EBOOK

Customer Experience 2026: The Backlash & the Bounce-Back

AI promised frictionless CX. Customers got ghosted. Here's what really happened, and where CX leaders go from here.



glance

2025 was positioned as the year CX “leveled up,” with predictive AI, zero-click digital journeys, dashboards that tell us everything in real time, and humans fading into the background. And AI did bring real breakthroughs – from smarter routing to faster issue detection. But when we surveyed more than 600 consumers to understand the real impact of AI on customer experience, a different story emerged.

When we zoom out, many of those promises now ring hollow. Personalization felt intrusive. Performance and speed metrics looked better on paper, yet customers quietly slipped away. Chatbots looped. Friction didn’t disappear – it just became automated.

In this year’s trends report, we’re not chasing shiny new objects or jumping on the next buzzword.

We’re getting real: calling out what failed, exposing the cracks, and focusing on the strategic reset needed in CX. Because without understanding where things broke down, there’s no credible path forward.



AI improved speed but lowered satisfaction

Instead of solving issues, automation sped customers straight to frustration

The hype

The narrative in 2024–25: AI will remove friction, eliminate human error, and scale personalization. We'd deploy bots, agents would take over, and CX would magically improve. Many CX leaders jumped in, trusting tools would do the heavy lifting.

It's not all smoke and mirrors: the AI customer service market is projected to hit $47.82 billion by 2030. And AI-powered interactions were predicted to comprise 95% of all customer interactions by 2025. The business case was compelling on paper.

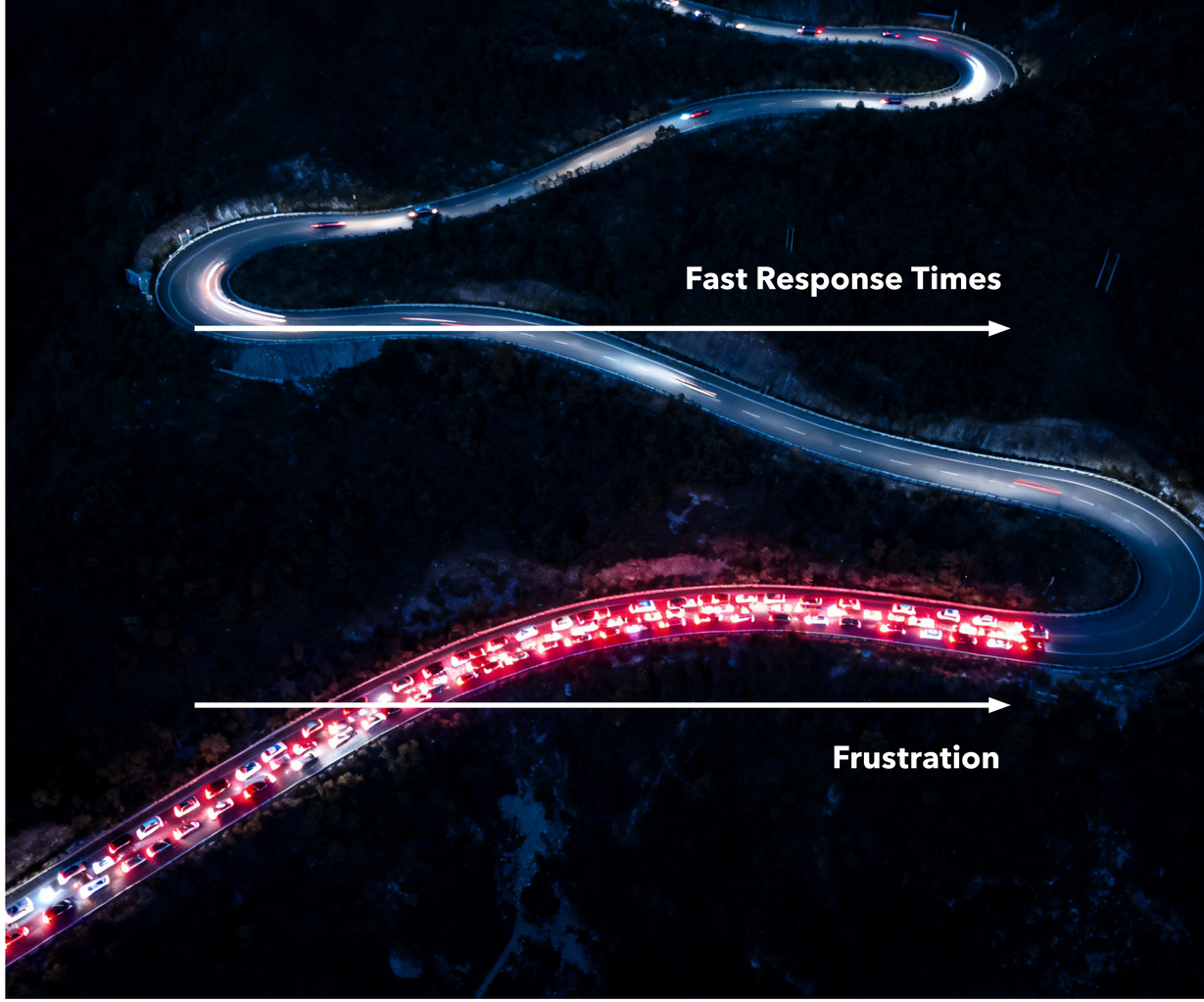
But deployment wasn't smooth sailing. An EY survey of executives deploying AI found that nearly all large companies suffered initial financial losses tied to flawed outputs, compliance issues, and integration problems. This shaky beginning translated to the customer experience, too.

What customers actually got

Looped bots, dead ends. New data reveals that self-service isn't cutting it. Customers frequently report being bounced between automated menus, having to rephrase, or being sent to "human support" as a last resort.

Faster frustration. A fast but shallow response can worsen CX if the root customer issue remains unresolved. In our recent consumer survey, 75% of respondents said they've had a fast response that still left them frustrated.

75% of customers say they've had a fast response that still left them frustrated.



One vivid vignette: "I asked the chatbot a simple billing question and got sent to support three times. On the fourth try, the 'agent' was reading the same script. I ended up canceling."

The underlying culprit? Legacy data, confusing content, and dated processes. AI bots are only as good as the systems they sit on. If order systems don't sync, return policies contradict what's on the site, or routing logic is flawed, automation simply magnifies the chaos.

