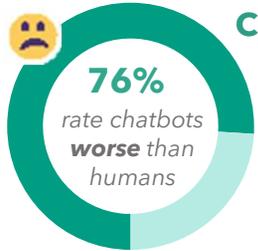


Service from chatbots/virtual assistants is perceived as inferior to that of human representatives



Chatbots are seen as being:

- Unable to answer any relevant questions (**70%**)
- Not helpful (**59%**)
- Only able to provide information respondents can find on the company's website themselves (**59%**)

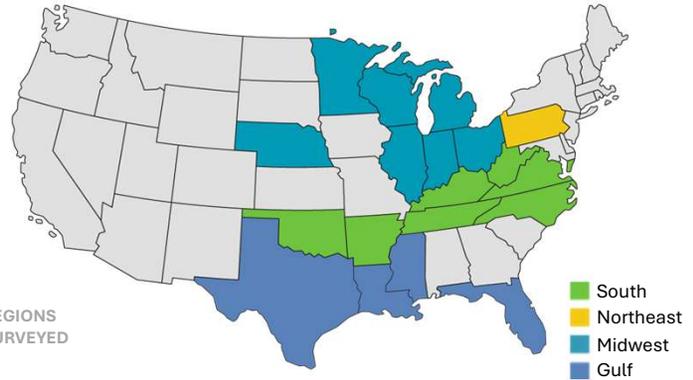
Comfort levels with chatbots vary:



39%
feel comfortable using chatbots

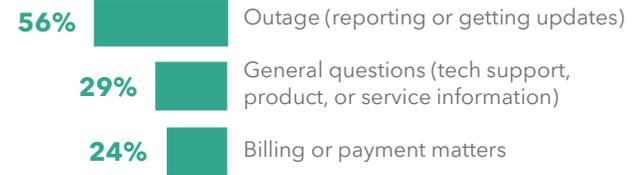
29%
are neutral

32%
are not comfortable



Chatbots are most appealing to respondents for managing outages

Extremely Likely/Likely to Use Chatbot



Respondents say an ideal chatbot experience would:

- Connect to a human quickly and easily - when needed
- Provide accurate and relevant responses to specific needs
- Give quick and efficient responses

"Ability to connect me to a live person if needed rather than having to call or start over..."

"Being able to respond to any question, not just the standard questions..."