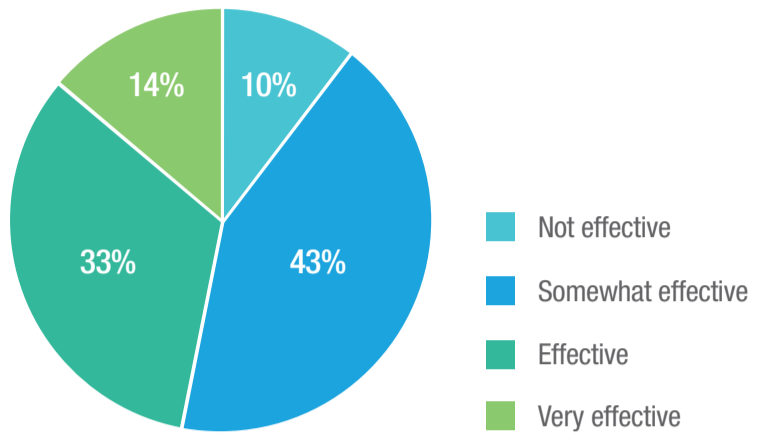# Consumers Say No to Chatbot Silos in US and UK Survey

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.

Conducted in late 2017 through SurveyMonkey® by Chatbots.org

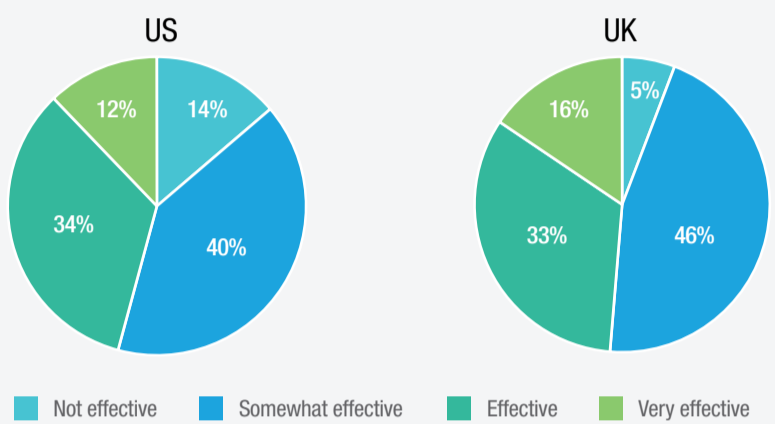Respondents had used a chatbot for customer service in the last year

Are chatbots effective for customer service?

53% found chatbots to be "not effective" or only "somewhat effective"

10% Not effective
43% Somewhat effective
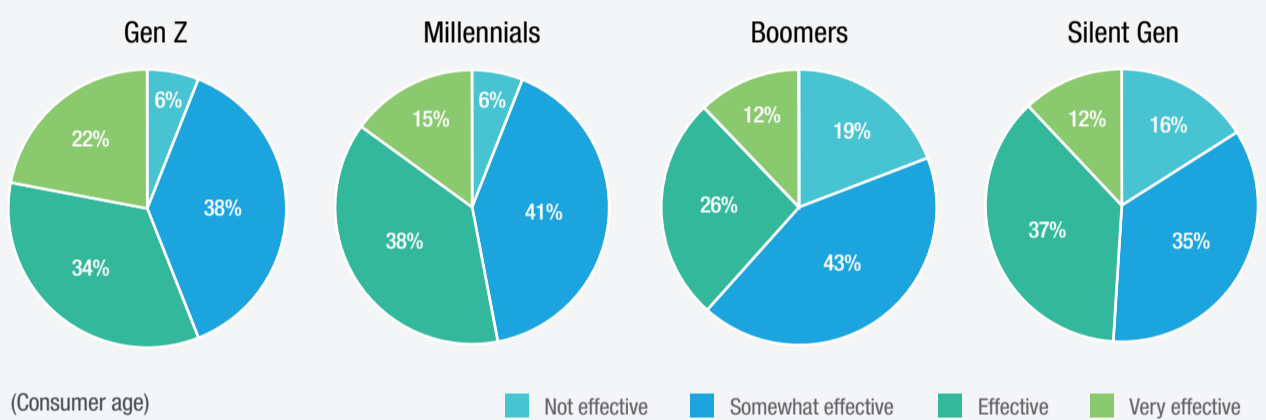33% Effective
14% Very effective