CHAPTER 1

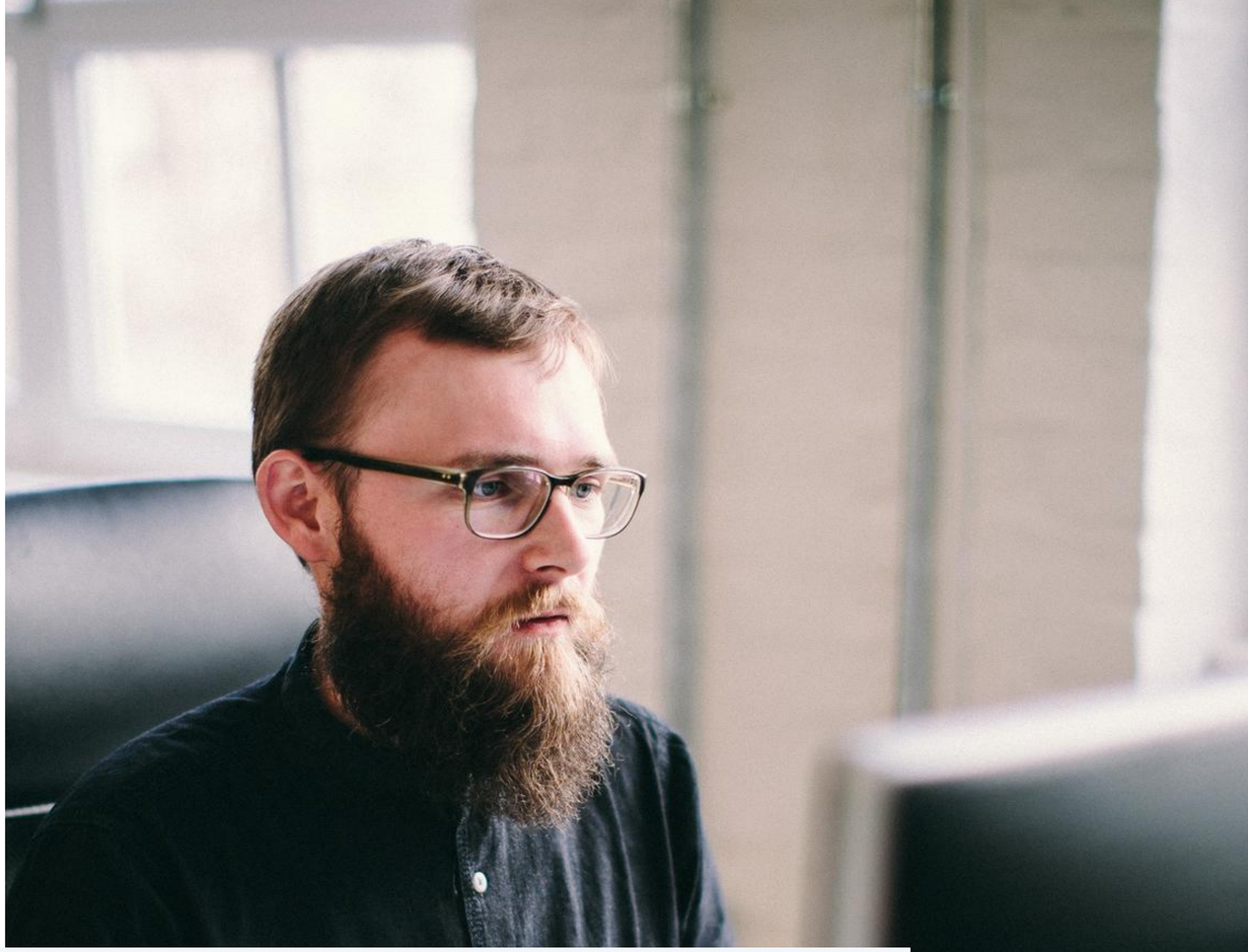
What’s next in 2026: guardrails, grounding, and a more human design

The next phase of CX won’t be about doubling down on speed or pushing more customers through automated funnels. It will be about building AI that’s anchored in real customer intent, clean data, and human-centered design.

One survey respondent was clear: “When I ask the AI for a human representative, I want a human representative. I don’t want to keep asking over and over again for one, I want one the moment that I ask for them. Because obviously my problem is too difficult, or not being understood by the AI.”

CX leaders are already shifting toward models where AI handles what it’s good at - detection, prediction, and summarization - while humans handle nuance, reassurance, and decision-making.

The future isn’t AI replacing people. It’s AI strengthening the foundation so people can deliver clarity, empathy, and trust at moments that matter. The organizations that win next won’t be the ones with the most automation. They’ll be the ones that align their AI strategy with the actual experience their customers want.



Benchmark your CX readiness

Our AI + Human Maturity Model helps you evaluate organizational readiness across people, processes, and technology to help leaders plan credible, scalable AI-human collaboration.

DOWNLOAD THE MODEL HERE



The real “AI bias” is against customers

Most bots are built to deflect, not delight. Customers notice.

34% of customers think that AI customer support makes things *harder.*

87% of customers say they’re unlikely to be loyal to a company that eliminates human support.

Many AI systems are built to deflect effort, cut cost, and avoid escalation, not to delight, connect, or empathize. The result: customers feel stuck, manipulated, and skeptical – in short, they lose trust. Thirty-four percent of consumers we surveyed said AI customer support “made things harder.”

Bots built for deflection

To maximize cost savings, builders often program bots to solve only superficial issues, avoid escalation, or push users toward self-service loops. That’s a feature, not a bug: for the bottom line. But for the customer, the message is clear: “We don’t care about the complexity of your issue.”

This is AI bias in action: the system’s incentives favor deflection over resolution.

Because escalation to a human is expensive, many bots are designed with dead ends or ambiguous “I didn’t understand” responses. That leads to frustration loops and self-abandonment.

The trust gap

Customers grow wary when AI feels like a gatekeeper, not a helper. A Gartner survey found that 64% of customers would prefer that companies not use AI in customer service, and 53% would consider leaving a brand that did.

Trust can erode even when AI works as promised. An astounding 85% of customers we surveyed said that “a human who makes a mistake and fixes it” builds more trust with them than “An AI system that quickly provides an answer.” That’s a staggering signal: speed and accuracy alone don’t create confidence. Human connection still matters.

There’s also a financial gap hiding inside the trust gap. Many organizations assumed AI-driven interactions would drive down cost via lower average handle time (AHT), higher first-contact resolution (FCR), and more self-service deflection.

And in many cases, the metrics did improve. But 2025 revealed how short-sighted those savings can be.

