

The Great AI Value Crisis in Service

Maximize ROI from AI

Maximize ROI from AI

While the hype surrounding AI is focused on reducing headcount, especially in customer service, this outcome is far from assured. Productivity gains from AI are on par with other automation technologies, but the price is often much higher, more variable and difficult to forecast.

Budget estimates for AI projects can be off by as much as **500%** due to rising ongoing costs related to consumption and maintenance.

Ninety-one percent of service leaders face immense C-suite pressure to implement GenAI. Beyond just implementing AI solutions, service leaders are also tasked with realizing approximately 13% cost reduction, on average, within 12 to 18 months of deploying GenAI.

Consider these harsh realities of AI implementation:

- Productivity gains do not automatically equal savings. While AI can improve process efficiency, minor productivity improvements do not directly translate into immediate financial savings.
- The price is often much higher, more variable and extremely difficult to forecast.
- Unpredictable consumption means budget estimates for AI projects can be off by as much as 500%.

Stop the budget bleed. Use this strategic blueprint to adopt a disciplined approach and maximize the ROI of your AI investments.



Patrick Quinlan
Senior Director Analyst

Your roadmap to success

AI is an accelerator, amplifier and extender of your business strategy. Its value is dependent not only on technological capabilities, but also its alignment with business objectives and effectiveness of execution efforts.

Gartner equips customer service and support leaders with the complete AI value-realization system: standardized use-case prioritization frameworks, high-yield portfolio design, automated value-capture engines and continuous refinement models. With Gartner, service leaders convert intense executive AI expectations into measurable P&L impact backed by structured roadmaps, one-on-one analyst guidance and a future-ready, AI-first operating model.

1. Define your AI objectives and strategic vision.

2. Select AI capabilities and use cases aligned with your AI strategy.
3. Build your AI business case, roadmap and execution plan.
4. Evolve your AI operating model and workflows.
5. Measure, manage and communicate your AI performance.
6. Optimize and continuously improve your AI outcomes.

3 key outcomes to consider in Step 1

Establish a clear, strategic vision for AI success.

Implement AI initiatives that balance ambition with pragmatism.

Ensure technology investments are closely aligned with measurable business outcomes.

Key questions your customer service and support peers are asking Gartner

Gartner clients can click to explore answers.

What business outcomes should we expect from AI in customer service and support?

Explore Answer ↗

Where can AI deliver the most value in customer service and support?

Explore Answer ↗

What are the costs associated with implementing and maintaining AI solutions?

Explore Answer ↗

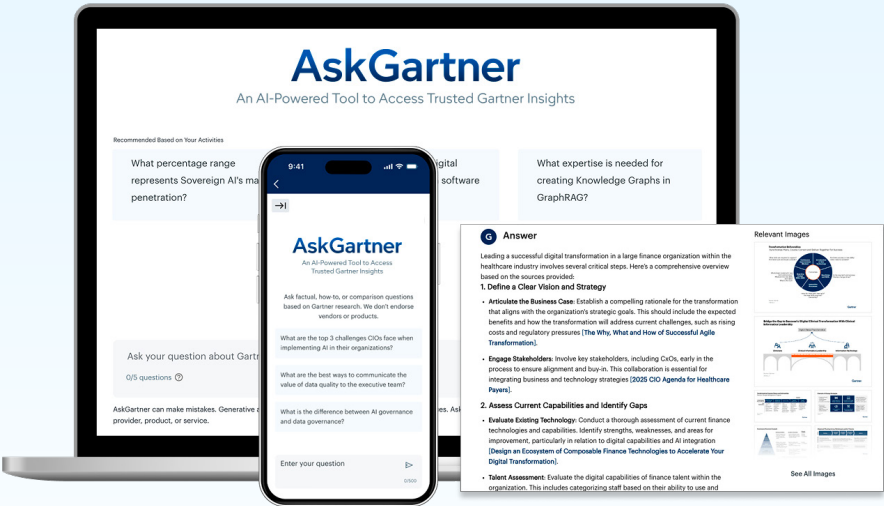
What capabilities and technologies are best matched to each AI use case?

Explore Answer ↗

What technology, process and people are needed to realize the value of our AI investments?

Explore Answer ↗

Your peers use AskGartner to answer these questions in minutes.



Learn More

Gartner resources turn your priorities into plans and actions

Define your AI objectives and strategic vision.



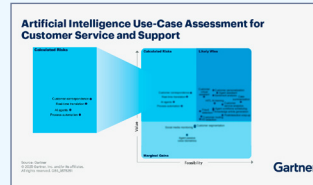
Insights: The Future of Customer Service: 3 Key Trends to Watch ↗

Select AI capabilities and use cases aligned with your AI strategy.



Insights: Customer Service AI Use-Case Assessment ↗

Build your AI business case, roadmap and execution plan.



Insights: Top Generative AI Use Cases for Customer Service ↗

Evolve your AI operating model and workflows.



Webinar: Redesign the Frontline Role for AI's Impact ↗

Measure, manage and communicate your AI performance.



Tool: Customer Service & Support Score ↗

Optimize and continuously improve your AI outcomes.



Insights: Transform Service & Support With the Human-AI Workforce ↗

Engage with Gartner

- Connect with an analyst to identify, review and refine your AI strategy for customer service and support.
- Get guidance on change management best practices throughout your journey, including how to best overcome roadblocks along the way.

Expected outcomes

- Assessing and prioritizing AI use cases
- Selecting when and which AI techniques to apply
- Roadmap for implementing AI
- Method for calculating and managing AI vendor costs

Address your other mission-critical priorities



Maximize ROI from AI.

77% of customer service and support leaders report that they are under pressure from enterprise leadership to adopt GenAI.



Transform service into the next corporate growth engine.

28% of customer service leaders report that their function is seen as unimportant, limiting their influence.



Deliver on the promise of a human-AI workforce.

42% of service and support leaders hired specialized staff to help with AI initiatives.

Connect with us

Get actionable, objective business and technology insights that drive smarter decisions and stronger performance on your mission-critical priorities.

U.S.: 1 855 322 5484

International: +44 (0) 3300 296 946

Become a Client

Interested in becoming a client?

Learn more about Gartner for Customer Service & Support Leaders

gartner.com/en/customer-service-support/products/gartner-for-customer-service

Stay connected to the latest insights

