$18	$14	$12	$15
51 – 100	$16	$23	$16	$18
101 – 500	$18	$18	$16	$17
501 +	$18	$17	$13	$16
Total Average	$16	$17	$13	$15

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Larger support teams were generally more likely to see improving cost per resolution, though the largest were most likely to say that costs were getting higher.

- **52%** of teams with **101 - 500** headcount said that resolution costs were trending better, though **13%** said they were getting worse, the second-highest share in the survey.

- Only **35%** of teams with **1 - 10** members said that resolution costs were improving, with **61%** saying the trend was flat.

- Teams with **501+** members were the most likely to say that costs were getting worse at **15%**, including **5%** who said they were getting way worse.

How Is Your Cost Per Resolution Trending?

Support Headcount	Way Better	Better	Flat	Worse	Way Worse	Total
1 – 10	9%	26%	61%	3%	–	100%
11 – 50	5%	32%	54%	8%	1%	100%
51 – 100	3%	42%	46%	9%	–	100%
101 – 500	4%	48%	34%	13%	–	100%
501 +	7%	38%	40%	10%	5%	100%
Total	6%	37%	48%	9%	1%	100%

While support teams of 101 - 500 were the most likely to say that resolution costs were getting better, they were also the most likely to say that AI had a negative impact on costs. Similarly, while support teams of 501+ were most likely to say that support costs were getting worse, they were also most likely to credit AI with a positive impact in this area.

- **68%** of support teams with **501+** headcount said that AI was lowering their resolution costs, including **16%** who said the impact was highly positive.
- **25%** of support teams with **1 - 10** headcount said that the impact of AI on their resolution cost was highly positive, with **64%** total saying it was positive.
- **57%** of support teams with **101 - 500** headcount said that AI was improving their cost of resolution, the lowest share, though **14%** said that the impact was highly positive. **15%** of these organizations said that AI was making their resolution costs worse.

What Impact Did AI Have On Your Cost Per Resolution?

Support Headcount	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
1 – 10	25%	39%	32%	4%	–	100%
11 – 50	10%	52%	35%	2%	–	100%
51 – 100	14%	43%	36%	7%	–	100%
101 – 500	5%	56%	24%	15%	–	100%
501 +	16%	52%	24%	8%	–	100%
Total	13%	50%	31%	8%	–	100%

Customer Retention

For larger support teams, the use of agentic AI correlates with higher customer retention than either non-agentic AI or no AI at all.

- Teams of **51 - 500** headcount using **agentic AI** reported the highest customer retention among companies using AI at 77%.
- Teams of **1 - 10** headcount saw a marked improvement in customer retention using either type of AI, though this was greater with **non-agentic AI** (**21%**) than with agentic AI (**11%**).
- Teams of **501+** headcount saw the greatest advantage for **agentic AI** over non-agentic AI at **14%**. Only teams smaller than **50** did not see an advantage.

Support Headcount	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
1 – 10	63%	76%	70%	67%
11 – 50	79%	76%	75%	77%
51 – 100	71%	69%	77%	72%
101 – 500	66%	75%	77%	72%
501 +	70%	65%	74%	70%
Total Average	69%	73%	75%	72%

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Improving customer retention generally correlated with support team size.

- The smallest teams of **1 - 10** were least likely to report improving customer retention (**38%**), while **10%** of them said it was getting worse.
- The largest teams of **501+** were most likely to see better retention and the least likely to say it was getting worse (**7%**).
- Teams of **101 - 500** were most likely to say that customer retention was getting worse (**16%**).

How Is Your Cost Per Resolution Trending?

Support Headcount	Way Better	Better	Flat	Worse	Way Worse	Total
1 – 10	9%	29%	51%	9%	1%	100%
11 – 50	5%	34%	49%	12%	–	100%
51 – 100	6%	40%	45%	8%	–	100%
101 – 500	8%	33%	42%	16%	–	100%
501 +	7%	44%	41%	7%	–	100%
Total	7%	35%	46%	11%	0%	100%

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Support teams seeing a positive impact of AI on their customer retention rate ranged from two-fifths to three-fifths of each headcount cohort with no consistent correlation.

- Support teams of **501+** were the most likely to report a positive impact at **59%**, including **18%** who said it was highly positive.
- Support teams of **1 - 10** were the second-most likely to report a positive impact at **57%**, including **19%** who said it was highly positive.
- Support teams of **11 - 50** were least likely to say that AI was improving customer retention (**40%**), while **5%** reported a negative impact.

What Impact Did AI Have On Your Cost Per Resolution?

Support Headcount	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
1 – 10	19%	38%	42%	–	–	100%
11 – 50	–	40%	55%	5%	–	100%
51 – 100	5%	43%	53%	–	–	100%
101 – 500	4%	38%	51%	4%	2%	100%
501 +	18%	41%	41%	–	–	100%
Total	7%	40%	50%	2%	1%	100%

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Benchmarks by Business Type

In this section, we break out our benchmarks by the organization's market type—business-to-business or business-to-consumer—and by whether the company is public or privately held.

Deflection Rate

Both B2B and B2C companies achieved higher deflection rates with AI, and saw the highest rates when using agentic AI.

- **B2B** companies using **agentic AI** saw a **24% higher** deflection rate than those using non-agentic AI.
- **B2C** companies reported an even greater advantage, with deflections **55% higher** using **agentic AI** than using non-agentic AI.

Business Model	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
B2B	29%	33%	41%	34%
B2C	28%	33%	51%	35%
Total Average	28%	33%	44%	34%

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Companies of both business models were about equally likely to see improving deflections as to see a flat trend.

- **48%** of **B2B** companies said that deflections were getting better, including **11%** that said they were way better, though **7%** said that deflections were trending downward.
- **46%** of **B2C** companies said that deflections were up, while only **5%** said that deflections were moving in the wrong direction.

How Is Your Deflection Rate Trending?

Business Model	Way Better	Better	Flat	Worse	Way Worse	Total
B2B	11%	37%	46%	7%	–	100%
B2C	6%	40%	49%	5%	–	100%
Total	9%	38%	47%	6%	–	100%

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A large majority of both B2B and B2C companies said that AI was improving their deflection rate.

- **72%** of **B2B** companies said that AI had a positive impact, including **23%** who called it highly positive.
- **75%** of **B2C** companies credited AI with an improvement, including **13%** who said it had a highly positive impact.

What Impact Did AI Have On Your Deflection Rate?

Business Model	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
B2B	23%	49%	21%	6%	1%	100%
B2C	13%	62%	18%	7%	–	100%
Total	19%	54%	20%	7%	1%	100%

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Looking at deflections by ownership type, we see a similar advantage for agentic AI over either non-agentic AI or no AI at all. Notably, public companies using non-agentic AI reported lower deflection rates than their peers without AI.

- **Private** companies using **agentic AI** achieved a deflection rate of **44**, a **33%** advantage over those using non-agentic AI.
- **Public** companies using **agentic AI** showed an even larger advantage with a deflection rate of **54%**, **86%** higher than with non-agentic AI.

Ownership Type	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Private	28%	33%	44%	34%
Public	31%	29%	54%	36%
Total Average	28%	32%	45%	34%

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Public and private companies were equally likely to see improving deflection rates, though more private companies reported a large impact.

- **47%** of both **private** and **public** companies said that deflections were getting better. **11%** of private companies said the rate was getting much better, compared with **2%** of public companies.
- 6% of **private** companies said that deflections were getting worse, a trend shared with no public companies.

How Is Your Deflection Rate Trending?

Ownership Type	Way Better	Better	Flat	Worse	Way Worse	Total
Private	11%	36%	47%	6%	–	100%
Public	2%	45%	53%	–	–	100%
Total	9%	37%	48%	5%	–	100%

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Private companies were overwhelmingly likely to say that AI was improving their deflection rate—much more so than public companies.

- **75%** of **private** companies said that AI was improving their deflection rate, including **23%** who said the impact was highly positive. Only **6%** saw a negative impact.
- **58%** of **public** companies reported a positive impact, including just **3%** who said it was highly positive. **14%** said that AI was making their deflection rate worse.

What Impact Did AI Have On Your Deflection Rate?

Ownership Type	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Private	23%	52%	19%	6%	–	100%
Public	3%	55%	28%	14%	–	100%
Total	20%	53%	20%	7%	–	100%

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CSAT

While AI adoption correlated with higher CSAT for B2B companies—especially when agentic AI is used—B2C companies saw CSAT go down.

- **B2B** companies using **agentic AI** achieved a CSAT of **86%**, **6%** higher than with non-agentic AI and **12%** than with no AI.
- **B2C** companies using **non-agentic AI** saw **5%** lower CSAT than with no AI, and **2%** lower when using agentic AI.

Business Model	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
B2B	77%	81%	86%	81%
B2C	82%	78%	80%	80%
Total Average	79%	80%	84%	80%

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B2C companies were more likely to see improving CSAT than B2B.

- **56%** of **B2B** companies said that CSAT was getting better, including **8%** who said it was way better.
- **61%** of **B2B** companies reported improving CSAT, including **8%** who said it was way better.
- **7%** of **B2B** companies and **8%** of **B2C** companies said that CSAT was getting worse.

How Is Your CSAT Trending?

Business Model	Way Better	Better	Flat	Worse	Way Worse	Total
B2B	8%	48%	38%	7%	2%	100%
B2C	8%	53%	31%	5%	2%	100%
Total	8%	50%	35%	6%	2%	100%

2025 Forethought AI in CX Benchmark Report

Asked about the impact of AI on their CSAT, B2C companies were significantly more likely to say that it was positive, while B2B companies were twice as likely to say that it was negative—though these were still a small minority.

- **50%** of **B2B** companies said that AI had a positive impact on their CSAT, while **8%** said the impact was negative.
- **65%** of **B2C** companies credited AI with improving their CSAT; just **3%** said it made their CSAT worse.

What Impact Did AI Have On Your CSAT?

Business Model	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
B2B	7%	43%	42%	7%	1%	100%
B2C	9%	56%	32%	3%	–	100%
Total	8%	48%	39%	5%	1%	100%

2025 Forethought AI in CX Benchmark Report

Turning to ownership type, we see both public and private companies achieving the highest CSAT when using agentic AI.

- **Private** companies using **agentic AI** reported a CSAT of **84%**, **5%** higher than with non-agentic AI.
- Public companies using **agentic AI** also had an average CSAT of **84**% in this case **11%** higher than with non-agentic AI.

Ownership Type	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Private	79%	80%	84%	81%
Public	79%	76%	84%	79%
Total Average	79%	79%	84%	80%

2025 Forethought AI in CX Benchmark Report

Private and public companies were roughly equally likely to report a positive trend in CSAT.

- **58%** of **private** companies said that CSAT was getting better, including **8%** who said it was way better.
- **60%** of **public** companies reported improving CSAT, including **10%** who said it was way better.
- **7%** of **private** companies and **10%** of **public** companies said that CSAT was getting worse.

How Is Your CSAT Trending?

Ownership Type	Way Better	Better	Flat	Worse	Way Worse	Total
Private	8%	50%	36%	5%	2%	100%
Public	10%	50%	30%	10%	2%	100%
Total	8%	50%	35%	5%	2%	100%

2025 Forethought AI in CX Benchmark Report

Private companies were slightly more likely to say that AI had a positive impact on their CSAT, though more also said that it was negative. Nearly half of public companies reported no impact.

- **55%** of **private** companies said that AI had a positive impact on their CSAT, while **8%** said the impact was negative.
- **51%** of **public** companies said that AI was improving their CSAT; **3%** said it made their CSAT worse. **45%** said there was no impact.

What Impact Did AI Have On Your CSAT?

Ownership Type	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Private	7%	48%	38%	7%	1%	100%
Public	10%	41%	45%	3%	–	100%
Total	7%	47%	40%	6%	1%	100%

2025 Forethought AI in CX Benchmark Report

Cost Per Resolution

Both B2B and B2C companies achieved better cost per resolution with agentic AI than with non-agentic AI, while non-agentic AI actually drove costs higher for B2C companies.

- **B2B** companies using **agentic AI** reported a cost per resolution of **$16**, a **6%** advantage over non-agentic AI and **11%** better than no AI.
- **B2C** companies using **agentic AI** had a cost of **$9** per resolution, **44%** lower than with non-agentic AI.
- For **B2C** companies, using non-agentic AI correlated with a resolution cost **33%** higher than with no AI.

Business Model	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
B2B	$18	$17	$16	$17
B2C	$12	$16	$9	$13
Total Average	$16	$17	$13	$15

2025 Forethought AI in CX Benchmark Report

B2B and B2C companies had a similar likelihood of reporting a positive trend in cost per resolution, though B2B companies were much more likely to say that costs were getting worse.

- **43%** of **B2B** companies said that resolution costs were getting better, including **7%** who said they were way better.
- **41%** of **B2C** companies reported improving costs
- **13%** of **B2B** companies said that cost per resolution was getting worse.

How Is Your Cost Per Resolution Trending?

Business Model	Way Better	Better	Flat	Worse	Way Worse	Total
B2B	7%	36%	43%	12%	1%	100%
B2C	3%	38%	56%	3%	–	100%
Total	6%	37%	48%	9%	1%	100%

2025 Forethought AI in CX Benchmark Report

Companies with both types of business models were equally likely to say that AI had a positive impact on their cost per resolution, though B2B companies were more than twice as likely to call the impact B2B positive.

- **62%** of **private** companies said that AI had a positive impact on their cost per resolution, including **16%** who said it was highly positive.
- **63%** of **public** companies said that AI was improving their resolution costs, including **7%** who said it was highly positive.

What Impact Did AI Have On Your Cost Per Resolution?

Business Model	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
B2B	16%	46%	30%	9%	–	100%
B2C	7%	56%	31%	6%	–	100%
Total	13%	50%	31%	8%	–	100%

2025 Forethought AI in CX Benchmark Report

Companies of both ownership types achieved better cost per resolution with agentic AI than with non-agentic AI.

- **Private** companies using **agentic AI** reported a cost per resolution of **$14**, a **13%** advantage over non-agentic AI and 18% better than no AI.
- **Public** companies using agentic AI had a cost of **$13** per resolution, **19%** lower than with non-agentic AI.
- **B2C** companies using non-agentic AI had a resolution cost **18%** higher than those with no AI.

Ownership Type	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Private	$7	$16	$14	$6
Public	$11	$16	$13	$13
Total Average	$16	$16	$13	$15

2025 Forethought AI in CX Benchmark Report

Private and public companies had roughly the same likelihood of seeing improving cost per resolution.

- **42%** of **private** companies said that resolution costs were getting better.
- **43%** of **B2C** companies reported improving costs.
- **9%** of **private** companies and **12%** of **public** companies said that cost per resolution was getting worse.

How Is Your Cost Per Resolution Trending?

Ownership Type	Way Better	Better	Flat	Worse	Way Worse	Total
Private	6%	36%	50%	8%	1%	100%
Public	6%	37%	46%	12%	–	100%
Total	6%	36%	49%	9%	1%	100%

2025 Forethought AI in CX Benchmark Report

Private companies were more likely than public companies to say that AI was improving their cost per resolution.

- **63%** of **private** companies said that AI had a positive impact on their cost per resolution, including **13%** who said it was highly positive.
- **55%** of **public** companies said that AI was improving their resolution costs, though **14%** said it was making costs worse—twice as many as private companies.

What Impact Did AI Have On Your Cost Per Resolution?

Ownership Type	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Private	13%	50%	30%	7%	–	100%
Public	7%	48%	31%	14%	–	100%
Total	12%	49%	30%	8%	–	100%

2025 Forethought AI in CX Benchmark Report

Customer Retention

For companies with both business models, agentic AI either improved or had no impact on customer retention rate compared with non-agentic AI.

- **B2B** companies using **agentic AI** had a customer retention rate of **79**, **1%** better than non-agentic AI and **11%** better than with no AI.
- **B2C** companies using **agentic AI** had a customer retention rate of **67**, **3%** better than non-agentic AI and equal to B2C companies not using AI.
- **B2C** companies using **non-agentic AI** had a customer retention rate **3%** lower than those not using AI.

Business Model	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
B2B	71%	78%	79%	75%
B2C	67%	65%	67%	66%
Total Average	69%	73%	75%	72%

2025 Forethought AI in CX Benchmark Report

B2B and B2C companies had roughly the same likelihood of seeing improving customer retention, though B2B companies were more than twice as likely to report declining retention.

- **42%** of **B2B** companies said that customer retention was getting better.
- **43%** of **B2C** companies reported improving customer retention
- **14%** of **B2B** companies and **6%** of **B2C** companies said that customer retention was going down.

How Is Your Customer Retention Trending?

Business Model	Way Better	Better	Flat	Worse	Way Worse	Total
B2B	7%	35%	44%	14%	0%	100%
B2C	8%	35%	51%	6%	–	100%
Total	7%	35%	46%	11%	0%	100%

2025 Forethought AI in CX Benchmark Report

B2B companies were slightly more likely to say that AI was improving their customer retention.

- **50%** of **B2B** companies said that AI had a positive impact on their customer retention.
- **45%** of **B2C** companies said that AI was improving their customer retention.

What Impact Did AI Have On Your Customer Retention?

Business Model	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
B2B	8%	42%	48%	1%	1%	100%
B2C	8%	37%	53%	2%	—	100%
Total	8%	40%	50%	2%	1%	100%

2025 Forethought AI in CX Benchmark Report

Private and public companies both achieved their highest customer retention rates when using agentic AI.

- **Private** companies using **agentic AI** had an average customer retention rate of **75%**, a **1%** advantage over non-agentic AI and **7%** better than no AI.
- **Public** companies using **agentic AI** had a retention rate of **77%**, **4%** higher than with non-agentic AI and **17%** better than with no AI.

Ownership Type	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Private	70%	74%	75%	73%
Public	66%	74%	77%	71%
Total Average	70%	74%	76%	73%

2025 Forethought AI in CX Benchmark Report

Public companies were more likely to see improving customer retention—while private companies were far more likely to see a downward trend.

- **42%** of **private** companies said that customer retention was getting better, while **13%** saw a decline.
- **48%** of **public** companies reported improving customer retention, compared with just **2%** who saw it going down.

How Is Your Customer Retention Trending?

Ownership Type	Way Better	Better	Flat	Worse	Way Worse	Total
Private	7%	35%	45%	13%	0%	100%
Public	10%	38%	50%	2%	–	100%
Total	8%	35%	46%	11%	0%	100%

2025 Forethought AI in CX Benchmark Report

About half of each ownership type said that AI was improving their customer retention, though public companies were nearly three times as likely to report a highly positive impact.

- **49%** of **private** companies said that AI had a positive impact on their customer retention.
- **47%** of **public** companies said that AI was improving their customer retention.
- **19%** of **public** companies said that the impact was highly positive, compared with **7%** of **private** companies.

What Impact Did AI Have On Your Customer Retention?