If customers feel dismissed, blocked, or handled transactionally, they leave. Nearly 90% of the customers we surveyed said they were unlikely to be loyal to a company that eliminated human support. And when they leave, customer lifetime value plummets, erasing any operational gains. Companies are starting to recognize that AHT, FCR, and deflection aren’t meaningful unless paired with loyalty, retention, and repeat engagement.

Trust and transparency in AI-driven CX: A practical guide for customer experience leaders

Explore how CX leaders can harness the power of AI responsibly, creating experiences that are transparent, ethical, and human-guided.

DOWNLOAD THE EBOOK HERE

CHAPTER 2

What's next in 2026: from deflection to resolution

The best customer experience systems won't revolve around deflection; They will resolve, guide, and build trust. CX teams are starting to realize that short-term efficiency metrics only matter if they support long-term relationships. That means AI needs to evolve from a cost-saving shield to a clarity-building partner.

American Express is a strong real-world example. Their digital servicing strategy isn't built around keeping customers away from humans. Instead, their AI triage identifies intent, gathers context, and then routes customers to the right expert with full context already transferred.

The benefit: customers don't repeat information, agents skip discovery, and the handoff feels like continuity rather than escalation. Amex frames AI as a concierge, not a wall.

Forward-looking organizations like American Express are already reframing their bot strategy around three principles:

- AI must be trained on clean, consistent data so answers aren't just fast but accurate and context-aware.
- Automation should be designed to guide customers toward resolution, not trap them in loops.
- Escalation should be treated as a strength - a seamless handoff to a human expert, not a failure.

Read: Smart transfers: using AI to intelligently connect customers to human experts

When AI becomes a bridge instead of a barrier, customers stop seeing it as an obstacle and start viewing it as part of a trustworthy experience.



CHAPTER 3

Faster isn’t friendlier

When quick responses come at the cost of real service

Response time shrank, but so did empathy. Instant answers ≠ satisfied customers.

Brands chased “instant” responses, but instant without resolution often amplifies frustration.

The speed trap

In 2025, many CX teams focused obsessively on reducing response times. But in too many cases, that speed came at the cost of depth, empathy, or accuracy.

A Zendesk benchmark report finds that **73%** of consumers will switch to a competitor after multiple bad experiences, and over **50%** will abandon a brand after just one poor interaction. The logic is clear: speed is meaningless without satisfaction.

Fast but unresolved

Imagine this: the chatbot answers in 5 seconds, but the answer is wrong, incomplete, or forces you onto another channel. That’s the “fast but unresolved” paradox.

Slower, smarter: sometimes better

Surveying thousands of support contacts, some brands now experiment with “strategic pacing,” giving agents a few extra seconds to review context or craft a better reply. The early signal: fewer repeat contacts, fewer escalations.

In this landscape, it’s better to be reliably correct + responsive than instant + shallow. When asked what matters most to them in support interactions, only 14% cited speed. The majority (67%) said “getting a complete resolution” and 18% said “feeling understood/listened to.”



- **79%** of people surveyed said they would rather speak to a real person over AI.
- Zendesk reports that **4 in 10 agents** say that when consumers cannot complete tasks on their own, they become angry.
- **75%** of consumers we surveyed said they’ve had a fast response that still left them frustrated.



CHAPTER 3

What’s next in 2026: thoughtful speed, not instant answers

As CX leaders look ahead, the goal isn’t to abandon speed - it’s to redefine it. Customers don’t want slower service. They want service that feels considered, accurate, and human.

The brands that win next will pair rapid response with real understanding, using AI to remove friction while giving agents the context they need to deliver meaningful help.

We’re entering a phase where “instant” isn’t the differentiator anymore. Intelligent speed is. That means AI systems that surface history, sentiment, and next-best actions before the first reply is sent. It means automated systems that only jump in when they can truly resolve the issue. And it means designing workflows where humans and AI work together - AI handling detection and prep, humans handling nuance and care.

Customers should feel guided, not rushed. The companies that embrace this shift will see fewer escalations, stronger loyalty, and interactions that actually move the relationship forward.

Read: Customers don’t ghost brands that guide



Self-service isn’t service

Just because customers can do it themselves doesn’t mean they want to

Many self-service paths are cleverly disguised deflection tools. Customers get stuck, lost, or forced into more involved human support anyway.

Empowerment or abandonment?

Brands often market self-service as empowerment. The promise: “help yourself, no wait.” But when workflows can’t resolve even slightly complex issues, customers are just funneled back to human support after frustrating detours.

Abandonment rates & complaints

Abandonment rates remain high because self-service often breaks before it resolves issues. According to TSIA data, self-service could theoretically handle up to 60% of support tickets, yet only about 36% actually get resolved that way.

Customers feel the gap every day: “Offer a means of contact for serious issues rather than taking me through a lot of troubleshooting,” one of our survey respondents said. Another put it bluntly: “It’s frustrating to get the run around almost every time.”

Self-service could theoretically handle up to 60% of support tickets, yet only about 36% actually get resolved that way

Source: TSIA



Read: Instead of digital deflection, offer digital ridealongs

CHAPTER 4

What's next in 2026: self-service that actually serves answers

The ideal state for self-service is where the user can resolve the issue end-to-end, without bottlenecks. That requires:

- **Context awareness:** knowing who the user is, what they tried already
- **Fallback clarity:** if failure, clear "go human" path, not loops
- **Adaptive branching:** escalate intelligently based on complexity

Customers don't want to wander through articles or bot prompts hoping they stumble on the right answer. They want to know the system understands their situation and will get them to resolution – whether that's through AI or a person.

When done well, real self-service that balances AI with human interaction delightfully resolves.



CX metrics have become CX myths

“Good numbers” can hide bad experiences

The metrics (NPS, CSAT, CES) that companies worship increasingly reveal less than they promise, especially when people optimize to the metric instead of the customer.

Rising metrics ≠ rising loyalty

The strongest CX teams dig beyond NPS and CSAT to understand the customer reality.

Metric worship & unintended consequences

Metrics are usually targets to be hit. And when NPS or CSAT numbers are tied to performance goals, support teams may game the system, avoid risk, or bury friction to chase a perfect score.

MarTech argues that setting performance goals linked to survey metrics “can backfire, demotivate employees and harm customer experience.” Meanwhile, Calabrio warns that many organizations conflate CSAT with full CX, but CX extends far beyond a single interaction.

