Support Your App

AI CX Trends for 2027

A short guide for Support Team Leads and Ops Managers planning next year’s support model. Seven shifts, each with clear actions.



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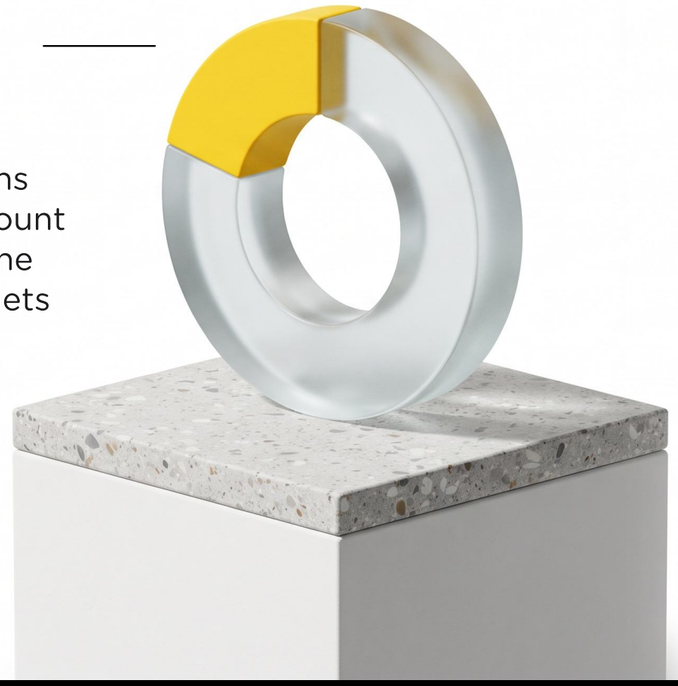
How 2027 Looks Different

AI budgets kept growing in 2026. Proof of value didn’t keep pace, and that gap is shaping every support plan for next year.

20%

of service organizations have cut agent headcount because of AI so far, the savings many AI budgets were built on.



38%

rise in AI spending by customer service leaders, while overall service and support budgets grew by just 2%.



Reset

AI Budgets Shift From Experiments to Proven Value

Spending on AI keeps climbing, and so does the scrutiny. Money moves away from projects that can't show value and toward the ones that can.

→ **Your actions:** give every AI project a success metric and a review date before its budget renews.

Source: Gartner, Jun 2025 and Mar 2026

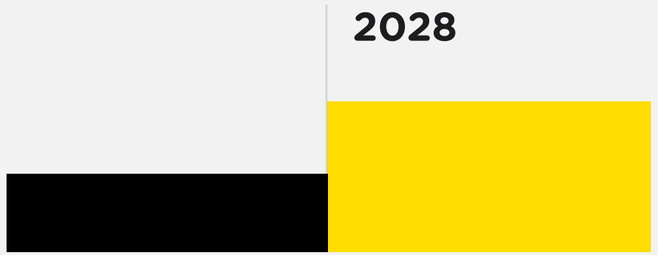
40%

Weak projects get cut

Gartner expects over 40% of agentic AI projects to be canceled by the end of 2027. Rising costs and unclear business value top the list of reasons.

Overall spend still doubles

By 2028, more than half of service teams will double their technology spend, without an equal drop in headcount.





Comeback

Humans Are Back in the Plan

Agentless support looked good in a 2026 slide deck. Teams are rethinking it now.

The headcount U-turn

By 2027, half of the organizations that planned deep cuts to their service workforce will drop those plans, according to Gartner.

→ **Your actions:** plan agent time around complex cases and AI quality checks, not ticket volume alone.



Agents take on new skills

Source: Gartner, Jun 2025 and Feb 2026 (survey of 321 service and support leaders)

80%

Move some agents into new roles of service organizations

84%

Will add new skills such as knowledge management to the agent role.

