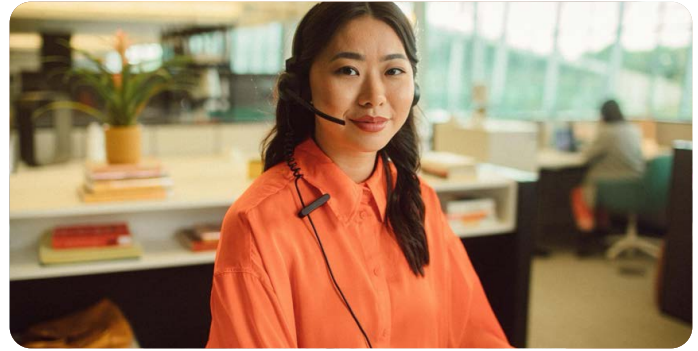# ZOOM

AI alone won't save CX. Resolution will.

↓

Backed by global consumer insights, this Morning Consult study breaks down why consumers are abandoning brands — and how smarter AI that's engineered to truly resolve customer issues can change everything.

ZOOM

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ZOOM

Executive summary

In an era where customer expectations continue to rise alongside AI adoption, a simple truth is emerging: **customers don't stay loyal to brands that fail to solve their problems.** Customer service is no longer just a touch point — it's a make-or-break moment.

Our global Zoom–commissioned Morning Consult study across seven countries reveals:

Customer experience impacts brand loyalty

→ **60%** of consumers stop doing business with a brand after just one or two bad customer service experiences.

→ **87%** remain loyal to a trusted brand for at least three years, and over half are willing to stay for over a decade.

Escalation is a critical failure point

→ **81%** expect human escalation when needed, yet a 44-point trust gap exists between expectation and reality.

→ **43%** of consumers view resolution failure as the top chatbot frustration.

Brand reputation is at stake as customer experiences spread quickly

→ **76%** share positive experiences while

→ **74%** share negative ones.

Speed matters, but resolution tends to be a critical driver of satisfaction

→ **82%** would likely abandon brands after unresolved issues.

Data privacy remains a top global concern

→ At **64%**, it's ranked among the top three most important factors in support interactions

When self-service works, customers embrace it

→ **77%** of bot users successfully resolve issues without human intervention at least sometimes

→ **69%** of these users prefer self-service resolution when available

Consumers want better AI

→ **40%** or more feel positively about AI enhancements to CX

→ **Three-quarters or more** feel positively or neutrally about each potential enhancement

The verdict is clear

Consumers reject ineffective, untrustworthy AI in their customer experiences, but are open to enhanced AI if it leads to better outcomes.

Read on to gain invaluable insight into the key friction points in today's customer support experience. Learn how the thoughtful implementation of AI earns the loyalty your brand is striving for, with trust, speed, and true resolution at the core.

Report methodology

✕ MORNING CONSULT

Key Findings

Resolution failure drives churn

82%
say inaccurate or unsatisfactory resolution would make them likely to stop buying from a brand

43%
cite failure to resolve issues as their top frustration when using voice/chatbots

38%
cite getting stuck in a loop

Why CX is a top reason customers stay — or churn

60%
would leave after just one or two poor interactions

1 in 3
say they'd stay loyal for 10+ years if brands get it right

Customers know what they want – but they're not getting it

34–46
percentage points between what consumers want and what bots currently deliver

The cost of repetition
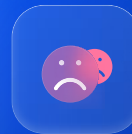
37%
are frustrated by havin to repeat themselves when using bots

Consumers want AI that gets it

64%
want bots to show empathy

AI should assist, not replace

81%
are comfortable with AI suggesting agent responses

Let's dive deeper →

AI ALONE WON'T SAVE CX. RESOLUTION WILL.

The retention tipping point: Why CX is now a top reason for customers to stay — or churn

It's no surprise that consumers continue to demand more from their customer experiences. What's notable is how quickly negative support experiences can erode a customer's brand loyalty. According to our study, 3 in 4 adults say poor customer service would make them change their purchasing behavior, and 60% report they would switch away from a brand after just 1 or 2 negative experiences. A significant 19% say they would stop purchasing after just one bad experience.

Younger generations are slightly more forgiving; Gen Z (those born between the late 1990s and early 2010s) are least likely (13%) to leave a brand after just one bad experience. This is consistent with our generational Morning Consult study from 2024.

Impact of poor customer service on consumer behavior

38%
would stop purchasing after just one bad experience

60%
would switch away after one or two negative experiences

75%
say poor customer service changes their purchasing behavior

Consumers in Spain (84%) and France (82%) report higher-than-average churn after poor service, with the U.S. and Germany showing slightly more brand forgiveness.