Ownership Type	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Private	7%	42%	50%	1%	1%	100%
Public	19%	28%	53%	–	–	100%
Total	9%	40%	50%	1%	1%	100%

2025 Forethought AI in CX Benchmark Report

Benchmarks by Helpdesk

Deflection Rate

The helpdesk software companies used makes a big difference in the percentage of potential tickets they deflect through self-service. In many cases, AI adoption correlates with a higher deflection rate—but not always. Agentic AI nearly always outperforms non-agentic AI.

- The companies achieving the highest deflection rates in the survey were all using **agentic AI**, including those with **Freshdesk** (**66%**), **Kustomer** (**61%**), and **Hubspot** (**60%**) helpdesk software.

- Among companies using non-agentic AI, the highest marks were for those using **Gladly** (**52%**), **ServiceNow Service Cloud** (**44%**), and **Intercom** (**41%**).

- Among companies that have not adopted AI, those using **Intercom** achieved the highest deflection rate (**50%**) followed by **Genesys** (**43%**), in-house solutions (**35%**), and **Zendesk** (**32%**).

- While **non-agentic AI** improved deflections compared with not using AI for companies using most helpdesk software, including a jump from **1%** to **52%** with **Gorgias**, several helpdesks showed worse results when using **non-agentic AI**. These include **Genesys**, which dropped **42%**, and **Intercom**, with an **18%** lower rate. Non-agentic AI made no difference for companies using **Salesforce Service Cloud**.

- **Agentic AI** outperformed non-agentic AI with almost all helpdesk software, with the greatest advantages for those using **Kustomer (369%** higher deflection rate), **Freshdesk** (**65%** higher), and **JIRA Service** (**63%** higher).

- The only helpdesk solutions with a lower deflection rate with **agentic AI** than with non-agentic AI were **ServiceNow Service Cloud** (**45%** lower) and Intercom (**15%** lower).

Helpdesk Software	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Freshdesk	16%	40%	66%	37%
Genesys	43%	25%	30%	38%
Gladly	1%	52%	–	39%
Gorgias	8%	–	–	–
Hubspot	17%	38%	52%	34%
In-House	35%	39%	41%	37%
Intercom	50%	41%	35%	41%
JIRA Service Desk	29%	30%	49%	33%
Kustomer	–	13%	61%	31%
Other	31%	47%	40%	40%
Salesforce Service Cloud	26%	26%	35%	28%
SAP Service Cloud	26%	37%	–	30%
ServiceNow Service Cloud	10%	44%	24%	31%
Zendesk	32%	33%	47%	39%
Zoho Desk	10%	–	–	10%
Total Average	28%	33%	44%	34%

Companies using most helpdesk software saw deflections improving, with one notable exception.

- The companies most likely to report a positive trend in deflections were using **Gorgias** (**67%**), **Freshdesk** (**59%**), and **Zendesk** (**53%**) software.
- Companies using **SAP Service Cloud** were more than twice as likely to report a negative trend (**29%**) than a positive one (**14%**).

How Is Your Deflection Rate Trending?

Helpdesk Software	Way Better	Better	Flat	Worse	Way Worse	Total
Freshdesk	22%	37%	41%	–	–	100%
Genesys	–	25%	75%	–	–	100%
Gladly	–	–	100%	–	–	100%
Gorgias	–	67%	–	33%	–	100%
Hubspot	7%	29%	64%	–	–	100%
In-House	6%	39%	56%	–	–	100%
Intercom	14%	29%	43%	14%	–	100%
JIRA Service Desk	–	18%	73%	9%	–	100%
Kustomer	13%	13%	75%	–	–	100%
Other	7%	47%	47%	–	–	100%
Salesforce Service Cloud	7%	42%	42%	10%	–	100%
SAP Service Cloud	–	14%	57%	29%	–	100%
ServiceNow Service Cloud	–	50%	50%	–	–	100%
Zendesk	12%	41%	41%	6%	–	100%
Zoho Desk	–	50%	50%	–	–	100%
Total	9%	38%	47%	6%	–	100%

2025 Forethought AI in CX Benchmark Report

Companies using most helpdesk solutions said that AI had a positive impact on their deflection rate—though again, not all of them.

- Companies were most likely to report that AI had a positive impact if they were using **Genesis** (**100%**), **Freshdesk** (**83%**), or **Zendesk** (**81%**).
- All of the companies using **Gladly** said that AI had a negative impact on their deflection rate (**100%**), as did **50%** each of companies using **SAP Service Cloud** and **Kustomer**.

What Impact Did AI Have On Your Deflection Rate?

Helpdesk Software	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Freshdesk	–	83%	17%	–	–	100%
Genesys	–	100%	–	–	–	100%
Gladly	–	–	–	100%	–	100%
Hubspot	14%	57%	29%	–	–	100%
In-House	17%	42%	33%	8%	–	100%
Intercom	50%	25%	25%	–	–	100%
JIRA Service Desk	20%	60%	–	20%	–	100%
Kustomer	13%	25%	13%	50%	–	100%
Other	14%	71%	14%	–	–	100%
Salesforce Service Cloud	14%	55%	29%	2%	–	100%
SAP Service Cloud	–	–	50%	50%	–	100%
ServiceNow Service Cloud	–	80%	20%	–	–	100%
Zendesk	29%	52%	15%	3%	1%	100%
Total	**19%**	**54%**	**20%**	**7%**	**1%**	**100%**

2025 Forethought AI in CX Benchmark Report

CSAT

The relationship of AI with CSAT varied widely by helpdesk software, showing nearly double the score with some solutions but a sharp drop with others. Agentic AI generally outperformed non-agentic, with a few exceptions.

- The highest overall CSAT was achieved by companies using Intercom with **non-agentic AI** (**90%**), followed by **Freshdesk** (**89%**), **Kustomer** (**88%**), and **Salesforce Service Cloud** (**88%**), all three with **agentic AI**.

- The lowest overall **CSAT** was for companies using **Gladly** with **non-agentic AI** (**46%**).

- **Agentic AI** showed the greatest advantage over **non-agentic AI** for companies using **Kustomer** (**14%**) and **Salesforce Service Cloud** (**10%**).

- Companies using **Hubspot** saw **47%** lower CSAT with **agentic AI** than with non-agentic AI, and those using **Genesys** saw **17%** lower scores. These were the only helpdesk solutions performing worse with agentic AI than with non-agentic AI.

Helpdesk Software	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Freshdesk	87%	83%	89%	86%
Genesys	78%	77%	65%	77%
Gladly	82%	46%	–	55%
Gorgias	89%	–	–	89%
Hubspot	89%	83%	47%	82%
In-House	81%	79%	84%	81%
Intercom	82%	90%	–	88%
JIRA Service Desk	74%	88%	76%	79%
Kustomer	–	77%	88%	82%
Other	48%	79%	85%	67%
Salesforce Service Cloud	79%	80%	88%	81%
SAP Service Cloud	70%	76%	–	72%
ServiceNow Service Cloud	73%	72%	76%	74%
Zendesk	82%	81%	83%	82%
Zoho Desk	68%	–	–	68%
Total Average	79%	80%	84%	80%

2025 Forethought AI in CX Benchmark Report

Companies with higher CSAT were often the most likely to report a negative trend in the score, and vice versa. Those at the bottom have nowhere to go but up, while those at the top can easily lose ground.

- The best CSAT trend came for companies using **Gladly** and **Zoho Desk**, **100%** of whom reported improving scores, followed by **JIRA Service Desk** (**80%**) and Intercom (**75%**).

How Is Your CSAT Trending?

Helpdesk Software	Way Better	Better	Flat	Worse	Way Worse	Total
Freshdesk	23%	45%	32%	–	–	100%
Genesys	–	50%	8%	8%	33%	100%
Gladly	–	100%	–	–	–	100%
Gorgias	–	67%	33%	–	–	100%
Hubspot	21%	50%	29%	–	–	100%
In-House	11%	42%	44%	3%	–	100%
Intercom	–	75%	25%	–	–	100%
JIRA Service Desk	–	80%	20%	–	–	100%
Kustomer	–	38%	–	63%	–	100%
Other	7%	47%	47%	–	–	100%
Salesforce Service Cloud	8%	49%	39%	3%	2%	100%
SAP Service Cloud	–	71%	29%	–	–	100%
ServiceNow Service Cloud	–	63%	25%	13%	–	100%
Zendesk	7%	47%	40%	6%	1%	100%
Zoho Desk	–	100%	–	–	–	100%
Total	8%	50%	36%	5%	2%	100%

2025 Forethought AI in CX Benchmark Report

Companies using almost every type of helpdesk software agreed that AI was improving their CSAT, though views were divided for two popular packages.

- Every company using **Genesys** and **ServiceNow Service Cloud** (**100%**) said that AI had a positive impact on their CSAT. Companies using **Hubspot** were the most likely to report a highly positive impact (**33%**).

- Companies using **Intercom** and **SAP Service Cloud** were evenly split on impact, with **50%** each for positive and negative impacts.

What Impact Did AI Have On Your CSAT?

Helpdesk Software	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Freshdesk	–	67%	33%	–	–	100%
Genesys	–	100%	–	–	–	100%
Gladly	–	–	100%	–	–	100%
Hubspot	33%	50%	17%	–	–	100%
In-House	8%	33%	58%	–	–	100%
Intercom	–	50%	–	50%	–	100%
JIRA Service Desk	–	25%	75%	–	–	100%
Kustomer	–	29%	71%	–	–	100%
Other	14%	29%	57%	–	–	100%
Salesforce Service Cloud	8%	47%	39%	6%	–	100%
SAP Service Cloud	–	50%	–	50%	–	100%
ServiceNow Service Cloud	–	100%	–	–	–	100%
Zendesk	8%	49%	34%	7%	1%	100%
Total	8%	48%	39%	5%	1%	100%

2025 Forethought AI in CX Benchmark Report

Cost Per Resolution

Different helpdesk solutions correlated with a wide spectrum of resolution costs, though in most cases using agentic AI yielded a lower cost than either non-agentic AI or no AI.

- The highest overall cost per resolution, **$32** was seen by companies using **Gladly** with **non-agentic AI**. **Gladly** also showed the lowest resolution cost overall when not used with AI (**$4**).

- For companies using **agentic AI**, the lowest resolution cost came with **Intercom** (**$5**) and **Freshdesk** ($**7**).

- For companies using **non-agentic AI**, **Intercom** and **Genesys** had the lowest resolution cost at **$9** each.

- **Agentic AI** showed the greatest cost advantage over non-agentic AI for companies using **Freshdesk** (**75%** lower), **ServiceNow** (**69%** lower), and **Kustomer** (**50%** lower). Only **Genesys** and **Hubspot** had a higher resolution cost with agentic AI than with non-agentic AI.

Helpdesk Software	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Freshdesk	$21	$28	$7	$20
Genesys	$17	$9	$16	$15
Gladly	$4	$32	–	$25
Gorgias	$7	–	–	$7
Hubspot	$14	$12	$30	$14
In-House	$11	$19	$10	$13
Intercom	$30	$9	$5	$12
JIRA Service Desk	$8	$15	$9	$10
Kustomer	–	$18	$9	$15
Other	$13	$2	$9	$8
Salesforce Service Cloud	$21	$18	$18	$19
SAP Service Cloud	$13	$19	–	$15
ServiceNow Service Cloud	$33	$26	$8	$21
Zendesk	$13	$14	$13	$13
Zoho Desk	$13	–	–	$13
Total Average	**$16**	**$17**	**$13**	**$15**

2025 Forethought AI in CX Benchmark Report

Most helpdesk software correlates with improving cost per resolution, some by a great deal, though others show a flat or—in one case—much worse trend.

- **100%** of companies using **Gorgias** reported improving resolution costs, as did **60%** of **Intercom** and **55%** of **JIRA Service Desk** customers.

How Is Your Cost Per Resolution Trending?

Helpdesk Software	Way Better	Better	Flat	Worse	Way Worse	Total
Freshdesk	4%	42%	54%	–	–	100%
Genesys	–	50%	42%	–	8%	100%
Gladly	–	–	100%	–	–	100%
Gorgias	–	100%	–	–	–	100%
Hubspot	7%	21%	71%	–	–	100%
In-House	3%	39%	53%	6%	–	100%
Intercom	–	60%	20%	20%	–	100%
JIRA Service Desk	–	55%	36%	9%	–	100%
Kustomer	–	–	50%	50%	–	100%
Other	7%	33%	53%	7%	–	100%
Salesforce Service Cloud	7%	36%	44%	12%	1%	100%
SAP Service Cloud	–	43%	43%	14%	–	100%
ServiceNow Service Cloud	–	25%	63%	13%	–	100%
Zendesk	8%	37%	47%	8%	1%	100%
Zoho Desk	–	–	100%	–	–	100%
Total	6%	37%	48%	9%	1%	100%

2025 Forethought AI in CX Benchmark Report

The correlation of service desk software to AI impact on resolution cost ranged all the way from entirely positive to entirely flat or worse.

- **100%** of companies using **Genesys** said that AI was improving their cost per resolution, including **33%** who said the impact was highly positive. **100%** of **SAP Service Cloud** customers also said that the impact was positive.

What Impact Did AI Have On Your Cost Per Resolution?

Helpdesk Software	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Freshdesk	–	75%	17%	8%	–	100%
Genesys	33%	67%	–	–	–	100%
Gladly	–	–	100%	–	–	100%
Hubspot	14%	14%	71%	–	–	100%
In-House	–	60%	13%	27%	–	100%
Intercom	–	75%	25%	–	–	100%
JIRA Service Desk	–	60%	40%	–	–	100%
Kustomer	–	–	50%	50%	–	100%
Other	14%	43%	43%	–	–	100%
Salesforce Service Cloud	9%	47%	39%	5%	–	100%
SAP Service Cloud	–	100%	–	–	–	100%
ServiceNow Service Cloud	–	60%	–	40%	–	100%
Zendesk	24%	51%	24%	1%	–	100%
Total	13%	50%	31%	8%	–	100%

2025 Forethought AI in CX Benchmark Report

Customer Retention Rate

Here we see one point of consensus emerging: Asked about the impact of AI on retention, only companies using in-house solutions (along with a handful of Zendesk customers) said that it was making their rate worse. Most other solutions ranged from moderately to marginally helpful.

- **100%** of **SAP Service Cloud** customers said that AI was improving their customer retention rate. No other helpdesk software received this response from more than two-thirds of respondents.

- **17%** of companies using **in-house solutions** said that AI was making retention worse, as did **5%** of **Zendesk** customers. No other software drew a single negative rating.

- **100%** of **Gladly** and **Intercom** customers said that AI had no impact on their customer retention rate.

What Impact Did AI Have On Your Customer Retention?

Helpdesk Software	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Freshdesk	–	64%	36%	–	–	100%
Genesys	–	50%	50%	–	–	100%
Gladly	–	–	100%	–	–	100%
Hubspot	13%	38%	50%	–	–	100%
In-House	8%	42%	33%	17%	–	100%
Intercom	–	–	100%	–	–	100%
JIRA Service Desk	–	25%	75%	–	–	100%
Kustomer	–	29%	71%	–	–	100%
Other	43%	–	57%	–	–	100%
Salesforce Service Cloud	9%	50%	41%	–	–	100%
SAP Service Cloud	–	100%	–	–	–	100%
ServiceNow Service Cloud	20%	20%	60%	–	–	100%
Zendesk	5%	38%	52%	3%	2%	100%
Total	7%	40%	50%	2%	1%	100%

2025 Forethought AI in CX Benchmark Report

Benchmarks by Primary Ticket Complexity

For the benchmarks in this section, respondents were asked about the complexity of their typical customer tickets and were able to select multiple responses.

Deflection Rate

Here we see the advantages of agentic AI for handling all types of tickets—especially those with greater issue complexity.

- For companies with primarily **complex** issues, **agentic AI** achieved a **91%** higher deflection rate than with no AI, and **57%** higher than with non-agentic AI.
- For companies with primarily **moderate** issues, **agentic AI** achieved a **15%** higher deflection rate than with no AI, and **19%** higher than with non-agentic AI.
- For companies with primarily **simple** issues, **agentic AI** achieved a **71%** higher deflection rate than with no AI, and **33%** higher than with non-agentic AI.

Primary Issue Complexity	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Complex	23%	28%	44%	32%
Moderate	33%	32%	38%	34%
Simple	28%	36%	48%	35%
Total Average	28%	33%	44%	34%

2025 Forethought AI in CX Benchmark Report

Companies with primary ticket complexities of every level are seeing an improvement in deflection rate.

- **48%** of companies with primarily **complex** issues said that deflections are improving, though **10%** reported a negative trend.
- **52%** of companies with primarily **moderate** issues and **44%** with primarily **simple** issues saw deflections rising, while **5%** of each said that they were going down.

How Is Your Deflection Rate Trending?

Primary Issue Complexity	Way Better	Better	Flat	Worse	Way Worse	Total
Complex	8%	40%	42%	10%	–	100%
Moderate	9%	43%	42%	5%	–	100%
Simple	9%	35%	50%	5%	–	100%
Total	9%	38%	47%	6%	–	100%

2025 Forethought AI in CX Benchmark Report

Most companies said that AI had a positive impact on their deflection rate, though more complex issues were more likely to result in a negative impact.

- **62%** of companies with primarily **complex** issues said that AI was improving their deflection rate, though **14%** reported a negative impact.
- **76%** of companies with primarily **moderate** issues said that AI was improving their deflection rate, compared with **8%** seeing a negative impact.
- **75%** of companies with primarily **simple** issues said that AI was increasing deflections, while only **4%** said it was making the rate worse.

What Impact Did AI Have On Your Deflection Rate?

Primary Issue Complexity	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Complex	16%	46%	24%	11%	3%	100%
Moderate	20%	56%	16%	8%	–	100%
Simple	20%	55%	21%	4%	–	100%
Total	19%	54%	20%	7%	1%	100%

2025 Forethought AI in CX Benchmark Report

CSAT

AI adoption and automation type made the biggest difference for companies with primarily moderate and simple issue complexities.

- Companies with primarily **complex** issues achieved a CSAT of **82%** when using **agentic AI**, **84%** with non-agentic AI, and **83%** with no AI, a difference of **2%** or less between each automation type.
- For companies with primarily **moderate** issues, **agentic AI** correlated with a CSAT of **87%**, **7%** higher than with non-agentic AI.
- For companies with primarily **simple** issues, **agentic AI** correlated with a CSAT of **83%**, **8%** higher than with non-agentic AI.

Primary Issue Complexity	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Complex	83%	84%	82%	83%
Moderate	82%	81%	87%	83%
Simple	78%	77%	83%	79%
Total Average	79%	80%	84%	80%

Companies with more complex issues were the most likely to say that their CSAT was getting better.

- **64%** of companies with primarily **complex** issues said that their CSAT was improving, including **13%** who said it was trending way better.
- **60%** of companies with primarily **moderate** issues and **56%** of companies with primarily simple issues said that their CSAT was improving.
- Companies with **moderate** issues were twice as likely as other companies to say that their CSAT was getting worse (**8%** vs. **4%**).

