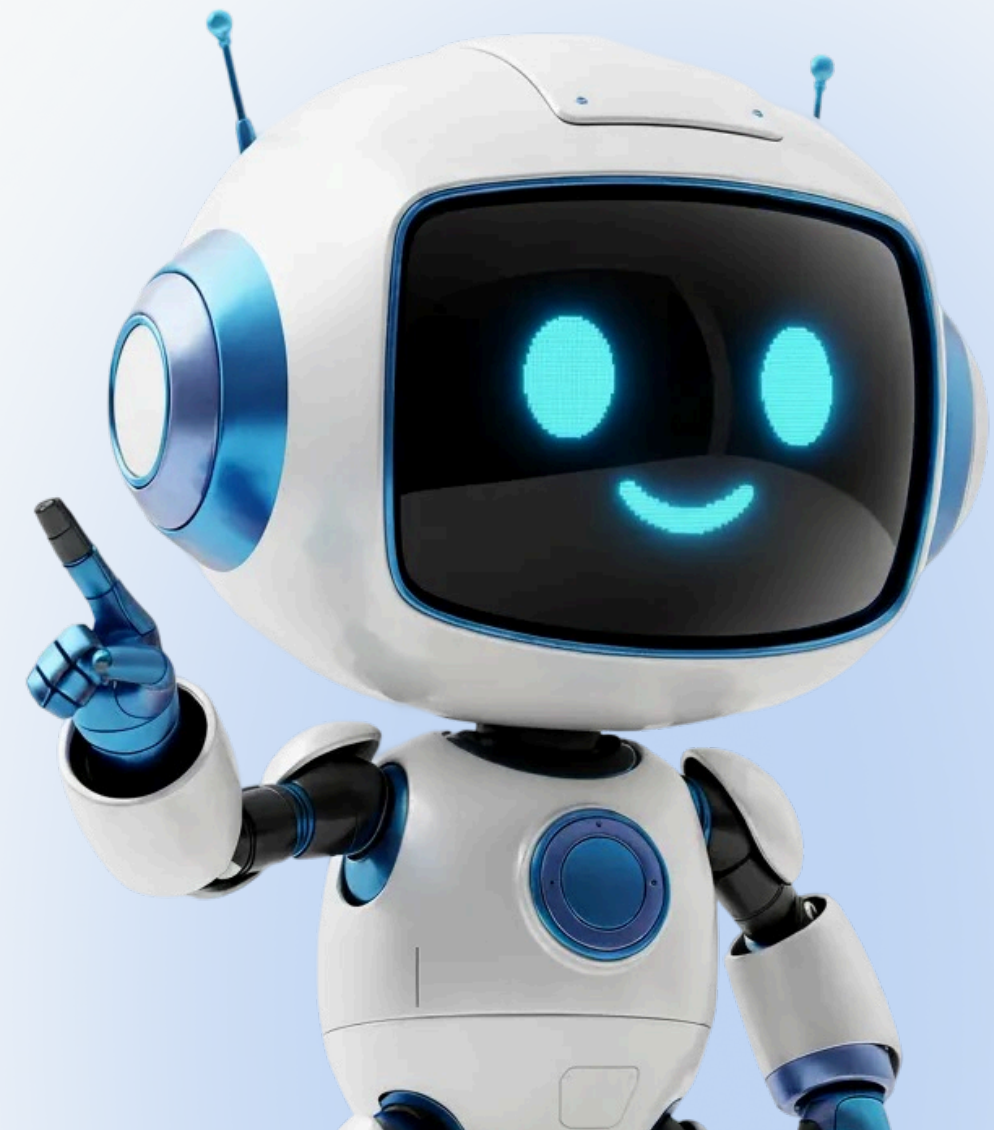


# Designing Better Customer Service with Agentic AI

How to build AI systems that understand, resolve, and earn trust.



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# Introduction

Customer expectations have outpaced the evolution of many support systems. By 2025, the question isn't whether to automate customer service; it's **why**, despite years of chatbot investments, customer experience still feels broken.

At **BotsCrew**, we see this firsthand across industries: teams turn to automation to reduce workloads, but often end up with disjointed experiences. Bots fail to handle complex issues, agents are overwhelmed by escalations, and customers find themselves repeating the same information across channels.