Number of negative experiences needed to churn

Legend: ■ 1 ■ 2 ■ 3 ■ 4 or more ☐ Negative customer support experiences would not make me stop purchasing

	1	2	3	4 or more	Would not make me stop purchasing
Adults	19%	41%	20%	6%	6%
GenZers	13%	42%	24%	7%	7%
Milennials	17%	40%	22%	6%	7%
GenXers	21%	40%	20%	6%	5%
Baby Boomers	22%	41%	18%	6%	5%
Region: US	16%	37%	25%	8%	7%
Region: EMEA	20%	42%	19%	6%	6%
Region: APAC	19%	40%	21%	5%	5%

ZM10: And, how many negative customer support experiences do you think it would take for you to stop purchasing from that company or brand? Base: All adults

On the flip side, over half of all recipients (51%) say they'd stay loyal for 10+ years to brands they like and trust. Plus, a staggering 87% are more loyal to companies that have fast, effective customer support, while 86% are more loyal to brands that consistently seek to improve the customer experience. This proves how retaining customers through standout customer experiences can secure long-term loyalty. Brand loyalty is most prominent among older generations and consumers located in the United States.
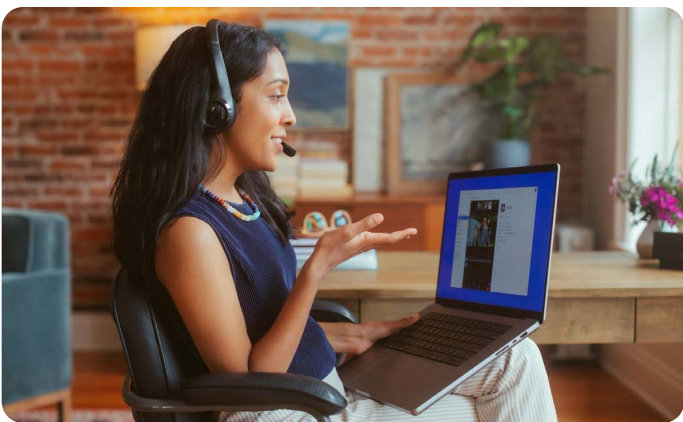
Factors driving customer loyalty

86% more loyal if customer experience is consistently improved

87% more loyal with fast, effective customer support

52% loyal for 10+ years to brands they like and trust

Duration of brand loyalty

Legend: Less than 1 year | 1-2 years | 3-5 years | 6-10 years | More than 10 years | I don't usually stay loyal to any brand

	Less than 1 year	1-2 years	3-5 years	6-10 years	More than 10 years	I don't usually stay loyal to any brand
Adults	6%	21%		15%	51%	7%
GenZers		14%	34%	19%	25%	7%
Milennials	6%	25%		17%	45%	6%
GenXers	4%	15%	13%		61%	7%
Baby Boomers	4%	15%	12%		60%	9%
Region: US	7%	17%	11%		58%	4%
Region: EMEA	5%	21%		15%	52%	6%
Region: APAC	7%	22%		15%	45%	10%

ZM7: On average, how many years do you typically stay loyal to a brand you like and trust? Base: All adults

What's more, poor or positive customer support experiences can have a far-reaching impact. Approximately 3 in 4 report that they discuss positive or negative support experiences with others, demonstrating that the power of word of mouth shouldn't be underestimated.

3 in 4

report that they discuss positive or negative support experiences with others

Key takeaway:

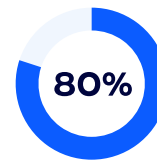Customer service is a make-or-break moment for brand loyalty. Just one or two bad experiences are enough to lose most customers — yet exceptional service has the power to lock in loyalty for a decade or more. The latest AI innovations, particularly agentic AI, have the potential to enhance the customer experience for the better — the key lies in thoughtful implementation in line with customers' expectations and needs.

The outcome matters more than the channel

It's no surprise that fast resolution is the leading contributing factor to a superior customer experience. 24/7 availability is especially important to younger consumers, while connecting with a real human is more important to baby boomers (those born between 1946 and 1964).

But while consumers prefer in-person service, live phone support, and email in their customer experiences, the data shows that it's much more about the result of their interaction than the channel itself. In fact, 80% of those who have had past success using chatbots or voicebots say that they always, often, or sometimes prefer support that doesn't involve a human.