How Is Your CSAT Trending?

Primary Issue Complexity	Way Better	Better	Flat	Worse	Way Worse	Total
Complex	13%	51%	31%	4%	2%	100%
Moderate	4%	56%	31%	8%	1%	100%
Simple	9%	47%	39%	4%	2%	100%
Total	8%	50%	35%	5%	2%	100%

2025 Forethought AI in CX Benchmark Report

A majority of companies across all issue complexities agreed that AI had a positive impact on their CSAT, with primarily complex issues correlating with the strongest consensus.

- **64%** of companies with primarily **complex** issues said that AI was improving their CSAT.
- **51%** of companies with primarily **moderate** issues said that AI was improving their CSAT, though **10%** saw a negative impact.
- **56%** of companies with primarily **simple** issues said that AI was improving their CSAT, while only **3%** said it was making the rate worse.

What Impact Did AI Have On Your CSAT?

Primary Issue Complexity	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Complex	7%	57%	29%	7%	–	100%
Moderate	3%	48%	39%	10%	–	100%
Simple	11%	45%	41%	2%	1%	100%
Total	8%	48%	39%	5%	1%	100%

2025 Forethought AI in CX Benchmark Report

Cost Per Resolution

Agentic AI lowers resolution costs at companies with all primary issue complexities, although non-agentic AI actually correlates with higher costs for both complex and simple issues.

- Companies with primarily **complex** issues using agentic AI had an average cost per resolution of **$15**, compared with **$19** for those using non-agentic AI—more than the **$18** for those not using AI.
- Companies with primarily **moderate** issues saw the greatest advantage for agentic AI with a cost per resolution of **$12, 25%** lower than with non-agentic AI and **43%** lower than for those not using AI.
- Companies with primarily **simple** issues had an average cost per resolution of **$13** when using **agentic AI**, **$16** when using **non-agentic AI**, and only **$14** when not using AI.

Primary Issue Complexity	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Complex	$18	$19	$15	$18
Moderate	$21	$16	$12	$17
Simple	$14	$16	$13	$14
Total Average	$16	$17	$13	$15

2025 Forethought AI in CX Benchmark Report

Companies with moderate primary issue complexity were the most likely to see cost per resolution trending in the right direction.

- **43%** of companies with primarily **complex** issues said that resolution costs were getting better, though **14%** said that they were trending upward.
- **55%** of companies with primarily **moderate** issues said that resolution costs were improving, including **9%** who said they were getting way better.
- Only **36%** of companies with primarily **simple** issues saw a positive trend in cost per resolution.

How Is Your Cost Per Resolution Trending?

Primary Issue Complexity	Way Better	Better	Flat	Worse	Way Worse	Total
Complex	5%	38%	43%	14%	–	100%
Moderate	9%	46%	36%	8%	2%	100%
Simple	4%	32%	56%	8%	0%	100%
Total	6%	37%	48%	9%	1%	100%

2025 Forethought AI in CX Benchmark Report

Companies with primarily complex issues were the least likely to say that AI had a positive impact on their cost per resolution.

- Only **40%** of companies with primarily **complex** issues said that AI was improving their resolution costs, though **11%** described the impact as highly positive.
- **68%** of companies with primarily **moderate** issues said that AI was helping bring costs down.
- **67%** of companies with primarily **simple** issues said that AI was improving their resolution costs, including **16%** who said the impact was highly positive.

What Impact Did AI Have On Your Cost Per Resolution?

Primary Issue Complexity	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Complex	11%	29%	53%	8%	–	100%
Moderate	8%	60%	23%	9%	–	100%
Simple	16%	51%	27%	6%	–	100%
Total	13%	50%	31%	8%	–	100%

2025 Forethought AI in CX Benchmark Report

Customer Retention

Agentic AI correlated with a significantly higher customer retention rate than without AI for companies with primarily complex issues. The differences between automation types for this metric showed up only for simple issues.

- Companies with primarily **complex** issues using agentic AI had an average customer retention rate of **83%**, the same as those using non-agentic AI but a dramatic **32%** better than companies not using AI.
- Companies with primarily **moderate** issues using agentic AI had an average customer retention rate of **74%**, the same as those using non-agentic AI and **9%** better than companies not using AI.
- Companies with primarily **moderate** issues using agentic AI had an average customer retention rate of **73%**, a **6%** advantage over those using non-agentic AI.

Primary Issue Complexity	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Complex	63%	83%	83%	77%
Moderate	68%	74%	74%	72%
Simple	71%	69%	73%	71%
Total Average	69%	73%	75%	72%

2025 Forethought AI in CX Benchmark Report

Companies of all primary issue complexities generally reported rising or flat customer retention rates, though nearly a quarter of those with primarily complex issues said that their rate was falling.

- **45%** of companies with primarily **complex** issues said that customer retention was getting better, though **24%** said that it was getting worse.
- **46%** of companies with primarily **moderate** issues reported improving customer retention, while a still substantial **13%** said that it was declining.
- **40%** of companies with primarily **simple** issues saw improving customer retention.

How Is Your Customer Retention Trending?

Primary Issue Complexity	Way Better	Better	Flat	Worse	Way Worse	Total
Complex	5%	40%	31%	22%	2%	100%
Moderate	8%	38%	42%	13%	–	100%
Simple	8%	32%	53%	7%	–	100%
Total	7%	35%	46%	11%	0%	100%

2025 Forethought AI in CX Benchmark Report

Companies of all complexities were much more likely to say that AI was improving customer retention than making it worse.

- **46%** of companies with primarily **complex** issues said that AI was improving their customer retention, compared with **6%** seeing a negative impact.
- **50%** of companies with primarily **moderate** issues and **48%** of those with primarily **simple** issues said that AI was improving customer retention, while only **2%** of each said that it was making retention worse.

What Impact Did AI Have On Your Customer Retention?

Primary Issue Complexity	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Complex	6%	40%	49%	3%	3%	100%
Moderate	11%	39%	48%	2%	–	100%
Simple	8%	40%	51%	2%	–	100%
Total	8%	40%	50%	2%	0%	100%

2025 Forethought AI in CX Benchmark Report

Benchmarks by Employee Count

Deflection Rate

In general, smaller companies using agentic AI achieved the highest deflection rates in the survey. The smallest companies also achieved the greatest advantage when using agentic AI, with more than twice the deflection rate of companies using non-agentic AI.

- Companies with **50 - 99** employees using **agentic AI** had a deflection rate of **57%**, **119%** higher than those not using AI.

- Companies with **1- 49** employees using **agentic AI** had a deflection rate of **53%**, a **105%** advantage over companies using non-agentic AI.

- **Non-agentic AI** correlated with a lower deflection rate than not using AI for several cohorts including the companies with both the largest and the smallest employee counts, with the greatest disadvantage for those with **1,000 - 4,999** employees (**21%** lower).

Employee Range	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
1 – 49	28%	26%	53%	35%
50 – 99	26%	42%	57%	40%
100 – 249	21%	38%	41%	33%
250 – 499	34%	38%	51%	41%
500 – 999	30%	29%	43%	34%
1,000 – 4,999	28%	22%	40%	31%
5,000 – 9,999	28%	46%	–	32%
10,000+	39%	38%	28%	36%
Total Average	28%	33%	44%	35%

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The smallest companies in the survey were least likely to report a positive trend in deflection rate.

- **43%** of companies with **1 - 49** employees said that deflections were growing; a majority (**52%**) said that they were flat.
- At the high end, **54%** of companies with **250 - 499** employees said that deflections were up.
- Companies with **50 - 99** were the most likely to say that deflections were way up (**16%**)—though they were also the most likely to report a negative trend (**14%**).

How Is Your Deflection Rate Trending?

Employee Range	Way Better	Better	Flat	Worse	Way Worse	Total
1 – 49	7%	36%	52%	5%	–	100%
50 – 99	16%	35%	35%	14%	–	100%
100 – 249	12%	35%	49%	4%	–	100%
250 – 499	8%	46%	44%	2%	–	100%
500 – 999	4%	43%	49%	4%	–	100%
1,000 – 4,999	12%	32%	50%	6%	–	100%
5,000 – 9,999	–	47%	41%	12%	–	100%
10,000+	–	50%	47%	3%	–	100%
Total	9%	38%	47%	6%	–	100%

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Most smaller companies said that AI had a positive impact on their deflection, including many who said the impact was highly positive. Larger companies were still generally favorable toward AI, though by smaller majorities.

- Companies with headcounts falling between **50 - 499** all overwhelmingly agreed that AI had a positive impact on deflections, with percentages for each of these cohorts ranging from **80 - 94%**. **33%** of companies with **50 - 99** employees described the impact as highly positive.
- **61%** of companies with headcounts of **1,000 - 4,999** and **10,000+** said that AI had a positive impact on deflections.

What Impact Did AI Have On Your Deflection Rate?

Employee Range	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
1 – 49	21%	42%	37%	–	–	100%
50 – 99	33%	61%	–	6%	–	100%
100 – 249	24%	56%	12%	8%	–	100%
250 – 499	24%	56%	16%	4%	–	100%
500 – 999	11%	59%	19%	11%	–	100%
1,000 – 4,999	17%	44%	29%	10%	–	100%
5,000 – 9,999	–	100%	–	–	–	100%
10,000+	11%	50%	33%	6%	–	100%
Total	19%	53%	21%	7%	–	100%

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"Deflection is no longer about pushing customers away—it's about empowering them with instant, accurate solutions before they ever need to talk to a human. Agentic AI takes deflection to the next level by not just surfacing information, but actually resolving customer issues. When your AI can handle everything from tracking an order to issuing a refund autonomously, it transforms deflection into a powerful CX win—not just a cost-saving metric. That's the kind of intelligent, seamless experience today's customers expect."

– Lindsay Fifield, Director of Customer Success, Forethought

CSAT

Large companies tended to achieve lower CSAT with non-agentic AI than with no AI at all. They also generally saw the greatest advantage in using agentic AI over non-agentic AI.

- Companies with **5,000 - 9,999** employees using agentic AI reported an average CSAT of **93%—48%** higher than those using non-agentic AI. In fact, those using **non-agentic AI** had a CSAT **23%** lower than those not using AI (**63%** vs. **82%**).
- The only companies not seeing an advantage for agentic AI over non-agentic AI were those with **1 - 49**, **100 - 249**, and **250 - 499** employees, for whom the disadvantage ranged from **2% - 12%**.

Employee Range	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
1 – 49	66%	85%	82%	77%
50 – 99	86%	77%	78%	82%
100 – 249	85%	89%	78%	86%
250 – 499	84%	87%	85%	85%
500 – 999	80%	71%	88%	79%
1,000 – 4,999	78%	73%	86%	79%
5,000 – 9,999	82%	63%	93%	78%
10,000+	75%	80%	84%	79%
Total Average	80%	79%	84%	81%

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Midsize companies were the most likely to say that their CSAT was getting better, while slightly smaller companies were the least likely.

- **83%** of companies with **500 - 999** employees reported a positive CSAT trend, along with **72%** of those with a headcount of **250 - 499**.

- Fewer than half of companies with **50 - 249** employees said that their CSAT was improving, while **11%** said it was getting worse.

How Is Your CSAT Trending?

Employee Range	Way Better	Better	Flat	Worse	Way Worse	Total
1 – 49	8%	46%	44%	3%	–	100%
50 – 99	13%	32%	45%	11%	–	100%
100 – 249	5%	37%	47%	9%	2%	100%
250 – 499	2%	70%	25%	2%	–	100%
500 – 999	7%	76%	13%	4%	–	100%
1,000 – 4,999	10%	42%	35%	6%	6%	100%
5,000 – 9,999	–	38%	62%	–	–	100%
10,000+	9%	50%	38%	3%	–	100%
Total	8%	49%	36%	5%	2%	100%

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The correlation of company headcount to AI impact didn't follow a clear pattern, but there was a broad diversity of responses across cohorts.

- **82%** of companies with **50 - 99** employees said that AI was improving their CSAT, while none reported a negative impact.
- Only **39%** of companies with **100 - 249** employees reported a positive impact—and **24%** said that AI was making their CSAT worse.

What Impact Did AI Have On Your CSAT?

Employee Range	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
1 – 49	5%	37%	47%	11%	–	100%
50 – 99	13%	69%	19%	–	–	100%
100 – 249	10%	29%	38%	19%	5%	100%
250 – 499	–	50%	50%	–	–	100%
500 – 999	12%	54%	35%	–	–	100%
1,000 – 4,999	6%	43%	45%	6%	–	100%
5,000 – 9,999	–	50%	50%	–	–	100%
10,000+	5%	58%	32%	5%	–	100%
Total	7%	47%	40%	6%	1%	100%

2025 Forethought AI in CX Benchmark Report

Cost Per Resolution

Agentic AI correlated with lower resolution costs than non-agentic AI for companies of all sizes, with some reporting a big difference.

- Companies with **5,000 - 9,999** employees using agentic AI had an average cost per resolution of **$17**, **48%** lower than those using non-agentic AI. In fact, companies of this size using **non-agentic AI** had three times the resolution cost of companies not using AI.

- The lowest resolution cost was achieved by companies of **50 - 249** employees (**$8**) using **agentic AI**.

- The only companies seeing a lower resolution cost with **non-agentic AI** than with no AI were those with **50 - 499** employees.

Employee Range	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
1 – 49	$10	$15	$13	$12
50 – 99	$17	$9	$8	$12
100 – 249	$18	$15	$8	$14
250 – 499	$16	$15	$14	$15
500 – 999	$18	$24	$16	$20
1,000 – 4,999	$18	$18	$16	$17
5,000 – 9,999	$11	$33	$17	$17
10,000+	$11	$14	$12	$13
Total Average	$16	$17	$13	$15

2025 Forethought AI in CX Benchmark Report

Company size showed no clear connection with trend in resolution costs, with companies toward both ends of the range showing both improving and worsening costs.

- **51%** of companies with **250 - 499** employees said that resolution costs were coming down—though only **36%** of those with **100 - 249** employees agreed.
- **31%** of companies with **5,000 - 9,999** employees said that costs were improving, but **50%** of those with **10,000+** employees reported a positive trend.

How Is Your Cost Per Resolution Trending?

Employee Range	Way Better	Better	Flat	Worse	Way Worse	Total
1 – 49	7%	29%	56%	5%	2%	100%
50 – 99	5%	32%	59%	5%	–	100%
100 – 249	2%	34%	58%	6%	–	100%
250 – 499	11%	40%	42%	7%	–	100%
500 – 999	–	43%	52%	4%	–	100%
1,000 – 4,999	6%	35%	39%	17%	2%	100%
5,000 – 9,999	–	31%	69%	–	–	100%
10,000+	9%	41%	47%	3%	–	100%
Total	5%	36%	50%	8%	1%	100%

2025 Forethought AI in CX Benchmark Report

Here too, companies at both ends of the size spectrum reported both positive and negative cost impact for AI.

- **76%** of companies with **250 - 499** employees said that AI had a positive impact on their resolution costs, including **24%** who said it was making costs much better. They were followed closely by companies with **5,000 - 9,999**, **75%** of whom saw a positive impact.

- Only **44%** of companies with **1 - 49** employees said AI was lowering their cost per resolution. Just **52%** of companies with **1,000 - 4,999** agreed—while **19%** said AI was driving their cost per resolution upward.

What Impact Did AI Have On Your Cost Per Resolution?

Employee Range	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
1 – 49	11%	33%	50%	6%	–	100%
50 – 99	17%	56%	28%	–	–	100%
100 – 249	4%	65%	31%	–	–	100%
250 – 499	24%	52%	20%	4%	–	100%
500 – 999	11%	43%	39%	7%	–	100%
1,000 – 4,999	10%	42%	29%	19%	–	100%
5,000 – 9,999	–	75%	25%	–	–	100%
10,000+	11%	63%	21%	5%	–	100%
Total	12%	50%	31%	8%	–	100%

2025 Forethought AI in CX Benchmark Report

Benchmarks by Monthly Ticket Volume & Trending

Deflection Rate

Agentic AI improves deflection rate across all ticket volumes.

- Companies with **5,001 - 10,000** monthly tickets achieved a deflection rate of **43%** with **agentic AI**, **59%** higher than with non-agentic AI. Companies with **50,001+** and **1 - 1,000** monthly tickets also saw a huge advantage using agentic AI compared with non-agentic AI (**54%** and **52%** respectively).
- The highest deflection rate was seen by companies with **50,001+** monthly tickets (**54%**).
- Companies with **5,001 - 10,000**, **50,001+**, and **1 - 1,000** monthly tickets all reported worse deflection rates with non-agentic AI than with no AI.

Monthly Ticket Volume	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
1 – 1,000	29%	27%	41%	30%
1,001 – 5,000	20%	36%	44%	32%
5,001 – 10,000	29%	27%	43%	33%
10,001 – 25,000	35%	37%	38%	37%
25,001 – 50,000	31%	33%	37%	34%
50,001 +	37%	35%	54%	43%
Total Average	28%	33%	44%	34%

2025 Forethought AI in CX Benchmark Report

How are deflections trending by current ticket volume headcount? The busier support teams are, the more likely they are to see improving deflection rates.

- **60%** of companies with **50,001+** monthly tickets reported a rising deflection rate, while only **2%** said that it was going down.
- Only **38%** of companies with **1 - 1,000** monthly tickets said that deflections were increasing.
- Companies with **5,001 - 10,000** and **25,001 - 50,000** were the most likely to say that deflections were way up (**12%** and **16%** respectively).
- Companies with **1,001 - 5,000**, **5,001 - 10,000**, and **25,001 - 50,000** were the most likely to say that deflections were going down (**9%**, **8%**, and **8%** respectively).

How Is Your Deflection Rate Trending?

Monthly Ticket Volume	Way Better	Better	Flat	Worse	Way Worse	Total
1 – 1,000	5%	33%	59%	3%	–	100%
1,001 – 5,000	8%	36%	47%	9%	–	100%
5,001 – 10,000	12%	38%	43%	8%	–	100%
10,001 – 25,000	8%	43%	44%	5%	–	100%
25,001 – 50,000	16%	29%	47%	8%	–	100%
50,001 +	8%	52%	38%	2%	–	100%
Total	9%	38%	47%	6%	–	100%

Companies with ticket volumes in the middle of our survey range were the most likely to say that AI was making their deflection rate worse.

- **85%** of companies with **25,001 - 50,000** monthly tickets said that AI was improving their deflection rate, including **33%** who said the impact was highly positive.
- Only **61%** of companies with **5,001 - 10,000** monthly tickets credited AI with a positive impact on deflections, while **17%** said it was making the rate worse. **10%** of companies with **10,001 - 25,000** monthly tickets said that AI had a negative impact on their deflection rate.

What Impact Did AI Have On Your Deflection Rate?

