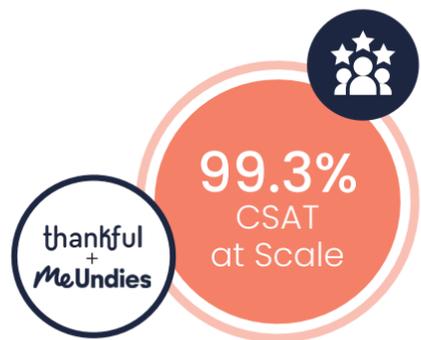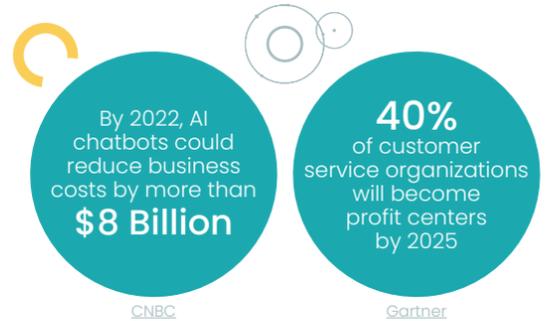# Why AI?

By 2025, 95% of customer service interactions will be supported by AI.
82% of CX professionals say AI is increasingly necessary for business success.
Microsoft, Talkdesk

Why Companies Use AI for Customer Service:

Reduced Costs

The sheer volume of tickets that AI manages not only leads to lower operational costs, but allows for superior CX at scale; increasing retention and boosting revenue.

By 2022, AI chatbots could reduce business costs by more than **$8 Billion**
CNBC

40% of customer service organizations will become profit centers by 2025
Gartner

99.3% CSAT at Scale
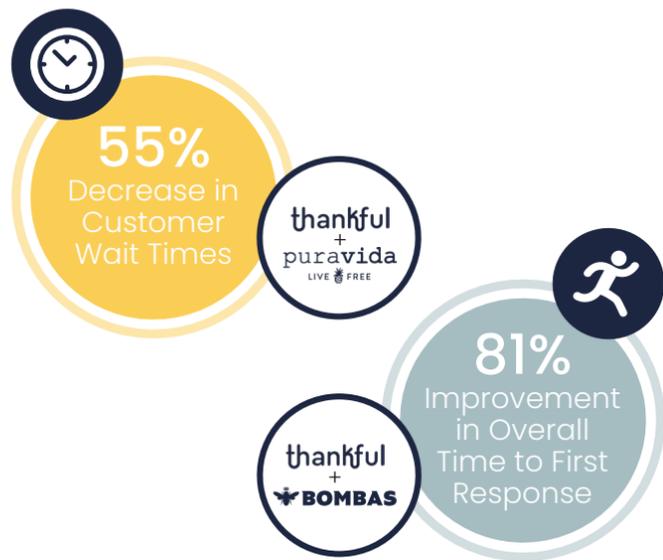
thankful + MeUndies

Increased Customer Satisfaction

With quick service and a personal touch, AI makes customers feel valued each time.

Greater Consistency

AI responses can be brand-aligned at a monumental scale, creating consistent experiences that are essential to building trust and maintaining customers.

99.98% Accuracy Rating

thankful

55% Decrease in Customer Wait Times

thankful + puravida LIVE FREE

81% Improvement in Overall Time to First Response
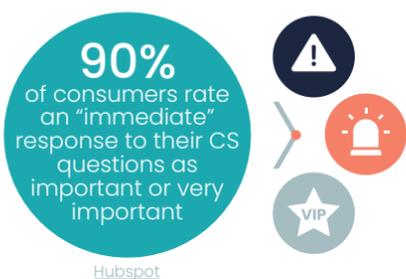
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Faster Response & Resolution Times

AI allows you to respond faster due to the capacity to handle massive volume at any time and scaling alongside your business.

Minimized Repetitive Tickets

AI can handle routine issues like shipping updates and subscription changes with consistency and ease. This frees up human agents to focus on more complex, satisfying tickets.

Nearly **90%** of an agent's time is spent repeating answers to the same questions
Hubspot

90% of consumers rate an "immediate" response to their CS questions as important or very important
Hubspot

24/7 Service

AI manages incoming issues at all times, enabling businesses to provide customers with around-the-clock service.

Top Talent Retention and Scale Down Hiring

Through handling ticket volume fluctuations and alleviating pressure on support staff, AI reduces employee churn and hiring efforts.

51% Reduction in Planned CS Hiring

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SEE THANKFUL'S AI IN ACTION

thankful