

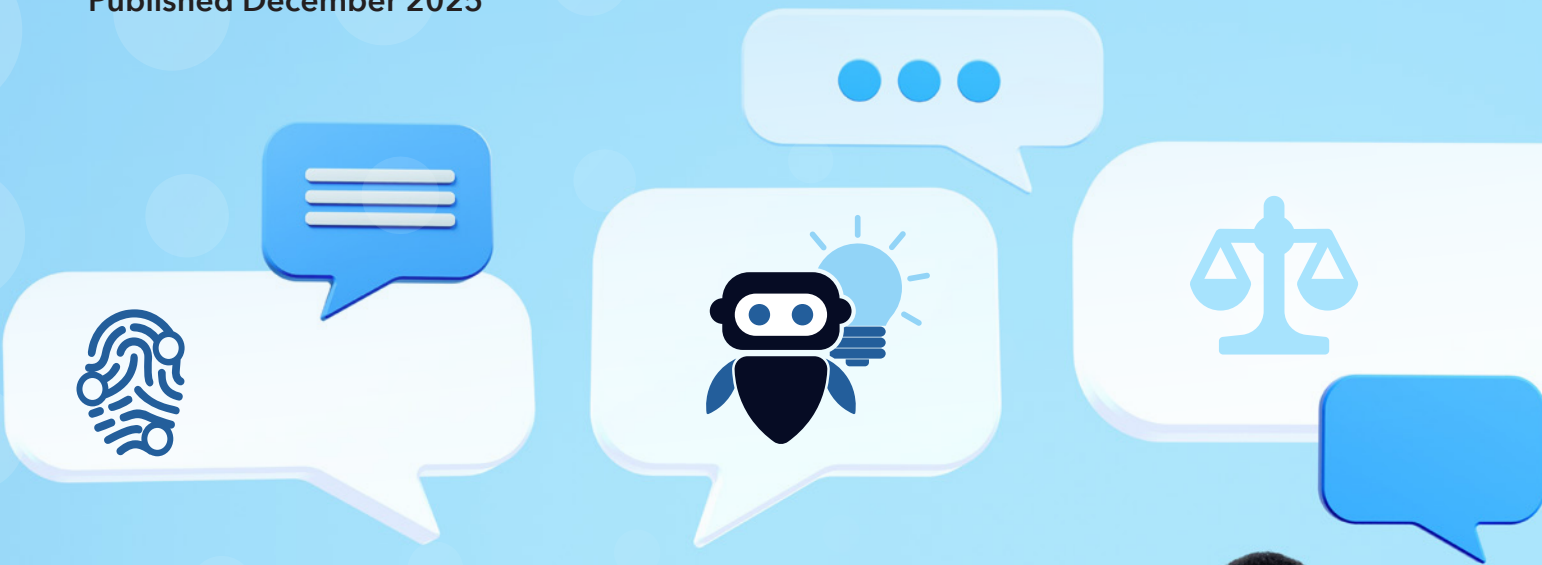


Execs In The Know

ETHICS, ADOPTION, AND OPINION:

Consumer Perspectives on AI for CX

Published December 2025



In partnership with:



Microsoft



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INTRODUCTION

The rapid rise of AI-powered customer experience (CX) solutions is reshaping how consumers engage with brands. Over the past several years, AI capabilities have expanded dramatically — from conversational interfaces and automated assistants to predictive routing and generative content support. As adoption increases, these tools are beginning to influence not only how customers seek help, but how they perceive the brands they rely on.

Yet despite clear performance gains and growing consumer usage, a paradox is taking shape. Comfort with AI remains uneven across demographic groups, and overall enthusiasm toward AI has declined since 2023. Consumer concerns — which were once narrowly focused on accuracy and misrouting — now extend into broader societal questions related to data ethics, job displacement, transparency, and responsible stewardship of AI technologies. These concerns, although often not directly tied to CX-specific experiences, influence whether consumers are willing to trust and rely on AI-powered support.

This report explores that paradox. Drawing on fresh quantitative research and insights from prior EITK studies, we examine how adoption trends, demographic patterns, customer perceptions, and real-world experiences intersect to shape the evolving landscape of AI in CX. We look beyond usage trends to understand what consumers expect, what currently undermines their confidence, and where brands have the greatest opportunity to modernize experiences in ways that foster trust, reliability, and long-term loyalty.

As AI becomes more embedded in digital engagement, CX organizations have a unique opportunity (and responsibility) to influence consumer sentiment. By improving accuracy, strengthening machine comprehension, designing for ease, and striking a more intentional balance between AI-powered and human support, CX leaders can chart a path that both expands adoption and alleviates consumer apprehension. This report is intended to guide that effort.

Our thanks to Microsoft for its partnership and support in developing this research, and aiding in the exploration of consumers' opinions on AI ethics and the adoption on AI-powered tools and solutions as it applies to CX and beyond. Be sure to check out their commentary on this topic on pages 4–7.



PARTNER COMMENTARY



What Consumers Really Think About AI for CX

As AI continues to dominate headlines and embed itself in our workplaces and daily lives, organizations must make strategic decisions about the technology's role in customer experience (CX). A key factor in identifying the right AI investment will be aligning use cases with consumers' opinions about AI and their appetite for adoption.

That's why our survey with Execs In The Know is so vital for customer engagement leaders. It reveals consumers' perceptions of AI and how they've changed since the previous survey in 2023, allowing organizations to align AI-powered CX with the evolving preferences of their customer base.

ADOPTION IS INCREASING, BUT CONCERNS REMAIN

Although AI adoption and acceptance are increasing, with 62% of respondents now using AI in their daily lives compared to 57% in 2023 (page 10), consumers still have uncertainties about the technology. More than half (55%) believe AI "Could Be Good or Bad," up from 51% in the previous survey. And 16% think "It's Just Scary," compared to 14% last time (page 24).

So, what does this mean for customer engagement leaders? How can they increase AI usage to improve CX while reducing costs — but without risking negative customer sentiment?

This year's survey uncovers three key drivers that could provide an answer. To boost customer AI adoption in CX, organizations must focus on:

- Improving AI performance
- Finding the right balance between automated and human-assisted service
- Ensuring the ethical development and application of AI



PARTNER COMMENTARY, CONT.

IMPROVING AI PERFORMANCE

The survey shows that consumers are largely comfortable using AI for simple queries and fact-finding. Almost two-thirds say they're prepared to use AI for a "General Inquiry on an Order or Purchase" (61%) or to "Get Information on a Product or Service" (59%) (page 13).

However, consumers are less confident about using AI to complete transactions or resolve issues. Just 26% say they would use AI to "Make a Purchase or Schedule Something," or "Attempt to Correct an Issue," and only 21% would be comfortable using AI to "Make a Payment."

This reluctance to rely on AI beyond finding information is likely due to many factors, including lingering concerns about security and privacy. But one of the keys to encouraging adoption across more interaction types is improving the performance of AI solutions.

Respondents identified several areas for improvement for AI in CX. Over half (54%) say AI tools should "Comprehend Better," and 47% believe AI must "Provide More Accurate Information" (page 14). These responses show small but important increases over the 2023 survey (up from 53% and 44%, respectively), suggesting that consumers' growing adoption of AI has led to heightened expectations of its performance in CX interactions.

CONTINUOUS LEARNING LOOPS ARE ESSENTIAL

There are numerous levers that can elevate AI performance to improve comprehension and accuracy. But in CX, continuous learning loops are one of the most powerful performance boosters.

When AI agents and systems observe and learn from human reps and automated interactions and how to resolve new customer intents, they can use that knowledge in future interactions and contain more inquiries in self-service channels. AI systems can also synthesize their new-found knowledge into articles that other human reps can access, improving experiences throughout the customer journey.

Human feedback on AI outputs can also help these tools learn to improve their accuracy, which will further increase customer satisfaction and trust in information from AI.

PARTNER COMMENTARY, CONT.

DEVELOPING AND APPLYING AI SOLUTIONS RESPONSIBLY

This year's survey reveals growing worries about the ethics and implications of advancing AI. The overwhelming majority (85%) of respondents have concerns in this area, with 45% saying they have "Moderate Concerns," up from 41% in 2023. Even more striking is the increased proportion of respondents who have "Significant Concerns": 40% compared to 33% (page 26).

These misgivings are reflected in consumers' shifting attitudes toward brands that announce they're increasing the use of AI. A quarter (24%) of respondents say it "Decreases opinion," double the 12% who gave this response in 2023. A further 8% say it "Greatly Decreases Opinion," up from 5% in 2023 (page 24).

INCREASE CONSUMER CONFIDENCE BY ADHERING TO RESPONSIBLE AI PRINCIPLES

To protect and grow brand equity, customer engagement leaders must consider these consumer perceptions and make it clear that they're applying AI ethically and responsibly.

It's vital to ensure the development and usage of AI models, tools, and agents in CX and beyond comply with the six key principles of responsible AI: fairness, reliability and safety, privacy and security, inclusiveness, transparency, and accountability.

A steadfast commitment to these principles guides all our AI decisions and R&D initiatives at Microsoft. That enables us to continually advance AI capabilities without making ethical compromises, creating highly effective AI-powered solutions that people trust.

AI FOR CX AT MICROSOFT

By deploying our resources, technical expertise, and AI leadership in a responsible manner, Microsoft is helping pioneering organizations evolve their CX capabilities — and redefine what's possible in customer service. With Dynamics 365, Copilot and AI, we enable leading brands to meet consumers' expectations, deliver outstanding service that aligns with their preferences, and apply AI for maximum business impact and customer value.