Monthly Ticket Volume	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
1 – 1,000	33%	44%	22%	–	–	100%
1,001 – 5,000	15%	63%	17%	4%	–	100%
5,001 – 10,000	21%	40%	21%	15%	2%	100%
10,001 – 25,000	10%	58%	23%	10%	–	100%
25,001 – 50,000	33%	52%	10%	5%	–	100%
50,001 +	14%	60%	26%	–	–	100%
Total	19%	54%	20%	7%	1%	100%

CSAT

Agentic AI outperformed non-agentic AI on CSAT for companies at all ticket volumes.

- The highest CSAT, **88%**, was achieved by companies with **5,001 - 10,000** monthly tickets using **agentic AI**. These were also the companies for whom **agentic AI** showed the greatest advantage over non-agentic AI (**14%**).

- Among companies with **1 - 1,000** monthly tickets, **non-agentic AI** correlated with a CSAT **5%** lower than for those not using AI.

Monthly Ticket Volume	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
1 – 1,000	82%	73%	78%	80%
1,001 – 5,000	83%	85%	86%	84%
5,001 – 10,000	83%	77%	88%	83%
10,001 – 25,000	72%	79%	80%	77%
25,001 – 50,000	67%	76%	84%	76%
50,001 +	66%	81%	81%	77%
Total Average	79%	80%	84%	80%

2025 Forethought AI in CX Benchmark Report

Companies with flat or slightly declining ticket volumes had the highest CSAT. Those with the highest and lowest ticket volume trends got the biggest lift from using agentic AI.

- The highest CSAT was achieved by companies using **agentic AI** whose monthly ticket volume was trending **flat** (**88**) or **lower** (**89**).

- The greatest advantage for **agentic AI** over non-agentic AI was seen by companies whose monthly ticket volume was trending **way higher** (**31%**) or **way lower** (**37%**).

How is Your CSAT Trending Based On Monthly Ticket Volume?

Monthly Ticket Volume Trending	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Way Higher	70%	61%	80%	69%
Higher	82%	82%	80%	81%
Flat	77%	81%	88%	80%
Lower	81%	76%	89%	82%
Way Lower	83%	62%	85%	74%
Total Average	79%	80%	84%	80%

2025 Forethought AI in CX Benchmark Report

Companies with the highest monthly ticket volumes had the worst CSAT trend, but those with slightly lower volumes had the best.

- **63%** of companies with **25,001 - 50,000** monthly tickets said that their CSAT was getting better, including **14%** who said it was getting way better. **63%** of those with **10,001 - 25,000** also said that their CSAT was improving.

- Only **50%** of companies with **50,001+** monthly tickets reported a positive CSAT trend, while **10%** said it was getting worse.

How is Your CSAT Trending?

Monthly Ticket Volume	Way Better	Better	Flat	Worse	Way Worse	Total
1 – 1,000	12%	40%	39%	6%	3%	100%
1,001 – 5,000	8%	53%	34%	6%	–	100%
5,001 – 10,000	7%	51%	35%	6%	1%	100%
10,001 – 25,000	6%	57%	32%	2%	4%	100%
25,001 – 50,000	14%	49%	35%	–	3%	100%
50,001 +	2%	48%	40%	8%	2%	100%
Total	8%	50%	35%	5%	2%	100%

2025 Forethought AI in CX Benchmark Report

Companies with the highest and the lowest monthly ticket volumes were the most likely to say that AI was improving their CSAT, though the differences across cohorts were moderate.

- **62%** of companies with **50,001+** monthly tickets said that AI was improving their CSAT. So did **57%** of companies with **1 - 1,000** monthly tickets.

- Only **53%** of companies with **10,001 - 25,000** monthly tickets said that AI was improving their CSAT, while **12%** said it was making the score worse.

What Impact Did AI Have On Your CSAT?

Monthly Ticket Volume	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
1 – 1,000	14%	43%	36%	7%	–	100%
1,001 – 5,000	8%	45%	45%	3%	–	100%
5,001 – 10,000	9%	45%	36%	9%	–	100%
10,001 – 25,000	6%	47%	34%	9%	3%	100%
25,001 – 50,000	5%	50%	45%	–	–	100%
50,001 +	6%	56%	35%	3%	–	100%
Total	8%	48%	39%	5%	1%	100%

2025 Forethought AI in CX Benchmark Report

Cost Per Resolution

Agentic AI correlated with lower resolution costs than non-agentic AI across all ticket volumes, with the greatest advantage seen by companies with the lowest volume.

- The lowest cost per resolution, **$12**, was reported by companies with **1,001 - 5,000** monthly tickets using **agentic AI**.

- The cost advantage of agentic AI over non-agentic AI ranged from **17%** for companies with **10,001 - 25,000** monthly tickets to **30%** for those with **1 - 1,000** monthly tickets.

- Among companies with **1 - 1,000** monthly tickets, **non-agentic AI** correlated with a cost per resolution **43%** higher than for those not using AI. Among companies with **25,001 - 50,000** monthly tickets, resolution costs were **36%** higher with **non-agentic AI** than with no AI.

Monthly Ticket Volume	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
1 – 1,000	$14	$20	$14	$15
1,001 – 5,000	$15	$15	$12	$15
5,001 – 10,000	$19	$18	$15	$17
10,001 – 25,000	$16	$16	$14	$16
25,001 – 50,000	$14	$19	$15	$16
50,001 +	$18	$14	$10	$14
Total Average	$16	$17	$13	$15

Companies with the steepest ticket volume trends, either upward or downward, saw higher resolution costs with agentic AI than with non-agentic AI.

- Companies whose monthly ticket volume was trending **way lower** had a resolution cost **90%** higher with **agentic AI** than with either non-agentic AI or no AI.
- Companies whose monthly ticket volume was trending **way higher** had a **44%** higher cost per resolution with **agentic AI** than with non-agentic AI.
- The greatest cost advantage for **agentic AI** over non-agentic AI was seen by companies whose monthly ticket volume was trending **higher** (**25%**) or flat (**24%**).

How is Your Cost Per Resolution Trending Based On Monthly Ticket Volume?

Monthly Ticket Volume Trending	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Way Higher	$12	$9	$13	$11
Higher	$19	$16	$12	$16
Flat	$16	$17	$13	$16
Lower	$6	$19	$16	$15
Way Lower	$10	$10	$19	$11
Total Average	$16	$17	$13	$15

Companies with the lowest monthly ticket volumes had the worst trend in cost per resolution. Those at the higher end of the volume range tended to do better, though many in these cohorts were also doing worse.

- **52%** of companies with **5,001 - 10,000** monthly tickets said that their cost per resolution was trending down, though **13%** said that costs were getting higher.

- **47%** of those with **50,000+** monthly tickets saw their cost per resolution improving, but for **16%** of them it was getting worse.

- Only **34%** of companies with **1 - 1,000** monthly tickets reported a positive CSAT trend, while **10%** said it was getting worse.

How is Your Cost Per Resolution Trending?

Monthly Ticket Volume	Way Better	Better	Flat	Worse	Way Worse	Total
1 – 1,000	7%	27%	65%	1%	–	100%
1,001 – 5,000	3%	34%	55%	6%	1%	100%
5,001 – 10,000	8%	44%	34%	13%	–	100%
10,001 – 25,000	7%	33%	50%	7%	2%	100%
25,001 – 50,000	3%	43%	43%	11%	–	100%
50,001 +	4%	43%	37%	14%	2%	100%
Total	6%	37%	48%	9%	1%	100%

2025 Forethought AI in CX Benchmark Report

Companies with the highest monthly ticket volume were the most likely to say that AI was improving their cost per resolution—much more so than the lowest-volume companies.

- **81%** of companies with **10,001 - 25,000** monthly tickets said that AI was improving their cost per resolution. So did **66%** of companies with **50,001+** monthly tickets, including **17%** who called the impact highly positive.

- Only **50%** of companies with **1 - 1,000** monthly tickets said that AI was improving their cost per resolution. **13%** said it was making costs worse.

What Impact Did AI Have On Your CSAT?

Monthly Ticket Volume	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
1 – 1,000	25%	25%	38%	13%	–	100%
1,001 – 5,000	6%	53%	39%	2%	–	100%
5,001 – 10,000	21%	38%	27%	15%	–	100%
10,001 – 25,000	–	61%	32%	6%	–	100%
25,001 – 50,000	10%	71%	10%	10%	–	100%
50,001 +	17%	49%	31%	3%	–	100%
Total	13%	50%	31%	8%	–	100%

Customer Retention

Companies reported a higher customer retention rate with agentic AI than with no AI for all but the lowest ticket volumes.

- For companies with **25,001 - 50,000** monthly tickets, agentic AI correlated with a customer retention rate 18% higher than for those using non-agentic AI.
- Only companies with **1 - 1,000** monthly tickets saw lower retention rates with agentic AI than with non-agentic AI (**6%** lower).
- Companies with **25,001 - 50,000** monthly tickets saw **11%** lower retention with **non-agentic AI** than with no AI.

Monthly Ticket Volume	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
1 – 1,000	72%	73%	68%	72%
1,001 – 5,000	72%	82%	78%	77%
5,001 – 10,000	71%	77%	77%	75%
10,001 – 25,000	66%	74%	68%	70%
25,001 – 50,000	64%	57%	67%	63%
50,001 +	59%	60%	81%	67%
Total Average	69%	73%	75%	72%

Companies with a flat trend in ticket volume saw the highest customer retention rate, while those whose volume was trending way lower reported the biggest advantage for using agentic AI rather than either non-agentic AI or no AI.

- The highest customer retention was achieved by companies using **agentic AI** whose monthly ticket volume was trending **flat** (**81**).

- Companies whose ticket volume was trending **way lower** saw a **19%** better customer retention rate with **agentic AI** than with non-agentic AI, and **119%** better than with no AI.

How is Your Customer Retention Trending Based On Monthly Ticket Volume?

Monthly Ticket Volume Trending	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Way Higher	68%	42%	47%	56%
Higher	69%	79%	76%	74%
Flat	72%	72%	81%	73%
Lower	67%	68%	73%	70%
Way Lower	32%	59%	70%	49%
Total Average	69%	73%	75%	72%

2025 Forethought AI in CX Benchmark Report

Companies with the highest and lowest monthly ticket volumes were the least likely to report a positive trend in customer retention.

- Only **32%** of companies with **25,001 - 50,000** monthly tickets said that their customer retention rate was getting better, as did 3**5%** of those with **1 - 1,000** and **37%** of those with **50,001+**.

- **50%** of companies with **1,001 - 5,000** monthly tickets reported a positive customer retention trend.

How is Your Customer Retention Trending?

Monthly Ticket Volume	Way Better	Better	Flat	Worse	Way Worse	Total
1 – 1,000	13%	22%	49%	15%	1%	100%
1,001 – 5,000	4%	46%	38%	11%	–	100%
5,001 – 10,000	7%	40%	41%	12%	–	100%
10,001 – 25,000	9%	32%	53%	6%	–	100%
25,001 – 50,000	5%	27%	59%	8%	–	100%
50,001 +	4%	33%	50%	13%	–	100%
Total	7%	35%	46%	11%	0%	100%

Companies at most monthly ticket volumes fell within a relatively narrow range of responses on AI impact on customer retention—with one notable exception.

- **52%** of companies with **1,001 - 25,000** monthly tickets said that AI was improving their customer retention rate.
- Only **27%** of companies with **25,001 - 50,000** monthly tickets said that AI was increasing customer retention, though only **4%** said it was making their rate worse.

What Impact Did AI Have On Your Customer Retention?

Monthly Ticket Volume	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
1 – 1,000	19%	30%	52%	–	–	100%
1,001 – 5,000	5%	47%	48%	–	–	100%
5,001 – 10,000	11%	41%	44%	2%	2%	100%
10,001 – 25,000	–	52%	48%	–	–	100%
25,001 – 50,000	4%	23%	69%	4%	–	100%
50,001 +	13%	35%	45%	6%	–	100%
Total	8%	40%	50%	2%	0%	100%

Benchmarks by AI Adoption

Deflection Rate

Unsurprisingly, companies that have adopted AI for CX are seeing generally better results. On the other hand, more than one-third of these respondents were seeing either a flat or negative trend. There could be many reasons for this, not all related to the AI itself, but it makes an important point: if you're going to invest in AI for CX, you should expect to see at least some level of improvement.

- **62%** of companies **using AI for CX** saw a positive trend in deflection rate, including **14%** who said it was way better. But **38%** of these companies were flat or getting worse.
- Only **28%** of those **not using AI for CX** were moving in the right direction, while **71%** were flat or getting worse.

How Is Your Deflection Rate Trending?

	Way Better	Better	Flat	Worse	Way Worse	Total
Not Using AI	5%	23%	64%	7%	–	100%
Using AI	14%	48%	33%	5%	–	100%
Total	10%	38%	47%	6%	–	100%

2025 Forethought AI in CX Benchmark Report

CSAT

Here too, we see AI delivering an advantage. This is to be expected. Even if an AI system can't solve the customer's problem, this alone should help improve satisfaction. On the other hand, this finding is far from universal, with more than a third of AI adopters failing to move the needle on this key metric. This could be due to various reasons, including companies implementing a less impactful AI solution.

- **65%** of companies **using AI for CX** saw a positive trend in CSAT, though nearly half as many were flat.
- Only **49%** of companies **not using AI for CX** saw a positive trend in CSAT.

This year's slight decline in satisfaction for non-AI companies reinforces a growing competitive risk in delaying AI investment.

How Is Your CSAT Trending?

	Way Better	Better	Flat	Worse	Way Worse	Total
Not Using AI	8%	41%	44%	4%	3%	100%
Using AI	8%	57%	29%	6%	1%	100%
Total	8%	50%	36%	5%	2%	100%

2025 Forethought AI in CX Benchmark Report

Cost Per Resolution

A majority of respondents report that AI has improved their cost of resolution, though some have seen the opposite. This is likely a result of either a poor solution or an ineffective implementation. At least in the former case, we should expect solution quality to become less of an issue as the worst systems fail to survive in the market.

Not every company prioritizes cost, of course. AI for CX initiatives typically address three criteria in varying priorities: quality of experience, issue resolution coverage, and cost. In the past, reducing cost has required companies to sacrifice quality of experience or issue resolution coverage. For example, RAG-based AI can provide a high-quality experience at a reasonable cost, but only by sacrificing comprehensive issue coverage.

These tradeoffs are becoming less necessary. As we'll explore below, agentic AI can deliver an equal or better experience with an equal or better cost profile, while achieving a higher customer satisfaction score.

- **52%** of companies **using AI for CX** have seen resolution costs improve, compared with **10%** who have seen higher costs.
- Of those **not using AI for CX**, only **31%** have seen improving cost per resolution.

While many companies saw costs trend downward, average resolution costs can be influenced by a variety of factors such as ticket complexity and automation coverage.

How Is Your Cost Per Resolution Trending?

	Way Better	Better	Flat	Worse	Way Worse	Total
Not Using AI	2%	29%	60%	8%	1%	100%
Using AI	8%	44%	38%	10%	–	100%
Total	6%	37%	47%	9%	1%	100%

2025 Forethought AI in CX Benchmark Report

Customer Retention

11% of AI adopters reported declining retention, suggesting that AI's benefits depend on thoughtful implementation—not just presence. In the following sections, we'll see nuances that may account for these different experiences. There is considerable variation in the results achieved through different automation types, solution types, training data, and so on. The companies seeing declining retention may be making a series of sub-optimal choices that add up to a worst-case outcome.
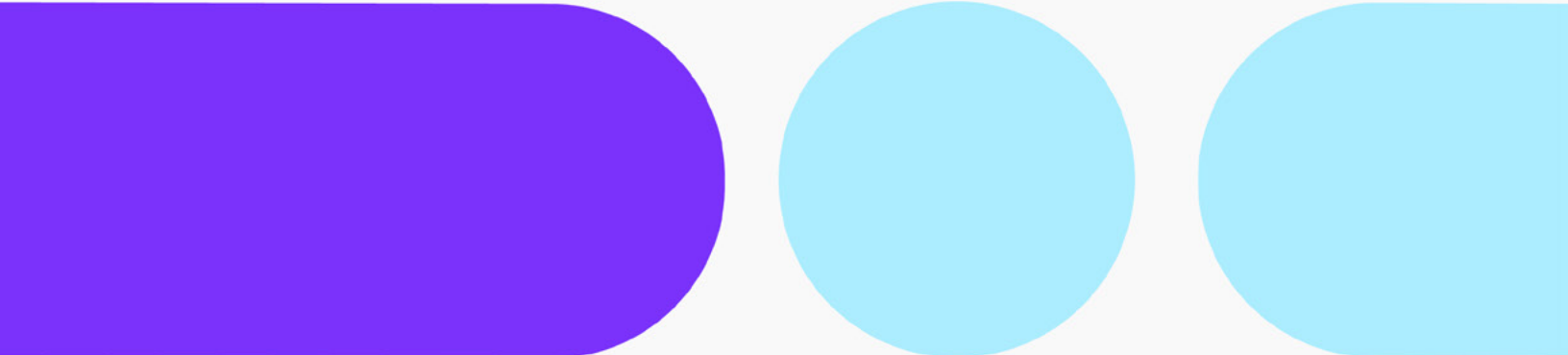
- **47%** of companies **using AI for CX** saw a positive trend in customer retention, though **11%** saw a decline.
- **37%** of companies **not using AI for CX** saw an improvement; the majority were flat, at **52%**.

How Is Your Customer Retention Trending?

	Way Better	Better	Flat	Worse	Way Worse	Total
Not Using AI	7%	30%	52%	10%	–	100%
Using AI	8%	39%	42%	11%	0%	100%
Total	7%	35%	47%	11%	0%	100%

2025 Forethought AI in CX Benchmark Report

Benchmarks by AI Model Training Method

An AI model can be trained on many different types of data, with equally diverse results. For the benchmarks in this section, we compared the impact on key metrics of using a model trained with the company's own historic issue resolution and/or CRM data versus using a model trained with other data such as helpdesk articles and OpenAI data.

Deflection Rate

In last year's survey, companies that trained their model on their own internal data achieved a much higher deflection rate than those using other types of data. This year, that gap has nearly vanished.

- Companies training their AI model on **historic data** achieved a higher deflection rate of **39%**.

- Companies using AI but not training on historic data achieved a deflection rate of **36%**.

36%	AI Not Trained on Historic Data
39%	AI Trained on Historic Data
Average Deflection Rate	**38%**
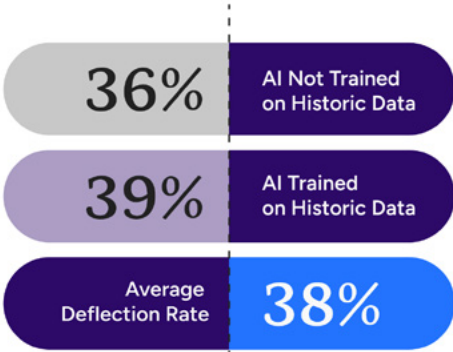
2025 Forethought AI in CX Benchmark Report

As observed in our 2024 report, historic data training remains a critical success driver—and the 2025 data shows that advantage deepening.

