

zoom

From the inside out: How AI is powering the next wave of CX



According to the latest [Zoom-commissioned Morning Consult research](#), 82% of consumers say unsatisfactory resolution would make them likely to stop buying from a brand, highlighting how unforgiving the modern customer journey has become. Finding ways to elevate the customer experience is no longer a nice-to-have; it's a must-have for today's CX leaders. By empowering self-service and making escalation seamless when customers can't answer their own questions, CX leaders can improve satisfaction and build brand loyalty, while boosting customer retention.

Many CX leaders are turning to AI tools to help their teams get and stay ahead of the game. AI helps make self-service more efficient, uncovers deep customer insights, and takes the grunt work from agents so they can put the focus back on the customer. Today's powerful AI capabilities have the potential to transform the nature of customer support work.

This report is part of a deeper dive into the ['messy middle' of AI transformation](#) – where CX leaders are navigating how to improve CX using AI. Read on to uncover where CX leaders expect AI to have the greatest impact on CX and what leaders are doing now to incorporate generative AI into their workflows.



Customer satisfaction and product satisfaction has been our main goal with using chatbots and artificial intelligence.

—CX leader *CMSWire 2025 State of digital customer experience survey*, open comments



Where professionals expect the greatest impact from AI

The current state of adoption shows how, even as the road to full adoption is bumpy, CX teams are forging ahead in their bid to improve customer engagement and support efficiency. AI adoption as part of the CX toolset has risen significantly in just the past twelve months. Last year, only 1 in 10 organizations were using AI extensively and regularly; this year, that has risen to 1 in 3. And while 42% of CX leaders are only using AI for CX in a few ways, 74% believe that AI will have a transformative or significant impact on digital customer experience in the next 2-5 years. Metrigy's recent [The state of customer experience in AI 2025 report](#), commissioned with Zoom, supports these findings and also found that 69% CX leaders expect ROI from AI in one year or less.

CX professionals have high expectations for AI, particularly when it comes to proactively addressing customer issues (Figure 1). While many organizations believe AI will significantly impact customer self-service, more expect AI to both find CX problems faster and take care of routine customer issues, freeing staff to work on more complex cases.

In these ways, AI can positively impact retention – if customers can get their issues solved quickly and accurately, they will be more likely to stick with a company for the long term. In fact, the research Zoom commissioned with Morning Consult found that 87% of consumers are more loyal to brands with fast, effective customer support. Metrigy’s report brings this data to life, with 76% of CX leaders reporting customer satisfaction improvements of 31% on average since they started using AI.

Figure 1: Where AI will have the most impact on an organization’s customer experience



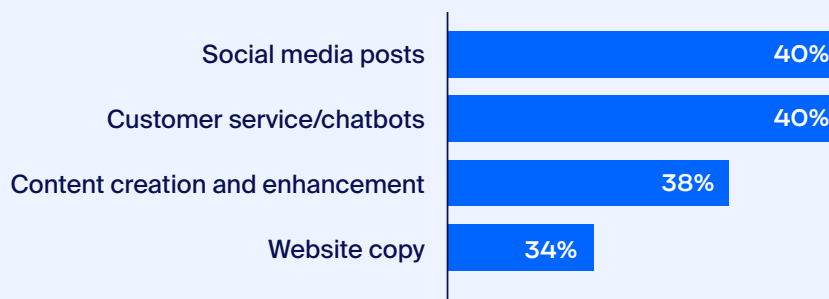
CX leaders also expect AI to improve the broader employee experience, which can, in turn, have a direct positive impact on customers. AI-driven tools are expected to suggest approaches that employees wouldn’t think of otherwise. With AI, support teams have the power to cut through the noise of large datasets and uncover new ways to improve the customer experience.

While employees may be concerned that AI will replace them, AI’s current capabilities mean humans are still needed. Metrigy’s Zoom-commissioned report backs this up, identifying that the top value-driver for AI for CX leaders, at 42%, is helping their agents be more productive. Among those using more advanced agentic AI, 64% cite greater employee efficiency as a primary outcome. This is just one example of how work will transform, with employees spending less time searching for information and taking notes and more time interpreting and acting on the knowledge and customer interaction summaries that AI uncovers.

While AI tools can be used for self-service and insights, generative AI is often used for customer outreach. As organizations need more content to fulfill an omnichannel marketing strategy, prompting generative AI to do the heavy lifting of creating and repurposing content can be a big help. This is a win for both organizations and employees. Organizations can use AI tools to scale without increasing headcount, and employees are freed from low-level tactical work (such as A/B testing or tweaking social copy for different websites) and can engage in higher-level tasks.

Beyond marketing copy, organizations are also using generative AI for customer service and chatbots, helping them to reach customers where they are more easily. (Figure 2).

Figure 2: Primary CX/marketing use cases for generative AI



Generative AI, and more recently agentic AI, are already becoming a part of the tech stack and the daily workflow. CX leaders have high hopes for these tools to positively impact the customer experience through proactive problem-solving and content management, which allows organizations to fully execute their omnichannel strategy. Managing multiple channels consistently requires coordination, speed, and personalization at scale, something AI is uniquely positioned to support by streamlining operations, unifying messaging, and adapting content to different touchpoints. The organizations that will experience the most success will be the ones testing and iterating on what applications have the most positive impact on customers.

Looking for deeper insights? Download [Getting started with AI in the contact center](#) and discover how to bring AI into your contact center while keeping customer interactions personal.

