



eBook

CX in a Post-Chatbot World:

What Customers Expect Now

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BUSINESSES AND AI ⚡

In 2025, AI continues to transform customer service.

According to a 2024 survey, 55% of respondents from medium-sized companies and 47% from large enterprises are planning to adopt an AI chatbot in 2025.

Why are these businesses turning to chatbots?

24/7 availability

Chatbots don't need breaks or sick leaves, they are always there to help customers solve their problems.

Saving costs

By automating routine inquiries, businesses reduce the need for large customer support teams.

Faster response times

By learning from previous responses, chatbots can find the necessary information faster than human agents.

WHAT DO CUSTOMERS THINK?

As with any new technology, chatbots are winning over some customers — while others remain hesitant.

Here's what customers appreciate

70% customers

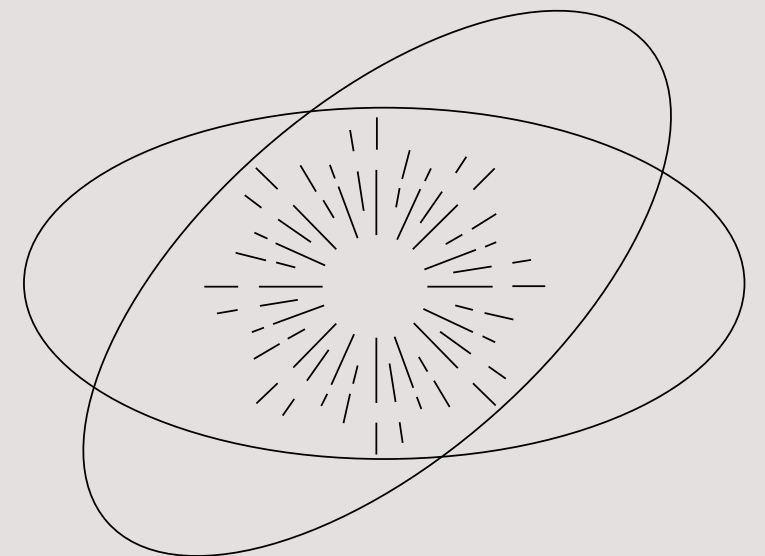
say there's a noticeable difference in customer experience between companies that use AI and those that don't — so service quality stands out.

Then, there's speed. AI automation helps companies cut first response times by 37% compared to those without it.

And here's where chatbots fall short, according to customers:

75% of surveyed customers say they miss the empathy and understanding that only human agents provide, especially in sensitive situations.

AI may be advancing fast, but customer trust is lagging behind. Nearly half of surveyed customers admit they do not trust the information provided by a chatbot.



THE POST-CHATBOT WORLD

Over the past years, businesses have been focusing on automation, speed, and scale. They raced to implement AI-driven assistants that could handle routine tasks and resolve support tickets faster than a human agent ever could.

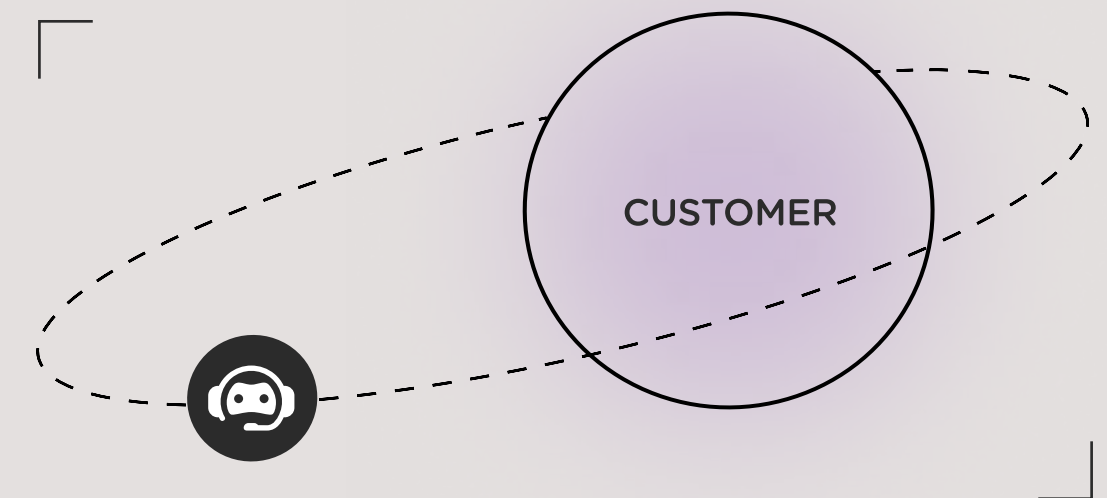
Chatbots became the first line of defense in customer service, showing up on every website, app, and social channel.