The problem isn't the technology itself; **it's how it's designed, integrated, and measured.**

**More than 60% of service teams** now use AI assistants to enhance efficiency and response quality (Freshworks). Yet many still struggle to translate this investment into tangible business value.

**That's why we created this guide.** It summarizes what we've learned from hundreds of enterprise implementations, what drives automation success, where it falls short, and how agentic AI systems are transforming customer experience.

By 2027, **one in four organizations will depend on AI-driven agents** as their main service channel (Gartner).

By 2030, agentic AI, capable of independently verifying orders, processing refunds, and updating account information, will manage **up to 80%** of routine service requests, significantly lowering costs and response times (McKinsey).

But automation isn't just about scaling responses; it's about **scaling understanding.**

The real goal in customer interactions isn't just speed; it's trust. Automation without empathy doesn't build either.



# Understanding Chatbot Types: Which One Fits **Your** **Support Goals?**



# Types of Chatbots

Before improving customer-service automation, it's essential to understand **the three main types of systems** in use today, from basic rule-based chatbots to fully autonomous AI agents.

The term “**chatbot**” now covers a wide spectrum of technologies, ranging from simple, scripted bots to advanced, context-aware, agentic systems. Knowing where each type fits helps leaders **design the right level of automation, set realistic expectations, and plan for scalable growth.**

## 1. Rule-based chatbots

The simplest type of chatbot is still in use today. Rule-based chatbots guide users through **predefined flows, typically using buttons, menus, or limited keyword recognition.**

They work well for predictable scenarios, such as FAQs, appointment booking, or order tracking, but can't handle open-ended or unexpected requests.

### Strengths:

- Fast to deploy and easy to control
- Reliable for structured interactions

### Limitations:

- Cannot understand free-typed text
- Require multiple user selections, often leading to longer journeys



Hi, I'm Botty! How can I help you?

Account troubleshooting

Order Status

Buy an item



## 2. Machine-Learning (ML) Chatbots

Machine-learning chatbots **use data and pattern recognition to improve over time.**

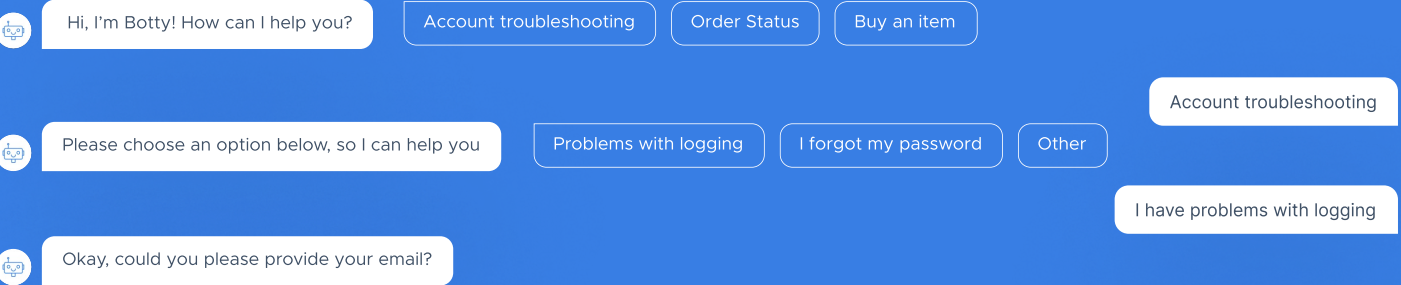
They rely on algorithms that analyze past interactions and learn from user inputs, allowing them to understand intent beyond fixed keywords.

### Strengths:

- Can handle more natural, flexible user input
- Continuously improve through usage data

### Limitations:

- Require training data and tuning
- Still limited when handling multi-intent or emotional queries



## 3. AI-Powered / Agentic Chatbots

AI-powered chatbots, also known as Virtual Agents, Intelligent Virtual Assistants, or Conversational AI, **combine machine learning, natural language processing (NLP), and automation logic to deliver dynamic, context-aware conversations.**

Unlike simpler systems, they can interpret open-ended questions, remember context, and execute real-world actions such as updating an order, creating a ticket, or verifying an account.

