

AI Use Case Assessment for Customer Service

Evaluate the top 20 AI use cases for your customer service and support organization.

The Gartner AI Use Case Assessment for Customer Service gives leaders a customizable, strategic lens for evaluating potential AI use cases in their organizations.

Identify and evaluate AI use cases against value and feasibility dimensions

Input use cases, scoring dimensions (value — revenue, efficiency, managed risk and nonfinancial; feasibility — technical, internal and external) and dimension weights.

| Value | | Insert industry/domain/segment (e.g., Healthcare, Supply Chain, MSE) | Feasibility | |
|--------------|--------|--|-------------|--------|
| Dimension | Weight | | Dimension | Weight |
| Revenue | 25% | <Customer Service and Support> | Technical | 33.3% |
| Efficiency | 25% | | Internal | 33.3% |
| Managed Risk | 25% | | External | 33.3% |
| Nonfinancial | 25% | | | 100% |
| | 100% | | | |

| Use case name | Use case description (REQUIRED) |
|--------------------------------|---|
| AI Assistants for Self-Service | Uses natural language and multimodal methods to interact conversationally via text or speech to address customer intents, such as retrieving account info. These virtual assistants and chatbots leverage a broad AI suite, including natural language processing (NLP), machine learning (ML), GenAI and agentic AI, often embedded in conversational platforms. |
| Customer Routing | Uses predictive behavioral and rule-based methods to match customer requests with optimal resources. By leveraging personality classification and historical data, it pairs customers with specific agents based on profile compatibility. These modules are typically embedded into customer engagement and conversational AI platforms. |
| Real-Time Translation | Uses machine translation to generate real-time translations of customer speech. This allows a diverse customer base to interact effectively with the service department. Technologies such as neural machine translation (NMT) and large language models (LLMs) are leveraged for the translation solutions. |
| AI Assistants for Human Agents | Uses agent prompts or monitors interactions to surface insights, recommending next best actions/sentences. It |

Score your use cases

Calculate a 0–4 score for each dimension based on:

- **Overall value** (None: 0–0.5, Low: 1–1.5, Medium: 2–2.5, High: 3–3.5 or Outstanding: 4)
- **Feasibility** (Impossible: 0–0.5, Challenging: 1–1.5, Complicated: 2–2.5, Doable: 3–3.5, Easy: 4)

Customizable score sheet

| Weights | Value | | | | | Feasibility | | | |
|--------------------------------|---------|------------|--------------|--------------|-------------|-------------|----------|----------|-------------------|
| | Revenue | Efficiency | Managed Risk | Nonfinancial | Value Score | Technical | Internal | External | Feasibility Score |
| | 25% | 25% | 25% | 25% | 0 | 33% | 33% | 33% | |
| AI Assistants for Self-Service | | | | | | | | | |
| Customer Routing | | | | | | | | | |
| Real-Time Translation | | | | | | | | | |
| AI Assistants for Human Agents | | | | | | | | | |
| AI Agents for Automation | | | | | | | | | |
| Intelligent Search | | | | | | | | | |
| Customer Personalization | | | | | | | | | |
| Agent passive bio-metrics | | | | | | | | | |
| PII Redaction | | | | | | | | | |

Graphic plotting

Plot scores into one of three categories: Likely Wins, Calculated Risks or Marginal Gains

Calculated Risks
Use cases offering medium-to-high value but low feasibility, meaning they represent riskier options

Likely Wins
Use cases combining medium-to-high feasibility with medium-to-high value, making them wins in most circumstances

Marginal Gains
Use cases offering low value and variable feasibility, making them more selective options

Scorecard heat map

Plot scores into one of three categories: Likely Wins, Calculated Risks or Marginal Gains

Scorecard

○ None ● Low ● Medium ● High

| | Value | | | | Feasibility | | |
|---------------------------------|---------|------------|--------------|--------------|-------------|----------|----------|
| | Revenue | Efficiency | Managed Risk | Nonfinancial | Technical | Internal | External |
| AI assistants for self-services | ● High | ● Low | ● Medium | ● Low | ● High | ● Low | ● High |
| Customer routing | ○ None | ○ None | ● Medium | ● Low | ● Low | ● Low | ● Low |
| Real-time translation | ● Low | ● Low | ● Medium | ● High | ● High | ● Low | ● Low |
| AI assistants for Human Agents | ● Low | ○ None | ● High | ● Low | ○ None | ○ None | ○ None |
| AI agents for automation | ● Low | ○ None | ● High | ○ None | ● High | ● High | ● High |
| Intelligent search | ● High | ● Low | ● High | ● Low | ● Low | ● Low | ● Low |
| Customer personalization | ● Low | ● Low | ● High | ○ None | ● High | ● Low | ● Low |
| Agent passive bio-metrics | ○ None | ○ None | ○ None | ● Low | ○ None | ○ None | ○ None |

Explore these additional complimentary resources and tools for customer service leaders:

Tool 🔑

Gartner Customer Service & Support Score

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Tool 🔑

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