But as we see — while some customers love the instant replies, others feel they lack empathy, and worse — can't provide the necessary information.

**We have entered the post-chatbot era.
Automation alone is no longer enough:**

- Customers are feeling chatbot fatigue — with bots often struggling to handle complex inquiries, missing cultural nuance, lacking empathy, or running into technical glitches.
- Customers' expectations have evolved — a fast reply isn't enough anymore. It has to be accurate, relevant, and feel like it was meant just for them.

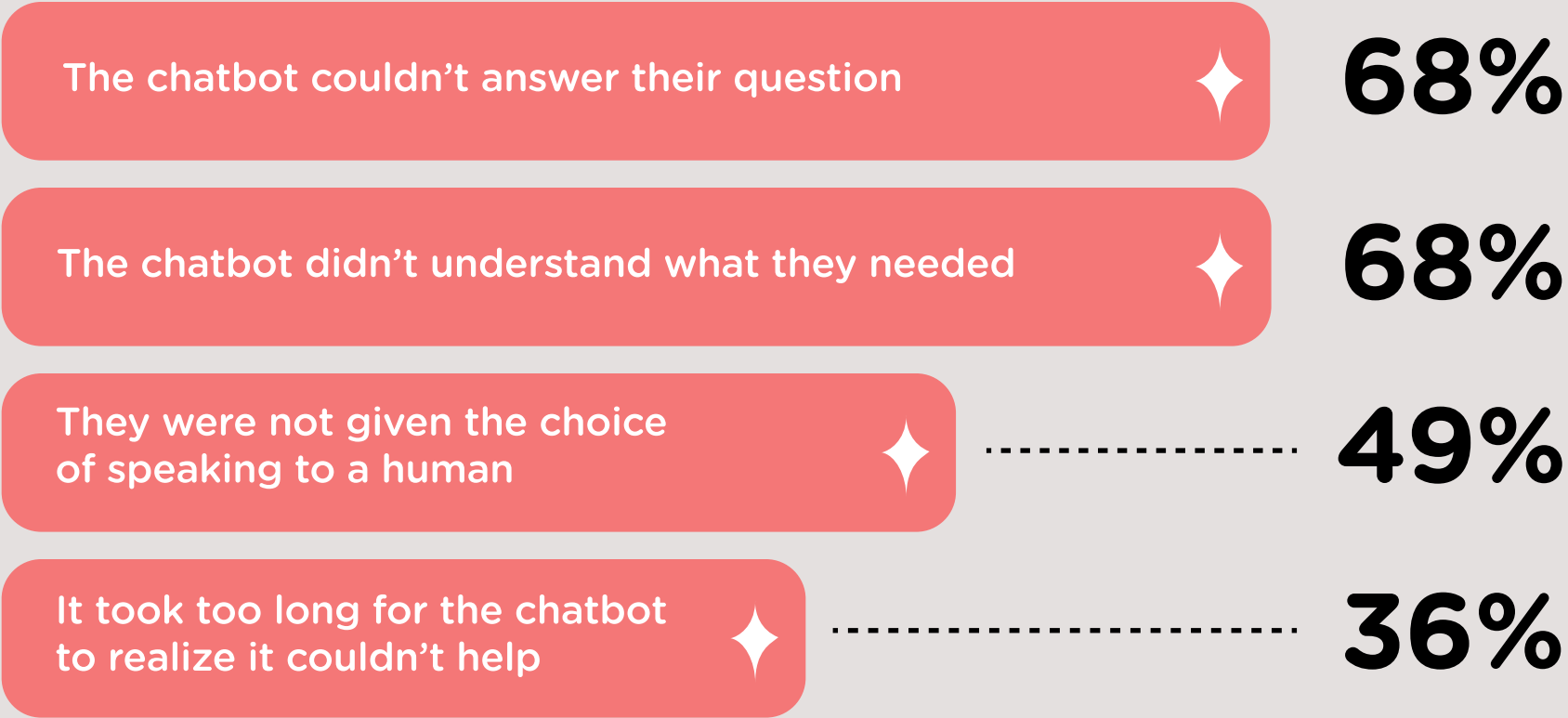
And since it's tech that should adapt to people, not the other way around, let's explore what you can do as a business to adapt to the post-chatbot world.