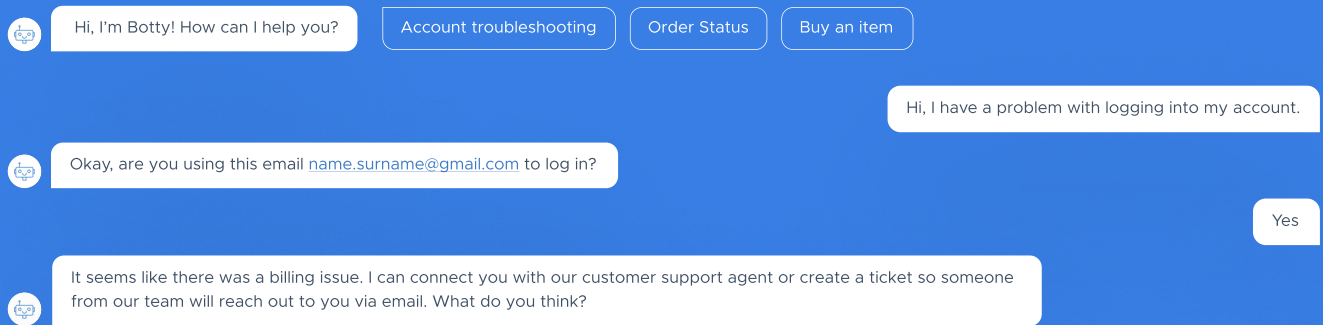
These systems mark the transition to agentic AI, assistants capable not only of understanding but also acting autonomously.

### Strengths:

- Understand natural language and Understands context
- Adapts to conversation style
- Remembers preferences
- Executes tasks or hands them off to humans

### Limitations:

- Require integration with backend systems (e.g., CRM, ERP).
- Need ongoing governance and data quality to perform effectively.