Our customers can:

- Deliver standout self-service experiences and empower human reps to resolve issues quickly with Dynamics 365 Customer Service
- Engage customers effectively and efficiently in any channel with Dynamics 365 Contact Center
- Transform customer engagement with autonomous agents that evolve with the latest intents, keep knowledge content up to date, automate routine case management tasks, and provide continuous quality monitoring

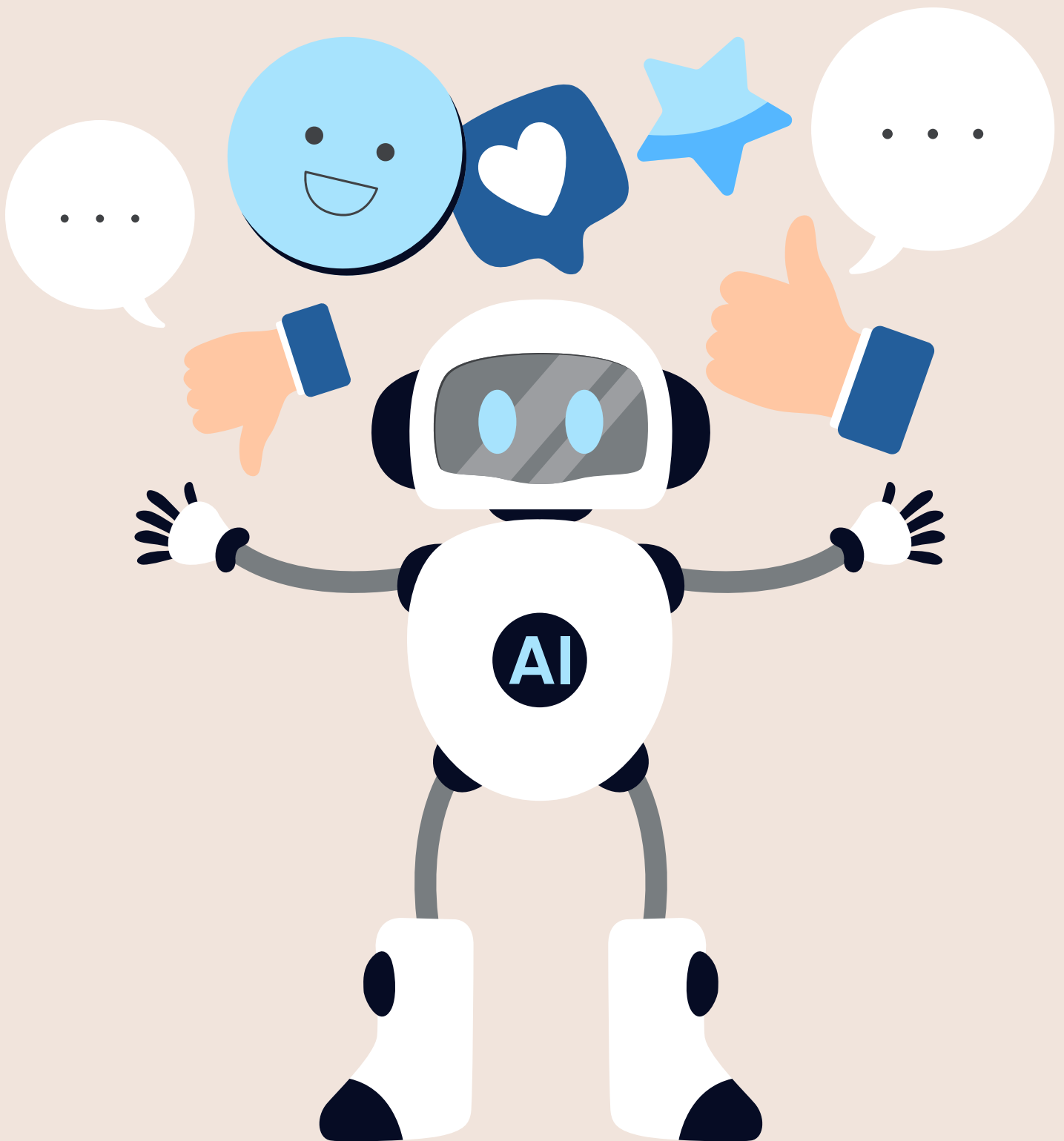
We hope you find this report useful, and that the insights it contains help you consider how to apply AI to deliver the experiences your customers crave while optimizing your service operations.

There's a bright future ahead for customer engagement leaders who can build the consumer trust and confidence required to make the most of the AI opportunity. Will your organization be at the frontier as we enter a new agentic CX landscape? If so, we'll meet you there.

[Learn more about our AI-led solutions for customer engagement](#)



SURVEY RESULTS



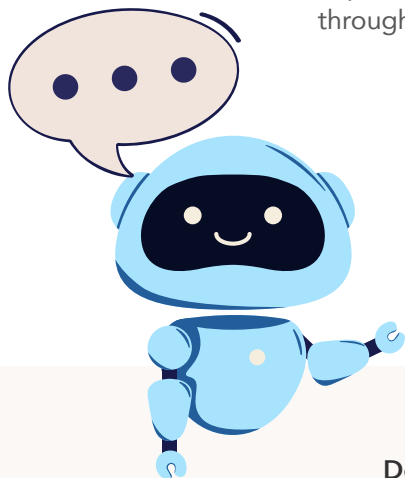


OPINIONS ON AI

CONSUMER USE OF GenAI AND AI FOR CUSTOMER CARE

Opinions

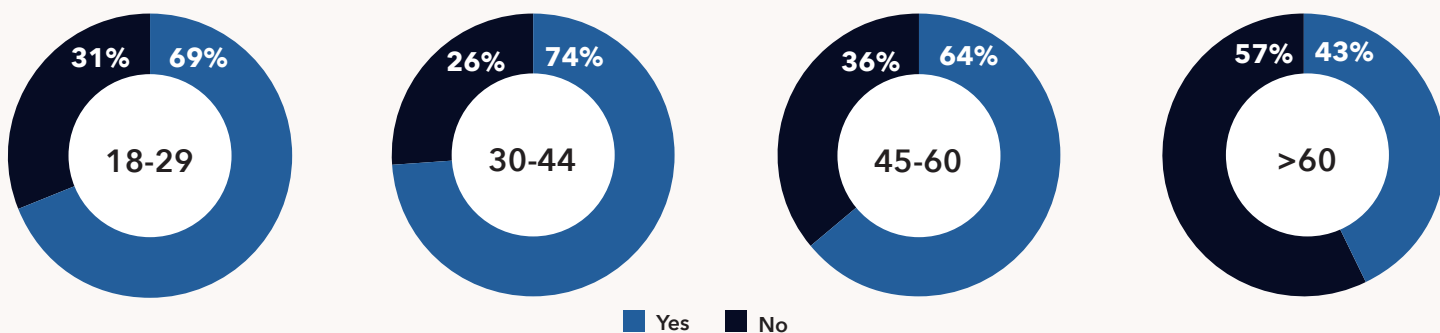
Overall use of GenAI in daily life has expanded since this question was last asked in fall of 2023, with most respondents in all age groups (save one) indicating some daily use of GenAI. Amongst those ages 60 years and older, only 43% of respondents use GenAI in daily life. Comparatively, 74% of those ages 30-44 years indicated daily use of GenAI, followed by 69% of those ages 18-29, and 64% of those ages 45-60. As expected, this gap in use has broad implications for results throughout this report and, where appropriate, these are called out.



Do you use generative AI applications in your daily life, such as ChatGPT, Siri, or Alexa?

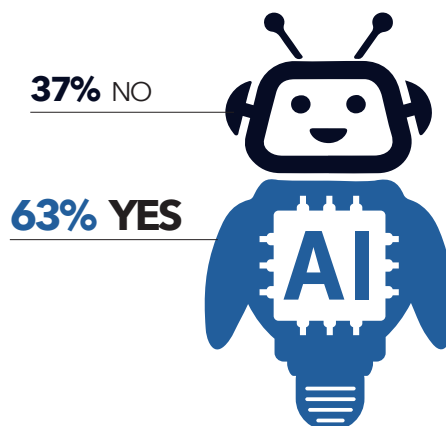


Do you use generative AI applications in your daily life, such as ChatGPT, Siri, or Alexa? (By age.)

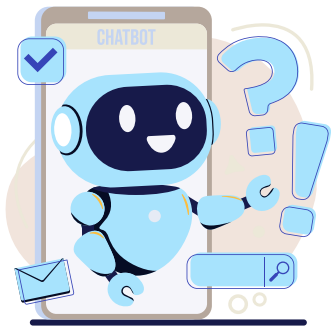


In the last 12 months, have you attempted to resolve a customer care issue using an artificial intelligence- (AI-) powered solution like a chatbot or a virtual assistant?

Like the above result, use was strongly correlated with age. Only 48% of those ages 60 years and older indicated they had used an AI-powered solution to resolve a customer care issue in the past 12 months. Among all other age groups, use was between 62% and 70%. For brands to encourage use among those ages 60 and older, it will require not only ease of use, but a high degree of effectiveness for AI-powered solutions. If a solution is ineffective upon its first use, trust is easily diminished. There are also concerns with security and privacy which warrant addressing.



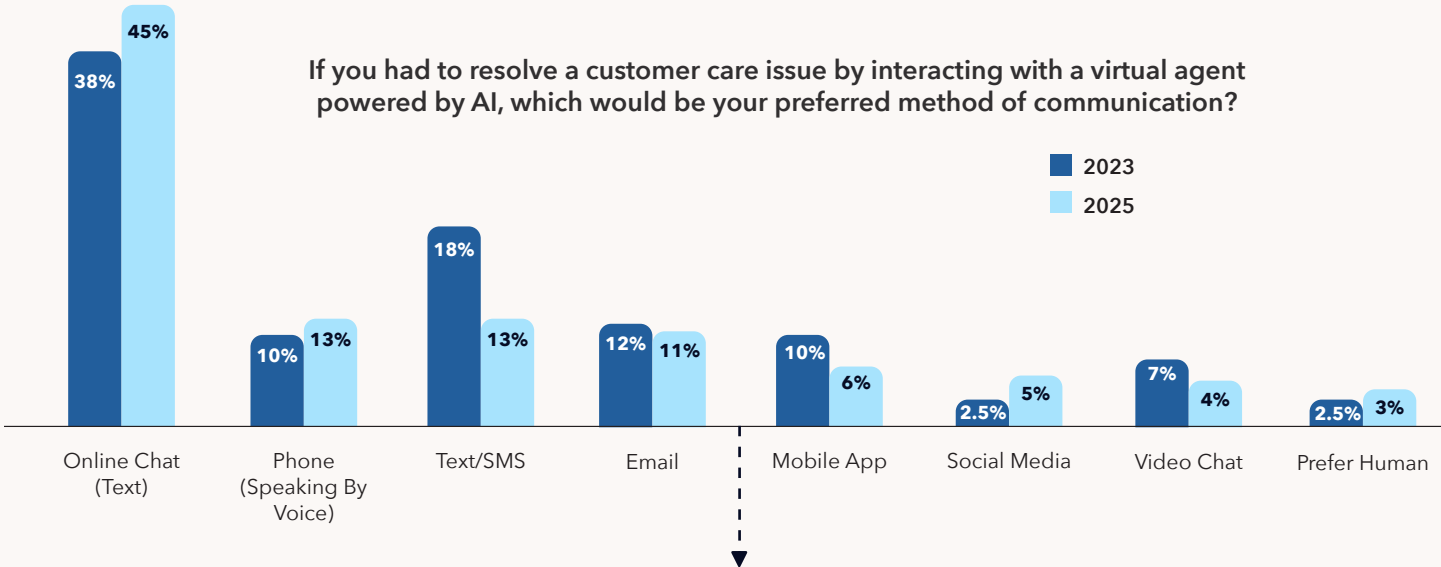
A majority of consumers would be open to interacting with AI to resolve a customer care issue if it meant greater speed and ease. But again, age played a role, with only 39% of those ages 60 years and older answering in the affirmative. Considering the responses on the previous page, in which 63% of respondents had used an AI-powered solution, it's entirely likely that at least some consumers are being forced to interact with an AI-powered solution not by choice, but by design. Regardless, the YoY consistency in results could be indicative of future consumer sentiment.