FACING CHATBOT FATIGUE

Whether you're just beginning to build a chatbot or already have one live, it's wise to check if it's not driving customers away from you.

68% of customers have had a bad chatbot experience in 2024. Here's why:



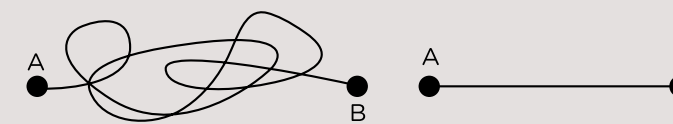
So, for your customers to have a pleasant and productive experience with your chatbot, we suggest testing it as if you were a real customer.

A Good Bot Checklist will guide you along this experience. All you have to do is go through the items and tick the boxes if a particular case is true for your chatbot.



GOOD BOT CHECK LIST

- ☐ **Understands complex queries**
Processes multi-step requests and slang without asking users to “rephrase” and hands off to human agents when needed.
- ☐ **Shows empathy**
Recognizes emotions and offers clear, reassuring next steps.
- ☐ **Stays technically rock-solid**
Never freezes or “hallucinates”, coming up with false answers.
- ☐ **Adapts beyond canned scripts**
Varies replies and handles unexpected questions smartly.
- ☐ **Protects privacy & stays compliant**
Encrypts chats and adheres to GDPR, CCPA, PCI-DSS, and ISO standards.
- ☐ **Speaks customers’ language**
Supports multiple languages and cultural nuances naturally.
- ☐ **Remembers the conversation**
Keeps session history, so users never repeat themselves.



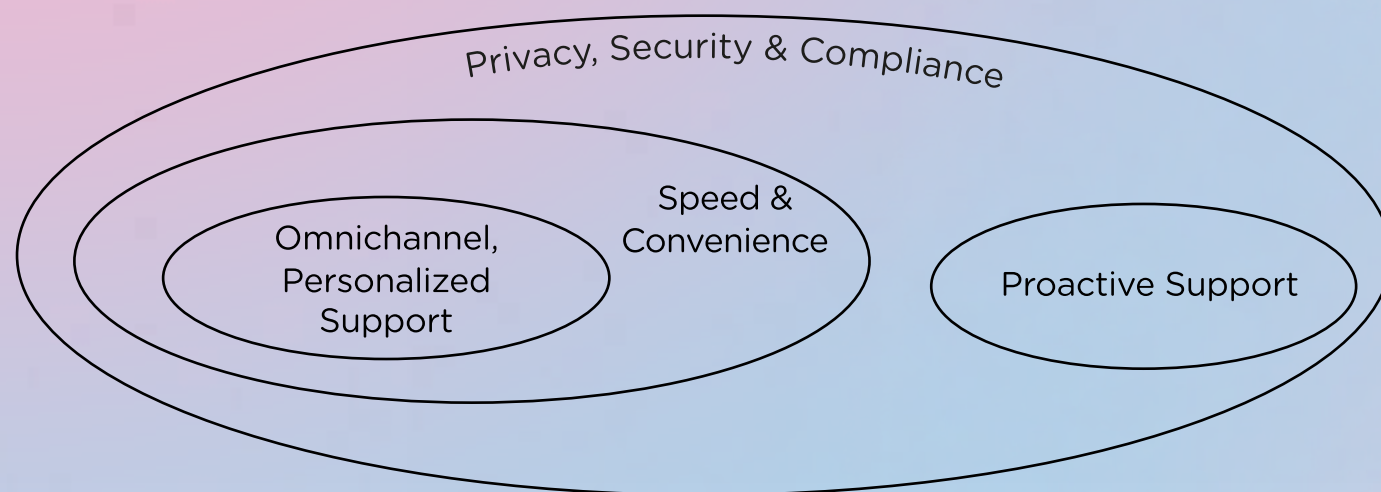
This checklist is meant to point you in the directions where your bot might be underperforming, helping you identify areas with the most potential for improvement. So, while security gaps and failed human handoffs are critical issues that must be addressed at once, small frictions — like generic replies or slight misinterpretations — are real opportunities for you to enhance your customer experience.