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.
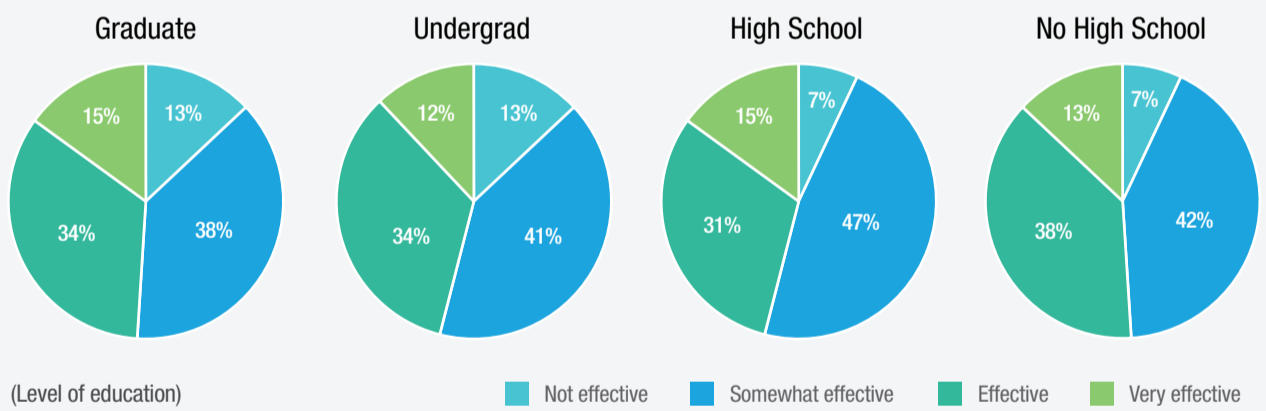
(Geography)

US

14% Not effective, 40% Somewhat effective, 34% Effective, 12% Very effective

UK

5% Not effective, 46% Somewhat effective, 33% Effective, 16% Very effective

Younger consumers thought that chatbots were more effective than older consumers with **22%** of Generation Z and **15%** of millennials rating them as "very effective", and only **12%** of boomers and the silent generation giving it the same rating. This is likely due to the positive attitude that digitally savvy Gen Z and millennial consumers have towards chatbots. The perception of Gen X on the "very effective" rating was similar to that of boomers and the silent generation.

(Consumer age)

Gen Z

6% Not effective, 38% Somewhat effective, 34% Effective, 22% Very effective

Millennials

6% Not effective, 41% Somewhat effective, 38% Effective, 15% Very effective

Boomers

19% Not effective, 43% Somewhat effective, 26% Effective, 12% Very effective

Silent Gen

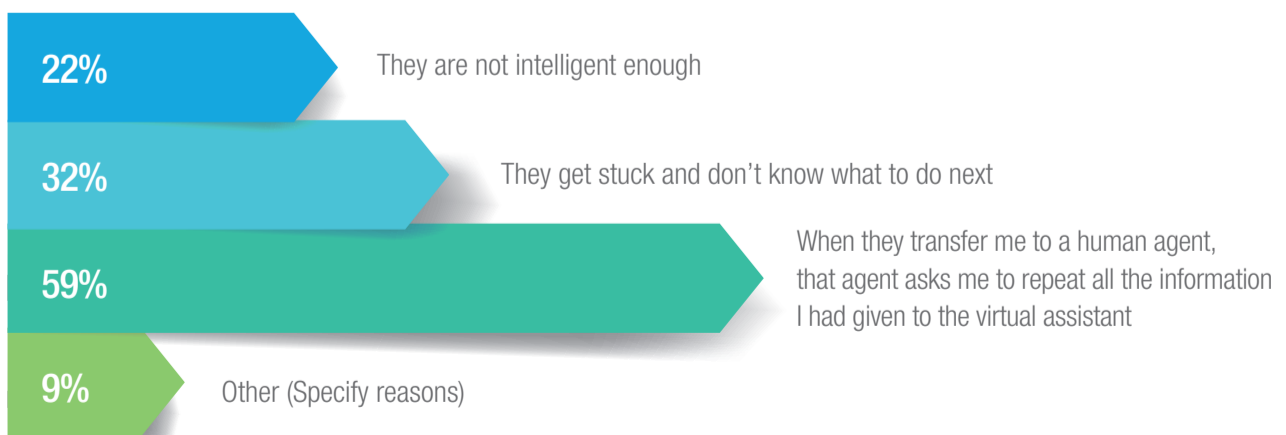16% Not effective, 35% Somewhat effective, 37% Effective, 12% Very effective

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

(Level of education)

Graduate

13% Not effective, 38% Somewhat effective, 34% Effective, 15% Very effective

Undergrad

13% Not effective, 41% Somewhat effective, 34% Effective, 12% Very effective

High School

7% Not effective, 47% Somewhat effective, 31% Effective, 15% Very effective

No High School

7% Not effective, 42% Somewhat effective, 38% Effective, 13% Very effective

What was the biggest pain point in using chatbots for customers service?

Respondents could pick two options

22% They are not intelligent enough

32% They get stuck and don't know what to do next

59% When they transfer me to a human agent, that agent asks me to repeat all the information I had given to the virtual assistant

9% Other (Specify reasons)

Pain Point **#1** "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.

Pain Point **#2** "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.

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