

# KEEP SERVICE HUMAN

What People Think About AI in  
Customer Service.



OnePoll Survey | October 2025 | 6000 Respondents



# 85%

prefer speaking to a real person when contacting a local service.

When contacting the following types of businesses, would you rather speak to a real person, or AI?



# 1 in 3

say they'd hang up if they reached AI when calling a business.

That's every third job lost.

If you called a business and were connected to AI, would you continue the call or hang up?

**29%**

hang up

**33%**

continue the call

**33%**

not sure / it depends



# 83%

of people have requested to speak to a real person instead of AI.

Have you ever requested to speak to a real person instead of an AI agent or chatbot?

69%

multiple times

14%

once

17%

never



# Resolution matters most.

Most AI optimizes for speed. Your customers want their problems solved.

Which, if any, of the following matters to you during a customer service interaction?



# 54%

say AI customer service is frustrating.

When calling customer service, which type of agent would you find more frustrating?



# 78%

choose human.



If you contacted three businesses with similar reviews, who answering your call makes you more likely to choose them?

78%

human

9%

AI

no  
answer

# 59%

**are more likely to leave  
a positive review after  
talking to a real person.**

In which of these scenarios are you most likely to leave a review for a business?

**59%**

real person

**9%**

AI

**32%**

both equally (18%)  
or neither (14%)



# 53%

## trust you less when you use AI for customer service.

If a business predominantly uses AI for customer service, how would this impact your trust in that business?

**53%**

it would decrease trust in that business

**19%**

it would have no effect on my trust in that business

**13%**

it would increase my trust in that business

**15%**

not sure



TALK TO US

**ABOUT  
THIS REPORT**

This survey was conducted by OnePoll in October 2025 with 6,000 adults in the U.S., Canada, and the U.K. Respondents answered 33 questions about their preferences, experiences, and concerns regarding AI in customer service. All percentages are based on total respondents and rounded to the nearest whole percentage.