Every bullet on this list shows a path to a stronger, more trustworthy bot, so use them to prioritize your fixes and continuously level up your customer experience.

CUSTOMER EXPECTATIONS IN THE POST-CHATBOT ERA

Instant replies are non-negotiable in 2025.

As more companies adopt AI automation and CRM integrations in their support operations, customer expectations are rising fast. Today's customers want their issues resolved on the first try — quickly, efficiently, and through the channel of their choice.



Let's take a closer look at the key customer expectations in 2025:

- **Speed and convenience.**

Waiting feels outdated. Customers want their problems solved the moment they ask for help.

- **Hyper-personalization.**

Interactions should feel customized, recognizing a customer's preferences, history, and needs without them having to explain everything from scratch. Customers expect companies to "just get it" from the first message.

- **Receiving support without asking.**

Customers want to be informed about bugs, downtime, or changes before they even notice a problem. They want to get onboarding tips right after they sign up and see smart suggestions based on how they're using the product.

- **Accessing support through any channel.**

Flexibility is key — people want to reach out through whatever platform they prefer, whether that's phone, live chat, social media, messaging apps, or email. They expect an uninterrupted experience and don't want to be forced to switch channels or start over.

- **Privacy, security & compliance.**

Security vigilance is on the rise, with 71% of customers becoming increasingly protective of their personal data.

HOW COMPANIES ADDRESS EVOLVING CUSTOMER EXPECTATIONS

The fundamentals of customer service — resolving issues and building trust — haven't changed, but today's customers now expect immediate, personalized, proactive support on their terms. Below, you'll see the key ways companies are stepping up to meet each of these new expectations.

24/7 Availability

1

Modern customers don't want to limit themselves to the old "9-to-5" support window. To meet this, companies use 24/7 AI bots and teams covering different time zones to ensure that support remains active round-the-clock. For example, Marriott's ChatBotlr virtual assistant lets hotel guests request services or information any time of day.

Personalization

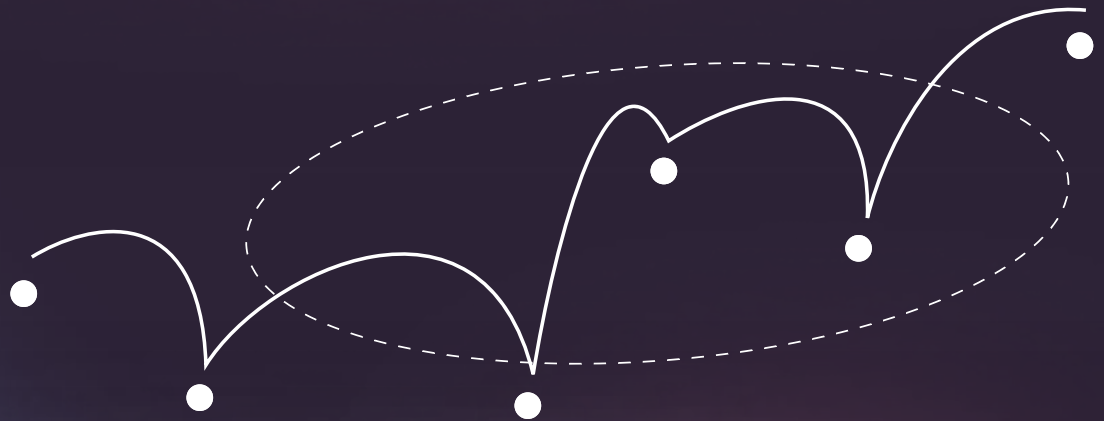
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Customers today expect support that “knows” them. So, companies are responding by linking CRM data and AI to personalize every interaction. For example, online retailers use your purchase and browsing history during support — Amazon’s chat can reference your last orders, and Netflix support can see which shows you’ve watched. Incisiv’s [2024 Retail CX Index reports](#) that personalized agent recommendations in retail support rose from 27% in 2022 to 49% in 2024.

To address the lack of empathy, companies are turning more to Generative AI that goes beyond fixed scripts, using large language models (LLM) to develop unique, context-aware replies. It analyzes sentiment in real time, allowing it to sense frustration or confusion and adjust its language accordingly. The result is a more natural, compassionate conversation.