Would you be open to interacting with a virtual agent powered by artificial intelligence (AI) to resolve a customer care issue if it meant you could get a resolution quicker and more easily?



Online Chat continues to outshine all other solutions when it comes to consumer channel preference in interacting with AI to resolve a customer care issue. Once again, age factored into the results, with 20% of those ages 60 years and older preferring "Phone," while not a single individual over 60 years indicated "Mobile App" as a preferred method. At the same time, "Text/SMS" was tied for second among all age groups (except for those 60 years and older), even as Phone rebounded overall and Text/SMS dipped year-over-year.



If you had to resolve a customer care issue by interacting with a virtual agent powered by AI, which would be your preferred method of communication? (Indicated phone.)

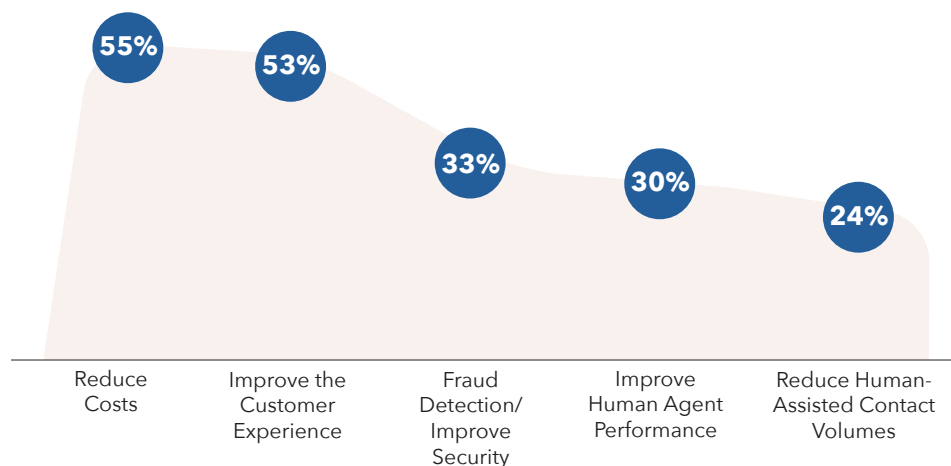


UNDERSTANDING BRAND EXPECTATIONS FOR AI

Opinions

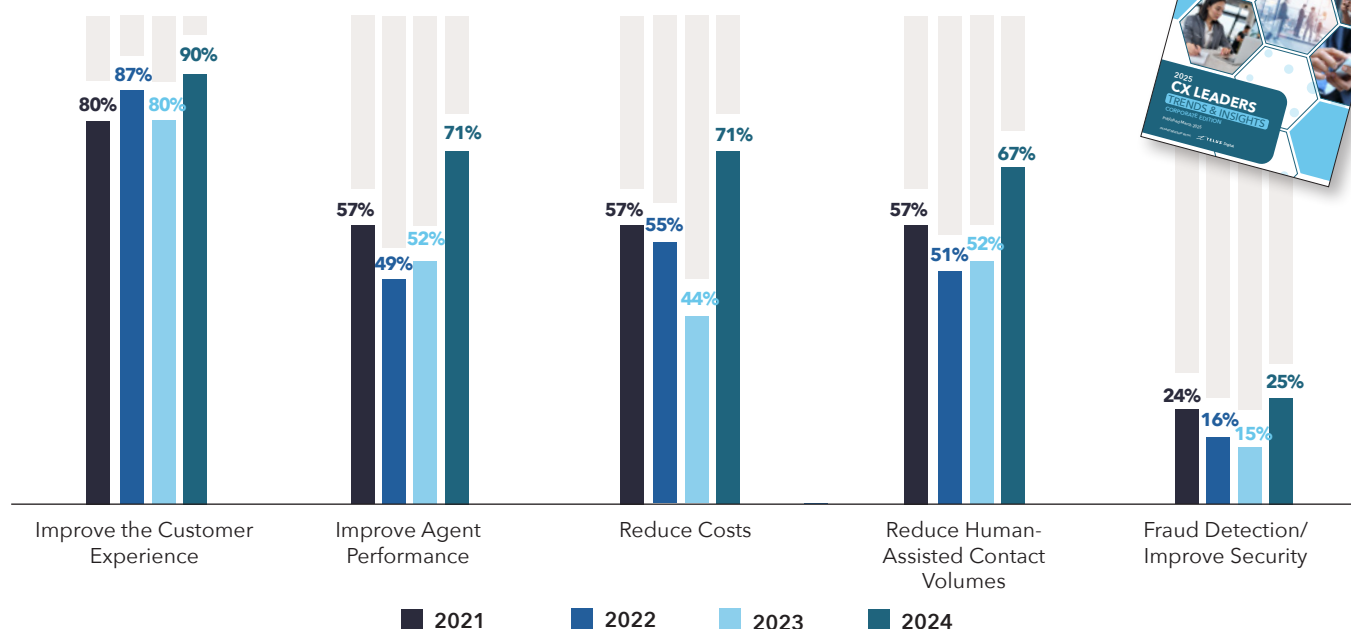
Consumers are quite open to the idea that brands might utilize AI to drive down costs or to improve the customer experience. That said, they are apprehensive regarding other expectations, especially when it comes to using AI to reduce human-assisted contact volumes, something likely to be interpreted as resulting in job losses. It is curious that consumers hesitate at the idea of AI providing improved security and fraud detection. In fact, it begs the question of which consumers trust more when it comes to issues of privacy and/or security: live agent or AI?

Which of the following are reasonable expectations a brand should have when investing in AI-powered technology for customer care? (Select all that apply.)



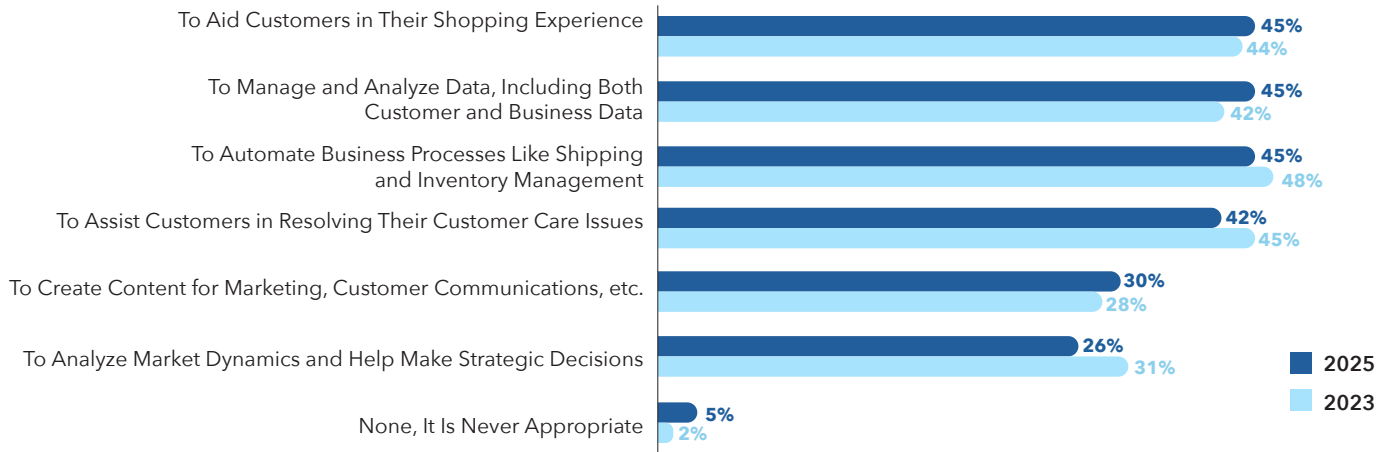
Although there are no prior consumer-based data points concerning the above question, a similar question appeared in previous Execs In The Know research — the *2025 CX Leaders Trends & Insights: Corporate Edition* report, released in March 2025. In the report, a question was asked of corporate practitioners about their intended objectives for the use of AI-powered solutions. With exception of “Fraud Detection/Improve Security,” many brands have broad expectations for AI, with an almost universal objective to improve the customer experience. In thinking about their objectives for AI, brands should consider what consumers find reasonable (above) and explore how this might fit with their own objectives.

Which objectives are you primarily trying to accomplish with your use or future use of AI-powered solutions? (Select all that apply.)



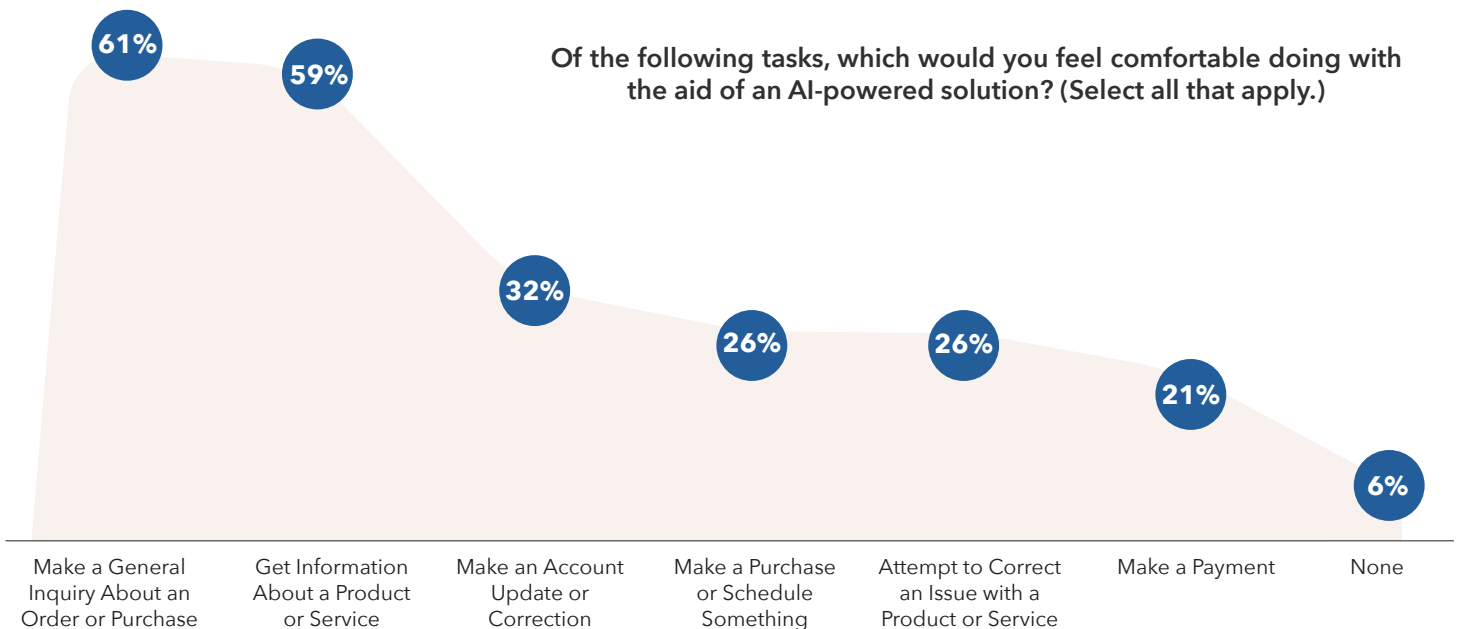
Consumers generally feel the same as they did in 2023 when it comes to which scenarios are appropriate for the use of AI-powered solutions. Automation, aiding in shopping, data analysis, and customer care assistance are all somewhat acceptable to consumers as use cases for AI-powered technology. At the same time, consumers are less enthusiastic about brands using AI with an eye on business functions like content creation and/or market analysis. Essentially, consumers are on board with the use of AI if it directly impacts their experience, but are less accommodating of its use for what amounts to back-office functions.