80%

of those who've had success with bots prefer them always, often, or sometimes

Attributes of best customer support experiences

Attribute	Value
Fast resolution of the request	37%
Accurate or satisfactory resolution	31%
Knowledgeable agents	30%
Ability to connect with a real person	30%
24/7 availability	29%
Short wait times to speak to an agent	29%
Friendly / empathetic agents	19%
No need to repeat my issue	17%
Offer multiple ways to connect	13%
Personalization of responses and solutions	10%
Seamless transfer between agents and channels	8%
Ability to resolve with self-service / chatbot	7%
Ability to escalate	6%
None of the above	2%

GenZers: 22%
Millennials: 26%
GenXers: 28%
Baby Boomers: 39%

GenZers: 34%
Millennials: 35%
GenXers: 29%
Baby Boomers: 22%

ZM5: When you think about brands or companies that deliver the best customer service experience, what makes them stand out? Select up to 3. Base: All adults

The issue lies in the inability of virtual agents or chatbots to do what they're supposed to. The top frustration (43%) is chatbots failing to resolve the issue. A close second, at 38%, is getting stuck in a loop, or the 'Doom loop' as it's known in the industry. Following closely behind is the need to repeat myself at 37%, and hot on its heels at 34% is the inability to reach a human agent.

Top user frustrations

Chatbot problems according to research

37%
Need to repeat myself
Explaining the same problem multiple times leads to frustration

43%
Failing to resolve issue
Chatbots unable to effectively solve users' reported issues

34%
Inability to reach human
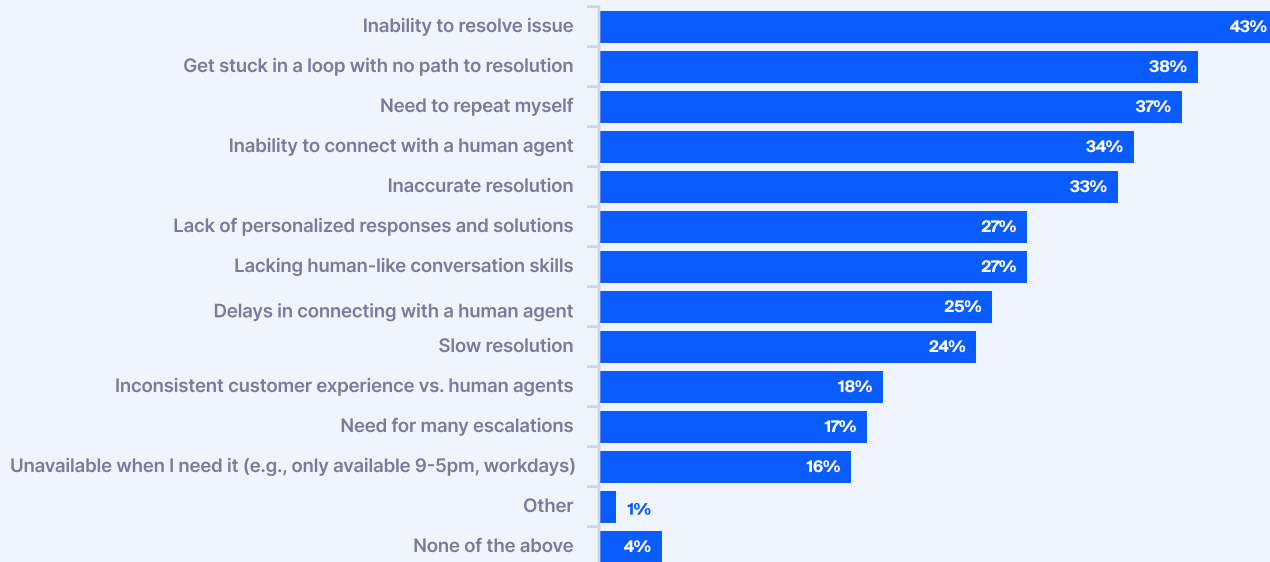Unable to connect with a live customer service agent when needed

38%
Getting stuck in a loop
Trapped in endless conversation with no way out - aka the "Doom Loop"

Frustrations with chatbots / voicebots

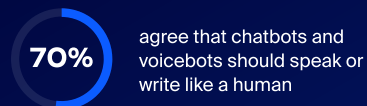| Frustration	Percentage
Inability to resolve issue	43%
Get stuck in a loop with no path to resolution	38%
Need to repeat myself	37%
Inability to connect with a human agent	34%
Inaccurate resolution	33%
Lack of personalized responses and solutions	27%
Lacking human-like conversation skills	27%
Delays in connecting with a human agent	25%
Slow resolution	24%
Inconsistent customer experience vs. human agents	18%
Need for many escalations	17%
Unavailable when I need it (e.g., only available 9-5pm, workdays)	16%
Other	1%
None of the above	4%