Omnichannel Coverage

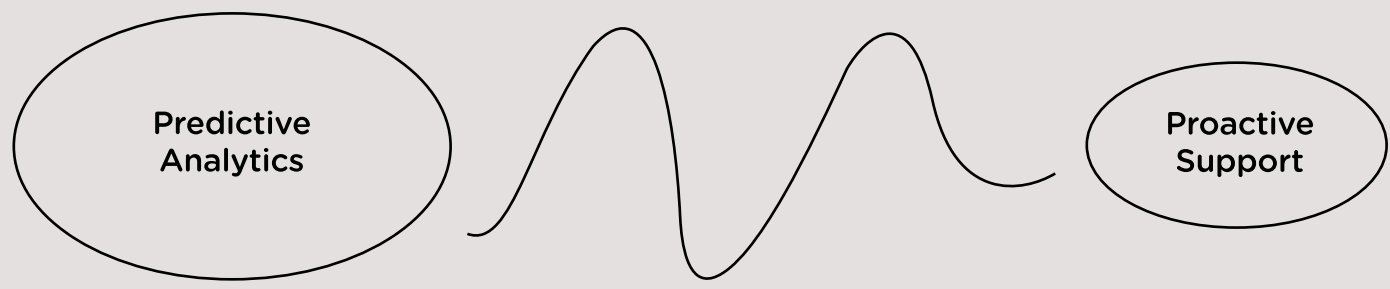
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Companies are using advanced CRM platforms such as Salesforce, HubSpot, and Freshworks that centralize customer data, enabling personalized interactions and efficient service delivery. These platforms support features like integrated knowledge bases, real-time communication tools, and AI-driven insights, which help businesses respond quickly and effectively to customer needs.

Proactive Support and Predictive Analytics

4



Leading companies no longer wait for complaints — they act first. By analyzing historical data, machine learning algorithms, and engagement metrics, they create targeted engagement strategies, personalized support, and timely interventions — boosting customer satisfaction and loyalty.

Verizon uses Gen AI to predict the purpose of 80% of incoming calls. This approach has led to a reduction in customer churn by around 100,000 customers annually.

"I have 60,000 call agents and I know what they are really good at so I can match your call with the right agent," — says CEO Hans Vestberg.

DATA security

5

To address customers' data safety concerns, companies ensure conversations are encrypted and comply with regulations (GDPR in Europe, HIPAA in healthcare, etc.). For instance, banks and telecoms often log chats in secure vaults and use two-factor authentication for any sensitive change.

At SupportYourApp, we follow international security standards like PCI DSS and ISO/IEC 27001:2013, implement end-to-end encryption, and run regular audits to ensure the highest level of data protection for our clients.

Human-AI Collaboration

6

With AI becoming increasingly common in support, but some customers still preferring human interaction, it's crucial to strike the right balance.

Early results show that teams using human-AI synergy resolve issues faster and boost satisfaction. SupportYourApp's Quidget, an AI chatbot, helps automate up to 80% of customer Tier-1 queries, and has a built-in live chat, ensuring a smooth handover to human agents to address more complex requests. It shows that modern customer support can successfully combine human empathy with AI-driven precision to deliver faster, more satisfying service.



THE POST-CHATBOT WORLD READINESS SCORECARD

Measure your support readiness.

Use these checkpoints to verify you're delivering immediate, personalized, proactive service — exactly what today's customers demand.

☐ 24/7 availability

Deploy AI bots and agents across different time zones so someone's always on duty.

☐ Hyper-personalization

Use CRM data and AI to tailor every reply based on customer history and preferences.

☐ Empathy with Generative AI

Implement LLMs that sense tone and create caring, human-like responses.

☐ Proactive support

Consolidate email, chat, social, and voice into one system, so customers never repeat themselves.

☐ Omnichannel support

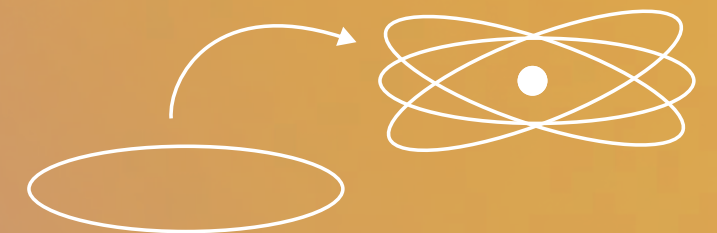
Use predictive analytics to spot issues early and reach out before customers have to ask.