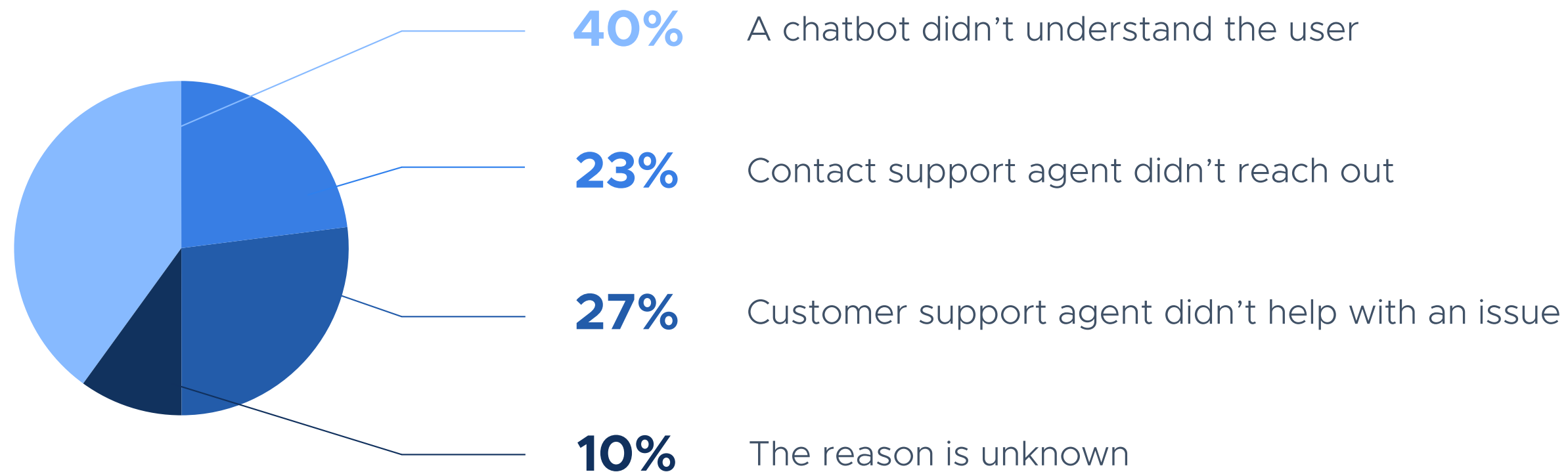


# **What Makes a Chatbot Experience Good (or Bad)?**

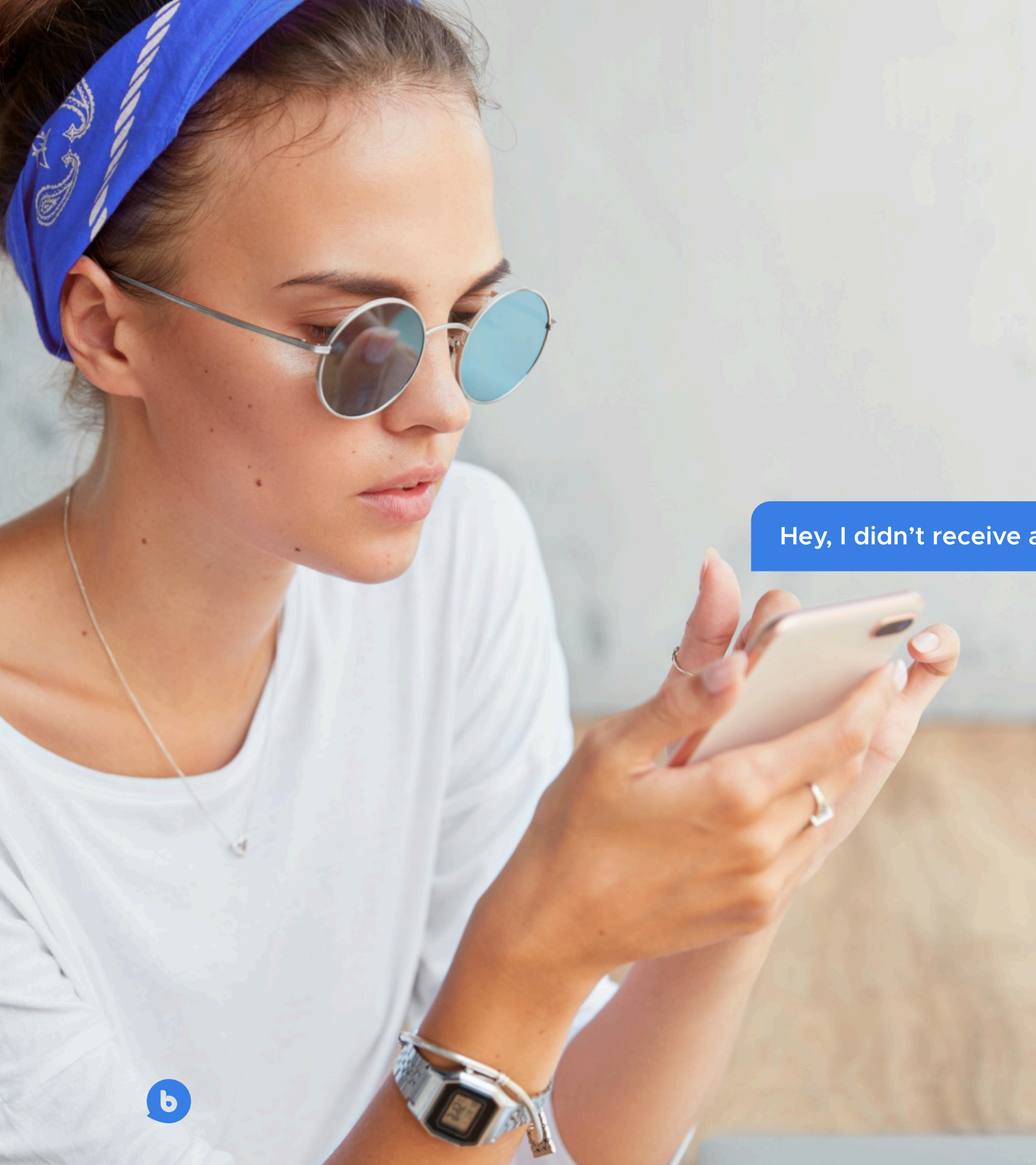
Every company knows poor chatbot experiences frustrate customers, **yet few understand why.**

Our analysis across various industries reveals that most negative interactions originate from three primary causes: **misunderstandings, inadequate follow-up, and unresolved issues.**

## Top reasons for dissatisfaction:







The biggest frustration isn't the technology itself; **it's the failure to understand.** When bots misinterpret intent or transfer users without context, interactions feel robotic and impersonal.

Even when escalation occurs, poor continuity often disrupts the recovery process; most negative ratings stem from **missed follow-ups or unresolved issues.**

Hey, I didn't receive an order yesterday and the delivery had to be on Monday. Can somebody help?