ZM15: Thinking about the times you have interacted with chatbots or voicebots for customer support in the past, what, if any, have been your main frustrations? Select all that apply. Base: Adults who have used a chatbot / voicebot
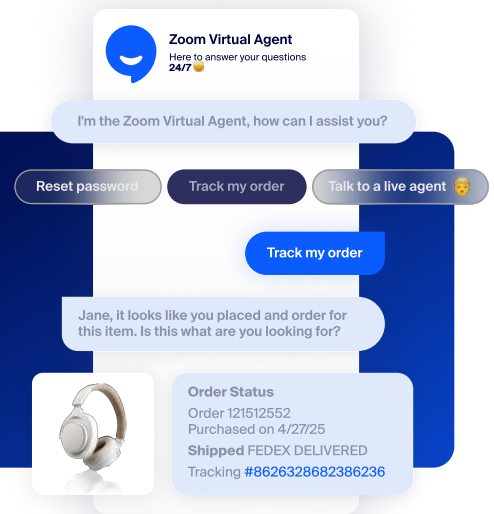
There are slightly different perceptions worldwide: Australia (51%), UK (48%), and Germany (45%) report the highest dissatisfaction with bot resolution capabilities.

Consumers crave the human touch

Human-like communication

70% agree that chatbots and voicebots should speak or write like a human

Empathetic responses

87% would prefer if bots demonstrate empathy in their interactions

Zoom Virtual Agent
Here to answer your questions 24/7 😊

I'm the Zoom Virtual Agent, how can I assist you?

Reset password   Track my order   Talk to a live agent 🧑

Track my order

Jane, it looks like you placed and order for this item. Is this what are you looking for?

Order Status
Order 121512552
Purchased on 4/27/25
Shipped FEDEX DELIVERED
Tracking #8626328682386236

Top tip: Human tone builds trust. Use AI to design natural, emotionally aware experiences — not robotic scripts.

Key takeaway:

Consumers want fast, human service, but more than anything, they want a fast resolution to their issue. They are rejecting bots that don't solve their problems. In other words, they reject ineffective AI. When chatbots work, consumers are more likely to use them. Give customers what they want by taking an approach to AI focused on fast resolution and frustration avoidance. Tap into agentic AI capabilities that can reduce the 'Doom Loop' with friendly service and route customers to the best-suited agent with AI-intent routing.

Customers are ready to embrace AI-driven self-service, but reality falls short

People know what they want from self-service. They're not necessarily asking for perfection, but they are asking for competence: 72% of adults wanting chatbots/voice bots to be able to take actions on their own, like making payments or processing order changes.
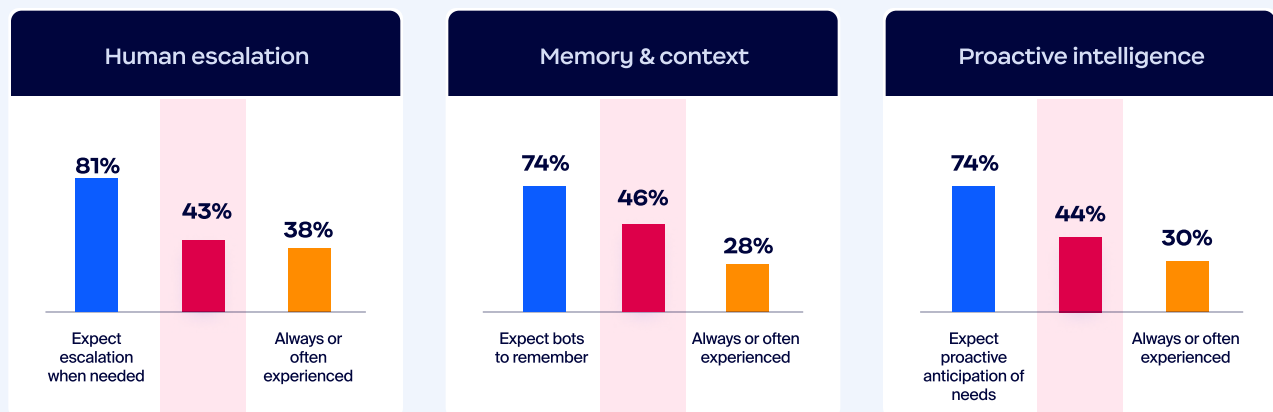
Among GenZ and millennials, usage is even more frequent compared to other generations, with 46% and 51%, respectively, using bots in just the past three months. This level of engagement suggests resistance isn't the biggest hurdle as much as the dependency on bots to show up when it matters most:

- 81% expect bots to escalate to a human when needed, yet only 38% say it happens.
- 74% expect bots to remember past interactions — just 28% say they do.
- 74% want bots to proactively anticipate needs and issues — only 30% experience this.