Metrics rising, loyalty flatlining

Imagine a brand with a 72 NPS, growing CSAT quarter over quarter, yet customers quietly churn. That’s the myth: numbers improve while underlying trust erodes.

Cost savings can be misleading

During the AI hype cycle, many organizations counted deflection and automation-driven cost savings as wins. But those gains masked the real story: unresolved issues, frustrated customers, and silent churn.

Nearly 90% of consumers in our survey said they’re unlikely to remain loyal to a company that removes human support. Cost-cutting might shrink the support budget - but it often expands losses elsewhere: churn, lower lifetime value, and higher acquisition costs.

Treating “cost savings” as a standalone success metric ignores the long-term value destruction that poor CX creates.

Measure what matters

Focus on customer reality. They track behavioral signals like repeat contacts, time to resolution, and escalation rates. They look closely at unsolicited feedback across reviews, complaints, and social sentiment. And they tie every metric back to concrete business outcomes such as retention, revenue, and churn.

Metrics are just indicators. **Measure what actually matters** and create a holistic view of your CX.

The omnichannel mirage

Organizations talk about seamless journeys but customers experience fragmented handoffs

Brands strive for omnichannel excellence, but they're missing the mark as customers experience context loss, repeated info, and frustration at every handoff.

Why customers still feel "omni-frustrated"

"Omnichannel" is business jargon; "omni-frustrated" is what many customers feel. Smart Communications' 2025 CX benchmark found that fragmented omnichannel experiences are a top complaint, and **two-thirds of consumers** say they'd drop businesses with poor communication. In our recent consumer survey, only 7% of respondents said they never or rarely have to repeat themselves when moving between support channels.

Other research backs this: **73%** of customers use multiple channels during their journey, but only **29%** say they get a consistent experience across them.

The handoff abyss

Every channel switch is a potential reset. We asked consumers, "What's one thing a company could change to make customer support less frustrating?" Here are some responses:

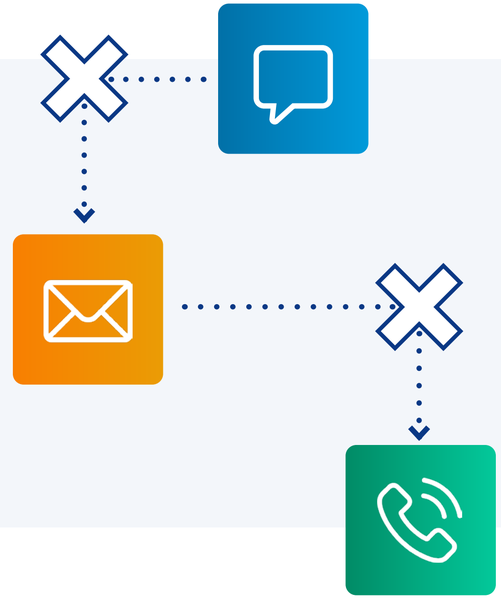
62% of customer service channel transitions are "high-effort," often forcing customers to repeat themselves.

"Not having to repeat my problem every time my issue changes hands from one representative to another."

"Making sure I don't have to repeat myself over and over."

"Ensuring that I do not have to constantly repeat myself."

"Seems like they always put you into an endless loop to where you can't get the help you need."



CHAPTER 6

What’s next in 2026: context continuity

The brands that excel at omnichannel don’t just connect channels, they connect the story. They build systems that carry full context across every touchpoint so customers never have to start over.

Agents should be able to instantly see history, and unresolved tickets surface automatically so nothing slips through the cracks. Customers will move from chat to phone to email without repeating themselves, and transitions should feel seamless instead of jarring. When every channel understands where the customer has been and what they need next, that’s real omnichannel: it transforms frustration into confidence.



CHAPTER 7

Personalization that's creepy, not caring

When "we know you" starts feeling like "we're watching you"

Personalization used to be a differentiator; now, done wrong, it feels intrusive, manipulative, and trust-eroding.

When data oversteps

There's a fine line between "You know me" and "You see me." Data about customers is great, but organizations that use it at an intrusive level risk crossing the line:

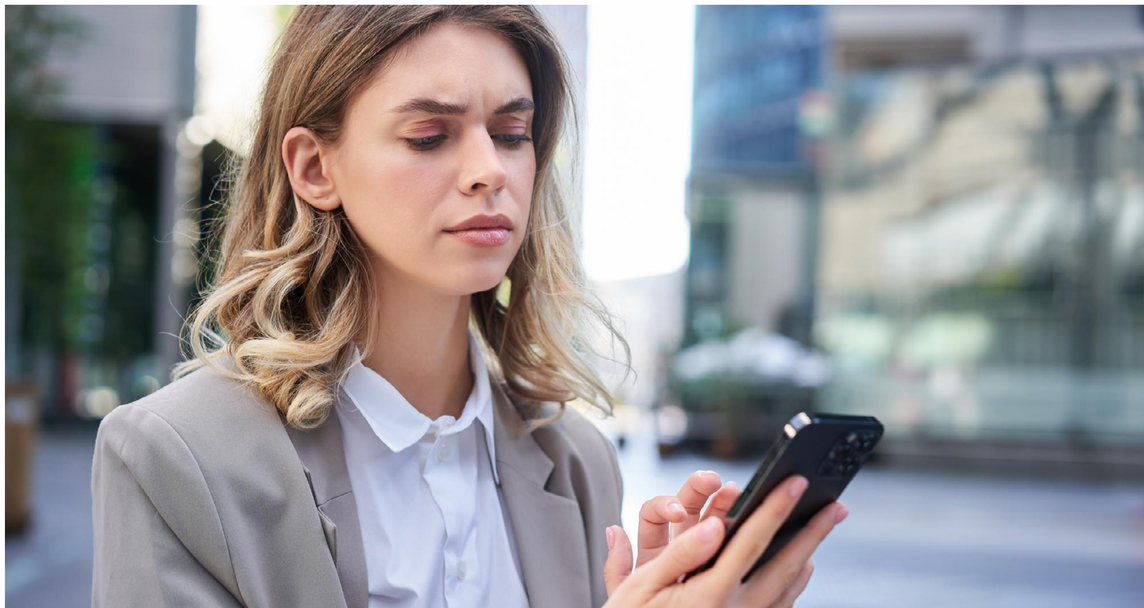
- Over-personalized support scripts that reference past issues the customer never volunteered to revisit.
- Proactive "help" pop-ups that mention sensitive account details the customer didn't share in the current session.
- Cross-channel follow-ups that reference browsing history the customer thought was anonymous.