It's a moment where empathy meets efficiency, and your brand's reputation is decided.

### Why it matters:

Customers don't distinguish between "bot" and "agent"; they experience one brand.

A consistent, contextual interaction builds confidence, encourages repeat engagement, and has a direct impact on retention and NPS.





**23,3% of users** rate a chatbot less than three stars when customer support human agents didn't reach out. Moreover, **27% of people** rate chatbots negatively due to a human agent not helping with an issue.

### **THE TAKEAWAY:**

Yes, customers view chatbots and customer support agents as a one source of help.





On the contrary, **74% of users** find a chatbot helpful if it understood the issue and provided the needed answer.

However, **26% of users** rate a chatbot experience positively if it connects them with human support and, importantly, if agents solve their issues.



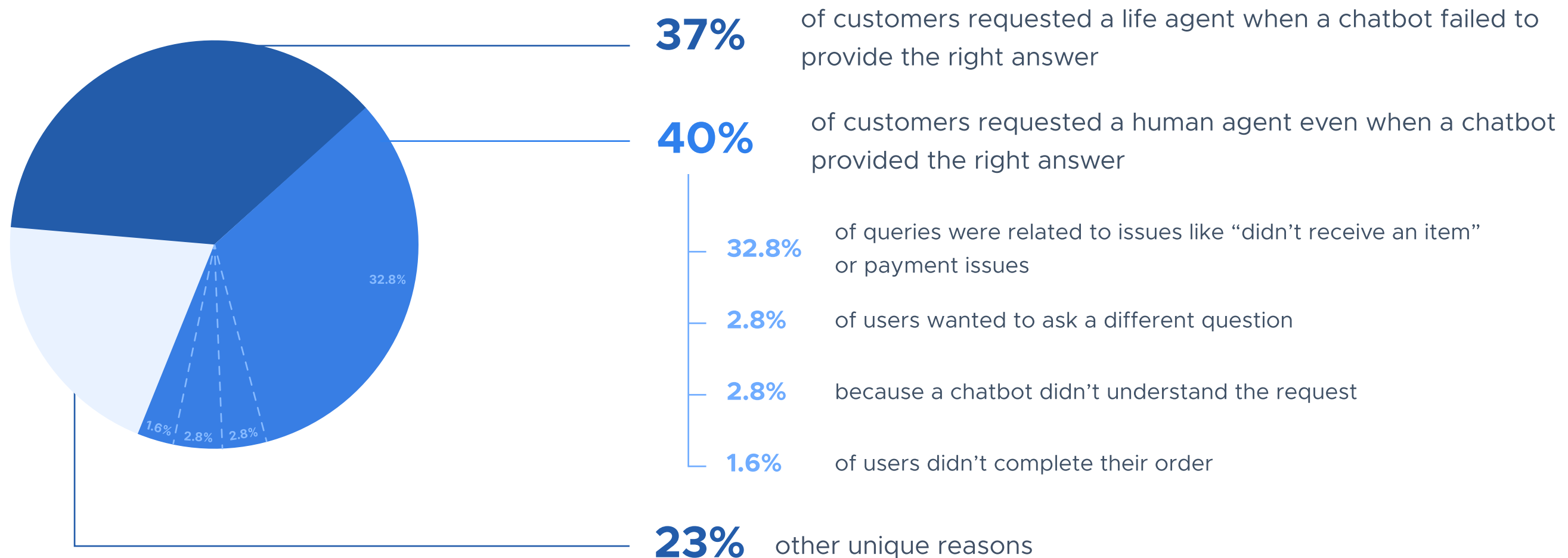


# Chatbots

**vs**

# Live agents

# Why do people **still contact human support** if there is a chatbot?





**Only about one-third** of escalations happen because the chatbot actually **failed**.

The rest occur in emotionally charged moments, when **customers want empathy, accountability, or a human touch**.


## What This Really Means

Even when automation works perfectly, customers often require **reassurance**, especially in situations related to money, trust, or a sense of urgency.

That's not a failure of technology. It's a reminder that trust is emotional, not transactional.

In these moments, empathy matters more than speed, and **the brands that combine both win long-term loyalty**.