In your opinion, in which of the following scenarios is it appropriate for brands to utilize chatbots, generative content, and other AI-powered solutions and technologies? (Select all that apply.)



Apart from which scenarios are appropriate (above), consumers themselves are most comfortable using AI-powered solutions to do things like make general inquiries, get product/service information, and make account updates/corrections. They are least comfortable with using AI to accomplish specific transactions like making account payments, making a purchase, or attempting to resolve an issue. Naturally, the use of AI-powered solutions inspire more comfort with their use when they are more effective, and when consumers have increased success and familiarity with the technology. Therefore, brands should be aware of the effectiveness and success rate of their AI-powered solutions and, in doing so, spot opportunities for improvement.

Of the following tasks, which would you feel comfortable doing with the aid of an AI-powered solution? (Select all that apply.)

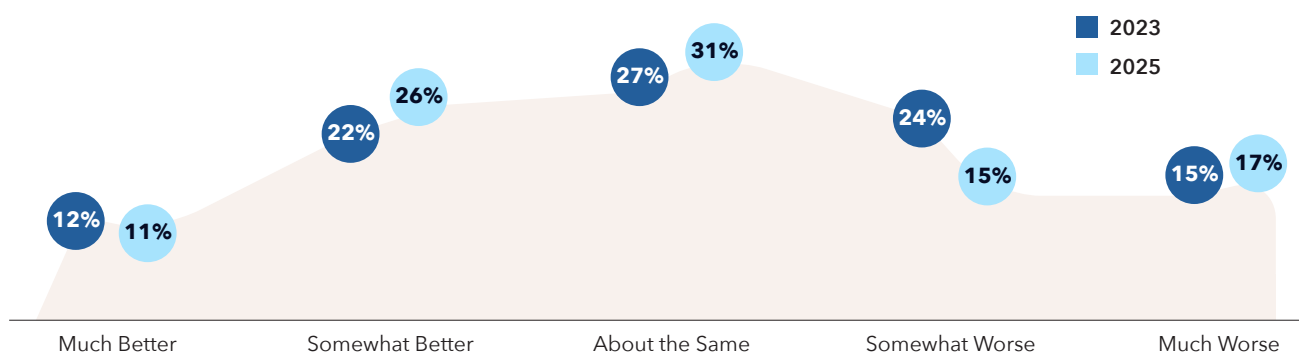


IMPACT OF AI ON CX AND OPPORTUNITIES FOR IMPROVEMENT

Opinions

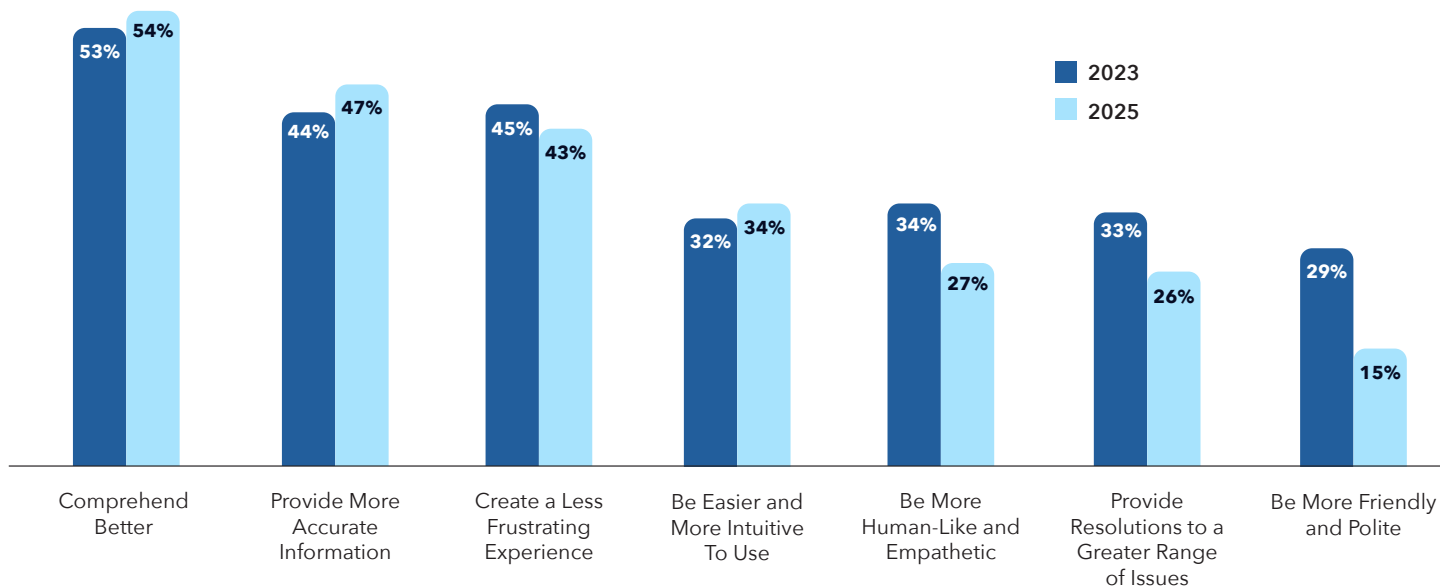
Undoubtedly, AI has had a widespread impact on the customer experience, and this impact is certain to grow in the coming years. Whether AI has improved the experience is debatable. In 2023, 34% of respondents indicated “Much Better” or “Somewhat Better,” and that number has grown to 37% in 2025. Conversely, 39% indicated “Much Worse” or “Somewhat Worse” in 2023 and, in 2025, this number fell to 32%. Although two data points does not a trend make, these results indicate a positive direction for the technology.

In your opinion, has the recent increase in the use of artificial intelligence (AI) among brands (including for things like customer care) led to a better or worse customer experience?



Where consumers see opportunity for improvement has remained relatively consistent, with several areas indicating improvement, including AI being more friendly, human-like, and providing resolutions to a greater range of issues. The last item, providing resolutions to a greater range of issues, is a key aspect of functionality for such solutions. By providing AI-powered solutions that can resolve a wider range of issues, brands help encourage adoption and drive positive consumer experience with such technologies.

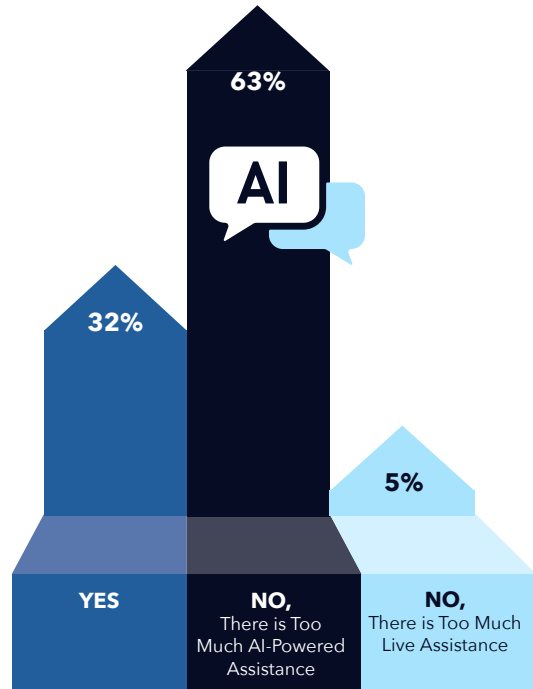
In your opinion, in what ways are AI-powered customer care solutions most in need of improvement? (Select all that apply.)



Do you feel companies are doing a good job of providing a balance between live and AI-powered assistance?

In a question designed to gauge how brands are doing with their use of AI, only 32% of survey respondents felt there was a good balance between live and AI-powered assistance, with almost two-thirds indicating there was too much AI-powered assistance. To help ease this perception, brands should consider getting more targeted in their use of AI-powered assistance, making escalation to a human easier, and focusing on utilizing AI as a force multiplier rather than as a replacement for human-assisted customer care. Brands should also consider seeking ways to make the AI-powered journey a choice rather than a forced path to getting help.

Notably, only 15% of respondents 60 years and older said yes, compared to 46% of those ages 45 to 60 years of age.



In your opinion, is it okay for brands to first direct customers in need of help to an AI-powered solution before providing access to a live person for assistance?

About one-quarter of consumers are okay with brands utilizing AI-powered solutions as a first resort, but most (59%) think such guidance should be situational in nature. Regardless of how the initial guidance is handled, brands should consider how easy it is for a customer to transition to live assistance following the start of the journey. Consumers are more likely to be accepting of a journey beginning with an AI solution if it is easy to off-ramp when needed. Furthermore, this result is again heavily correlated with age, with only 14% of those ages 60 years and older indicating it's okay for brands to begin a customer care interaction with an AI-powered solution.

