While not all Americans want to have conversations with chatbots, there are many cases in which they would welcome chatbot assistance—for example, if Chatbots:

- 75% Made the entire customer service process more efficient
- 73% Reduced the time it took to get an agent on the phone
- 71% Reduced the time it took to resolve the issue
- 70% Resolved issues over instant chat without requiring calls or emails to customer support
- 67% Reduced the time it took to explain the problem to an agent

Most Americans have regular interactions with chatbots. Top reasons include:

1. 49% Using customer service
2. 33% Apps like Facebook Messenger and WeChat
3. 19% Productivity tools like digital assistants

1/5 Americans (19%) say chatbots are definitely making things better
2/5 Americans (40%) say chatbots are helpful but not living up to their full potential