Consumers Say No to Chatbot Silos in US and UK Survey

An independent survey of 3000 consumers by Chatbots.org reveals lack of integration with human-assisted service is the biggest pain point in using virtual assistants.

### Are chatbots effective for customer service?

53% found chatbots to be “not effective” or only “somewhat effective.”

**US consumers** were harsher in their assessment of chatbots with 14% rating them as “not effective” versus only 5% in the case of **UK consumers**. This is perhaps an indication that US consumers are challenging chatbots with more complex questions than UK consumers.

Educated consumers rated chatbots only half as effective as less educated consumers—13% of respondents with undergraduate or graduate degrees rated chatbots “not effective” versus 7% of those with high school diploma or incomplete high school education. This could be because educated consumers challenge chatbots to resolve more complex service problems.

### When they transfer me to a human agent, that agent asks me to repeat all the information I had given to the virtual assistant already

59% (62% in the US and 55% in the UK) found that having to repeat information and context to a human agent in the event of escalation from chatbots was the biggest hassle. Not surprisingly, this is a result of chatbot deployments that are completely disconnected from agent-assisted touchpoints.

### “They get stuck and don’t know what to do next”

32% (29% US and 37% UK) complained about chatbots running out of steam. This is a common problem that arises from a lack of focus on knowledge management to empower chatbots.

### What was the biggest pain point in using chatbots for customer services?

Respondents could pick two options:

<table>
<thead>
<tr>
<th>Pain Point</th>
<th>US</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 They are not intelligent enough</td>
<td>22%</td>
<td>34%</td>
</tr>
<tr>
<td>#2 They get stuck and don’t know what to do next</td>
<td>32%</td>
<td>41%</td>
</tr>
</tbody>
</table>

**Consumer age**

- **Gen Z**: 34% Not effective, 36% Somewhat effective, 31% Effective, 9% Very effective
- **Millennials**: 38% Not effective, 36% Somewhat effective, 34% Effective, 12% Very effective
- **Boomers**: 40% Not effective, 40% Somewhat effective, 27% Effective, 13% Very effective
- **Silent Gen**: 43% Not effective, 40% Somewhat effective, 35% Effective, 12% Very effective

**Level of education**

- **Graduate**: 36% Not effective, 38% Somewhat effective, 41% Effective, 9% Very effective
- **Undergrad**: 34% Not effective, 38% Somewhat effective, 41% Effective, 7% Very effective
- **High School**: 34% Not effective, 38% Somewhat effective, 41% Effective, 6% Very effective
- **No High School**: 31% Not effective, 47% Somewhat effective, 38% Effective, 7% Very effective

**Geography**

- **US**: 19% Not effective, 41% Somewhat effective, 35% Effective, 14% Very effective
- **UK**: 16% Not effective, 46% Somewhat effective, 32% Effective, 18% Very effective