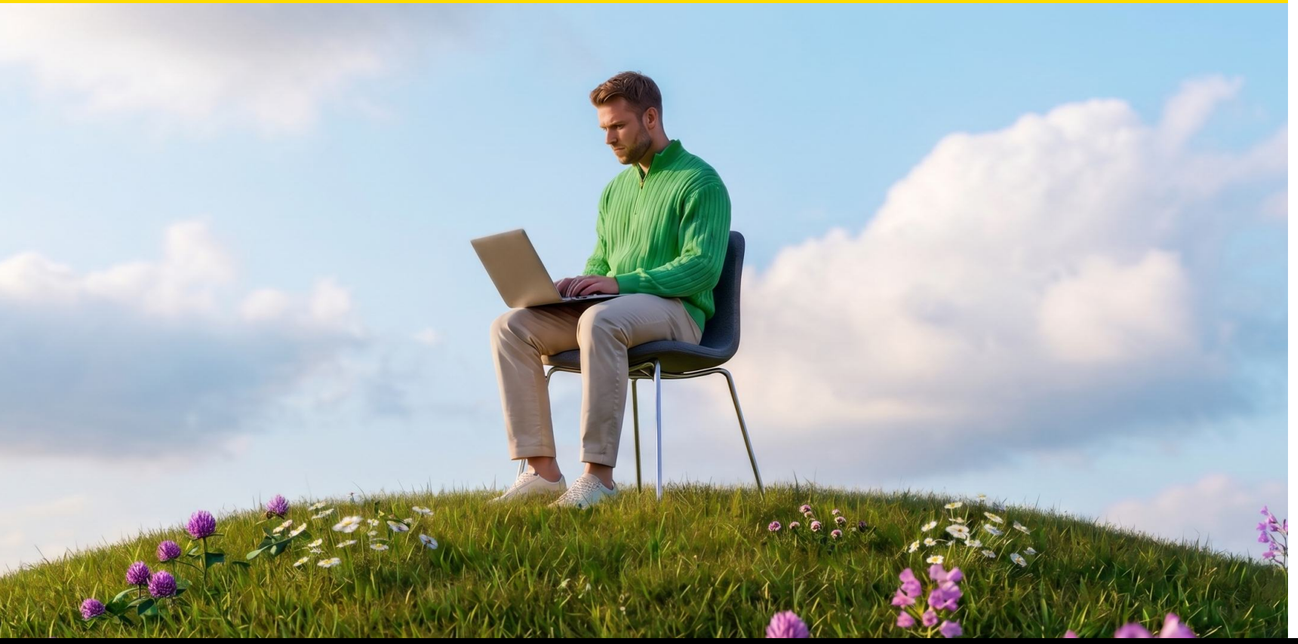
58%

Aim to upskill agents into knowledge management specialists.

New Standard

Agent Assist Becomes a Standard Support Tool

Support leaders now invest in AI for agents, not only for customers.



Meet SupportBrain

SupportBrain drafts replies, pulls answers from your knowledge base, and sums up long conversations in 3 to 5 lines. A human agent reviews and approves every reply before it goes out. Customers see 45% faster first replies and 65% lower average handling time.

See How It Works

45%

faster first replies

65%

lower average handling time

Agents are asking for it

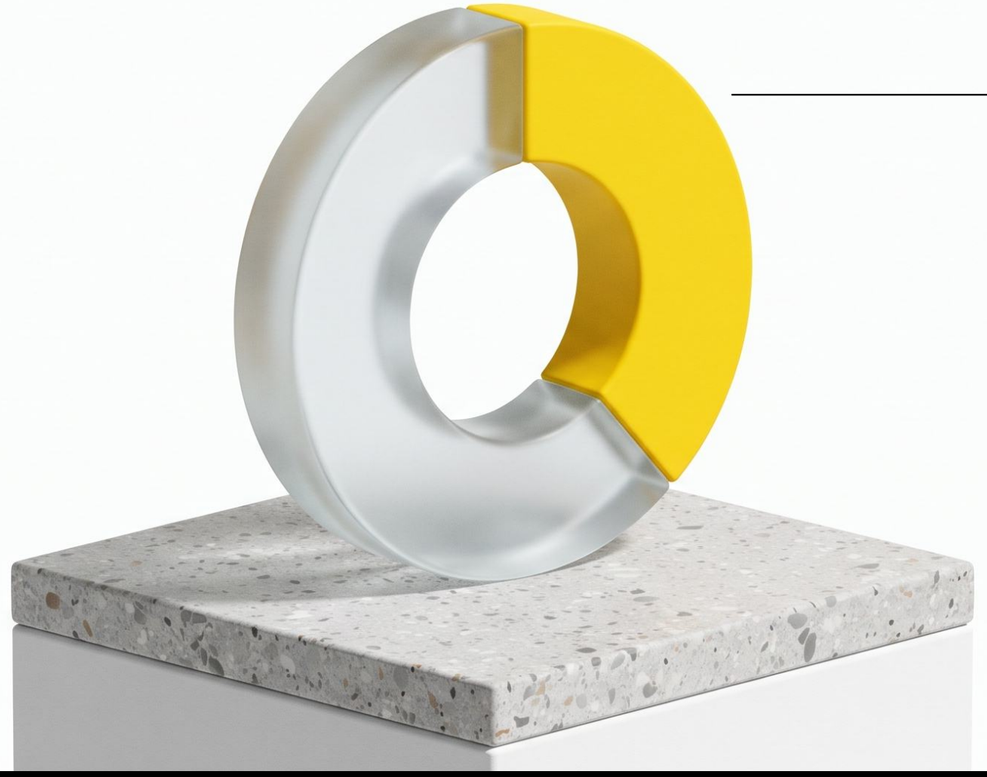
73% of agents say an AI copilot would help them do their job better, freeing time for complex issues. And because a person checks each reply, AI mistakes get caught before customers see them.

