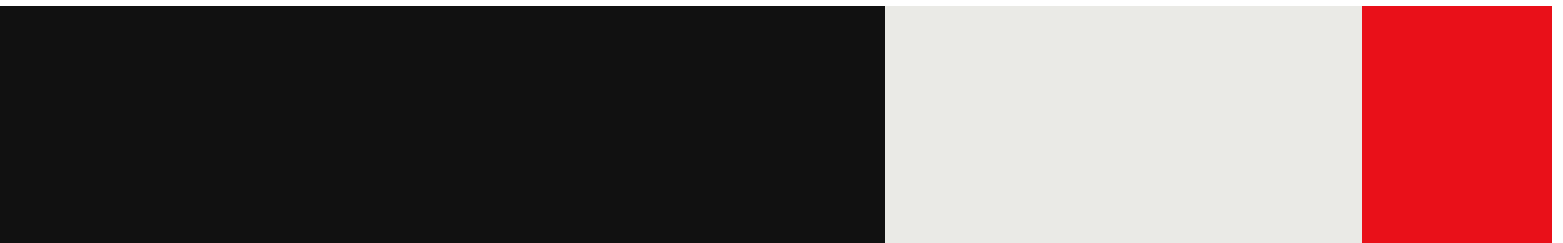


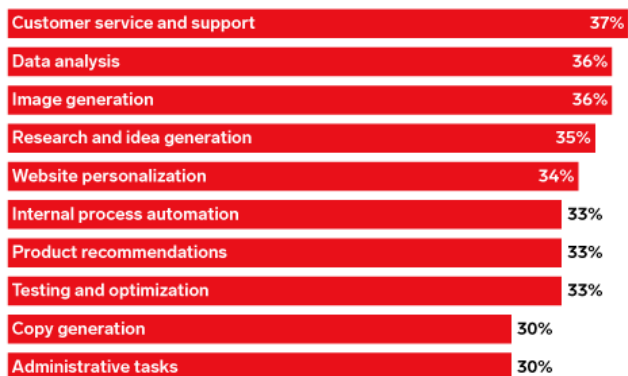
Nearly 4 in 10 ecommerce marketers worldwide use AI for customer service and support

Article



Current Usage of AI Among Ecommerce Marketers Worldwide*, Feb 2024

% of respondents



Note: *Australia, France, New Zealand, the UK and the US
Source: Klaviyo and Qualtrics, "The AI Trends Report For Ecommerce Marketers," May 13, 2024

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Key stat: 37% of ecommerce marketers worldwide use AI for customer service and support, according to February 2024 data by Qualtrics and Klaviyo.

Beyond the chart:

- Another 29% of ecommerce marketers worldwide would consider AI-powered customer service and support in the future, the same report found.
- A third (33%) of ecommerce marketers worldwide currently use AI for product recommendations, and another 35% would consider it in the future.
- AI assistance is what consumers want, too. More than 8 in 10 of adults (86%) worldwide want AI to help provide service or resolve issues, per October 2023 IBM data.

Use this chart:

- Evaluate and benchmark AI use.
- Identify areas that AI can streamline.
- Pitch AI innovations.

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- **3 lessons from brand missteps in responsible AI content marketing**
- **Five ways AI supports email marketing**

Note: This data is being featured as part of our special coverage of AI in Commerce and AI in Marketing.

Methodology: Data is from the May 2024 Klaviyo and Qualtrics "The AI Trends Report For Ecommerce Marketers." 1,510 ecommerce marketers in Australia, France, New Zealand, the UK and the US were surveyed during February 2024. All respondents use AI in a work capacity.