☐ Data security & compliance

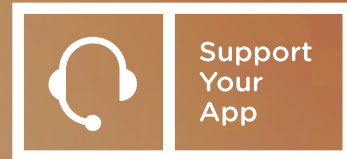
Encrypt end-to-end, enforce GDPR/CCPA policies, and secure certifications like PCI-DSS and ISO 27001.

☐ Human-AI collaboration

Automate routine tasks with AI and establish handoffs to human agents for complex or sensitive cases.



HOW WE'VE ADAPTED TO THE POST-CHATBOT REALITY AT



We have turned customer expectations into the following actions:

AI-driven automation

With the help of AI, we automate up to 80% of Tier-1 inquiries by learning from FAQs and past tickets; this way, we're instantly reducing ticket volume and freeing agents for more complex issues.

CRM integrations

Through our own [QCRM](#) or other CRM platforms, we centralize communication with customers via all necessary channels — email, chat, calls, and more — for higher support efficiency.

Security-first approach

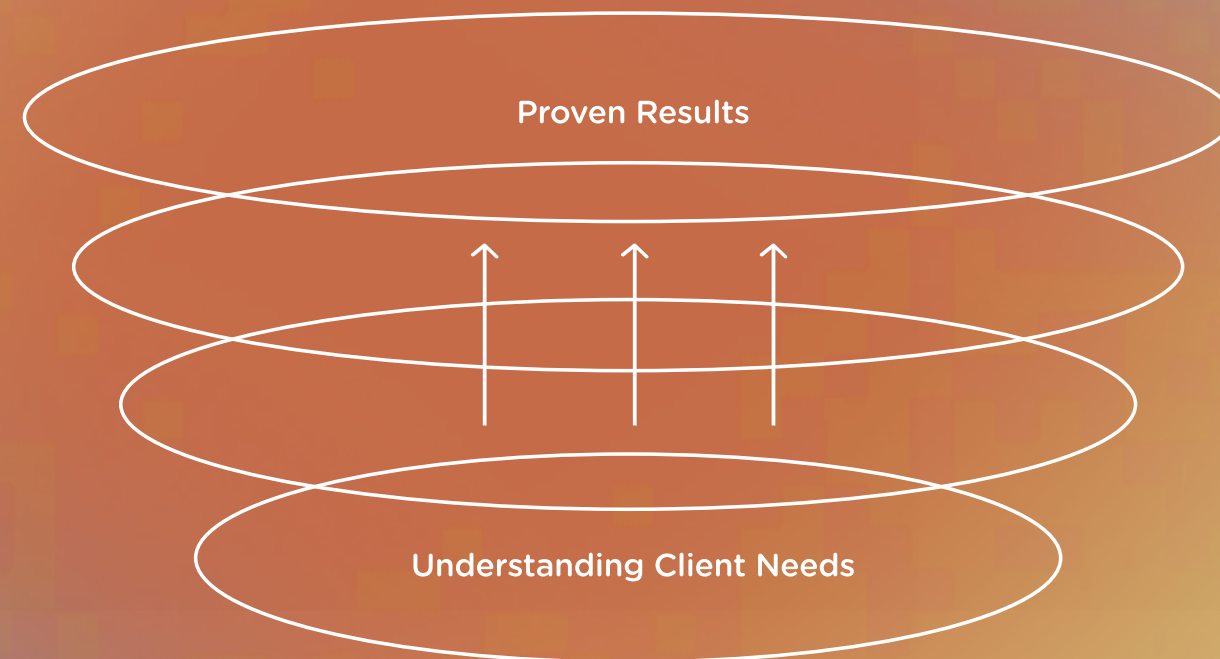
We've obtained PCI-DSS & ISO/IEC 27001 certifications, and are GDPR and CCPA-compliant, so that our clients' data remains protected.

24/7 global coverage

SupportYourApp delivers round-the-clock service with human experts and AI bots covering all time zones.

We stay on top

of the latest support trends and evolving customer expectations, but when partnering with a new client, our first priority is to deeply understand their business needs and challenges. This approach allows us to create a tailored support plan that helps them tackle those challenges directly.



When a rapidly growing game development company was struggling with a backlog of support tickets, we came up with the following tailored solution:

- Integrated Zendesk, a CRM platform, that allowed to optimize the work of support agents by prioritizing and automating ticket assignments.
- Provided support via multiple channels — email, in-app messages, social media, and chat — ensuring enhanced availability.
- Scaled the support team from 1 to 18 specialists.