Plain and simple, consumers' expectations are not being met. The result? Among the top three qualities, there's a **trust gap of 34–46 percentage points** between what consumers want and what bots currently deliver.

The expectation gap

■ User expectations   ■ Point gap   ■ Current reality

Human escalation

- 81% — Expect escalation when needed
- 43%
- 38% — Always or often experienced

Memory & context

- 74% — Expect bots to remember
- 46%
- 28% — Always or often experienced

Proactive intelligence

- 74% — Expect proactive anticipation of needs
- 44%
- 30% — Always or often experienced

Qualities of customer support chatbots / voicebots

● % Always or often experienced   ● % Agree, should display

Quality	% Always or often experienced	% Agree, should display	Should display - experienced
Escalating to a human agent when appropriate	38%	81%	+43
Remembering past interactions	28%	74%	+46
Anticipating issues and needs proactively	28%	74%	+44
Using local language / cultural norms	38%	73%	+35
Having the ability to take actions (e.g. making a payment, processing an order modification, etc)	31%	72%	+41
Speaking or writing like a human	34%	70%	+36
Responding with emotional sensitivity and empathy	27%	64%	+37
Providing personalized recommendations (e.g. clothing / footwear, travel itineraries, financial advice, etc)	30%	63%	+33

0%   50%   100%

ZM16: To what extent do you agree or disagree that chatbots / voicebots should display the following qualities?
Base: All adults // ZM17: And, how often have you experienced these qualities in your interactions with chatbot / voicebot customer support?
Base: Adults who have used a chatbot / voicebot

Escalation expectations are highest in Australia (86%), Spain (86%), and France (84%), which correlates with their low tolerance for using bots in customer service interactions. Just 6% of respondents in EMEA and 7% in Australia were always satisfied with their chatbot or voicebot experiences.

Key takeaway

This signals a critical opportunity: Bridging consumers' expectation gaps isn't just about improving satisfaction—it's about restoring confidence in self-service altogether. When bots fail to deliver on basic expectations, they don't just fall short—they frustrate and send customers away. Implementing the latest self-service innovations, powered by agentic AI, enables proactive support and clears the way for escalations, complete with context-rich summaries for the live agent.
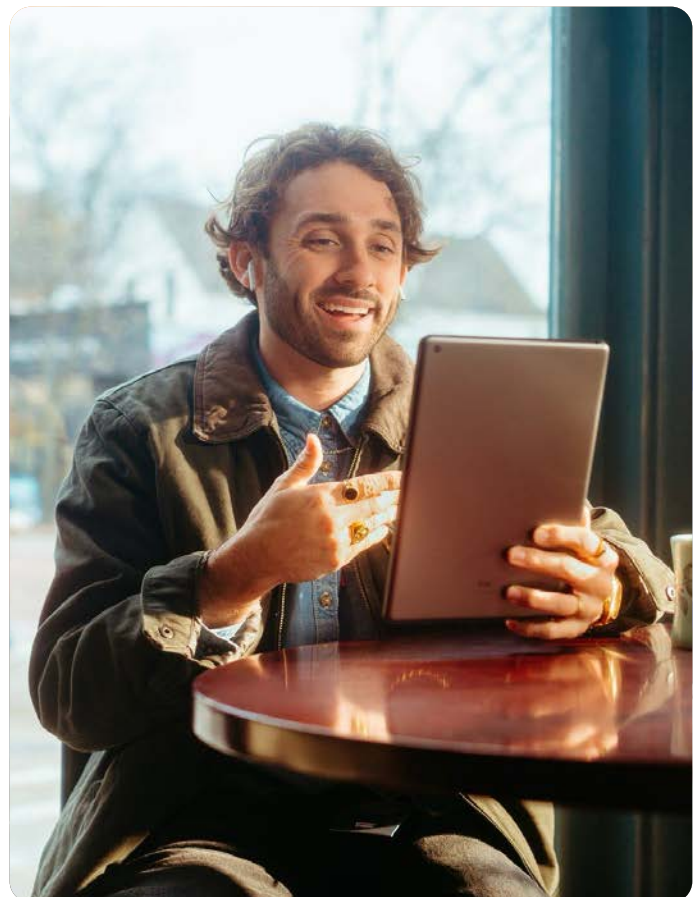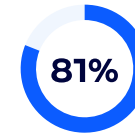
AI should assist, not replace agents

There is positive sentiment around AI support for agents. The survey found that more than half of the respondents (55%) support bots that summarize issues for agents, and 81% are comfortable (either positive or neutral) with AI suggesting agent responses. Support for AI to play a larger role alongside agents is strongest in Japan, Spain, and the UK.

