

Shoppers want AI to help with product research and customer service

Article

Activities That Adults Worldwide Want AI to Help With During the Shopping Journey, Oct 2023

% of respondents



Note: ages 18+ who have not used AI for shopping activities

Source: IBM, "2024 Consumer Study: Revolutionize retail with AI everywhere," Jan 8, 2024

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Key stat: To improve the shopping journey, 86% of adults worldwide want AI to help with product research or information, according to October 2023 IBM data. Some 82% want AI to help get service, answers, or solutions.

Beyond the chart:

- Nearly three-quarters of marketers believe AI can help them better understand customer needs, bringing them closer to their desired customer experience (CX), per Sitecore.
- Using AI tools to resolve customer service issues—by offering faster, more accurate answers in more languages, for example—can improve retention rates and turn shoppers into brand advocates.
- However, 43% of CX and contact center professionals worldwide are concerned that implementing AI will provide customers with the wrong information, per July 2023 CallMiner data.

Use this chart:

- Guide AI investments.
- Identify areas to improve the buyer journey through AI.

More like this:

- [How AI transforms the customer journey at each stage](#)
- [CMOs call on generative AI for a great brand experience](#)
- [How Shopify, eBay, and Etsy use AI to strengthen seller relationships, customer experience](#)
- [The Power of Generative AI in the Buyer's Journey \(Insider Intelligence subscription required\)](#)

Methodology: Data is from the January 2024 IBM, "2024 Consumer Study: Revolutionize retail with AI everywhere." 20,000 adults ages 18+ worldwide were surveyed online during September-October 2023.