Source: Zendesk CX Trends 2025; Gartner, Dec 2025; SupportYourApp's Obris case study

Churn

Customers Leave When They Can't Reach a Person

Remove a person from the equation, and customers notice before your dashboard does.



42%

of consumers switched brands or dropped a purchase in the past year because there wasn't enough human support.

It topped every other reason, including slow processes.

→ **Your actions:** keep a person one click away on every AI channel.

Source: Acxiom 2027 CX Trends Report (4,000 US and UK consumers)

Ownership

AI Adoption Gets a Clear Owner

Leaders face pressure to launch AI fast, but many teams barely use the tools they already have. Adoption needs an owner as much as a launch date.

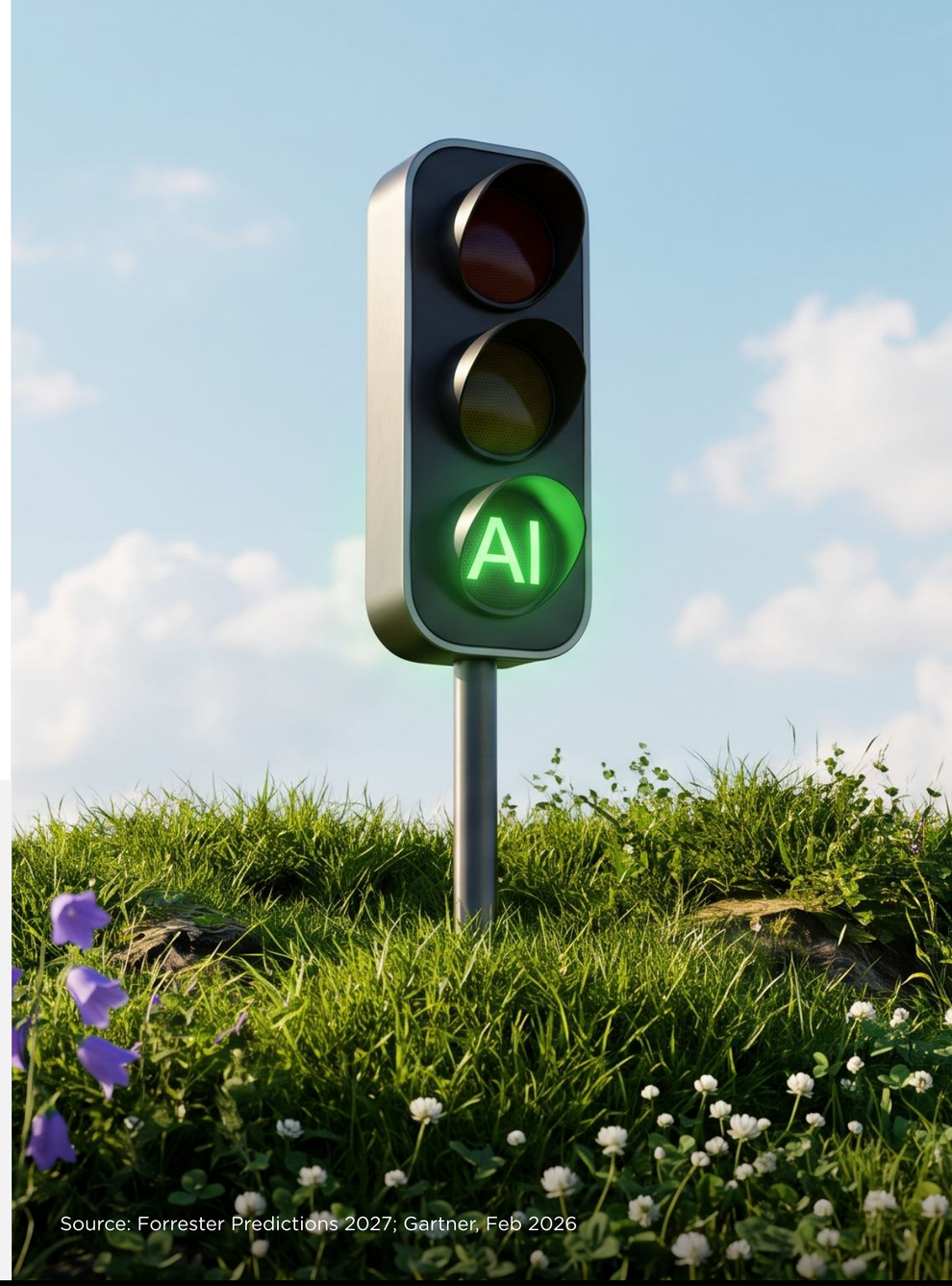
→ **Your actions:** name one owner for AI quality, with a weekly review of AI-handled conversations.