# **Metrics** That Matter for Human-AI Collaboration



As automation scales, the key question for leaders isn't “**How much can we automate?**”

It's “**How do we measure what truly matters?**”

Raw automation rates alone don't define success. To build sustainable, customer-centric systems, teams must:

- **Track outcome-based metrics** instead of containment rates.
- **Keep content and intents up to date** to ensure accuracy over time.

Design seamless handoffs between bots and human agents to ensure a smooth workflow.

## 1 Review Your Metrics

### Goal Completion Rate (GCR)

This chatbot metric captures **the percentage of successful engagement through a chatbot**. GCR indicates how many of your users reached their goals.

For example, your goal could be for a user to finish the chatbot flow, subscribe to your services, book a meeting with you, resolve a customer issue, etc.

You can track how successfully (or not) a chatbot distinguishes when human help is needed. And then, if a chatbot succeeded in transferring a customer to a human agent.





Another possible metric is the number of **drop-offs or bounce rate**.

**Drop-offs (bounce rate)** are the percentage of users who enter the chat and leave without interacting with the chatbot.

Your aim should always be to have **as low a bounce rate as possible**. A high bounce rate shows the chatbot fails to provide correct answers or is not engaging enough.

**Our findings show that 73.3% of users typically drop after a Welcome message.**

This users' drop after a Welcome message is the most confusing type of user behavior as there could be various reasons.

However, the most common could be:

In Welcome Message, users didn't find/see the option they were interested in

Users clicked on a chatbot by mistake



## Tip from BotsCrew:

If users drop out because they could be confused by a general Welcome message, then to solve it, you can try using **specific pop-ups** and **Welcome messages** based on a website page and user type.

For example, a chatbot could suggest checking their order status if it's the Main page and this is a returning user.

Or, if it's a product page, a chatbot could suggest its help with ordering or answering the most common questions about the products.

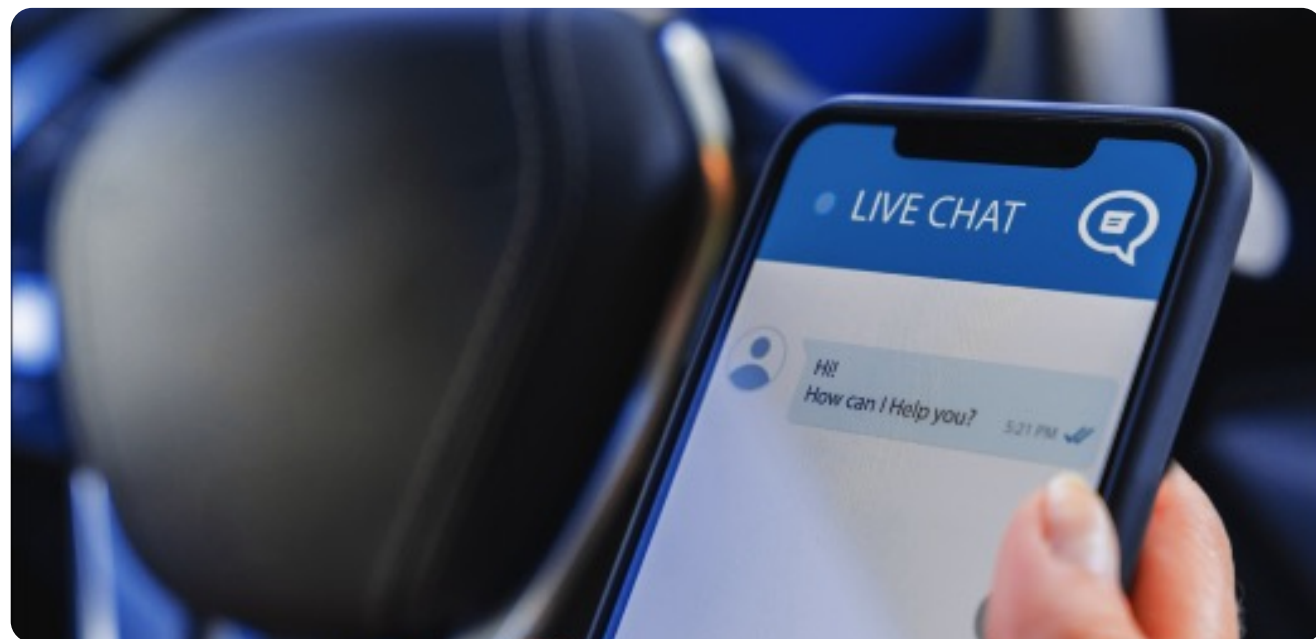




## 2 Review your automation strategy

Make sure that troubleshooting **can be fully or partly automated**. That will decrease the number of people reaching out to human support to ask for something they could quickly get from a chatbot or decrease time for an agent to resolve the issue.