Interestingly, around a third of respondents have no opinion on each scenario. This suggests that where AI is used in the customer service experience isn't top of mind for consumers.
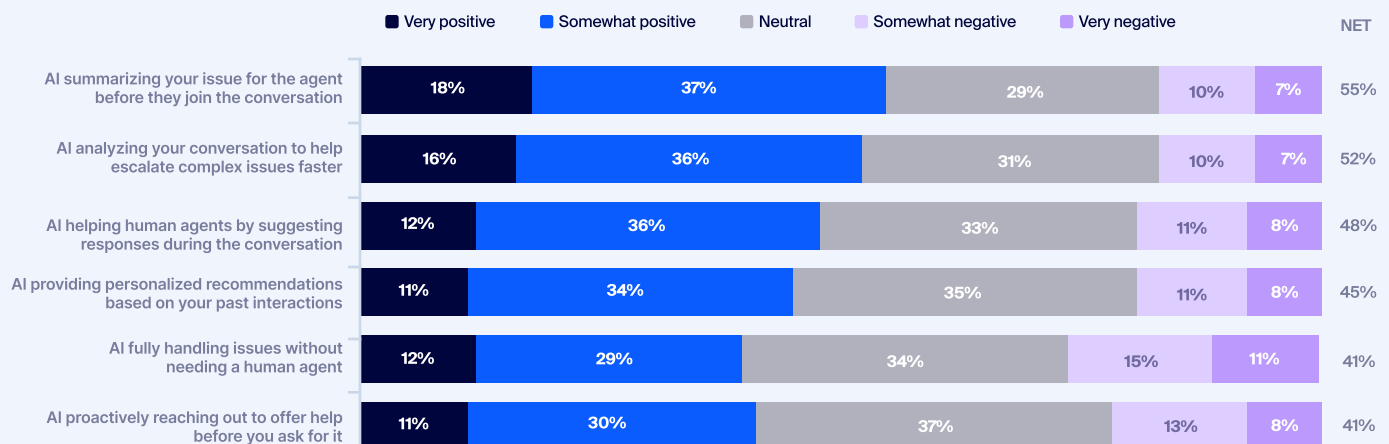
> At the end of the day, customers just want a fast, accurate resolution to their issue or query.

55%

support bots that summarize issues for agents

81%

are comfortable with AI suggesting agent responses

Perspective on AI and human agent collaboration

	■ Very positive	■ Somewhat positive	■ Neutral	■ Somewhat negative	■ Very negative	NET
AI summarizing your issue for the agent before they join the conversation	18%	37%	29%	10%	7%	55%
AI analyzing your conversation to help escalate complex issues faster	16%	36%	31%	10%	7%	52%
AI helping human agents by suggesting responses during the conversation	12%	36%	33%	11%	8%	48%
AI providing personalized recommendations based on your past interactions	11%	34%	35%	11%	8%	45%
AI fully handling issues without needing a human agent	12%	29%	34%	15%	11%	41%
AI proactively reaching out to offer help before you ask for it	11%	30%	37%	13%	8%	41%

ZM20: Brands are starting to use AI in different ways to improve customer service experiences. Please indicate how you would feel about each of the following uses of AI when you engage with customer support. Base: All adults

Key takeaway

Consumers trust AI more when it's working behind the scenes. Your AI strategy should go beyond your self-service or chatbot solution. AI can empower agents without removing them from the loop. Capabilities like AI-powered auto-summarization provide context-rich summaries to speed up after-call work and make hand-offs smooth. Tools like Zoom AI Expert Assist can scan knowledge bases and CRM data to surface relevant information to agents when they need it.