90%

of CX leaders say their company has rolled out genAI tools for employees.

91%

of customer service leaders said executives were pushing them to implement AI in 2026. Rushed rollouts with no clear owner are how tools end up unused.



Source: Forrester Predictions 2027; Gartner, Feb 2026

Context

Context Is the New Baseline

Customers expect the conversation to pick up where it stopped, whatever channel they come back on.

Source: Zendesk CX Trends 2026; Acxiom 2027 CX Trends Report



34%

of consumers are happy for AI to use their data if it means the human agent picks up without asking them to start over.

74%

of consumers get frustrated when they have to repeat their request. 81% want agents to continue without backtracking.

SupportCRM: customer history travels with the ticket

Explore SupportCRM

One inbox. Email, voice, and chat arrive in one workspace, so agents stop switching between tools.

Full history on every ticket. The next agent sees the whole conversation, whatever channel the customer used last.

Fits any team. Available 24/7, works in any language, scales with team size, and includes built-in reporting.

Preference

Customers Want a Hand on the Wheel

When AI juggles several companies for one task, like booking a flight and hotel together, consumers prefer being able to change its decisions.

86%

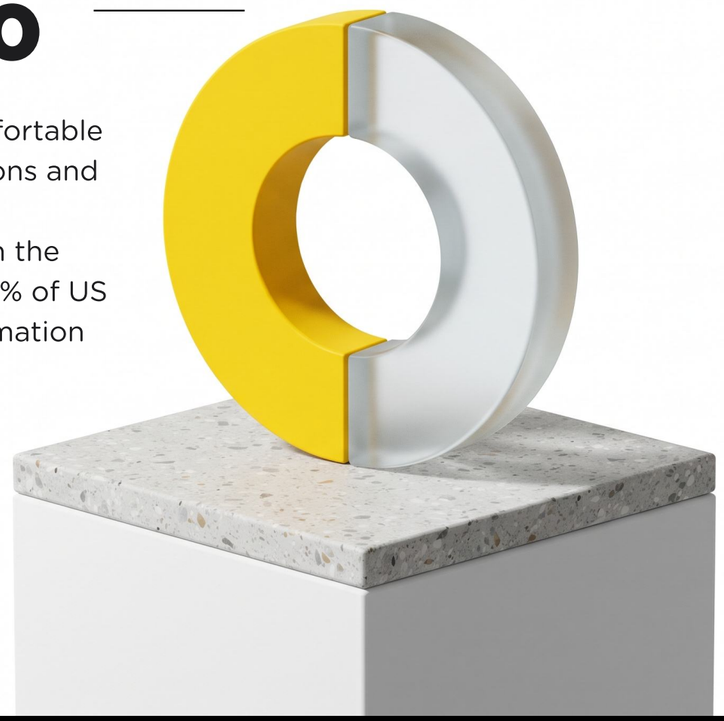
of brands believe customers will routinely let AI make decisions and act for them within the next decade.