How Is Your Deflection Rate Trending?

	Way Better	Better	Flat	Worse	Way Worse	Total
Not Using AI	7%	43%	40%	10%	–	100%
Using AI	17%	52%	29%	2%	–	100%
Total	14%	49%	32%	5%	–	100%

2025 Forethought AI in CX Benchmark Report

The model training method you use is a key factor in the success of your AI adoption. Participants who used historic data were nearly twice as likely to report that AI had a highly positive impact on their deflection rate. Meanwhile, nearly one in five companies not using historic data found that AI made their deflection rate worse.

- 77% of companies training their AI on historic data reported that it had a positive impact on their deflection rate, including 22% who described the impact as highly positive.

- 65% of companies not using historic data for training saw a positive impact for AI, while 18% reported that the impact was negative.

What Impact Did AI Have On Your Deflection Rate?

	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
AI Not Trained on Historic Ticket Data	13%	52%	18%	16%	2%	100%
AI Trained on Historic Ticket Data	22%	55%	21%	3%	–	100%
Total	19%	54%	20%	7%	1%	100%

2025 Forethought AI in CX Benchmark Report

CSAT

Companies using historic data to train their AI achieved a CSAT nearly 10% higher than those using other types of data.

- Companies using **historic data** for training reported an average CSAT of **84%**.
- Companies not using historic CRM and support ticket data for training had a CSAT of **75**%.

75%	AI Not Trained on Historic Data
84%	AI Trained on Historic Data
Average CSAT	**81%**
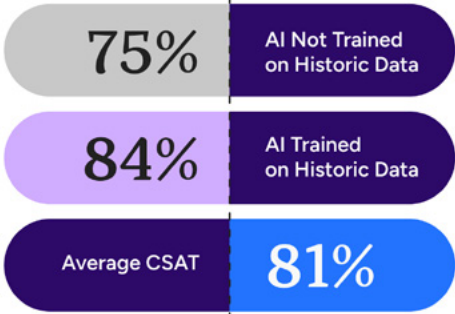
2025 Forethought AI in CX Benchmark Report

"Customer satisfaction is one of the most important metrics for any support team—but too often, it's treated as a lagging indicator instead of something we can actively influence. With a multi-agent, omnichannel agentic AI, we can finally close that gap by meeting customers where they are and resolving their issues from start to finish, without friction. When AI is truly capable of acting autonomously across channels and use cases, the result is not only faster resolutions, but interactions that feel personal, seamless, and helpful. That's what drives higher CSAT—and that's the future we're building at Forethought."

– Deon Nicholas, President & Co-founder, Forethought

To isolate the effect of training data type, we asked respondents how AI influenced CSAT specifically—independent of other variables like agent experience or ticket type.

- **56%** of those training on **historic data** saw a positive impact.
- **52%** of those training on other types of data saw a positive impact.

What Impact Did AI Have On Your CSAT?

	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
AI Not Trained on Historic Ticket Data	7%	45%	41%	7%	–	100%
AI Trained on Historic Ticket Data	8%	48%	37%	5%	1%	100%
Total	8%	47%	39%	6%	1%	100%

2025 Forethought AI in CX Benchmark Report

Cost Per Resolution

As in last year's report, AI trained on historic data has a lower average cost per resolution than public data. In fact, the difference is even greater this year, though cost with both approaches has also risen significantly.

- Companies using their own **historic data** for training saw an average cost per resolution of **$14.**
- Companies not using this type of data for training reported an average cost per resolution of **$18**.

$18	AI Not Trained on Historic Data
$14	AI Trained on Historic Data
Average Cost Per Resolution	$16

In addition to seeing a lower cost per resolution, companies training on historic data also reported a better monthly trend for this metric.

- **56%** of companies using their own **historic data** for training saw resolution costs improving, including **10%** who said the cost was trending way better.
- **46%** of companies using other types of data were moving in the right direction on resolution costs, while **16%** said they were trending worse.

How Is Your Monthly Cost Per Resolution Trending?

	Way Better	Better	Flat	Worse	Way Worse	Total
AI Not Trained on Historic Ticket Data	4%	42%	37%	16%	—	100%
AI Trained on Historic Ticket Data	10%	46%	36%	7%	1%	100%
Total	8%	45%	36%	10%	0%	100%

Asking companies to specifically evaluate the impact of AI on their cost per resolution showed a similarly positive correlation for historic data.

- **66%** of companies using their own **historic data** for training said that AI had a positive impact on their cost per resolution, including **13%** who called the impact highly positive.
- **52%** of companies using other types of data said that AI had a positive impact on cost per resolution, while **15%** said the impact was negative.

What Impact Did AI Have On Your Cost Per Resolution?

	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
AI Not Trained on Historic Ticket Data	10%	42%	34%	15%	—	100%
AI Trained on Historic Ticket Data	13%	53%	29%	5%	—	100%
Total	12%	49%	31%	8%	—	100%

Customer Retention

Next, we looked at the impact of training data types on customer retention. Overall, companies training on historic data reported slightly above-average retention.

- Companies using **historic data** for training had a retention rate of **76%**.

- Companies using other data types had a retention rate of **72%**.

72%	AI Not Trained on Historic Data
76%	AI Trained on Historic Data
Average Customer Retention Rate	**74%**
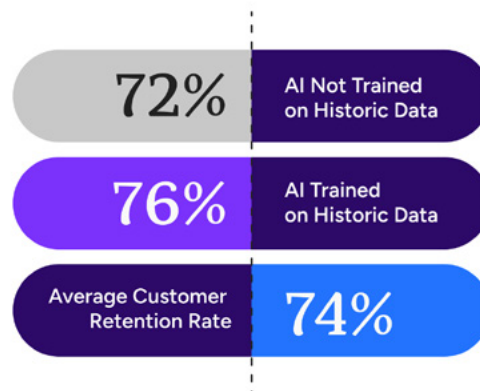
Companies training on historic data were more likely to report a positive trend in customer retention rate.

- **48%** of companies using **historic data** for training had a positive trend in customer retention.

- **40%** of companies using other types of data saw improving customer retention, but **16%** were trending in the opposite direction.

How Is Your Monthly Customer Retention Rate Trending?

	Way Better	Better	Flat	Worse	Way Worse	Total
AI Not Trained on Historic Ticket Data	9%	31%	43%	16%	–	100%
AI Trained on Historic Ticket Data	7%	41%	41%	10%	1%	100%
Total	8%	38%	42%	12%	1%	100%

Zeroing in on the specific impact of AI on customer retention, historic data once again outperformed other data types.

- 50% of companies using **historic data** for training said that AI had a positive impact on customer retention, while only **1%** saw a negative impact.

- Only **37%** of companies using other types of data said that AI had a positive impact on customer retention, and **7%** said the impact was negative.

> *"We plan to use AI more in 2025 to be more customer facing and linked to automation for repeatable, transactional tasks."*
>
> **– Chris,** Accor Plus

What Impact Did AI Have On Your Customer Retention Rate?

	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
AI Not Trained on Historic Ticket Data	5%	32%	56%	5%	2%	100%
AI Trained on Historic Ticket Data	7%	43%	49%	1%	–	100%
Total	7%	39%	51%	2%	1%	100%

Benchmarks by Automation Type

At a high level, there are three types of automation represented in our survey: decision trees, a basic form of AI using a flowchart-like structure; retrieval-augmented generation (RAG), a kind of generative AI (GenAI) that supplements a core large language model (LLM) with relevant external information; and agentic AI, which enables autonomous decision-making and can perform actions on the user's behalf. These types are not mutually exclusive; a company can use two or even all three at the same time.

The benchmarks in this section focus on the impact of agentic AI, regardless of whether participants used it by itself or in combination with other types of automation.

Deflection Rate

Agentic AI has a powerful impact on deflection rates. Companies using agentic were more than three times as likely to say that their rate was trending way better, while those who didn't use agentic AI were more than twice as likely to see a flat or negative trend.

- **73%** of companies using **agentic AI** said that their deflection rate was trending better, including **21%** who said it was getting way better. Only **3%** said that deflections were getting worse.

- **40%** of companies not using agentic AI were seeing a positive trend in deflection rate, while **7%** said that it was getting worse.

How Is Your Deflection Rate Trending?

	Way Better	Better	Flat	Worse	Way Worse	Total
Not Agentic	6%	34%	53%	7%	–	100%
Agentic	21%	52%	24%	3%	–	100%
Total	9%	38%	46%	6%	–	100%

2025 Forethought AI in CX Benchmark Report

While many factors can influence deflections, participants were clear about the difference made by agentic AI. A large majority attributed the effectiveness of their AI adoption specifically to this automation type.

- **82%** of companies using **agentic AI** said that AI had a positive impact on their deflections, including **27%** who called it highly positive.

- **64%** of companies not using agentic AI said that AI was improving their deflection rate, while **11%** said it was making deflections worse.

What Impact Did AI Have On Your Deflection Rate?

	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Not Agentic	12%	52%	25%	10%	1%	100%
Agentic	27%	55%	15%	2%	–	100%
Total	19%	54%	20%	7%	1%	100%

2025 Forethought AI in CX Benchmark Report

CSAT

Companies adopting AI for CX typically hope to maintain a consistent customer experience rather than seeing it go down—as was often the case with older chatbots. In that sense, both agentic and non-agentic AI can be considered successful. Only a small share of companies using either type saw CSAT declining—a trend that may have had other causes anyway. On the other hand, companies using agentic AI were significantly more likely to go beyond this baseline goal and actually improve their CSAT.

- **64%** of companies using **agentic AI** saw improving CSAT.
- **55%** of companies not using agentic AI reported a positive CSAT trend.

How Is Your CSAT Trending?

	Way Better	Better	Flat	Worse	Way Worse	Total
Not Agentic	7%	48%	37%	5%	2%	100%
Agentic	9%	55%	31%	3%	2%	100%
Total	8%	50%	36%	5%	2%	100%

2025 Forethought AI in CX Benchmark Report

Again, companies were clear about the connection between their automation type and their CSAT trend. Nearly two-thirds of companies using agentic AI said that it was improving their CSAT.

- **64%** of companies using **agentic AI** said that AI was improving their CSAT.
- **55%** of companies not using agentic AI said that AI had a positive impact on CSAT, while **7%** said it was making CSAT worse.

What Impact Did AI Have On Your CSAT?

	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Not Agentic	7%	43%	44%	6%	–	100%
Agentic	9%	54%	32%	5%	1%	100%
Total	8%	48%	39%	5%	1%	100%

2025 Forethought AI in CX Benchmark Report

Cost Per Resolution

The importance of automation type stands out especially clearly in cost per resolution. Companies using agentic AI were highly likely to see these costs trending lower. Those not using agentic AI most often reported either flat or worsening costs.

- **63%** of companies using **agentic AI** saw resolution costs improving, including **11%** who said the cost was trending way better.

- **62%** of companies not using agentic AI said that resolution costs were flat or growing.

How Is Your Cost Per Resolution Trending?

	Way Better	Better	Flat	Worse	Way Worse	Total
Not Agentic	4%	33%	53%	8%	1%	100%
Agentic	11%	52%	28%	10%	–	100%
Total	6%	38%	47%	9%	1%	100%

2025 Forethought AI in CX Benchmark Report

Here too, companies using agentic AI were much more likely to attribute an improving metric to their AI adoption. Almost three-quarters of companies using agentic AI said that it was improving their cost per resolution. More than half of those not using agentic AI said that AI had either no impact or a negative one on costs.

- **72%** of companies using **agentic AI** said that AI was having a positive impact on cost per resolution, including 16% who called the impact highly positive.

- **51%** of those not using agentic AI said that AI was failing to improve their cost per resolution, including **8%** who said that it was making costs worse.

What Impact Did AI Have On Your Cost Per Resolution?

	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Not Agentic	8%	41%	43%	7%	1%	100%
Agentic	16%	56%	25%	3%	–	100%
Total	11%	46%	37%	6%	0%	100%

2025 Forethought AI in CX Benchmark Report

Customer Retention

Customer loyalty can be hard to attribute; customer experience is only one of many factors that can lead to a defection. As a rule, though, companies using agentic AI were more likely to report a positive trend in customer retention rate.

- **50%** of companies using **agentic AI** said that customer retention was getting better.
- **59%** of companies not using agentic AI saw a flat or negative trend in customer retention.

How Is Your Customer Retention Trending?

	Way Better	Better	Flat	Worse	Way Worse	Total
Not Agentic	7%	34%	47%	12%	–	100%
Agentic	7%	43%	40%	9%	1%	100%
Total	7%	36%	46%	11%	0%	100%

2025 Forethought AI in CX Benchmark Report

Asked about the impact of AI on this trend, participants provided clearer insight. Those using agentic AI were a dozen percentage points more likely to say that AI was improving their customer retention rate.

- **54%** of companies using **agentic AI** said that it was improving their customer retention rate, including **9%** who called the impact highly positive.
- **42%** of those not using agentic AI reported a positive impact of AI on customer retention.

What Impact Did AI Have On Your Customer Retention?

	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Not Agentic	6%	36%	55%	3%	–	100%
Agentic	9%	45%	43%	1%	1%	100%
Total	7%	40%	50%	2%	1%	100%

2025 Forethought AI in CX Benchmark Report

Benchmarks by AI Solution Type

Companies adopting AI for CX have options. They can use a vendor add-on to their existing helpdesk solution, deploy a dedicated AI platform designed specifically to support CX use cases, or develop their own AI capabilities in-house. These benchmarks explore the difference each choice can make.

Deflection Rate

This chart looks at the deflection rates achieved by companies using each of the three AI solution types, further broken down by the type of AI automation used, if any. Overall, the highest deflection rate is achieved by companies using a dedicated AI platform with agentic AI capabilities. Interestingly, while there are currently no helpdesk add-ons with agentic AI, companies building their own AI solution with agentic capabilities were able to achieve a respectable rate of deflections—though such a project can be quite expensive.

- Companies using a **dedicated AI platform with agentic AI capabilities** reported the highest deflection rate of 46%.
- Companies that **built their own** AI for CX solution achieved a **37%** deflection rate, compared with **32%** for in-house solutions without agentic AI.
- **Helpdesk add-ons**, which lack agentic AI capabilities, yielded a **38%** deflection rate.

AI Solution Type	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Add-On From Helpdesk	–	38%	–	38%
Dedicated AI Platform	20%	25%	46%	41%
In-House Built	–	32%	37%	34%
Total Average	20%	33%	44%	38%

2025 Forethought AI in CX Benchmark Report

Most companies using a dedicated AI platform saw their deflection rate improving. Companies using helpdesk add-ons saw moderate improvement, while in-house built solutions were correlated with flat or worsening deflections.

- **79%** of companies using a **dedicated AI platform** said that deflections were improving. **21%** said they were way better—three times as many as those using helpdesk add-ons.
- **56%** of companies using a **helpdesk add-on** saw a positive trend in deflections.
- **55%** of companies that **built their own** AI for CX solutions reported flat or declining deflections.

Compared with the results of our 2024 survey, customers of all solution types were more likely to report improving deflections than they were last year. While a quarter or more of companies using helpdesk add-ons or in-house solutions saw worsening deflection rates in 2024, this year's report found a much smaller number of each moving in the wrong direction. Still, the ranking of effectiveness remains constant: dedicated AI platforms first, followed by helpdesk add-ons, with in-house solutions least likely to deliver an improvement.

How Is Your Deflection Rate Trending?

AI Solution Type	Way Better	Better	Flat	Worse	Way Worse	Total
Add-On From Helpdesk	11%	45%	43%	2%	—	100%
Dedicated AI Platform	21%	58%	19%	3%	—	100%
In-House Built	7%	38%	45%	10%	—	100%
Total	14%	49%	32%	5%	—	100%

2025 Forethought AI in CX Benchmark Report

Asked specifically about the impact of AI on their deflection rate, companies using helpdesk add-ons or in-house solutions were at least four times more likely to report a negative impact than those using a dedicated AI platform.

- **82%** of companies using a **dedicated AI platform** said that AI was improving their deflection rate; only **2%** said that the impact was negative.
- **77%** of companies using a **helpdesk add-on** said that AI was improving deflections, but **10%** said it was making the rate worse.
- 64% of companies using **in-house solutions** reported a positive impact—while **14%** said that AI had a negative impact on their deflection rate.

What Impact Did AI Have On Your Deflection Rate?

AI Solution Type	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Add-On From Helpdesk	16%	51%	22%	8%	2%	100%
Dedicated AI Platform	27%	55%	16%	2%	—	100%
In-House Built	8%	56%	22%	14%	—	100%
Total	19%	54%	19%	7%	1%	100%

2025 Forethought AI in CX Benchmark Report

CSAT

Here, we break down CSAT by both AI solution type and automation type. In general, dedicated AI platforms and agentic AI both correlate with higher scores.

- Companies using a **dedicated AI platform** reported a CSAT of **84%** with **agentic AI** or **85%** without agentic AI.
- Companies using either an **in-house solution** or **helpdesk add-on** without agentic AI had a CSAT of **78%**.
- Companies using an **in-house solution** with agentic AI had a CSAT of **83%**.

AI Solution Type	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Add-On From Helpdesk	–	78%	–	78%
Dedicated AI Platform	65%	85%	84%	84%
In-House Built	–	78%	83%	80%
Total Average	65%	80%	84%	81%

2025 Forethought AI in CX Benchmark Report

The trend in CSAT was relatively consistent across all solution types.

- The percentage of respondents reporting a positive trend in CSAT ranged from **53%** for companies using a **dedicated AI platform** or **in-house solution** to **56%** for those using a **helpdesk add-on**.
- Compared with our 2024 survey, which found similarly consistent CSAT trends for each solution type, this year's respondents reported a better CSAT trend across the board.

How Is Your CSAT Trending?

AI Solution Type	Way Better	Better	Flat	Worse	Way Worse	Total
Add-On From Helpdesk	9%	57%	32%	2%	–	100%
Dedicated AI Platform	7%	56%	30%	7%	–	100%
In-House Built	8%	55%	25%	8%	3%	100%
Total	8%	56%	29%	6%	1%	100%

2025 Forethought AI in CX Benchmark Report

Asked specifically about the impact of AI on their CSAT, companies using a dedicated AI platform were somewhat more likely to say that it had been positive or highly positive.

- **57%** of companies using a **dedicated AI platform** said AI was improving their CSAT, including **9%** who called the impact highly positive.
- **56%** of companies using an **in-house solution** saw a positive impact on their CSAT.
- **52%** of companies using a **helpdesk add-on** said that it was improving their CSAT.

What Impact Did AI Have On Your CSAT?