The expectation paradox

CX leaders see personalization as critical: 100% of surveyed CX leaders in the U.S. call customer data strategic for personalization. But customers are more cautious: In recent reporting from CMSWire, personalization is among the top goals for AI usage in CX, but maintaining trust and transparency is in question.



37% of those we surveyed say they're "not comfortable" with companies using their personal data to "personalize" support.



CHAPTER 7

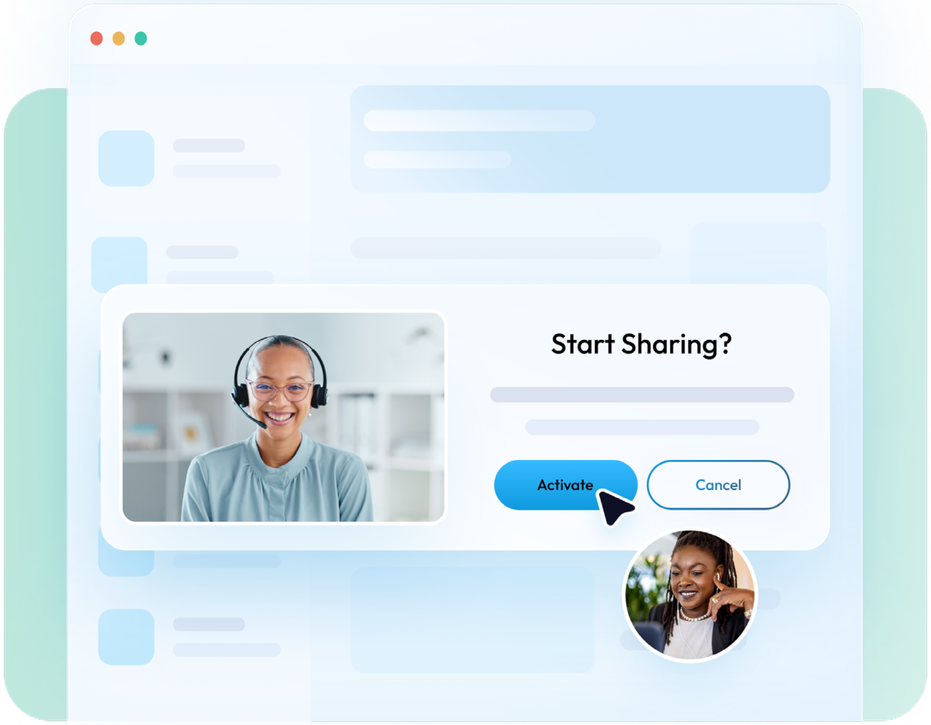
What's next in 2026: the trust pivot

Instead of relying on hyper-targeted nudges that feel invasive, leading companies are shifting toward personalization rooted in clarity and care. That starts with systems designed to carry the right context (not every detail) across the customer journey.

Read: The loyalty formula: personalization + Guided CX

When personalization is rooted in the customer's actual journey, it becomes genuinely helpful instead of intrusive. That means surfacing the right context at the right time - not every detail the company has ever collected. Customers should be able to easily revisit past tickets or chats they may want to reopen, get routed to the support channel they prefer based on prior interactions, and have handoffs that proactively acknowledge what they've already tried.

When the experience adapts to their current intent and history in thoughtful, bounded ways, it feels like guidance rather than surveillance. This is the kind of personalization that makes interactions smoother, more human, and aligned with what the customer actually needs in the moment.



Customers don’t want theatrics, they want to be understood

When empathy leads, loyalty follows

What really drives loyalty? When customers are treated with respect, their frustration is acknowledged, and their issue is actually resolved. The “delight moment” has been marketed as a CX differentiator for years, but customers increasingly see through theatrics.

What they want is clarity, resolution, and the sense that someone genuinely understands what they’re going through. “Getting a complete resolution” and “feeling understood/listened to” are the top two priorities of consumers we surveyed. And data from other 2025 research found that customer satisfaction is **35% higher** when the customer feels the agent showed genuine empathy during the call.

The over-engineering trap

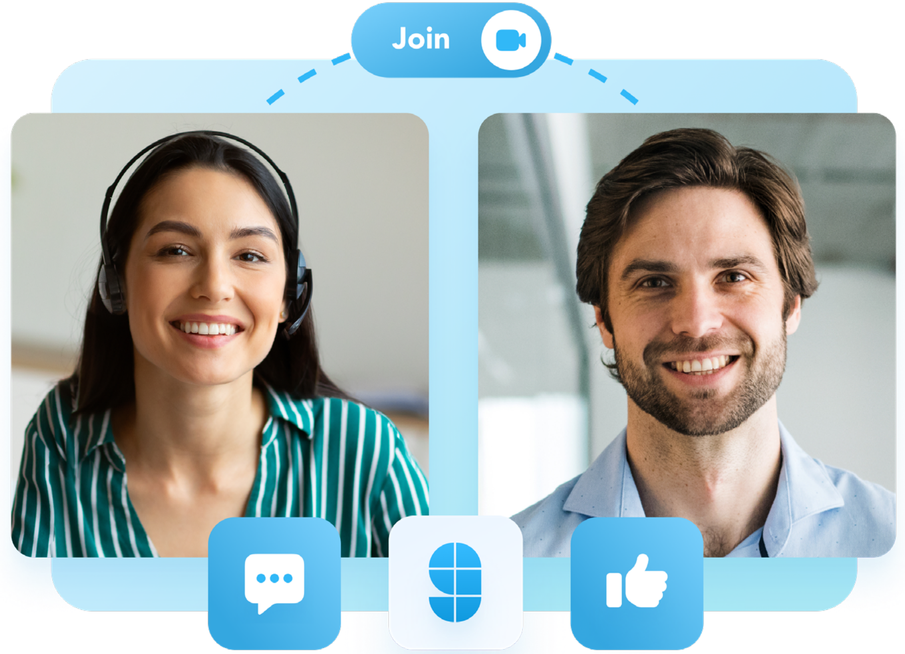
CX teams often chase moments of surprise (“delight”): branded swag (the promotional product industry has risen to **$27.8 billion**), surprise discounts, and cutesy language. But those often miss fundamental expectations.

In contrast, some of the most praised support stories don’t have fireworks. They’re quiet, humble, and effective. Our survey respondents said they want their problems solved. They want humans, empathy, and fewer loops.