Your actions: let customers override an AI decision, or reach a person, in one step.



50%

of customers are comfortable with AI making decisions and acting for them, if AI consistently gets them the best outcome. Only 16% of US consumers trust information that AI provides.



Source: Acxiom 2027 CX Trends Report; Forrester, 2026

Priority

Customers Ask GenAI Before They Ask You

For how-to and troubleshooting questions, more customers try generative AI before your help center.

Source: Gartner, Jul and Aug 2026



58%

Customers let GenAI do tasks for them

58% of customers have used GenAI to complete a task for them, like book an appointment or fill in a form if a company's site allowed it. For account-specific issues, like a delayed order, and complex problems, customers still contacted a team or AI agent.

How-to questions go elsewhere

Customers are about three times more likely to use third-party GenAI tools like Copilot, Gemini, or ChatGPT than a company's own AI agent to solve issues.

→ **Your actions:** publish your FAQs, help center articles, and policies (returns, shipping, billing) as regular pages on your website, so GenAI tools can find and read them. Avoid PDFs and pages behind a login.

Voice

Voice Gets an AI Answer

Customers now expect someone to pick up at 2 a.m. And there is a better option than hiring a night shift.

SupportVoice

Answers inbound and makes outbound calls 24/7 in 120+ languages. It looks up account data, updates records, and escalates complex calls to a human agent. Teams get 95% faster reply times and after-hours coverage with no new headcount.

Hear SupportVoice



74%

of consumers expect 24/7 service now that AI makes it possible.

Source: Zendesk CX Trends 2026; SupportYourApp's Softorino case study

Agentic AI

AI Takes On Resolving Half of Requests, With No Room for Error

AI is on track to resolve half of all requests in 2027. The catch: customers rarely give it a second chance after one bad experience.



SupportResponse: routine tickets closed end to end

Our AI agent works across chat, email, and messengers 24/7, and escalates complex tickets to a human agent. It reaches 81% autonomous resolution and cuts average resolution time by 51%.

See It in Action

81%

autonomous resolution

51%

shorter average resolution time

Support teams expect AI to resolve 50% in 2027. But customers don't give second chances: only 27% would try AI again after a bad experience.

→ **Your actions:** track reopen rates and CSAT on AI-closed tickets, not deflection alone.

Source: Gartner, Sep 2026; Salesforce State of Service; SupportYourApp's Mailcheck case study

Control

Govern It Before You Scale It

Brands and customers agree AI needs safeguards, but not on which one comes first. Former Visa insights director Michael Nevski calls trust the 2027 “competitive battleground.”

→ **Your actions:** Have AI ask before it acts on anything important, like a refund or a plan change, and let customers review or undo its decisions afterward.



46%

of customers put permission first: they want AI to ask before it acts on their behalf.

Source: Acxiom 2027 CX Trends Report; CX Network

65%

of brands rank the customer’s ability to review or override AI decisions as a top safeguard.

Plan

Your 2027 Support Plan

Six actions that sum up what your responses should be to the trends in this guide.



1 **Give every AI project a success metric** and a review date before its budget renews.

2 **Use AI for routine replies**, so agents focus on complex cases and AI quality checks.

3 **Name one owner for AI quality**, with a weekly review of AI-handled conversations.

4 **Keep customers in control:** let AI ask before big actions like refunds, and make a person one step away, with the full history.

5 **Publish FAQs, help articles**, and policies as regular web pages that GenAI can read.

6 **Track reopen rates and CSAT** on AI-closed tickets, not deflection alone.

Our Solution

SupportYourApp: Support Agents and AI, Working as One

Our support agents and the Support Intelligence Hub work as one team. AI takes the routine calls, and people take the complex ones, 24/7, in 120+ languages



GDPR 2018 / General Data Protection Regulation

CCPA California Consumer Privacy Act

AI products: GDPR and CCPA compliant.

SupportBrain

Agent assist. Drafts, translates, and summarizes replies, and a human approves each one.

Explore SupportBrain

SupportResponse

Agentic AI for chat, email, and messengers.