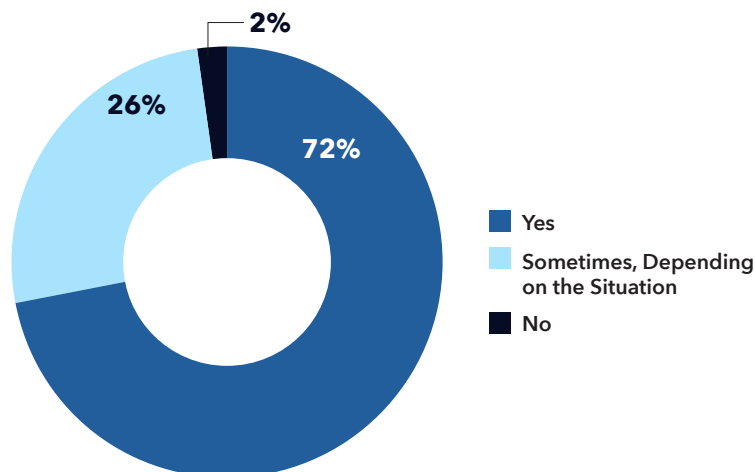


CLEARLY IDENTIFYING AI-POWERED INTERACTIONS

Opinions

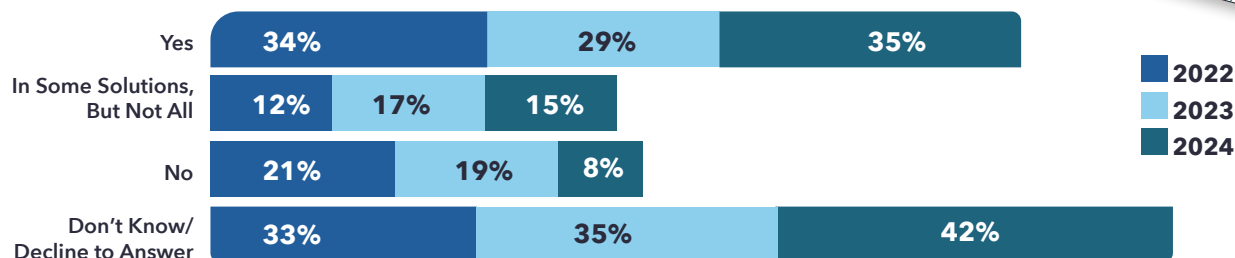
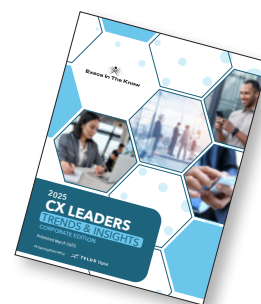
Do you think brands should clearly identify if a customer care representative or interaction is powered by AI?

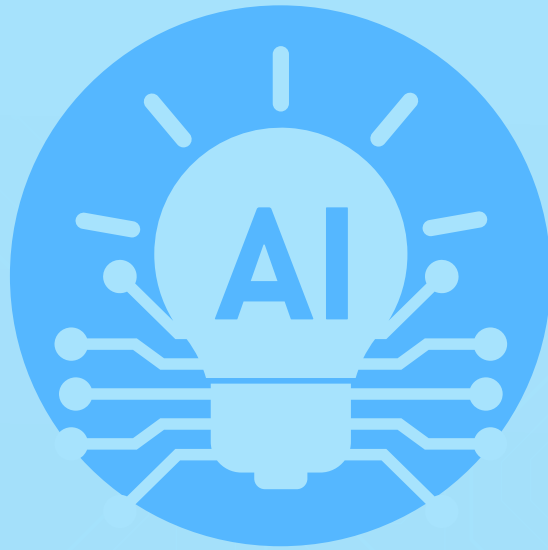
Once again, age played a defining role when consumers were asked if AI-powered solutions should self-identify as such, with 83% of those ages 60 years and older indicating "Yes" to the question at right, and 0% of the same answering "No." Regardless, results across all age categories clearly demonstrate the need for brands to identify when a customer care interaction is powered by AI.



In a similar question asked of CX leaders as a part of the *2025 CX Leaders Trends & Insights: Corporate Edition* report, most survey respondents indicated their solutions were identified as non-human in some or all cases. This is especially true when excluding those who answered, "Don't Know/Decline to Answer." There has also been a steady decline in the number of brands indicating they do not clearly identify a solution as non-human at the start of the interaction. This is good news given consumer expectations above.

In utilizing customer-facing AI-powered solutions, do you clearly identify the solution as non-human at the start of an interaction?





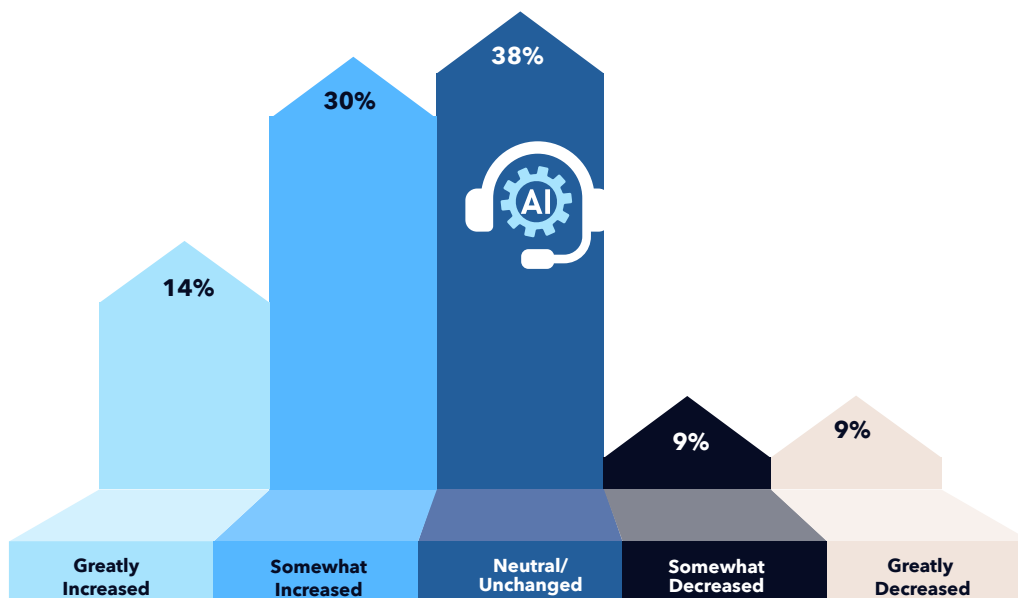
AI ADOPTION

CHANGES IN ACCEPTANCE AND ADOPTION

AI Adoption

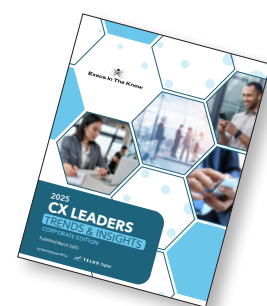
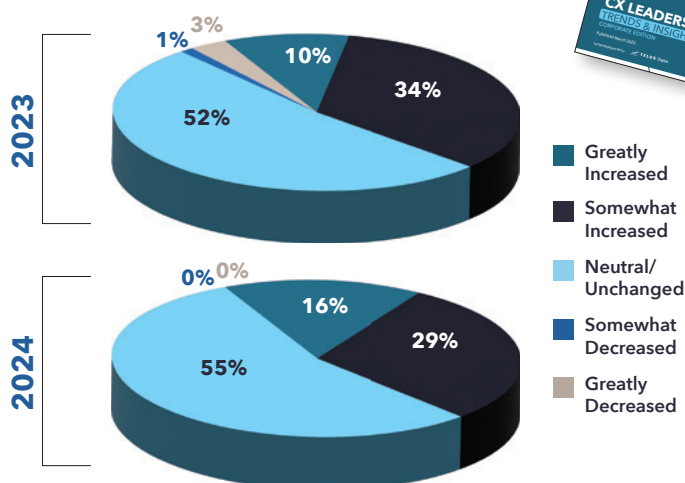
Based on the results below, consumers have grown increasingly accepting of AI-powered solutions over the past 12 months, with a total of 44% of survey respondents indicating some level of increased acceptance and adoption compared to 18% of consumers who indicated some level of decrease of the same. Given subsequent results on the following pages, the increased acceptance is likely due to a variety of factors, including greater effectiveness among tools, wider use, and forced pathing.

How would you describe your acceptance and adoption of AI-powered customer care solutions (including chatbots and other self-help tools) over the past 12 months?



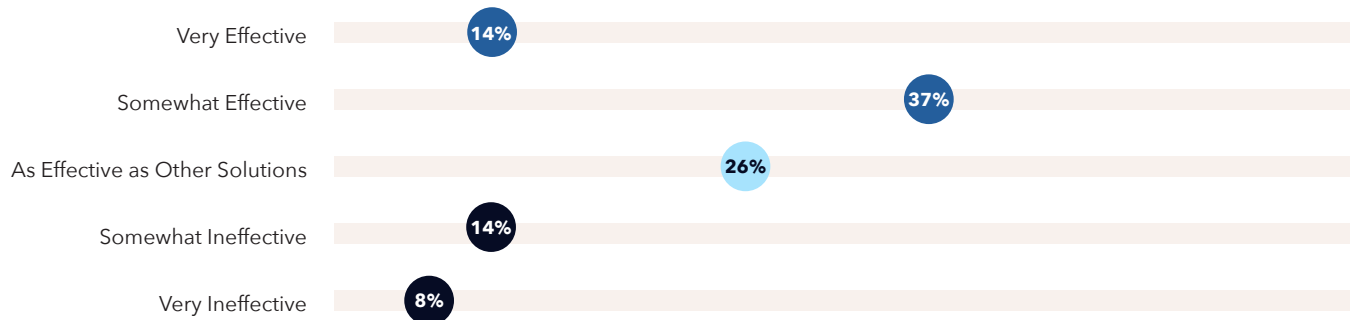
From the corporate point of view, there was virtually no decrease in the acceptance and adoption of AI-powered solutions in 2024, as indicated in the *2025 CX Leaders Trends & Insights: Corporate Edition* report. There was also a substantial increase in the percentage of respondents who reported "Greatly Increased" acceptance and adoption, moving from 10% to 16% year-over-year (YoY). At least from the corporate point of view, and echoing results above, consumers are growing more accepting of AI-powered solutions.

How would you describe your customers' acceptance and adoption of AI-powered solutions over the past 12 months?

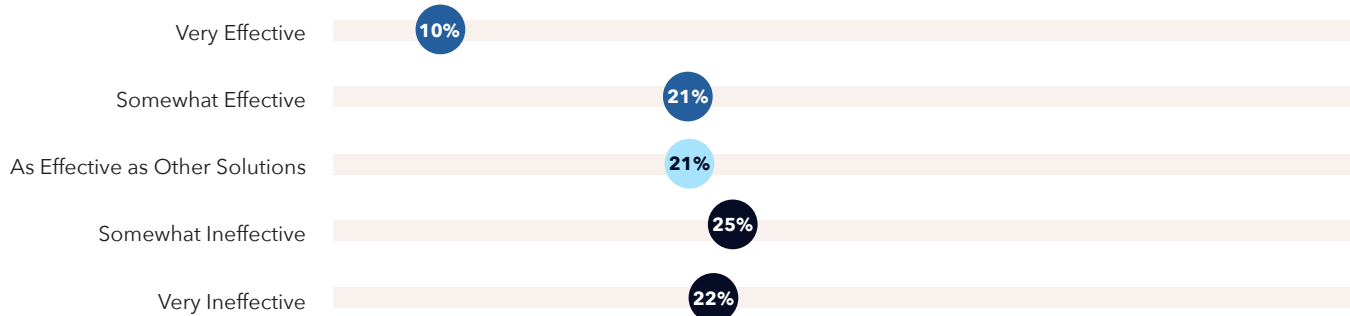


Taking the two sets of results below, it's apparent that consumers have a much higher level of confidence in AI-powered solutions when the issue they are trying to solve is "simple" in nature, as opposed to "complex." In fact, when issues are positioned as complex, 47% of respondents consider AI-powered solutions to be "Somewhat Ineffective" or "Very Ineffective," compared to only 22% of consumers when the issue is described as simple. This is likely not just a matter of perception, but actual experience. As AI-powered solutions get more effective at resolving ever more complex issues, consumer opinion is likely to shift.