It's crucial **to make the human hand-off as easy as possible** if the troubling situation is unique and not typical and thus can not be automated.



Our findings showed that the more steps customers take to achieve their goal via chatbot, even when it's just Contact Support, the higher the chance they will leave.

It was true for **14% of users**; they dropped out when connecting with a customer support agent required additional steps, like:



Please provide your email to receive your copy of this chat.



Please type your message or problem you want to talk about.

Another reason **why users drop** is that a chatbot didn't remember the already provided information, like:

Name

Phone number

Email

Order number

Zip code

However, that was true only for **5% of customers**. Fortunately, many tried a few times to text their personal data again, but...

Ask yourself, isn't it annoying  
when Google asks you to sign it  
again and it doesn't remember  
your email or password?

**You've been logged out**


Please log back in.

OK





# Performance Over Technology: What Customers **Really** Care About



Customers don't judge your technology stack; they judge **how fast and effectively they get help.**

Our data show that **74% of users** rate their chatbot experience as “good” or “excellent” when the chatbot understands their intent and provides the correct answer, regardless of whether they type or click.

The interaction method matters far less than the outcome.

That said, **40% of users** start or switch to typing when their request feels urgent, personal, or complex.

Typing gives users more control and precision, a signal that they trust AI to understand them, but still expect the system to handle nuanced or time-sensitive questions.

In practice, many conversations naturally blend both styles: users begin with buttons for guidance and then switch to typing when they need specifics, or vice versa.

This hybrid behaviour reinforces **a key truth:**

What defines a great chatbot isn't its level of “AI,” but its ability to understand context and resolve problems efficiently.

A strong customer experience balances **clarity, empathy, and seamless resolution.**

Advanced NLP and intent recognition aren't about sophistication for its own sake; they ensure that when urgency or frustration appears, the system responds with **accuracy, speed, and a smooth human handoff when needed.**



# We are BotsCrew, and we create AI agents.

Our AI agents help enterprises deliver **faster, smarter, and more human-like support at scale**. From discovery to design, testing, and continuous optimization, we guide you through every stage, ensuring your AI delivers real business value, not just automation.

Since 2016, we've built **150+** AI solutions for **80+** global clients, including Samsung NEXT, Mars, Natera, Virgin, BMC, Honda, and Adidas.

Our systems integrate seamlessly into your existing tools and workflows, ensuring compliance with GDPR, HIPAA, and SLA-backed standards.

With expertise across **AI agents, Generative AI, and enterprise integrations**, BotsCrew helps organizations move from pilots to proven impact.

”*“They’re phenomenal and have never messed a beat with either their professionalism or ability to deliver. We had a really tight timeline, and BotsCrew delivered against every single major milestone that we set.”*



Afshin Saffari  
Client Director at Leo Burnett

*Leo Burnett*



## Drop us a line with your chatbot idea. Let us do the rest for you.

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# More resources to accelerate your **AI adoption:**

## AI Adoption FAQ Guide

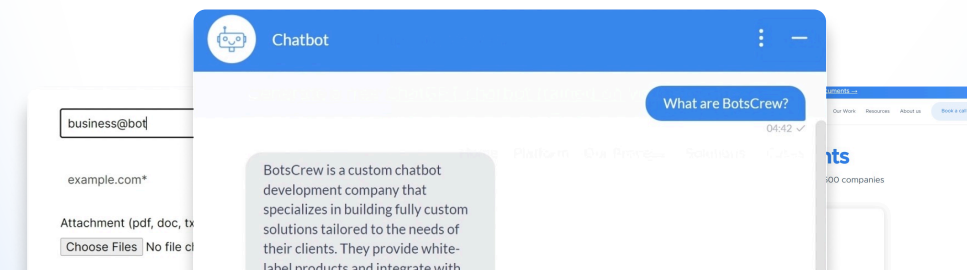
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