



salesforce

Seventh Edition

State of Service

Insights from over 6,500
service professionals.



Executive Letter



Customer service is entering a new era. Our last State of Service documented a rise in customer demands. Today, artificial intelligence (AI) is boosting productivity, speeding up resolutions, and providing more support to service teams – while also cutting costs. The AI revolution promised to transform customer service. It delivered.

We surveyed 6,500 service professionals to understand what's working now that the technology has moved from pilot programmes to daily operations. As AI adoption matures across the industry, all eyes are now turning to AI agents – autonomous systems that can take action alongside human teams, not just provide information. Our findings show that most service leaders (79%) believe investing in AI agents is fundamental to meeting current business demands.

The companies pulling ahead aren't just using AI agents. They're building real collaboration between humans and AI agents across all their digital channels, with a unifying data strategy that makes these partnerships actually work at scale. This report digs into both their successes and struggles, revealing how companies and service professionals navigate this new landscape through human-AI collaboration.

The perspectives shared by today's service leaders – the ones pairing humans with AI in their daily operations – will illuminate the path forward. Our hope is that this research will be a trusted companion as you chart the future of customer service – a future in which humans and AI agents work together to create unprecedented success.

Kishan Chetan

Kishan Chetan

EVP & GM
Salesforce Service Cloud

What You'll Find in This Report

For the seventh edition of the State of Service report, Salesforce surveyed 6,500 service professionals worldwide, including India, to learn how:

- Limited resources are driving investment in AI
- Emerging types of AI are taking off in service organisations
- Leaders are implementing AI in field service

Data in this report is from a double-anonymous survey conducted from April 25, 2025, through June 6, 2025.

 Argentina	 Australia	 Austria
 Belgium	 Brazil	 Canada
 Chile	 Colombia	 Czech Republic
 Denmark [†]	 Finland [†]	 France
 Germany	 Greece	 India
 Indonesia	 Ireland	 Israel
 Italy	 Japan	 Mexico
 Netherlands	 New Zealand	 Norway [†]
 Peru	 Philippines	 Poland
 Saudi Arabia	 Singapore	 South Africa
 South Korea	 Spain	 Sweden [†]
 Switzerland	 Thailand	 Turkey
 United Arab Emirates	 United Kingdom	 United States

6,500 customer service professionals surveyed worldwide

[†]Single Sample Group

Flag icons: Getty Images



Salesforce Research provides data-driven insights to help businesses transform how they drive customer success.

Who We Surveyed

In this report, we refer to the following respondent groups.

Service representatives

Frontline employees who support customers from the employee's home, store, or office.

Field service technicians

Frontline employees who provide support in the field, at the customer's home or business – in-person or virtually.

Service operations

Service professionals who oversee operations and equip internal teams with tools, systems, and processes.

Service leaders

Service vice presidents, directors, and team leaders who oversee both field service technicians and service representatives.

- **Field service leaders**

Service leaders who oversee field service only.

- **Representative leaders**

Service leaders who oversee service representatives only.

Service professionals

All survey respondents, inclusive of all groups above.



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Executive Summary

As organisations in India strive to deliver exceptional customer experiences, AI has emerged as a transformative force in service. While AI holds promise for service delivery, its adoption isn't without challenges. By understanding the obstacles to AI implementation and harnessing its potential, businesses can improve customer interactions, streamline operations, and drive growth as they evolve into agentic enterprises.

01

Teams Tackle AI Adoption Challenges

Indian service teams face challenges like meeting customer demands with limited resources, talent shortages, and implementing AI successfully. However, **companies who've integrated their service channel data in one unified platform are 1.4x more likely to call their AI implementation very successful compared to those with siloed systems.**

02

AI Agents Redefine Customer Service

Indian companies are incorporating predictive, generative, and agentic AI to deliver faster, more accurate, and more personalised interactions. Leaders expect AI agents to amplify prior AI outcomes and are backing that expectation with investment. **Seventy-nine percent of service leaders say investment in AI agents is essential to meet business demands.**

03

AI Gets Conversational with Voice and Multimodal Interactions

Conversational AI is reshaping customer communication across digital channels, like text and chat, increasing self-service resolution rates. When cases do need human attention, the right AI tools maintain context. **Eighty-five percent of service professionals with voice AI say transitions to human representatives are seamless for customers.**

04

Agentic AI Makes Field Service Safer and More Efficient

Field service organisations in India face inefficiencies due to administrative tasks, scheduling issues, and long waits for parts. AI can help. **Eighty-five percent of field service leaders believe their AI field service investments will increase over the next year.**

1

Teams Tackle AI Adoption Challenges



Teams Struggle to Meet Service Demands

Eighty-two percent of service professionals agree that customer expectations are higher than they used to be. And customers expect a lot, from 24/7 support to tailored interactions.