Compared to non AI-powered solutions, how effective do you think AI-powered solutions are in helping to resolve simple customer care inquiries and issues like paying a bill or updating account details?



Compared to non-AI-powered solutions, how effective do you think AI-powered solutions are in helping to resolve complex customer care inquiries and issues like resolving a product issue or making a policy exception?

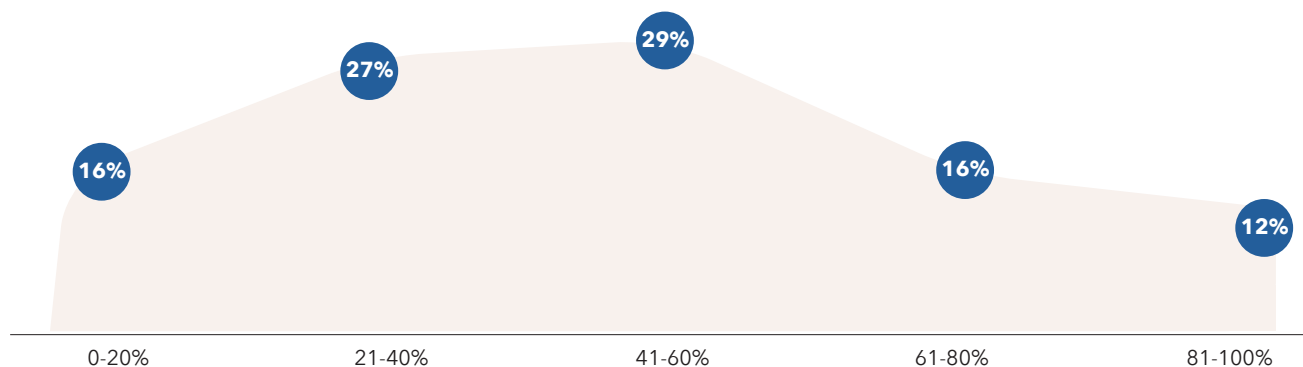


PERCEPTIONS ON RESOLUTION RATES FOR SELF-HELP/AI

AI Adoption

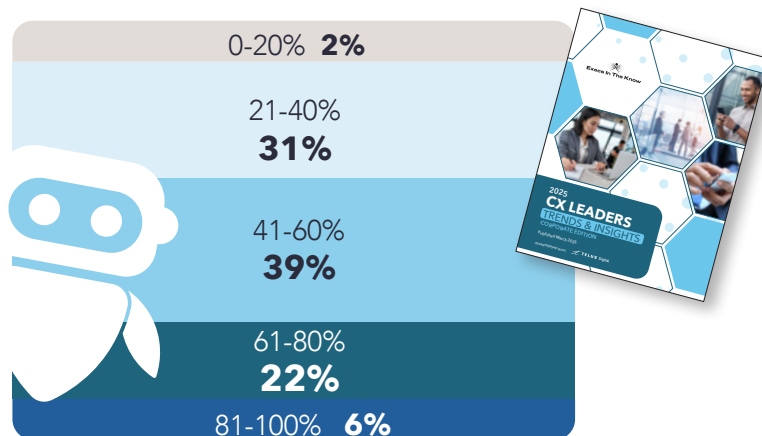
Most consumers (57%) think 41% or more of their customer care issues are probably too complex to be resolved using self-help or an AI-powered solution. And this is not merely the consumer's imagined perception, as these results are not too far off the mark from how CX practitioners view AI-powered solution effectiveness (see below). Knowing this, brands should carefully consider how they guide consumers to the best solution based on their specific issue. For moderate to complex issues, consumers should be provided with a quick off-ramp to reach a live person, if not having the engagement start with live assistance.

What percentage of your customer care issues are probably too complex to be resolved using a self-help or AI-powered solution?



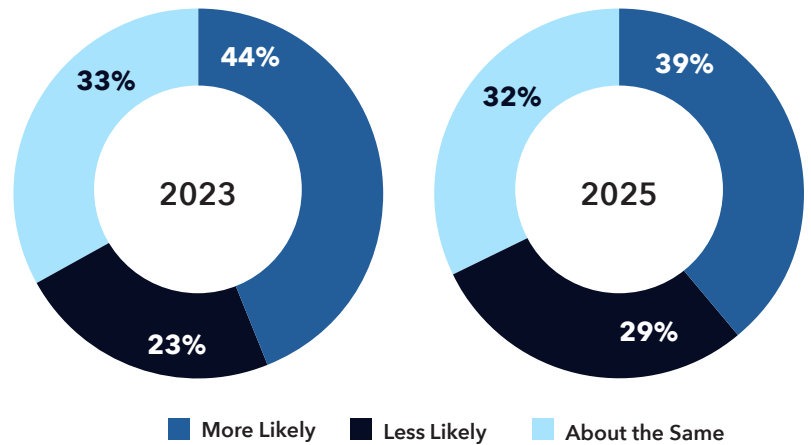
In a similar question to the above, asked of CX practitioners as a part of the *2025 CX Leaders Trends & Insights* report, practitioners and consumers were generally aligned with responses bunched in the middle range. In fact, the largest portion of respondents across both surveys indicated 41-60% of engagements were likely too complex for AI. These results indicate that AI for CX technology has room to grow and improve, especially in terms of the complexity of issues that the technology can handle. Brands should consider auditing their customer-facing AI-powered solutions on a regular basis to fully understand the limitations and strengths of their toolbox.

What percentage of your overall customer care engagements are too complex to be resolved using a self-help or AI-powered solution?



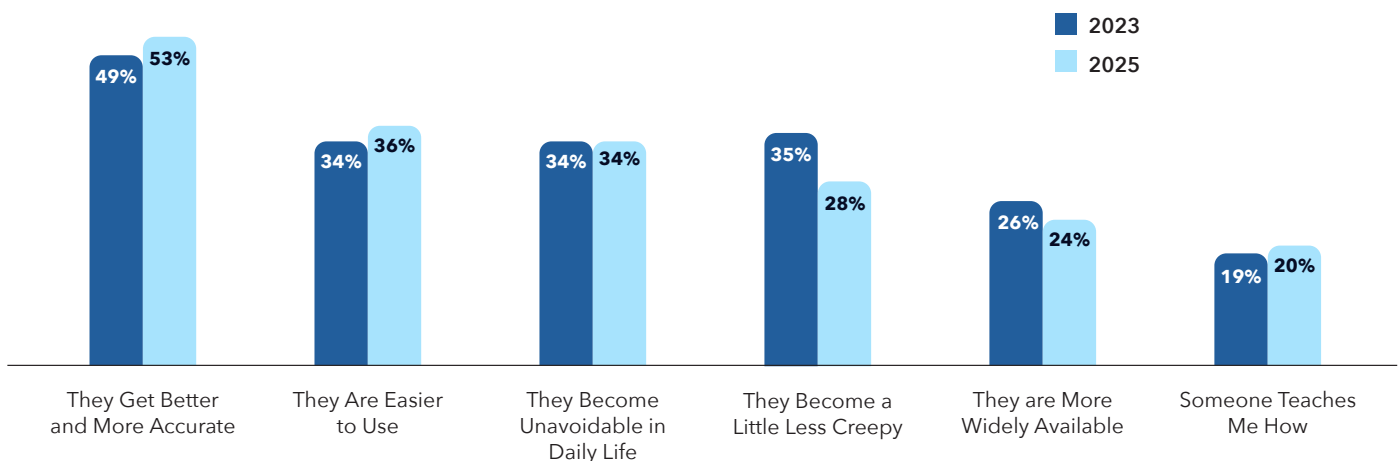
Although there seemed to be some slight improvement in how consumers viewed the impact of AI on their experience (page XX), fewer consumers seemed to be interested in using AI-powered solutions more often in the future. This likely related to where consumers think AI-powered solutions need to be improved (page XX), which equates to becoming more accurate and better at comprehending. This notion is further supported by the result below, in which most consumers point to such solutions being better and more accurate as a driver for greater adoption. Among age groups, those ages 45 to 60 years were most likely to increase their use of AI-powered technology, with 52% indicating “More Likely,” while only 29% of those ages 60 years and older indicated the same.

Are you more or less likely to use AI-powered technology in the future?



There was little change in what would make consumers more likely to use AI-powered solutions in the future, save the fact that consumers appear to be more unsettled by AI than they were in 2023. This is likely due more to their wider use as opposed to improvement, which would also be implied by a fall in the number of respondents who answered, “They Are More Widely Available.” To truly expand adoption, consumers need to want to opt for such solutions because they are easier, more accurate, and more effective or as effective as live assistance.

What would make you more likely to use AI-powered technologies in the future? (Select all that apply.)



WAYS CONSUMERS USE AI IN DAILY LIFE

AI Adoption

As shown in results on page XX, use of AI-powered applications in daily life is slightly up since 2023. The ways in which consumers are using AI is quite varied, with only a moderate concentration in the use of smart assistants like Alexa, Siri, or Google Assistant. That said, there is a slight disconnect between use results on page XX in which 38% of respondents said they were not using AI in their daily life, yet the number of respondents who indicated “None/Not Using” in the results below was only 14%. It’s likely that the question below broadened the potential use cases for AI in the mind of consumers, leading to far fewer respondents indicating no use of the technology.

What are some of the ways you are using AI in your daily life?
(Select all that apply.)