Need more AI implementation tips?
Getting Started with Contact Center AI

Get the guide
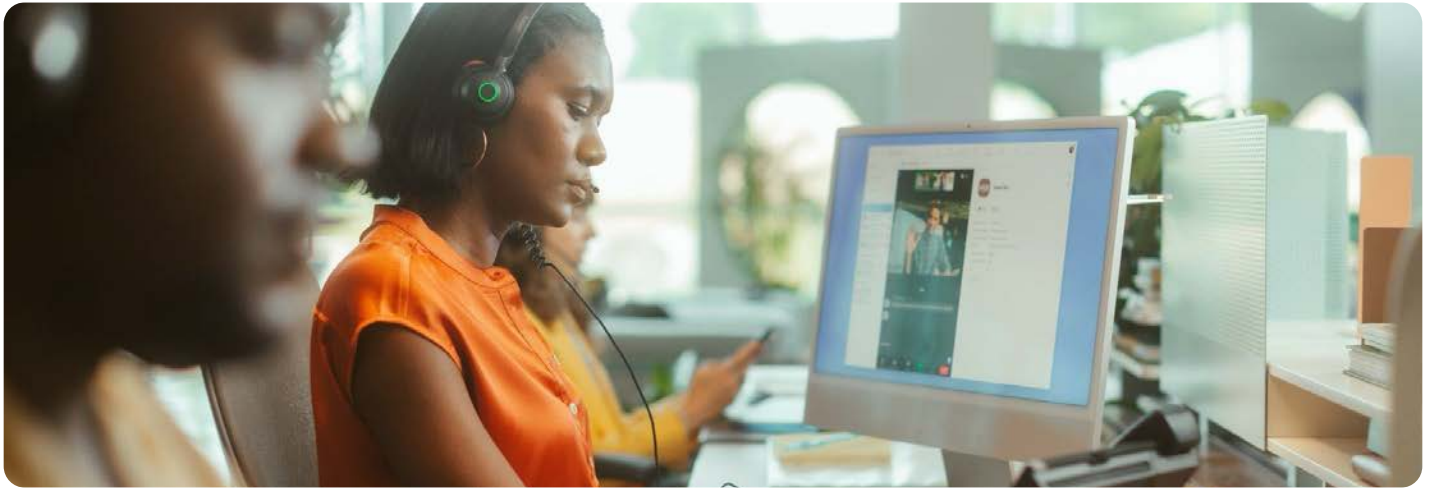
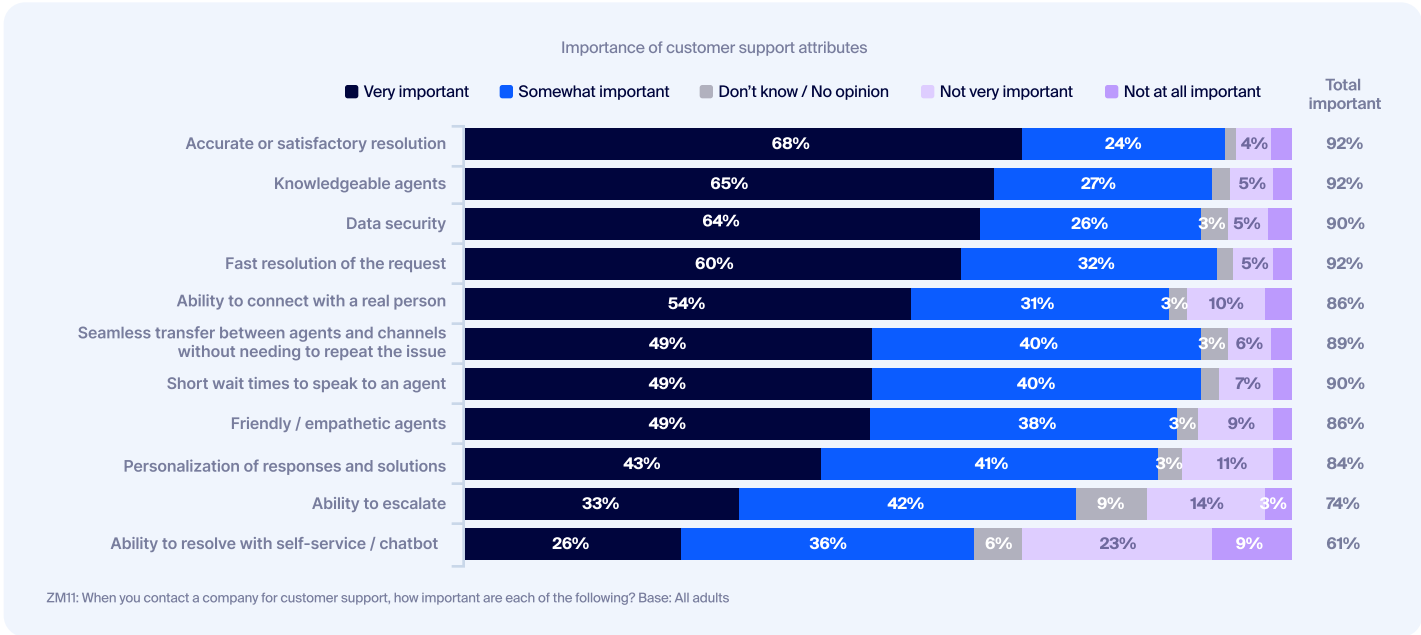# AI can't work without trust — and consumers know it