AI Solution Type	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Add-On From Helpdesk	6%	46%	40%	8%	–	100%
Dedicated AI Platform	9%	48%	36%	6%	–	100%
In-House Built	8%	48%	40%	2%	2%	100%
Total	8%	47%	39%	6%	1%	100%

2025 Forethought AI in CX Benchmark Report

Cost Per Resolution

While the overall average cost per resolution across our respondent set was $15, the type of solution and automation used made a big difference. In general, dedicated AI platforms and agentic AI were both correlated with lower costs; combining these two led to the lowest average cost.

- Companies using a **dedicated AI platform with agentic AI** had an average resolution cost of **$13**, compared with **$18** for companies not using AI for CX.
- Companies using an **in-house solution** with **agentic AI** capabilities had the second-lowest average cost per resolution of **$14**.
- Using **agentic AI** with either a **dedicated AI platform** or an **in-house solution** cut average resolution costs by **$4**, a more than 20% reduction.

AI Solution Type	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Add-On From Helpdesk	–	$16	–	$16
Dedicated AI Platform	$18	$17	$13	$14
In-House Built	–	$18	$14	$17
Total Average	$18	$17	$13	$15

2025 Forethought AI in CX Benchmark Report

- Companies using a dedicated AI platform were much more likely than other solution types to see resolution costs go down. Nearly a quarter of those using an in-house solution saw costs rise.
- **61%** of companies using a **dedicated AI platform** said that resolution costs were getting lower, including **11%** who said they were trending way better.
- Only **43%** of companies using a **helpdesk add-on** reported a downward trend in cost, while **7%** said costs were getting worse.
- **50%** of companies using an **in-house solution** saw improving resolution costs—but **23%** said that costs were trending upward.

How Is Your Cost Per Resolution Trending?

AI Solution Type	Way Better	Better	Flat	Worse	Way Worse	Total
Add-On From Helpdesk	9%	34%	50%	5%	2%	100%
Dedicated AI Platform	11%	50%	35%	4%	–	100%
In-House Built	5%	45%	27%	23%	–	100%
Total	9%	44%	36%	10%	1%	100%

2025 Forethought AI in CX Benchmark Report

A majority of respondents across all solution types felt that AI had improved their cost per resolution, with dedicated platforms and helpdesk add-ons viewed this way by nearly two-thirds of companies.

- **65%** of companies using a **dedicated AI platform** said that AI had improved their cost per resolution, including **17%** who said the impact was highly positive.
- **65%** of companies using a **helpdesk add-on** said that AI had lowered their resolution cost, including **12%** who said the impact was highly positive.
- **52%** of companies using an **in-house solution** said that AI had a positive impact on their resolution cost, though **18%** said that it had driven the cost higher.

What Impact Did AI Have On Your Cost Per Resolution?

AI Solution Type	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Add-On From Helpdesk	12%	53%	33%	2%	–	100%
Dedicated AI Platform	17%	48%	30%	5%	–	100%
In-House Built	5%	47%	30%	18%	–	100%
Total	12%	49%	31%	8%	–	100%

2025 Forethought AI in CX Benchmark Report

Customer Retention

It can seem counterintuitive that customer retention is highest for companies not using AI for CX, especially in light of the improvements AI has been seen to deliver for other metrics. It may be that the companies with lower retention are most motivated to adopt AI for CX in order to improve their customer experience functions. In any case, for companies that do adopt AI, the data here shows a clear advantage for dedicated platforms over other solution types.

- Companies using a **dedicated AI platform** have an overall customer retention rate of **79%**.

- Companies using **helpdesk add-ons** and in-house solutions both have a customer retention rate of **71%**.

AI Solution Type	Not Using AI	Not Using Agentic AI	Using Agentic AI	Total Average
Add-On From Helpdesk	–	71%	–	71%
Dedicated AI Platform	85%	82%	78%	79%
In-House Built	–	73%	67%	71%
Total Average	85%	74%	75%	74%

2025 Forethought AI in CX Benchmark Report

The trend in customer retention shows a similar preference for dedicated platforms.

- **50%** of companies using a **dedicated AI platform** said that their customer retention rate was improving.

- **46%** of those using a **helpdesk add-on** reported improving customer retention.

- **38%** of those using an **in-house solution** reported a positive customer retention trend, though **17%** said retention was getting worse.

How Is Your Customer Retention Trending?

AI Solution Type	Way Better	Better	Flat	Worse	Way Worse	Total
Add-On From Helpdesk	16%	30%	43%	11%	–	100%
Dedicated AI Platform	4%	46%	39%	9%	1%	100%
In-House Built	5%	33%	45%	17%	–	100%
Total	8%	38%	42%	12%	0%	100%

2025 Forethought AI in CX Benchmark Report

Focusing on the impact of AI on customer retention, participants gave relatively consistent responses across solution types, though companies using in-house solutions were most likely to report a negative impact.

- **47%** of companies using a **dedicated AI platform** said that AI was improving their customer retention rate.
- **45%** of those using a **helpdesk add-on** saw a positive impact on customer retention.
- **45%** of those using an **in-house solution** reported a positive impact on customer retention, though **4%** said it was making retention worse.

What Impact Did AI Have On Your Customer Retention?

AI Solution Type	Highly Positive	Positive	Flat	Negative	Highly Negative	Total
Add-On From Helpdesk	11%	34%	53%	2%	–	100%
Dedicated AI Platform	5%	42%	49%	3%	–	100%
In-House Built	6%	39%	51%	2%	2%	100%
Total	7%	39%	51%	2%	1%	100%

2025 Forethought AI in CX Benchmark Report

"Customer retention is ultimately about trust, consistency, and value—and AI helps us deliver on all three. By leveraging AI, we can personalize interactions at scale, reduce friction in the support experience, and resolve issues before they escalate. It's not just about solving problems quickly—it's about showing customers that we understand their needs and are committed to meeting them every time. When done right, AI empowers CX teams to build deeper, more meaningful relationships that keep customers coming back."

– Lindsay Fifield
Director of Customer Success, Forethought

AI for CX
Adoption
& Channels

AI Crosses the Tipping Point—Fast

With 57% of respondents now using AI for CX, we've clearly entered the mainstream phase of adoption. What's especially striking is how fast the AI has swept the field, with most companies adopting the technology within the last year. This surge gives us a clearer picture of the typical progression of use cases.

Many businesses begin with AI chat agents, targeting what most companies see as their most important channel. Customers are widely familiar and comfortable with these chatbots, so they offer a smooth, low-risk path to adoption. Email, with its longer and more detailed content format, has traditionally been more complex to handle. However, advancements in AI capabilities are making it increasingly effective in understanding and responding to customer emails with accuracy, efficiency, and empathy.

As companies grow more comfortable with AI for CX, many are already moving confidently to voice. AI voice agents are becoming easier to build and better able to deliver a high-quality experience. Crucially, voice is also the preferred channel of customers who want to resolve issues faster—so adoption here can greatly expand the value of AI for CX organizations.

Of course, no one channel will completely take over CX. Older customers tend to prefer voice, while younger generations favor short-form chat. Email is the best suited for describing complex problems. And as AI improves response times and deflection rates across all channels, users of all backgrounds may change their own CX habits. If you know you'll get a call answered quickly and handled well, you may come to favor that experience over text-based channels—especially as voice interfaces become more common across all types of consumer apps.

The 2025 AI in CX Benchmark Report offers a snapshot of adoption today. What we'll see a year from now remains to be seen—but it's a safe bet that the trends emerging to date will only accelerate as we move forward.

"We have seen a significant impact on deflection rate, customer and employee satisfaction."

— Hazeem
Automation Anywhere

AI for CX Adoption

AI for CX adoption is spreading fast, now reaching a clear majority of companies. Most of them only got started recently. Of those now using AI for CX, a quarter began just within the last six months, and nearly two-thirds did so since this time last year. Only 13% of the companies using AI for CX have been doing so for more than two years.

Are You Currently Using AI For Customer Support?

Yes
57%

No
43%
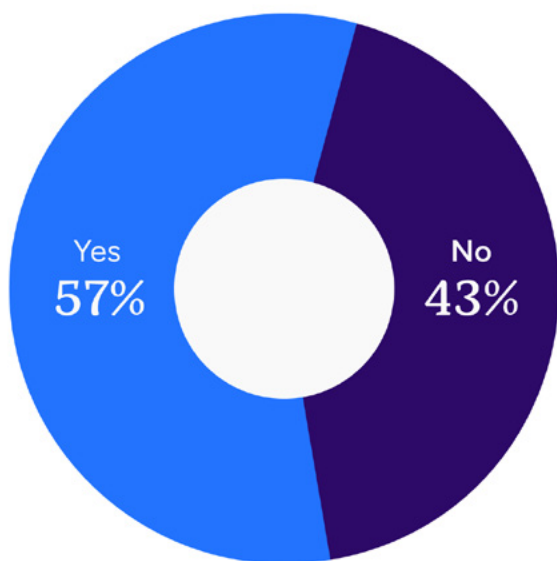
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AI For CX Adoption & Channels: Adoption

<6 Months
25%

6 Months - 1 Year
37%

1-2 Years
37%

2-5 Years
37%

>5 Years
37%
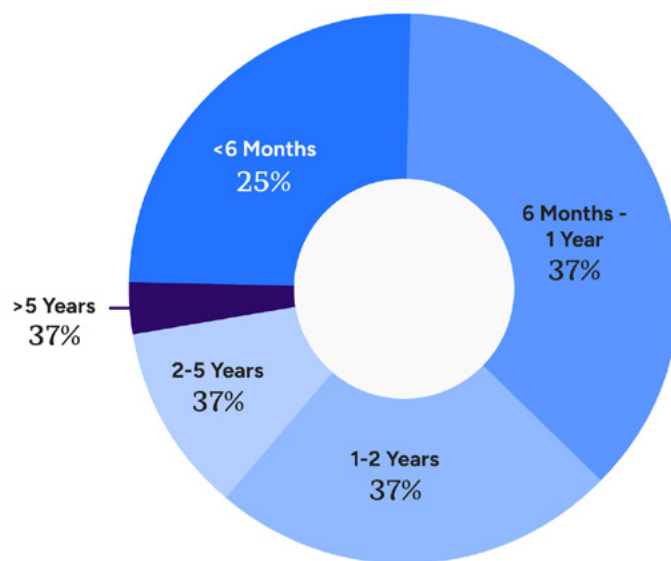
2025 Forethought AI in CX Benchmark Report

"Since deploying our AI agent, Scout, our users have been able to get a wide range of questions answered. The CSAT scores for fully automated chats are as good or better than those with human agents, due to the speed at which their questions are addressed. While we were excited going into this project, since launching it has become clear that we vastly underestimated the potential impact of this transformative technology."

– Brian Johnson, VP of Support Operations, Fetch

Adoption by Most Critical Channel

Chat holds a clear lead as the channel companies most often call their most critical, but still short of a majority. In fact, 20% of those currently using AI for CX consider voice their most important channel —a clear sign of the market potential for AI voice agents.

Chat 46%
Email 29%
Voice 20%
SMS 5%
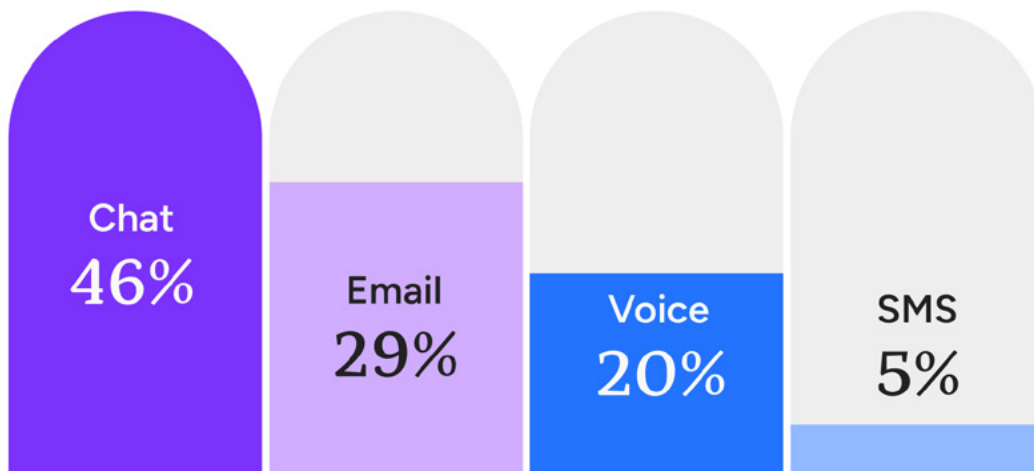
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Adoption by Primary Issue Complexity

Most companies using AI for CX say that they handle primarily simple issues—low-hanging fruit for these tools—but 42% typically see issues of moderate or higher complexity.

Simple 58%
Moderate 28%
Complex 14%
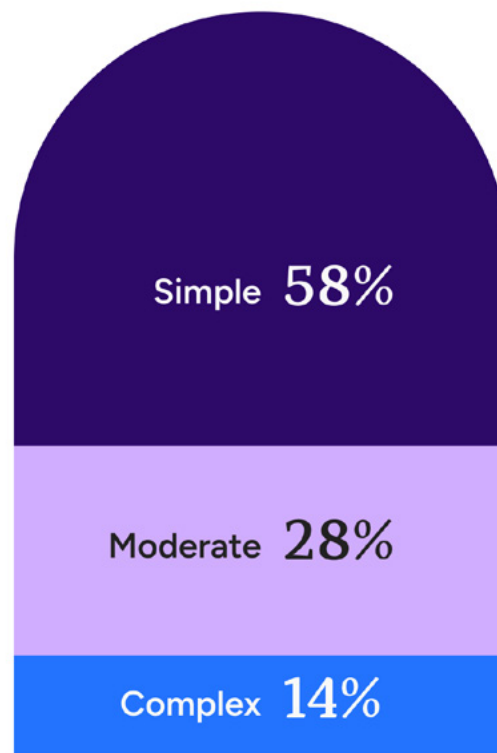
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Adoption and Ticket Volume by Channel

Chat

More than two-thirds of companies using AI for CX offer chat support, most often with monthly chat ticket volumes under 5,000. More than half of these companies see this volume rising—twice the number who report a downward trend.

Do You Offer Chat Support?
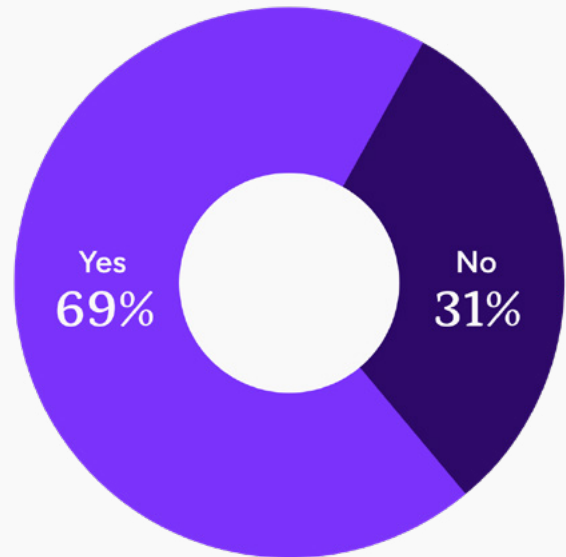
Yes
69%

No
31%

2025 Forethought AI in CX Benchmark Report

Monthly Ticket Volume: Chat

1,001-5,000
22%

5,001-10,000
11%

1-1,000
25%

10,001-25,000
9%

N/A
25%

25,001-50,000
5%

50,001 +
3%
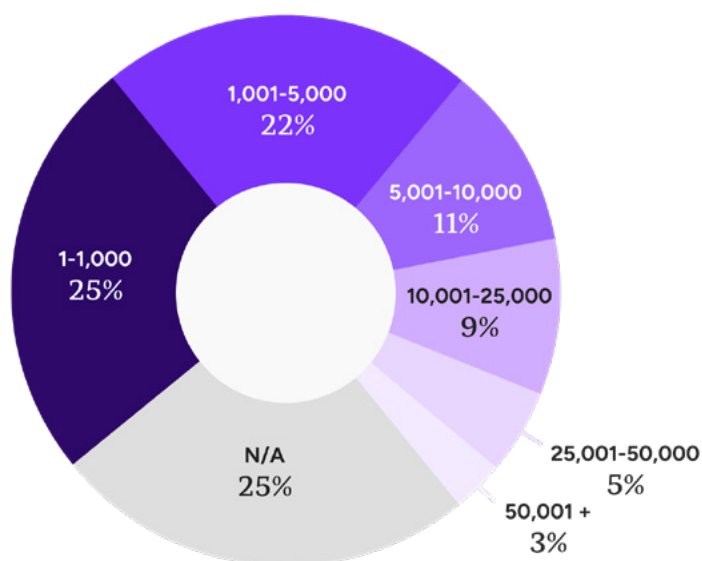
2025 Forethought AI in CX Benchmark Report

How Is Your Chat Ticket Volume Trending?

Way Higher	4%
Higher	48%
Flat	31%
Lower	14%
Way Lower	2%
Total	100%
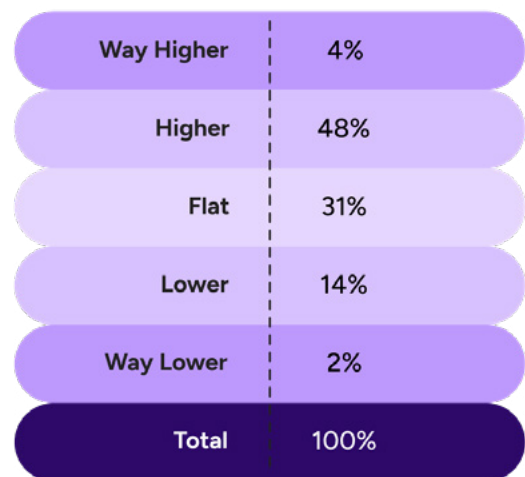
2025 Forethought AI in CX Benchmark Report

Voice

Three-quarters of companies using AI for CX offer voice support, half of them at ticket volumes under 5,000 tickets per month. Voice tickets are rising for many companies as well, though not as many as chat.