CHAPTER 8

What's next in 2026: the empathy equation



Making customers feel understood starts with truly seeing them. That means reflecting back their concerns in their own language, acknowledging their unique situation, and showing that you recognize their history with you. When support teams explain what they're doing next and why, it replaces uncertainty with reassurance. Even a brief follow-up after resolution signals that the interaction wasn't just a ticket to close, but a relationship moment that mattered.

Delight has its place, but it's not the foundation of trust. Understanding is. When brands center their experience strategy on empathy, clarity, and meaningful resolution, customers feel seen and supported – creating the kind of loyalty delight alone never can.

Delight has its place, but it's not the foundation of trust. Understanding is. When brands center their experience strategy on empathy, clarity, and meaningful resolution, customers feel seen and supported – creating the kind of loyalty delight alone never can.

Read: The human side of digital CX: how cobrowsing keeps empathy in the loop

After the hype cycle and many lessons learned, we're ready for the 2026 shift.

Phase	What to Do	Why It Matters
Reset	Audit broken flows, eliminate bottlenecks	Clean foundations prevent amplification of errors
Rehumanize	Train agents, shift authority, trust frontline	Empathy and diverging paths restore faith
Refocus	Use AI as co-pilot (not gatekeeper)	Automation should aid, not block

CHAPTER 9

What's next in 2026: align first, automate second

Don't layer tech over broken ops.
The strongest AI strategies begin with operational honesty. Before diving into automation, organizations need to address inconsistent processes, outdated content, fragmented data, and unclear policies. Automating around broken workflows only scales the chaos. When the foundation is stable, automation becomes a multiplier instead of a risk.

According to Salesforce, 84% of data and analytics leaders say their data strategies need a complete overhaul before their AI ambitions can succeed.

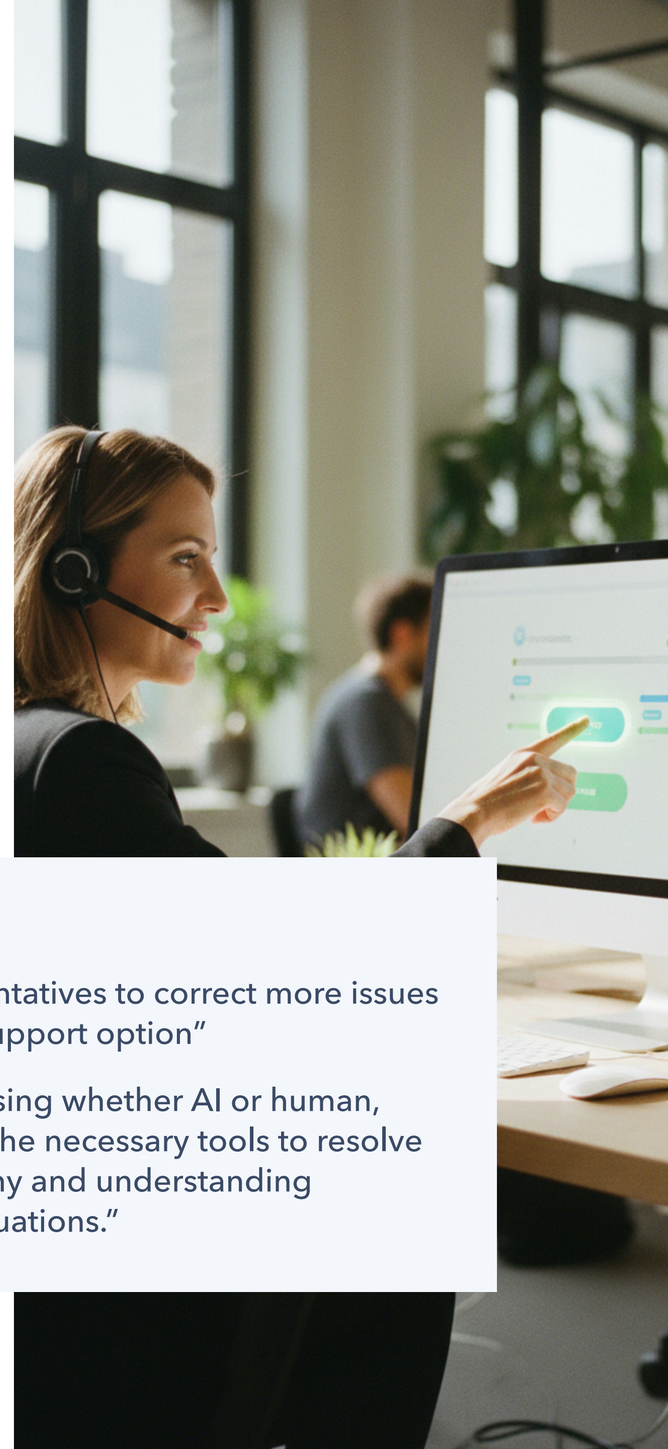
84% of data and analytics leaders say their data strategies need a complete overhaul before their AI ambitions can succeed.

Source: Salesforce

Empower agents. Let them own escalation, context, empathy.
Agents remain the heart of meaningful customer experience. Equip them with full context, real authority to solve issues, and the freedom to lead escalations with confidence. When agents have the tools, training, and trust to act like true problem-solvers, customer satisfaction rises and repeat contacts fall.

Design AI as a partner, not a sentinel.
The future of AI in CX isn't about blocking customers from humans or forcing them down rigid workflows. It's about AI that quietly supports: surfacing insights, predicting needs, recommending next steps, and preparing agents behind the scenes. When AI acts as a guide instead of a gatekeeper, interactions feel smoother, smarter, and more human.

Measure outcomes, not optics.
Fast responses, chatbot deflection, or lower handle times look good on a dashboard, but they don't mean much if customers continue to leave. The real indicators of success are long-term outcomes: retention, loyalty, lifetime value, and reduced effort. CX teams that optimize for what truly moves the business, not just what's easy to measure, will build durable, meaningful customer relationships.



What our survey respondents said:

"Empower customer service representatives to correct more issues without escalating to a second tier support option"

"Ensure whichever option they are using whether AI or human, they are trained and equipped with the necessary tools to resolve issues, including trained with empathy and understanding especially in heated or frustrating situations."

Key takeaways for 2026

The next era of CX belongs to companies that prioritize resolution over deflection, trust over speed, and long-term relationships over short-term metrics.

Stop chasing the next tool. Fix the foundation.

And when you're ready, download Glance's AI + Human Maturity Model™ or request a demo of Glance to see how to balance sensitivity, scale, and support.

