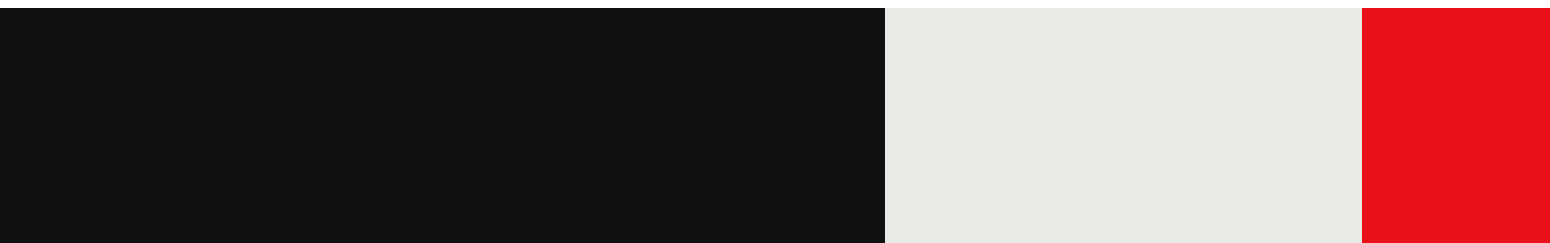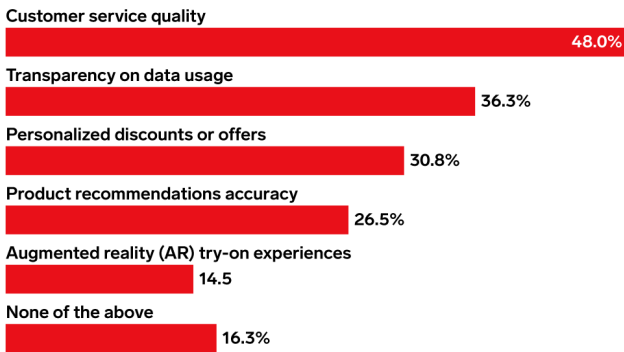# Shoppers want AI-based customer service to improve

Article

AI-Driven Features That US Digital Shoppers Would Like to See Improved or Added on Ecommerce Sites, Feb 2025

% of respondents

Feature	%
Customer service quality	**48.0%**
Transparency on data usage	**36.3%**
Personalized discounts or offers	**30.8%**
Product recommendations accuracy	**26.5%**
Augmented reality (AR) try-on experiences	**14.5**
None of the above	**16.3%**

Source: Omnisend survey conducted by Cint, Feb 26, 2028

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Key stat: Nearly half (48.0%) of US digital shoppers want to see AI-driven customer service quality improved or added on ecommerce sites, per a February 2025 survey from Cint and Omnisend.

Beyond the chart:

- Customer service quality far outranked augmented reality try-ons (14.5%) and personalized product recommendations (26.5%) in the survey, showing consumers frustrations with current customer service offerings.

- Retailers need to use caution in how they implement AI for customer service, as customers could also grow frustrated with AI chatbots that are not actually helpful.

Use this chart: Retailers can use this chart to brainstorm ways to implement AI, make the case for improving customer service, or demonstrating areas where AI use may be overhyped.

Related EMARKETER reports:

- US Consumer Sentiment Survey: AI Adoption (EMARKETER subscription required)
- SXSW 2025 (EMARKETER subscription required)

Methodology: Data is from a February 2025 Omnisend survey. 1,026 US adults who shopped online in the past year were surveyed during February 2025 by Cint. Quotas were placed on age, gender, and place of residence to achieve a nationally representative sample among users.