Do You Offer Voice Support?
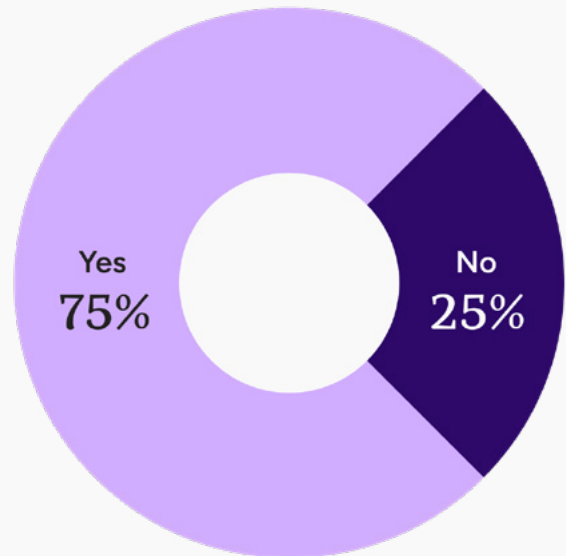
Yes
75%

No
25%

2025 Forethought AI in CX Benchmark Report

Monthly Ticket Volume: Voice

1,001-5,000
18%

1-1,000
32%

5,001-10,000
8%

10,001-25,000
9%

N/A
25%

25,001-50,000
3%

50,001 +
6%
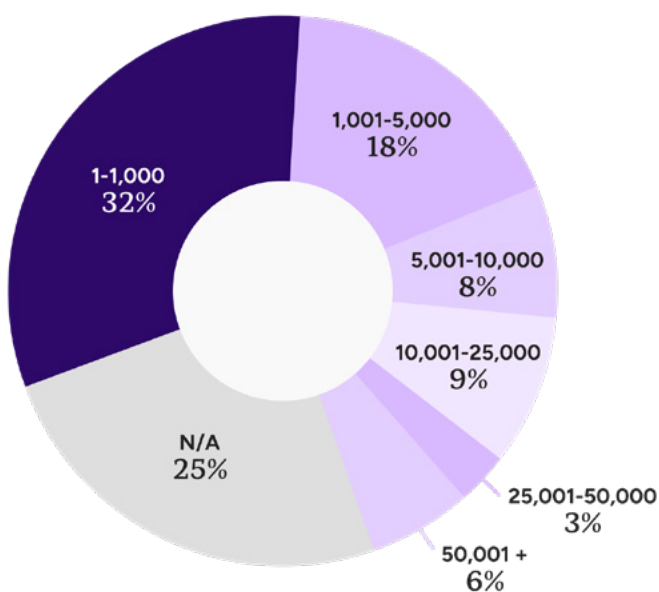
2025 Forethought AI in CX Benchmark Report

How Is Your Voice Ticket Volume Trending?

Way Higher	4%
Higher	27%
Flat	47%
Lower	17%
Way Lower	5%
Total	100%
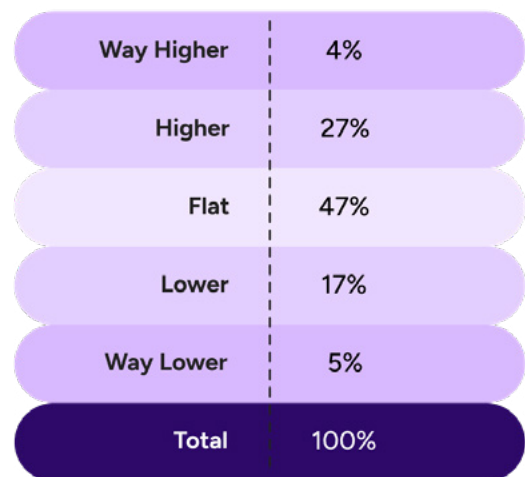
2025 Forethought AI in CX Benchmark Report

Email

Email support is almost universally offered, and shows the highest monthly ticket volume in the 5,001 - 10,000 range. For many customers, email is the default choice due to the ability to explain problems at length, attach images, and receive a response asynchronously rather than standing by for a real-time response. Although an older support channel, email monthly ticket volume continues to grow at a robust pace for many companies.

Do You Offer Email Support?

Yes
92%

No
8%
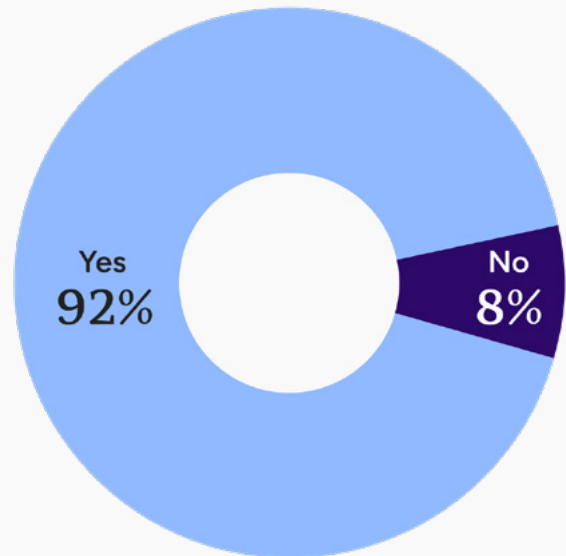
Monthly Ticket Volume: Email

1,001-5,000
29%

5,001-10,000
18%

10,001-25,000
8%

25,001-50,000
4%

50,001 +
6%

N/A
8%

1-1,000
27%
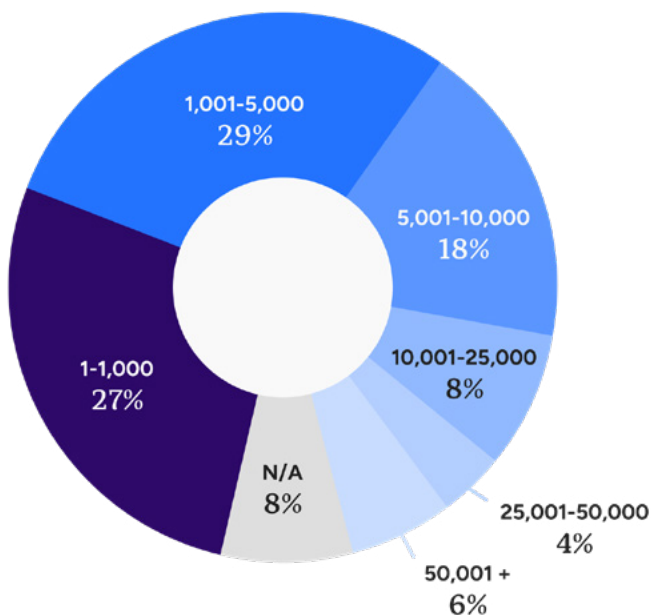
How Is Your Email Ticket Volume Trending?

Way Higher	7%
Higher	36%
Flat	37%
Lower	18%
Way Lower	3%
Total	100%
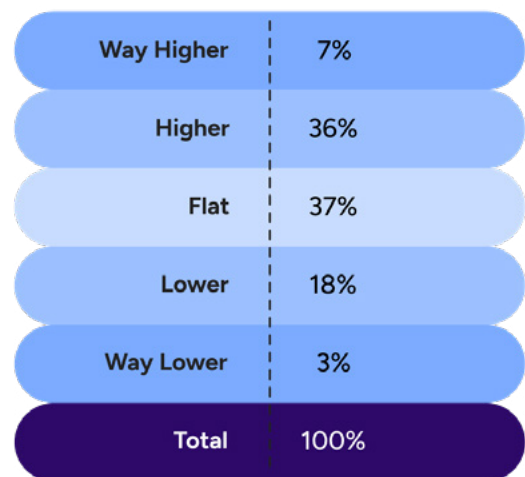
Do You Offer SMS Support?

SMS

Relatively few companies offer SMS support, though this channel can be popular among younger customers who've come of age using short-form, text-based communication on their phones.

Yes
24%

No
76%
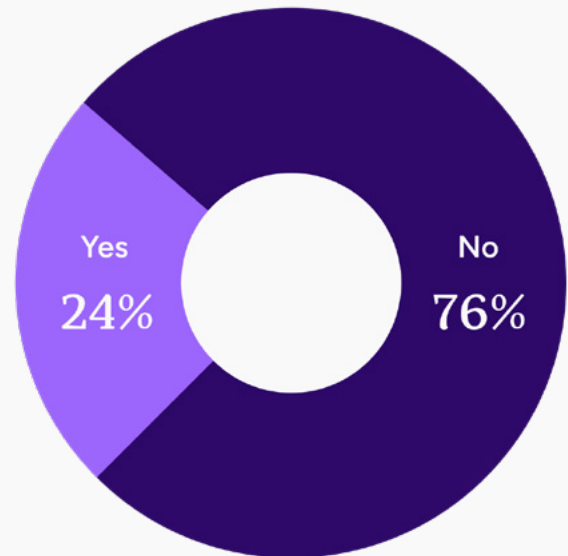
Two Channels: Chat and Email

Of companies offering more than one support channel, the most common combination is chat and email. Nearly as many offer both chat and email, while fewer offer both chat and voice.

Do You Offer Chat & Email Support?

Yes
80%

No
20%
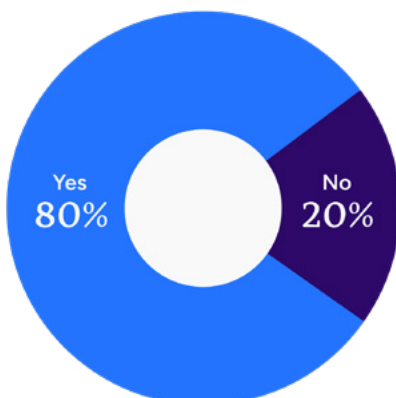
Do You Offer Email & Voice Support?

Yes
75%

No
25%
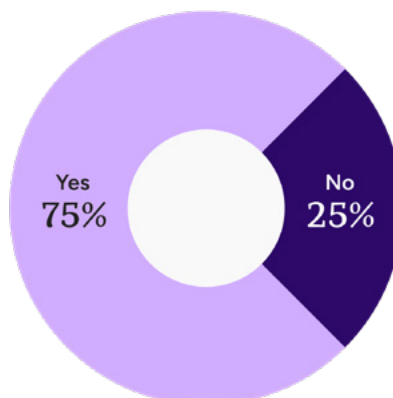
Do You Offer Chat & Voice Support?

Yes
61%

No
39%
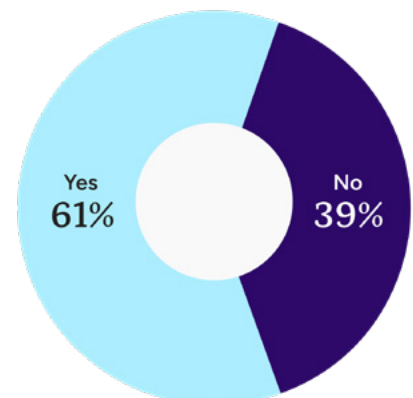
Multichannel

A substantial majority of the companies using AI for CX offer support across all three of the main channels. With voice AI becoming easier to implement at higher quality, and a clear demand for all three channels among customers, we can expect this number to rise.

**Do You Offer
Chat & Email & Voice Support?**
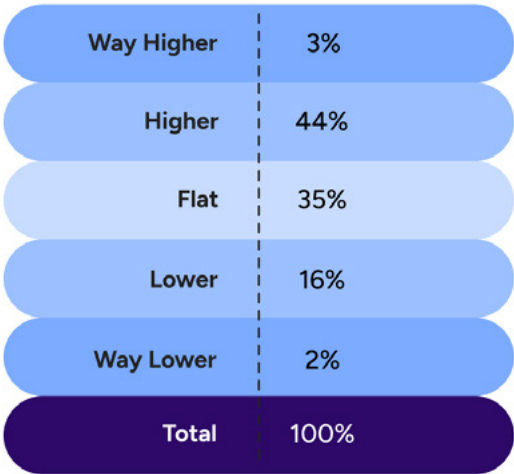
Yes
60%

No
40%
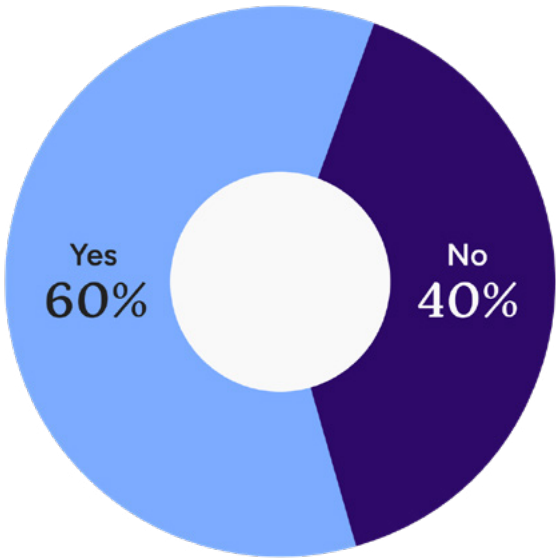
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Ticket Volume

AI for CX has been adopted by companies at all levels of monthly ticket volume, from under 1,000 to over 50,001. Almost half of them are seeing their volume rise—more than twice as many as report a decline.

Monthly Ticket Volume

1,001-5,000
23%

5,001-10,000
22%

1-1,000
19%

10,001-25,000
15%

50,001 +
13%

25,001-50,000
8%
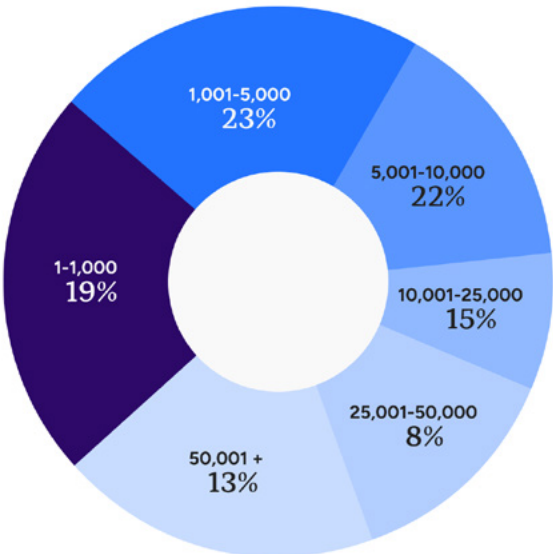
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**How Is Your
Ticket Volume Trending?**

Way Higher	3%
Higher	44%
Flat	35%
Lower	16%
Way Lower	2%
Total	100%

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Sentiment & Loyalty of CX Program

The average NPS reported by respondents shows a clear advantage for those using a dedicated AI platform with agentic AI. Companies using this type of solution scored more than a full point higher than those using helpdesk add-ons or in-house solutions, and nearly two points higher than those using a dedicated platform with non-agentic AI.

AI Solution Type	Not Using Agentic AI	Using Agentic AI	Total
Add-On From Helpdesk	6.4	–	6.4
Dedicated AI Platform	6.9	8.7	8.2
In-House Built	6.2	7.5	6.7
Total	6.4	8.3	7.2

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NPS When Automation Type is RAGs & Not Agentic

Among companies using RAG in a non-agentic solution, the highest average NPS was once again reported by companies using a dedicated AI platform.

AI Solution Type	Total
Add-On From Helpdesk	6.4
Dedicated AI Platform	7.0
In-House Built	6.2
Total	6.4

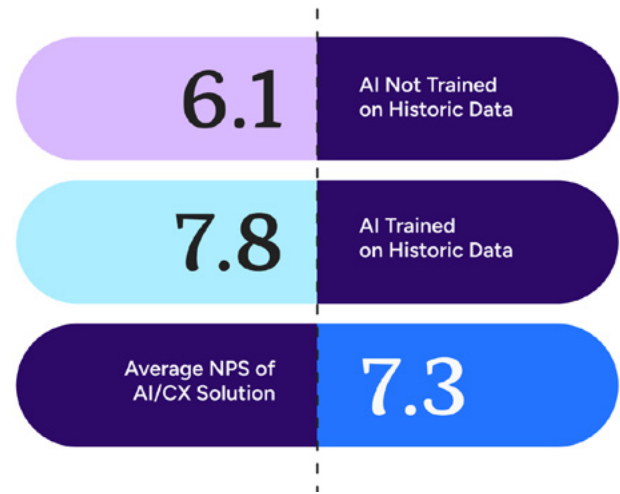2025 Forethought AI in CX Benchmark Report

NPS When Automation Type is Decision Trees

Companies using decision tree automation did the best with a dedicated AI platform as well, though substantially lower than the NPS for a dedicated platform with agentic AI.

AI Solution Type	Total
Add-On From Helpdesk	6.4
Dedicated AI Platform	7.0
In-House Built	6.2
Total	6.4

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A major theme in our 2024 report was the impact of model training method, with historic data outperforming other data types across virtually every benchmark. Here again, we see that AI trained on historic data correlates with a substantially higher NPS.

6.1	AI Not Trained on Historic Data
7.8	AI Trained on Historic Data
Average NPS of AI/CX Solution	7.3

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AI Trained on Historic Data & Agentic	8.5

When historic data training is paired with agentic AI capabilities, average NPS is higher still.

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How Important is it That AI/CX Agents Understand & Mimic Brand Tone & Voice?

As companies evolve beyond the baselines of early generation chatbots, they're demanding higher levels of nuance. An overwhelming majority say that it's important for an AI agent to be able to speak in their own brand tone and voice, including more than half who consider it very important.
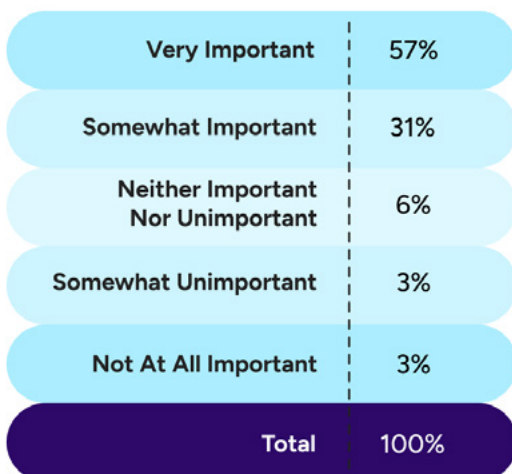
Very Important	57%
Somewhat Important	31%
Neither Important Nor Unimportant	6%
Somewhat Unimportant	3%
Not At All Important	3%
Total	100%

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How Important is it That AI/CX Agents Understand Human-Centered, Empathetic Responses?

An even larger majority want their AI agents to be able to convey empathy, including nearly two-thirds who say this is very important.