REQUEST A DEMO

Thoughtful speed should replace instant replies

Fast isn't enough. In 2026, leading organizations will pair responsiveness with clarity, accuracy, and human-centered context.

Empathy has potential to become the loyalty multiplier

In 2026, the standout CX moments won't be flashy - they'll be respectful, human, and fully resolved.

Resolution over deflection

Bots built to block customers will only hurt long-term loyalty. AI that guides, resolves, and hands off seamlessly should become the new standard.

Self-service should evolve into end-to-end resolution

If automation can't finish the job, it must escalate cleanly. No loops, no dead ends, no abandonment traps.

Guardrails, grounding, and clean data should anchor AI design

The next wave of automation works only when the foundation is stable. 2026 is the year of fixing before scaling.

Metrics need to evolve from vanity to value

CX teams prioritize outcomes that move the business: retention, reduced effort, repeat engagement - over optics like deflection or AHT.

Omnichannel needs omnicontext

Winning teams will unify intent, history, and context across every channel so customers never repeat themselves.

AI will take its place as a co-pilot

AI shouldn't gatekeep; it should prepares, predicts, and supports. Humans will manage trust-building, nuance, and decision-making.

Personalization needs to move from invasive to intentional

Contextual guidance rooted in the customer's current need, not mined data, will replace hyper-targeted creepiness.

Leaders should fix first, automate second

2026 belongs to brands that rebuild their foundations before scaling automation, turning AI into an amplifier, not a liability.

Customer support survey 2025 snapshot

Below is a summary of the core findings from our consumer survey of 600 U.S. respondents conducted in October 2025. Use this page as a quick reference for the themes, gaps, and expectations shaping CX in 2026 and beyond.

How customers prefer to get support



75% prefer "human first" support

Only **7%** prefer AI first, and **18%** say channel doesn't matter as long as it works

"When I ask the AI for a human representative, I want a human representative. I don't want to keep asking over and over again for one, I want one the moment that I ask for them. Because obviously my problem is too difficult, or not being understood by the AI."

"Give us easy connection to human support rather than making us wrestle with the AI."

"Make more humans available."

How AI is performing today



34% say AI made things harder

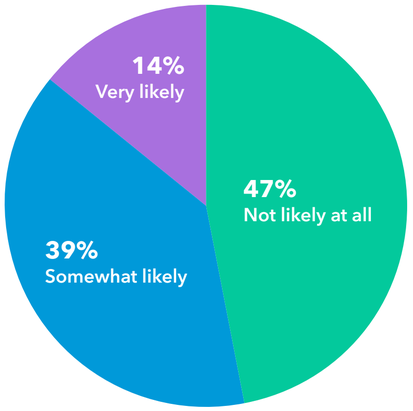
32% report no noticeable difference

"Most of the time you can't get away from the AI circle of help."

"Stop with the AI information gathering… It frustrates us."

"Stop using AI that can't understand a question posed to it. I use the chatbots and ask a question, and they are so OFF on the answers. I waste more time going round and round in circles because it can't understand me."

If companies removed human support...

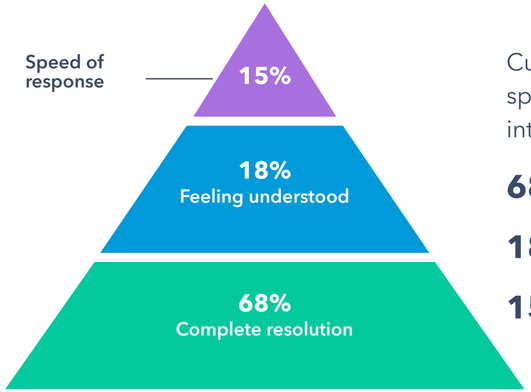


47% would not stay with the company at all

39% would be only "somewhat likely" to stay

Just **14%** would stay confidently

What matters most in a support interaction



Customers overwhelmingly prioritize outcomes, not speed. When asked what matters most in a support interaction, customers answered:

68% Getting a complete resolution

18% Feeling understood/listened to

15% Speed of response

Nearly 90% of customers show reduced loyalty when human support is eliminated.

"Stop replacing people with AI."

"Stop with more AI and hire more people."

"Utilitize humans more."

"Have actual humans provide support."

"Stop using AI. Use humans who are on standby and knowledgeable."

"I need an agent who listens to the issue and is attentive in addressing it."

"Customer support would be less frustrating with people who understand you."

"Have a real person available to answer and calm your frustrations."

"I want a real person available to answer and calm my frustrations."

"They need to really listen."

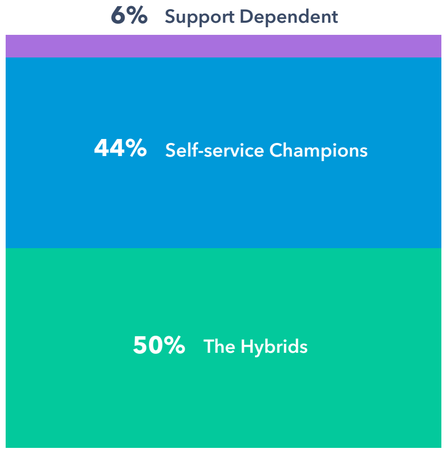
"Listen first and acknowledge the customer."

Speed ≠ satisfaction



75% have had a fast response that still left them frustrated - a powerful signal that quick replies don't replace real help.

Self-service behavior



44% always try self-service first

50% sometimes try self-service

Only 6% rarely or never use it

But open-ended responses show customers abandon self-service when:

- It loops
- It can't resolve real issues
- It blocks access to a human

"Actually resolve the issues I bring up."

"More contact with people who know how to fix a problem for me."

"Make it easier to get a resolution."

"Have real people know the answer and make it right."

"Offer a means of contact for serious issues rather than taking me through a lot of troubleshooting."

"It's frustrating to get the run around almost every time."

"Less self service - use a live human rep."

The omnichannel context gap



When switching channels (chat → phone → email):

44% almost always have to repeat themselves

49% sometimes repeat themselves

Only **7%** rarely or never do

This is the core driver of "omni-frustration."

"Not having to repeat my problem every time my issue changes hands from one representative to another."

"Making sure I don't have to repeat myself over and over."

"Ensuring that I do not have to constantly repeat myself."

"Seems like they always put you into an endless loop to where you can't get the help you need."