Explore SupportResponse

SupportVoice

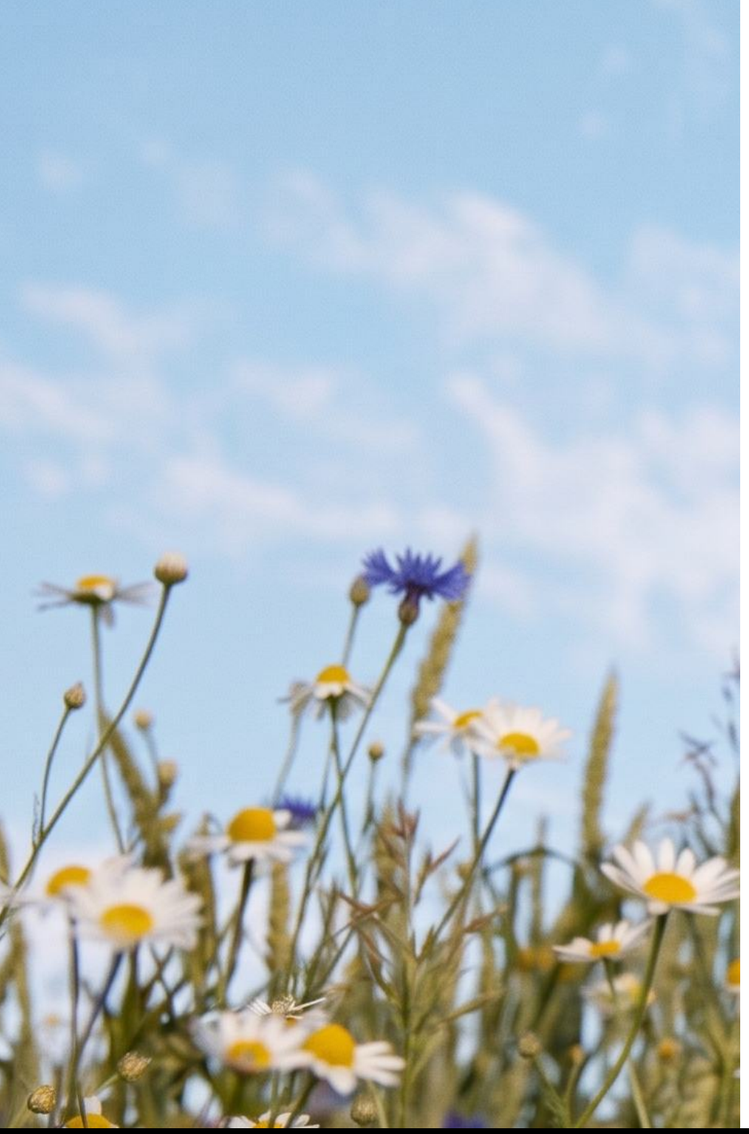
AI voice agent for inbound and outbound calls, 24/7.

Explore SupportVoice

SupportCRM

One inbox for email, voice, and chat. Memory for your AI agents.

Explore SupportCRM



Let's Connect

Your 2027 support model needs AI that resolves routine tickets and people who handle complex and sensitive ones. We provide both.

Book a Call

Fully compliant and trusted

PCI Security Standards Council · CCPA California Consumer Privacy Act · GDPR 2018 / General Data Protection Regulation · ISO 27001:2022 CERTIFIED Information Security Management



Trusted by 300+ tech companies worldwide

happeo · MacPaw · KOFAX · CORO · TUNGSTEN AUTOMATION · here · SignEasy · Calm · mastercard · yoto · G2A.COM

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Acxiom 2027 CX Trends Report: brand and consumer stats

Gartner, Jun 2025: 40%+ agentic AI projects canceled

Gartner, Mar 2026: tech spend doubles by 2028

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Gartner, Feb 2026: AI pressure, agent roles, new skills

Forrester Predictions 2027: B2C Marketing, CX & Digital

Zendesk CX Trends 2026: context and 24/7 stats

Zendesk CX Trends 2025: 73% of agents want an AI copilot

Gartner, Dec 2025: AI assistants for agents

Forrester, 2026: 16% trust AI information

Gartner, Jul 2026: third-party genAI 3x

Gartner, Aug 2026: genAI completes tasks for customers

Gartner, Sep 2026: 27% retry an AI agent after a bad experience

Salesforce State of Service: 30% to 50% AI resolution

CX Network: Michael Nevski quote