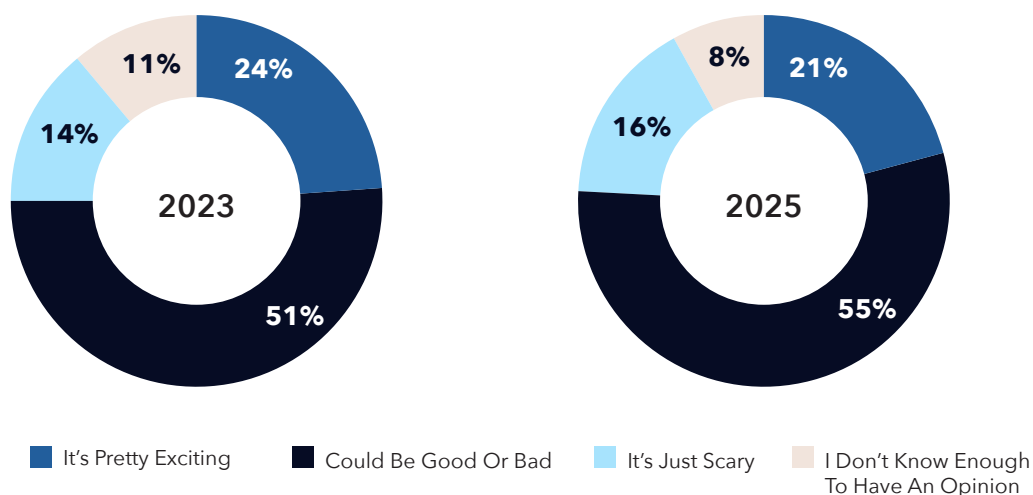
ETHICS OF AI

FEELING TOWARD AI AND ITS USE BY COMPANIES

Ethics of AI

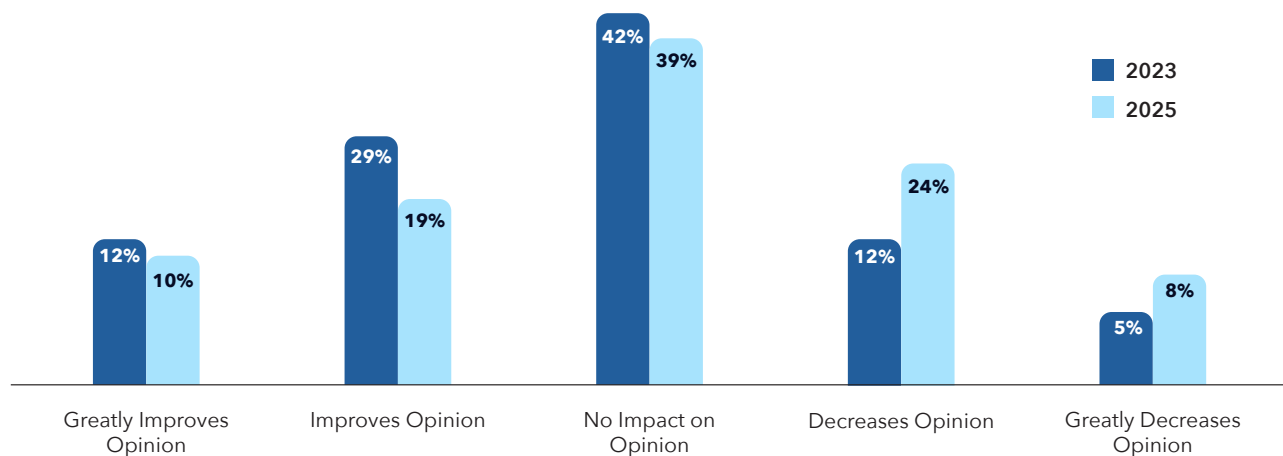
Consumers generally feel the same about AI as they did in 2023, with slightly more pessimism than previously registered. Aside from this shift, the only other notable difference was the three-point drop in the percentage of respondents indicating they don't know enough about AI to have an opinion. This speaks to the expansion in the awareness of AI technology indicating that brands need to focus less on education and awareness and more on the type of experiences consumers have with AI-powered solutions.

What is your general feeling about AI, its development, and its use?



Expanding upon the pessimism hinted at in the results above, respondents were significantly less impressed by companies expanding their use of AI-powered technologies compared to 2023. That said, most of the lack of enthusiasm was driven by those ages 60 years and above, where only 15% of respondents indicated hearing of AI's use "Greatly Improves Opinion" or "Improves Opinion" for a company compared to an average of 35% across all other age groups. Furthermore, 39% of those 60 years and above indicated "Greatly Decrease Opinion" or "Decrease Opinion" compared to an average of 28% among all other age groups.

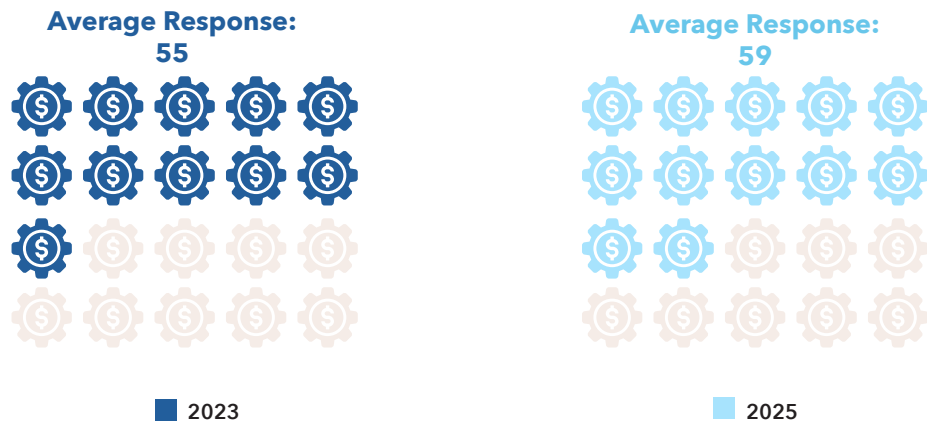
How does hearing about a company expanding its use of AI-powered technologies influence your opinion of that company?



Consistent with results on the previous page, consumers were slightly more concerned about companies using AI to improve business outcomes in 2025 compared to 2023. Again, age played a role in the result with an average response of 63 among those ages 60 and older compared to an average of 57 among all other age groups. Those 18 to 29 years of age were least concerned, with an average response of 52.

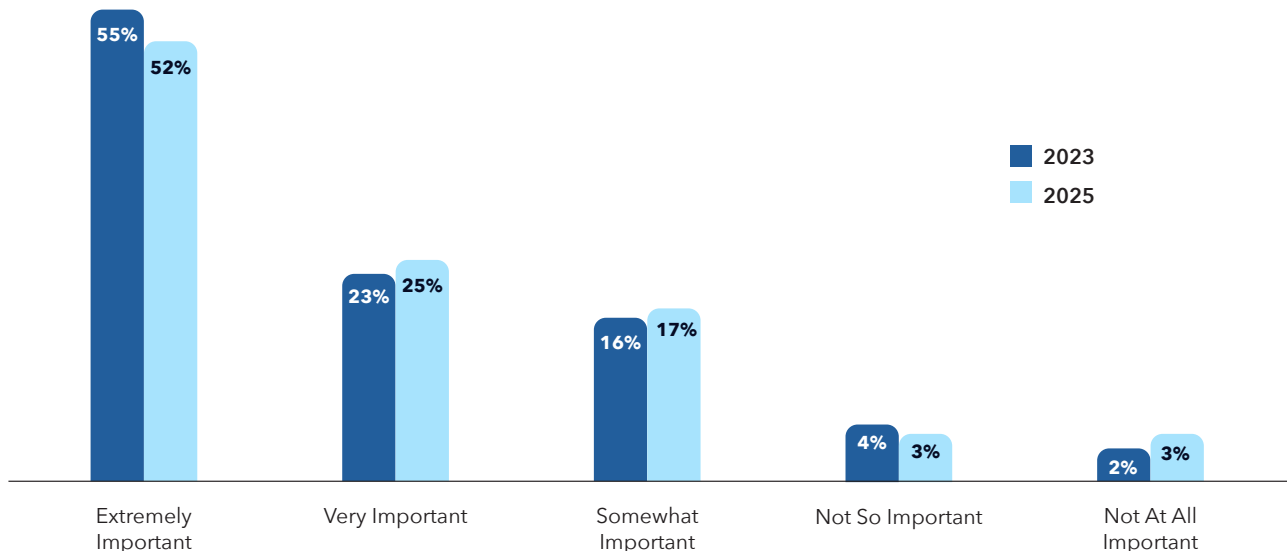
How do you feel about the use of AI by companies to improve their business outcomes?

1 = No Concern; 100 = Great Concern



Perhaps no other result was as heavily impacted by age as the result below. Among those 60 years and older, 75% indicated it was “Extremely Important” for companies to understand the ethics behind AI compared to an average of 43% among all other age groups. Once again, those ages 60 years and older prove themselves to be an outlier. For companies looking to deploy or expand AI-powered solutions while also having a customer base that leans older, this should be a notable consideration, as it heavily impacts acceptance and adoption.

If a company were to consider deploying AI, how important is it for them to get an understanding of the ethics behind AI technology?

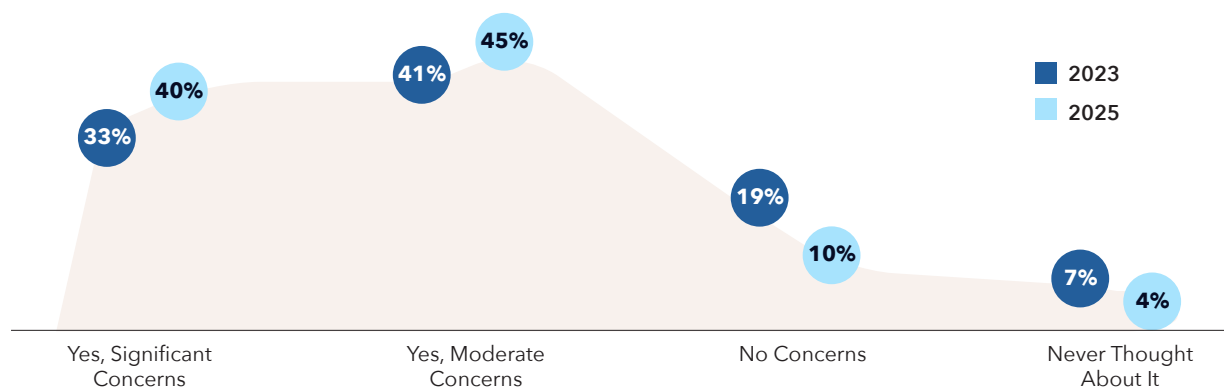


CONSUMER CONCERNS WITH AI

Ethics of AI

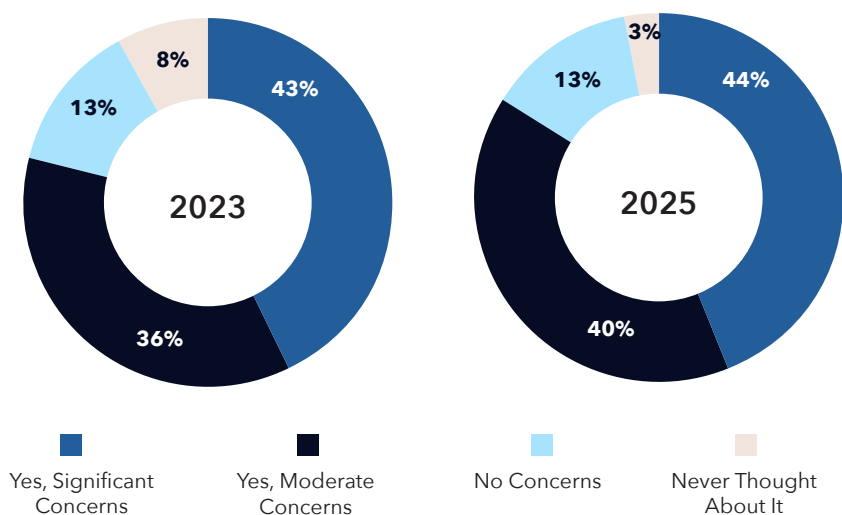
Aligning with results elsewhere in this report, the following four results indicate slightly growing concerns among consumers in all areas related to the expanded use of AI. While the growth in such concerns was not extreme, it was consistent across categories, with the most acute growth occurring for concerns related to the ethics and implications of humans advancing their pursuit of AI. What is also clear in these results is more consumers are thinking about AI and its implications in 2025 than in 2023, with the “Never Thought About It” responses declining across all four results. Among all age groups, those ages 18-29 years had the least amount of concern with an average “Yes, Significant Concerns” response of 31% across all four areas of potential concern.