Speed and accuracy are not the only factors that are important to consumers in customer service experiences. Data security (64%) is up there with satisfactory resolutions (68%) and knowledgeable agents (65%), and fast resolutions (60%).
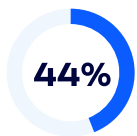
On the other hand, 80% of consumers report that poor data security would likely lead them to take their business elsewhere.

Top customer support attributes

64%	**68%**	**65%**	**60%**
Data security	Satisfactory resolutions	Knowledgeable agents	Fast resolutions

Impact of poor data security on customer loyalty

80%

Would leave due to poor data security

Importance of customer support attributes

■ Very important　■ Somewhat important　■ Don't know / No opinion　■ Not very important　■ Not at all important

	Very important	Somewhat important	Don't know / No opinion	Not very important	Not at all important	Total important
Accurate or satisfactory resolution	68%	24%	4%			92%
Knowledgeable agents	65%	27%	5%			92%
Data security	64%	26%	3%	5%		90%
Fast resolution of the request	60%	32%	5%			92%
Ability to connect with a real person	54%	31%	3%	10%		86%
Seamless transfer between agents and channels without needing to repeat the issue	49%	40%	3%	6%		89%
Short wait times to speak to an agent	49%	40%	7%			90%
Friendly / empathetic agents	49%	38%	3%	9%		86%
Personalization of responses and solutions	43%	41%	3%	11%		84%
Ability to escalate	33%	42%	9%	14%	3%	74%
Ability to resolve with self-service / chatbot	26%	36%	6%	23%	9%	61%

ZM11: When you contact a company for customer support, how important are each of the following? Base: All adults

44%

agree that chatbots and voicebots perform equally or better than human agents on privacy.

Nearly half of the respondents don't trust chatbot and voicebot support with sensitive health and financial information. They are most trusted to resolve simple queries like order logistics. Across the board, younger generations are more comfortable with these self-service solutions and are more likely to trust them across all scenarios.

Concerns around data privacy were also clear when we asked about consumers' comfort level sharing their personal information. Respondents are most comfortable with purchase history (33%) and basic biographical information.

However, consumers see the data security benefits of virtual agents, with 44% agreeing that chatbots and voicebots perform equally or better than human agents on privacy.

Spain and France show the highest reluctance to trust how AI performs on data protection, while Japan and UK respondents are more comfortable with data use for personalization.

Key takeaway

Don't sacrifice trust for resolution. Transparency and thoughtful AI implementation always matter. Work with a trusted vendor, like Zoom, and be transparent with your customers about the use of AI in your customer support channels, including guidance on how their information will be used. Over time, your customers will become confident that you are committed to protecting their personal and sensitive information.

The future of retention is resolution

Our research shows that consumers are open to AI, especially when it can be trusted and leads to a resolution. If you get your AI implementation strategy right and are transparent with your customers, you have the potential to build trust and turn your customers into loyal fans. They may even bring their friends along for the ride.

This means transforming your 'Doom Loop' self-service bot into a modern AI-first virtual agent that can resolve and escalate autonomously. It also means creating connected experiences with AI that help agents resolve issues fast, the first time. To meet your customers' expectations and have a shot at lasting loyalty, you need to lay the groundwork and approach AI with a thoughtful customer-led strategy.

Where Zoom can help

Our AI-first Zoom CX solutions offer the intelligence and design to generate outcomes that customers remember — and return for — all on the unified, familiar Zoom platform. Zoom Virtual Agent, our self-service solution, uses agentic AI to help you deliver always-on, proactive care that doesn't just respond, but acts with purpose to solve your customers' needs.

Explore Zoom CX

Find out how Cricut uses Zoom CX to achieve:

90% reduction in call wait time

89% reduction in call abandonment rates

50% self-service containment rate

→ **Watch the video**

Find more ways to transform service from meh to memorable:

7 ways to create unforgettable experiences

→ **Get the guide**

AI ALONE WON'T SAVE CX. RESOLUTION WILL.