Very Important	66%
Somewhat Important	27%
Neither Important Nor Unimportant	5%
Somewhat Unimportant	1%
Not At All Important	2%
Total	100%
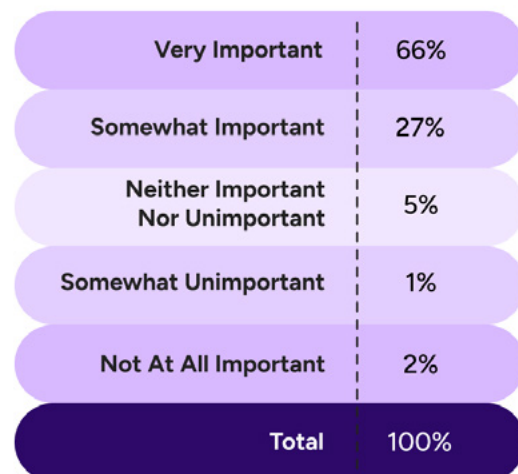
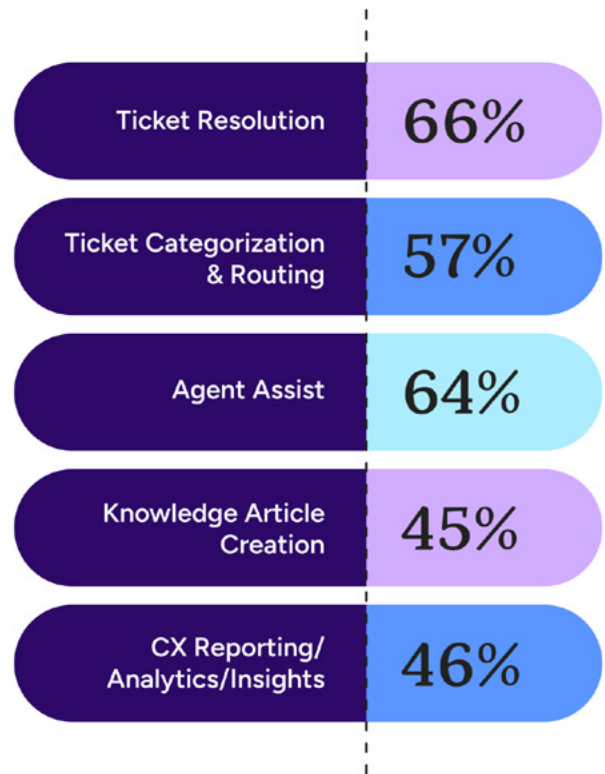2025 Forethought AI in CX Benchmark Report

Goals & Use Cases of AI for CX
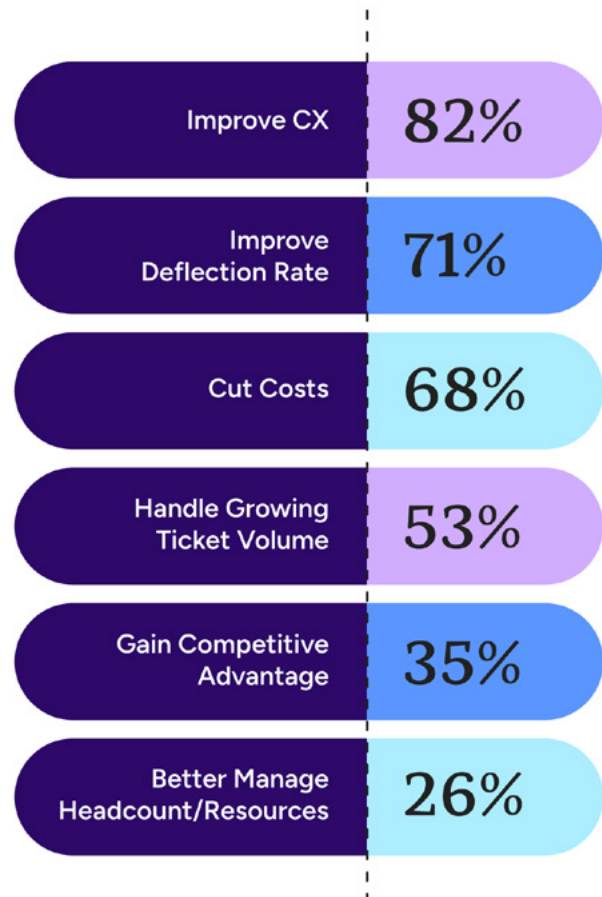
CX Use Cases

As companies continue to gain experience with AI for CX, they're expanding their use cases for the technology. While ticket resolution remains the top response, rising modestly from last year, other use cases showed larger increases. Interestingly, although knowledge article creation rose the most sharply, it continues to be the least common use case. Reporting remains underused as well. These are both potentially high-value uses, showing that many companies still have more to learn about unlocking the full potential of their AI for CX solutions.

Use Case	%
Ticket Resolution	66%
Ticket Categorization & Routing	57%
Agent Assist	64%
Knowledge Article Creation	45%
CX Reporting/Analytics/Insights	46%

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AI for CX Goals and Objectives

While efficiency-related priorities like increasing deflections, cutting costs, and handling growing ticket volume were all cited by a majority of companies, one goal stood above all: improving customer experience. It's the ability to address customer needs effectively, in a way they appreciate, that unlocks all other objectives.

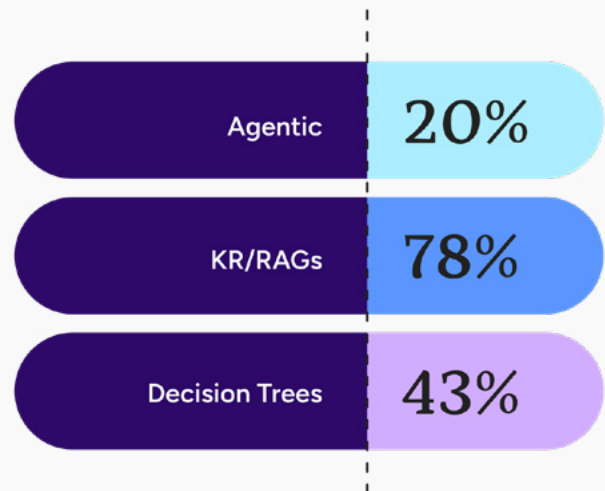| Goal	%
Improve CX	82%
Improve Deflection Rate	71%
Cut Costs	68%
Handle Growing Ticket Volume	53%
Gain Competitive Advantage	35%
Better Manage Headcount/Resources	26%

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AI Type &
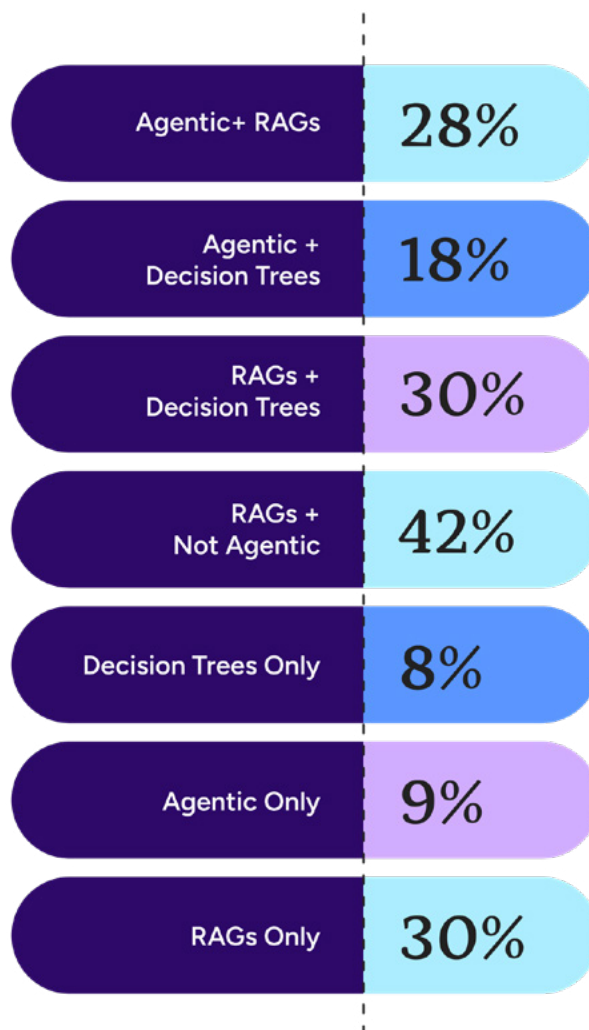# AI Model Training

AI Type

An AI for CX solution can use different types of AI for different use cases. Fewer than a third of companies use only one type—most often RAG. Among those using two AI types, RAG and non-agentic AI are currently the most common combination. Given the advantages of agentic AI shown throughout this report, we can expect the share of companies using it to rise. This should be especially true for those using both agentic AI and RAG, the pairing that offers the best results for both companies and their customers.

Meanwhile, another finding is already clear: with only 8% of companies using exclusively decision trees, we've clearly seen the death of the decision tree as a standalone AI for CX model.

Agentic	20%
KR/RAGs	78%
Decision Trees	43%

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AI Type & Model Training

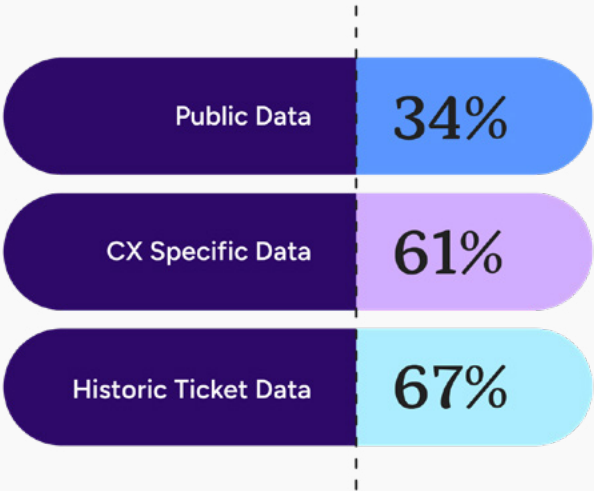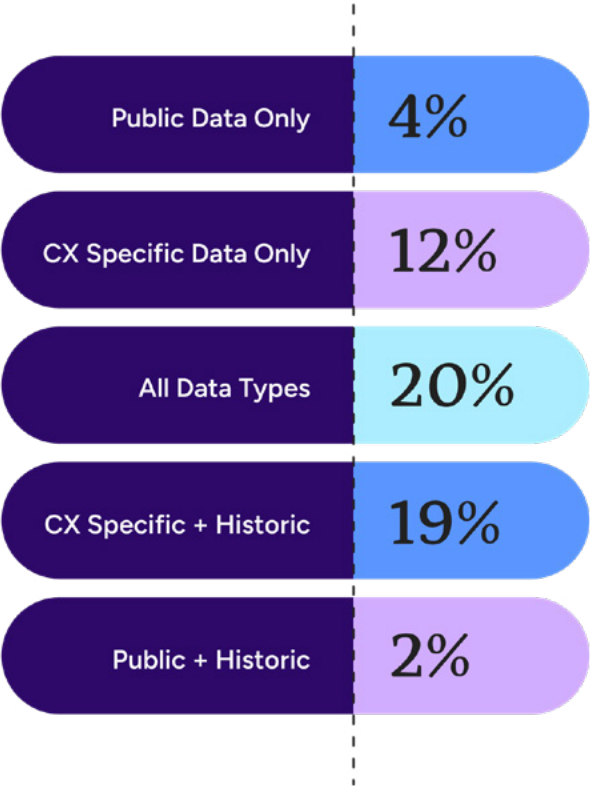|	
Agentic+ RAGs	28%
Agentic + Decision Trees	18%
RAGs + Decision Trees	30%
RAGs + Not Agentic	42%
Decision Trees Only	8%
Agentic Only	9%
RAGs Only	30%

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AI Model Training Method

Our 2024 report highlighted the advantages of training on your own historic ticket data, and the message came through loud and clear. Two-thirds of this year's participants trained their models on historic ticket data, more than any other type. Nearly as many used CX-specific data, and barely a third included public data in their training set. A negligible 4% relied exclusively on public data.

Public Data	34%
CX Specific Data	61%
Historic Ticket Data	67%

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AI Model Training Method

Public Data Only	4%
CX Specific Data Only	12%
All Data Types	20%
CX Specific + Historic	19%
Public + Historic	2%

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Plan to Implementation

Implementation Timeline

Many companies are moving faster on AI for CX. Last year, only 10% planned adoption within three months, and 18% within six months; now those numbers are 17% and 20% respectively. Only 4% had decided not to adopt the technology.
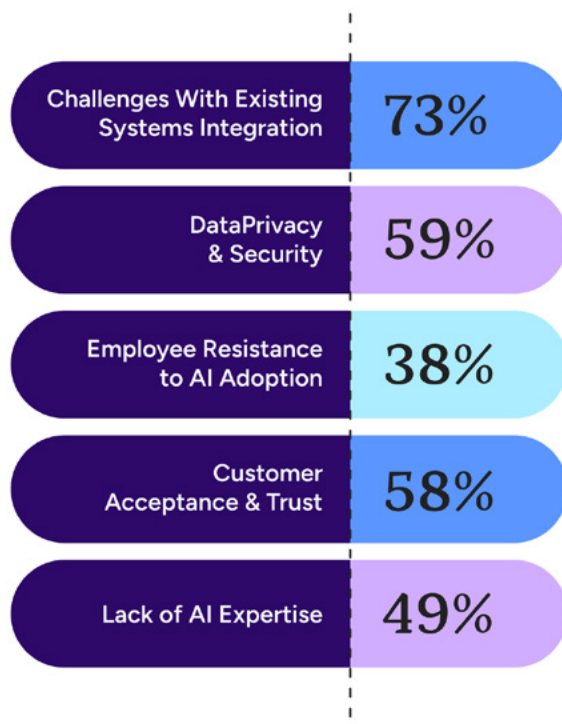

In The Next 6 Months 20%

In The Next Year 16%

In The Next 3 Months 17%

No 4%

Unsure/ No Fixed Timeline 43%
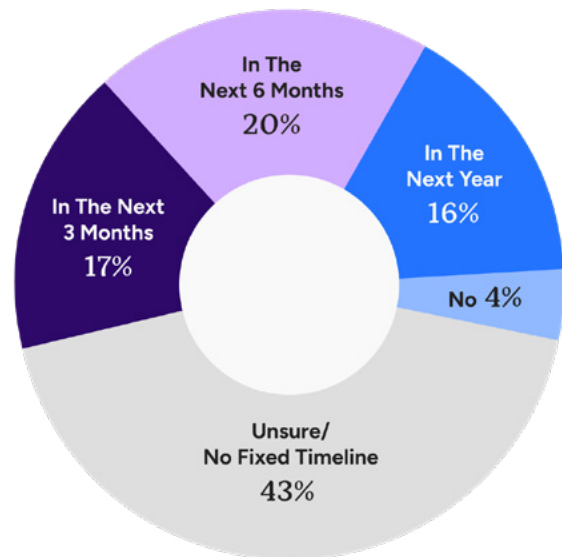
2025 Forethought AI in CX Benchmark Report
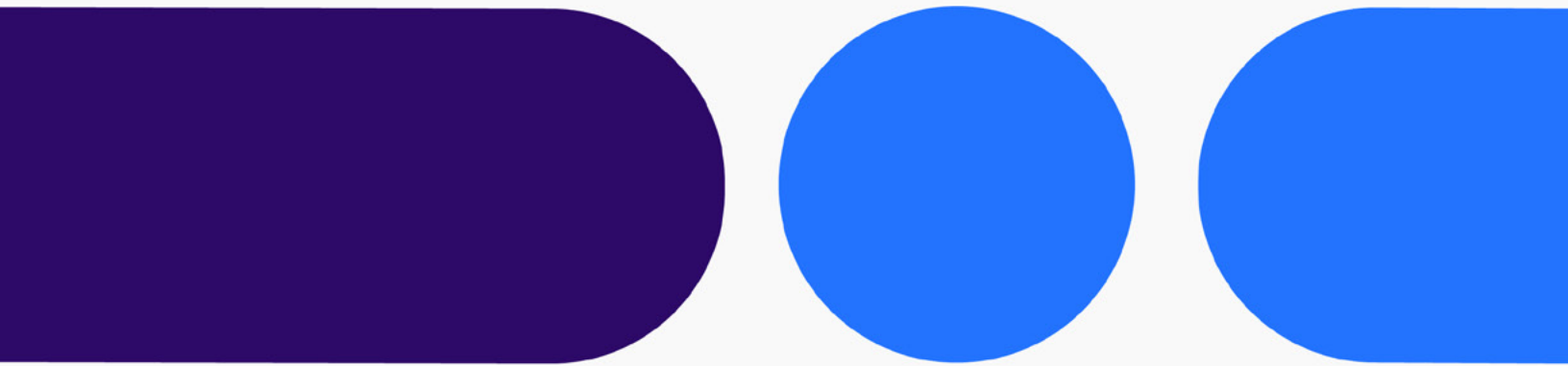
AI for CX Implementation Concerns

Asked why a company might hold back on AI for CX adoption, respondents most often mentioned integration challenges—by a wide margin. This perception is understandable; few solution vendors currently offer the native integrations needed to simplify implementation. These one-click APIs can reduce the implementation timeline to as little as a single day. For others, weaving AI into existing systems can require a costly and protracted professional services engagement.

Among other concerns, many customers cited data privacy & security and customer acceptance & trust, related issues that can be addressed in part by adopting best practices for ethics, transparency, and governance, and communicating these effectively to customers. Companies will also need to understand current trends in the way consumers feel about customer service in general and AI for CX in particular, the subject of another recent Forethought survey.

Within the company, large numbers feel they lack the required expertise—and a substantial share remain concerned about employee resistance.

Challenges With Existing Systems Integration 73%

DataPrivacy & Security 59%

Employee Resistance to AI Adoption 38%

Customer Acceptance & Trust 58%

Lack of AI Expertise 49%

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124

Conclusion

The 2025 AI in CX Benchmark Report shows real progress since last year's survey. Companies are applying AI at higher rates in most use cases, and they're more consistently choosing optimal approaches to do so: agentic vs. RAG-only, dedicated solutions vs. add-ons or in-house build, historic company data vs. public data. These trends bode well for the value of AI in CX to continue growing as we move forward.

Many companies have made chat the focus of their first AI project; to date, this has typically been easier to do well than email or voice. But as seen in this report, all of those channels will continue to play important roles in addressing different generational preferences and diverse issue types. And all three now offer practical opportunities to leverage AI—including the agentic tools that drive the best results.

The new generation of voice AI tools coming to market are easier to build than in the past, and voice APIs are beginning to close the latency gap for better user experiences. This will allow large companies that have built their support around voice to make a seamless transition from legacy call center tech to voice AI. Midsize companies with smaller agent teams can scale to offer 24/7 phone support.

Along the way, there will still be adoption hurdles to overcome. In many cases, these are more a matter of perception than reality. While fewer than 30% of companies still don't plan to implement AI for CX, this is still a considerable number. Most often, security and integration concerns are holding them back. But these issues are less salient than they used to be. There are solutions available with privacy and security by design as well as dozens of out-of-the-box integrations to speed implementation. It's entirely realistic to be up and running with agentic AI in a day or two.

Two years post-ChatGPT and well into the agentic era, AI is table stakes for competitive organizations. As mainstream adoption continues, companies that hesitate risk being left behind. We hope you're already well into your AI for CX journey—and that the findings in this report help you put it to work effectively for your company.

"Thank you for taking the time to read this year's AI in CX Benchmark Report. What we found was clear: the companies seeing the greatest gains in customer satisfaction, retention, and efficiency are the ones using agentic AI to resolve—not just respond to—customer issues. They're choosing dedicated, multi-agent solutions trained on their own data and deploying them across every channel. As AI continues to evolve, one thing remains constant—your ability to deliver exceptional customer experiences depends on the tools you choose to power them. We're proud to be building those tools with you."

– Deon Nicholas, President & Co-founder, Forethought