Do you have any concerns about the ethics and implications of humans advancing the pursuit of artificial intelligence?



Among all areas, consumers had the most concerns for three specific areas: ethics and implications (above), inaccuracies and biases (below), and security risks (page XX). Inaccuracies (including the phenomenon known as “AI hallucinations”) and biases not only confuse consumers, they also greatly undermine consumer trust in AI-powered solutions. Furthermore, such errors can quickly escalate into a public relations nightmare depending on the context and extent of the error. In other words, this should be an area of focus for brands (especially when evaluating new AI investments), since there is so little room for error and so much at stake.

Do you have any concerns about the inaccuracies and biases that might occur with the wider use of AI-powered technologies?

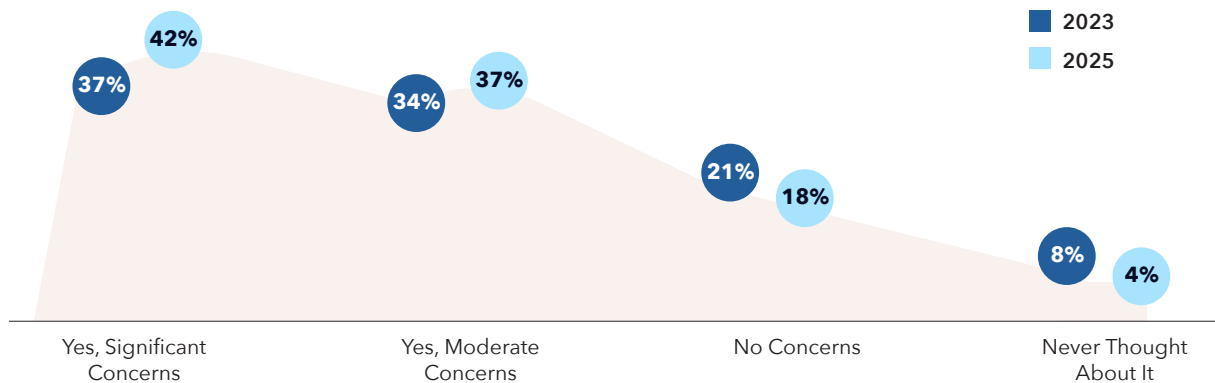


WHAT IS AN AI HALLUCINATION?

An AI hallucination is an event in which a generative AI tool or program provides inaccurate or completely false information while presenting such information as factual.

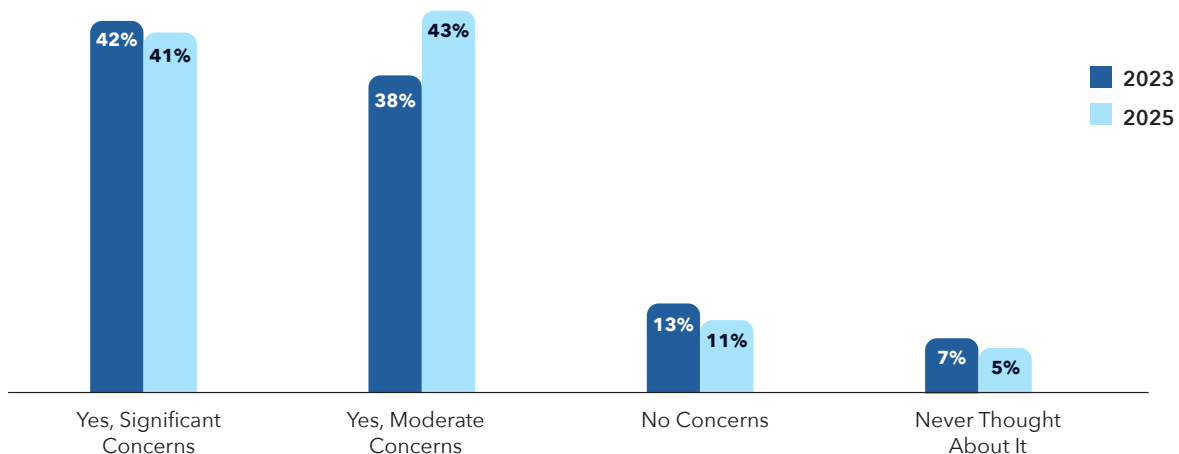
Individuals ages 60 years and older greatly elevated the level of concern for all areas, save one — potential job losses. For all other areas of concern (ethics and implications, inaccuracies and biases, and security risks), the average percentage of those 60 years and older answering “Yes, Significant Concerns” was 51%. But for the question about potential job losses (below), only 43% said “Yes, Significant Concerns.”

Do you have any concerns about potential job losses resulting from greater use of AI-powered technology?



Alongside ethics and implications and inaccuracies and biases (page XX), security risks was an area of particular concern for consumers. The risk in this area is two-fold: First, it is possible (though unlikely) that an AI-powered platform might inadvertently expose sensitive information. Beyond this, it's also possible for unscrupulous individuals to use AI-powered technology for nefarious acts, including infiltrating secure systems, using brute force attacks to crack passwords, and identifying vulnerabilities. Brands should seek to understand how to minimize these risks as a part of their robust AI for CX strategy.

Are you concerned about AI-powered technology creating security risks or exposing sensitive information, including financial or healthcare-related?



KEY TAKEAWAYS AND CONSIDERATIONS

AI's role in customer experience is entering a pivotal new phase — one defined less by novelty and more by expectation. Consumers have grown accustomed to encountering AI across digital journeys, and adoption continues to rise as speed and convenience improve. Yet the softening optimism captured in this study reveals an important truth: familiarity does not automatically translate into trust. Increasingly, consumers are approaching AI with a blend of curiosity, caution, and elevated expectations. They recognize the value AI can deliver, but remain sensitive to how it is deployed, how well it performs, and whether it respects their needs and boundaries.

This tension — rising use but falling enthusiasm — places CX leaders at a uniquely influential intersection. Performance improvements alone are no longer enough. Consumers now expect AI systems to be not just faster or cheaper, but smarter, more accurate, and more aligned with their emotional and practical needs. Persistent shortcomings in comprehension, correctness, and handling of complex issues reinforce consumer skepticism. Meanwhile, broader societal concerns about data privacy, job disruption, ethics, and the unpredictability of AI shape opinions independent of any single brand interaction. As a result, even strong AI-driven CX experiences must work against an undercurrent of cultural uncertainty.

But within this challenge lies a meaningful opportunity. Consumers have provided a clear, consistent roadmap: improve accuracy, reduce friction, maintain transparency, and strike the right balance between AI and human assistance. These expectations enable organizations to design AI-powered experiences that genuinely build trust rather than simply automate tasks. When CX leaders intentionally align AI deployments with customer values — prioritizing clarity, correctness, and responsible use — they can actively shift sentiment, not merely respond to it. This alignment also opens the door to more personalized, predictive, and proactive service, as long as the fundamentals of trustworthiness are in place.

Ultimately, the future of AI in CX will be shaped less by technology capability and more by the decisions leaders make today about how it is applied, governed, and communicated. By embracing transparency, elevating performance, and maintaining a thoughtful balance between automation and human connection, organizations can move beyond the consumer paradox. They can cultivate experiences that feel intuitive, reliable, and respectful — experiences that not only improve efficiency but also strengthen confidence and loyalty. In doing so, CX leaders have the power to help reshape the broader narrative around AI from one of apprehension to one of empowerment.

Some important questions CX leaders should be asking themselves:

- ~ Are we applying AI in ways that genuinely benefit the customer, or primarily to drive internal efficiency or reduce input costs?
- ~ How well does our AI handle complexity, and do we have smart guard rails to route difficult issues to agents?
- ~ Are we actively measuring the accuracy, correctness, and comprehension of our AI-powered touch points?
- ~ Do customers understand when, how, and why AI is being used, and are we giving them control over the experience?

METHODOLOGY

This report was developed using a multi-module, multi-cohort series of consumer surveys conducted on the SurveyMonkey online surveying platform. Consumer surveying occurred across three unique survey modules from April 10 through April 11, 2025 using SurveyMonkey Audience, a survey panel targeting platform. Sample sizes for individual questions ranged from 250 to 255. All respondents were U.S.-based individuals ages 18 years or older.

Data from 2023 was developed using a multi-module, multi-cohort series of consumer surveys conducted on the SurveyMonkey online surveying platform. Consumer surveying occurred across five unique survey modules from November 9 through November 16, 2023 using SurveyMonkey Audience, a survey panel targeting platform. Sample sizes for individual questions ranged from 210 to 232. All respondents were U.S.-based individuals ages 18 years or older.

ABOUT EXECS IN THE KNOW



Execs In The Know brings together customer experience (CX) leaders from across industries in an effort to advance the conversation and set a new agenda for delivering amazing experiences for consumers. As a global community of the brightest minds in CX, Execs In The Know provides opportunities to learn, share, network, and engage to innovate. Operating under the motto, “Leaders Learning From Leaders,” Execs In The Know facilitates many opportunities for community engagement, such as its bi-annual national Customer Response Summit and private, online community, Know It All “KIA.” There are also exclusive, laser-focused engagements like industry briefings and executive roundtables. Execs In The Know also guides and informs the industry with a rich tapestry of CX-related content that includes *CX Insight* magazine, industry research, webinars, blogs, and much more.

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