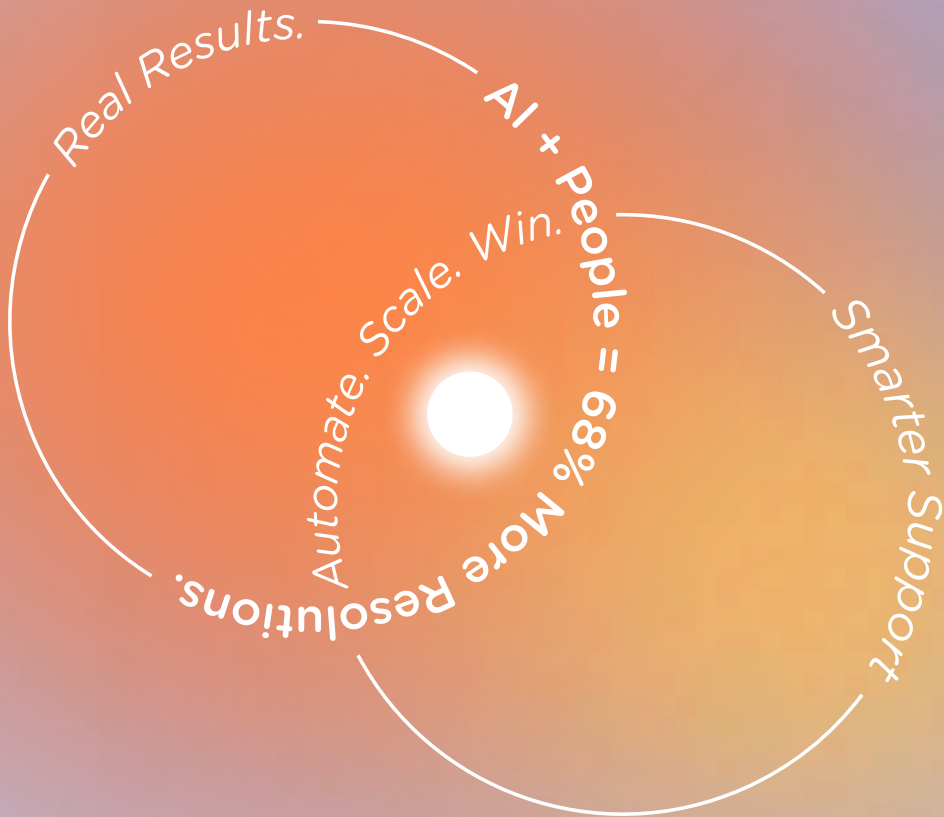
As a result, we got

100k resolved tickets
49% growth in ticket resolution rate

Smart support at scale

A fast-growing startup in the photography industry struggled with manual processes, an increasing workload, and the need to manage a growing network of freelancers. Here's how we addressed their challenges:

- Integrated AI with human agents to boost ticket resolution rates and satisfaction, using virtual assistants to answer FAQs, sort queries, and collect data for analysis.
- Introduced CRM for better task management, issue tracking, and data-driven customer experience improvements.
- Built a custom landing page to automate requests and expanded the team to manage growing US call volumes.



We got the following results:

68% growth in ticket resolution rate

300-400 tickets handled per day, up from just 30-40.

CONCLUSION

[Book a Consultation](#)

In the **post-chatbot era**, the true edge comes from combining AI's speed with genuine human understanding. Automation can swiftly handle routine questions, but lasting loyalty is earned through empathy, context, and thoughtful escalation when things get complex.

By using CRM integration and predictive insights, you can anticipate needs and personalize each interaction, making customers feel truly seen. At the same time, clear handoffs to human agents and ongoing feedback loops ensure that technology serves people — not the other way around.

At **SupportYourApp**, we'll help you balance efficiency with empathy — turning support into more than just a service, but a defining part of your customer experience. Let's connect today and explore how we can optimize your support to meet the expectations of today's customers!

RESOURCES:

[Tidio’s Survey On Chatbots](#)

[Five9 Study On Consumer Perception Of AI](#)

[Gorgias Merchant Survey](#)

[The State Of Digital Customer Experience Report 2024 By Verin](#)

[Salesforce’s State Of The AI. Connected Customer](#)

[Verizon’s Use Of AI For Customer Loyalty](#)

[Zendesk’s CX Trends](#)