Comfort with using personal data for personalization



17% are very comfortable

46% are somewhat comfortable

37% are not comfortable with companies using their data to personalize support

GET STARTED

About Glance

For over 20 years, the world's largest and most security-conscious enterprises have trusted Glance to transform "do it yourself" into "do it together" by powering human connections within their digital properties in moments that matter.

Create "wow"-worthy digital experiences, striking the balance between AI and human CX.

Easy for everyone, works everywhere

Launch Glance from any employee desktop solution to connect instantly with customers in your mobile apps, portals, or websites.

Start from anywhere, switch seamlessly

Use existing communication channels, including routing and escalations, to start collaborating from any interaction with Glance capabilities such as:

- Cobrowse (mobile, web)
- Secure document share
- Live one-, two-, or multi-way video
- Screen share
- Remote assist
- Mobile camera share

Glance helps your team deliver in-the-moment, personal:

Glance helps your team deliver in-the-moment, personal:

- Guided issue resolution
- Consultative transactions
- Expertise and advice
- Virtual training and onboarding
- Advisory services
- Sales engagements

Proven, enterprise-grade security and scale

Glance adheres to rigorous data privacy and security protocols, undergoes annual compliance audits, and is verified by the largest financial institutions.

glance www.glance.cx



Join the future of customer experience with Glance

Discover how Glance can transform your customer experience strategy. Our innovative platform helps you bring the irreplaceable human touch to your customer journeys, so you can deliver exceptional experiences that not only meet but exceed customer expectations.

Visit www.glance.cx to learn more about how Glance can help you navigate the future of customer experience.

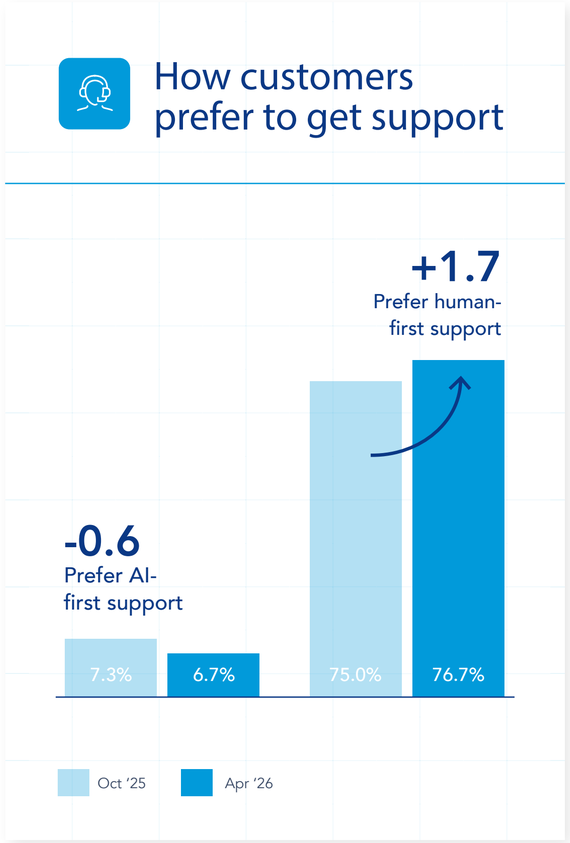
www.glance.cx
888-945-2623
hello@glance.cx

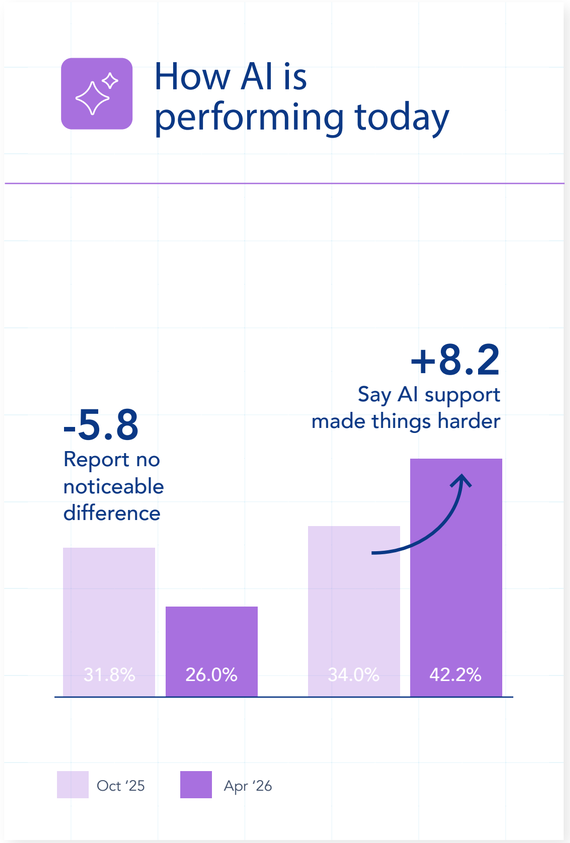
The AI support honeymoon is fading

In April 2026, we re-ran our national consumer survey to see how attitudes toward AI-powered customer support changed over time. Using the same core methodology and questions from our October 2025 study of 600+ U.S. consumers, the updated data reveals a clear directional shift: **customers are becoming less tolerant of AI-only support experiences and placing greater value on empathy, resolution, and seamless access to human help.** The findings in this section highlight the most meaningful changes observed over the six-month period.

Customers say AI "made things harder"

In just six months, customer sentiment toward AI support shifted noticeably. Consumers are moving away from speed-first expectations and toward empathy, resolution, and immediate access to humans.







What customers expect and what they are *really* saying



A hybrid expectation
Customers want AI for simple tasks, but expect a seamless handoff to a human when things get complex.

"Stop using AI."



The speed paradox
78% of customers say they've received fast support that still left them frustrated.

"If you use bots they better work really well, and offer a human escape hatch."



Self-service fatigue
Customers are becoming less confident in self-service-first support.

"I want a human representative the moment I ask."

October 2025		April 2026
Curiosity about AI	→	Fatigue with AI
Empathy important	→	Empathy essential
Neutral sentiment	→	Stronger negative opinions
Self-service optimism	→	Human fallback expectation

What this means for CX leaders

The data reveals that customers are getting even more frustrated with AI.

- AI-only support is becoming a churn risk
- Resolution matters more than speed
- Human escalation is now a baseline expectation
- Emotional experience is becoming measurable business value

As organizations adopt more AI solutions, it's important to look at how they improve – not just accelerate or deflect – customer interactions. **AI is a powerful tool that, implemented wisely, can amplify and empower human agents and, most importantly, customers**