And though **81% of service representatives say building relationships with customers is an important part of their job**, globally, they spend less than half their time (46%) with customers – and the numbers are even lower (35%) in India – due in part to administrative tasks and internal responsibilities.

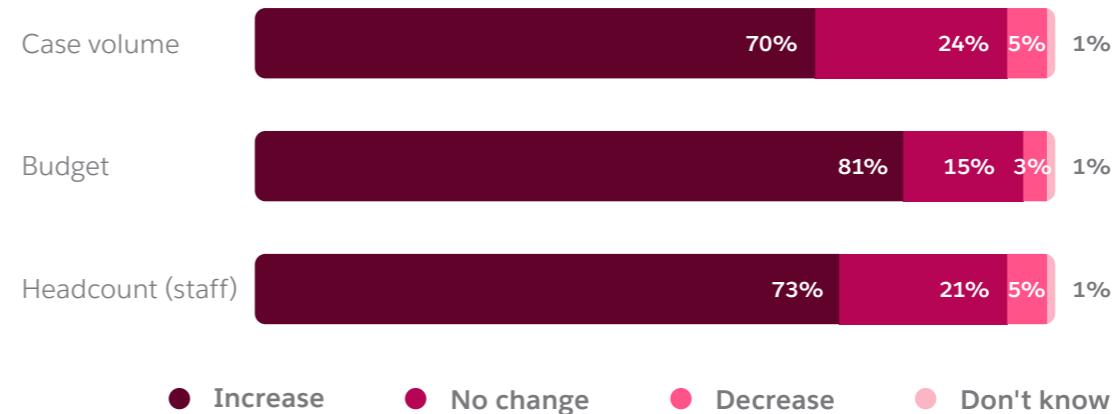
Throw in an expected case volume increase over the next year, and you have a recipe for service rep burnout and a lot of unhappy customers. Fortunately, Indian service leaders also expect increases in budget, which can be put toward making operational improvements.

43% of consumers say a poor customer service experience will prevent them from making a repeat purchase.¹

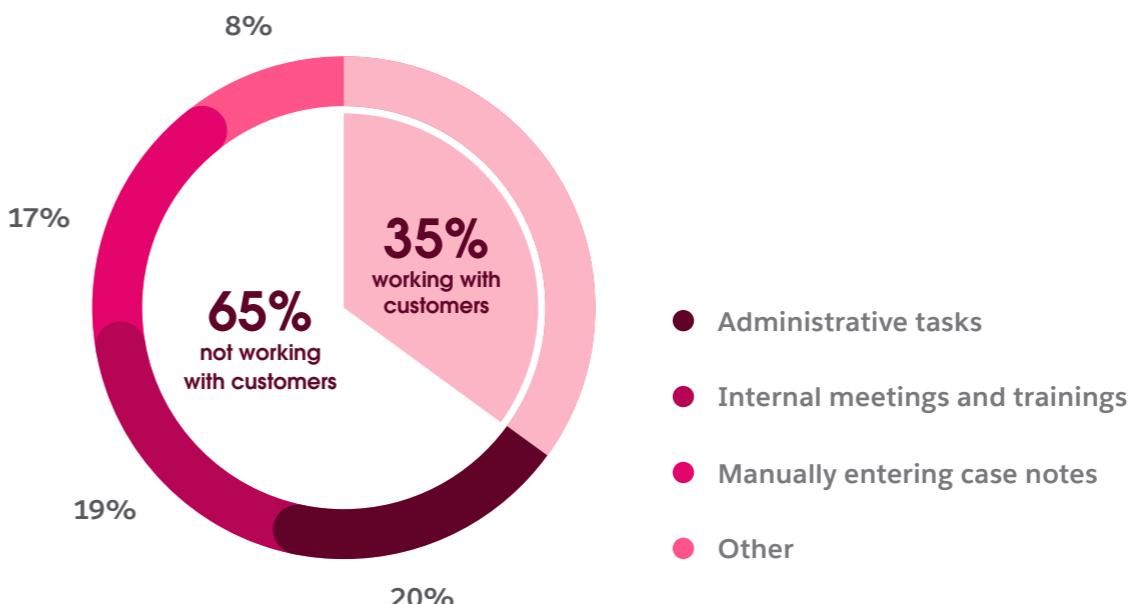


Service Contends with High Expectations and Increased Caseloads

Changes Service Leaders Anticipate Over the Next Year



How Service Representatives Spend Their Time During an Average Week



¹ [Salesforce State of the AI Connected Customer, 2024](#).

Poor Data Quality Challenges Service Teams

In addition to keeping up with changing customer expectations, service leaders also cite high operational costs and poor data quality and reliability among top service challenges. However, 31% of survey respondents also see this as an opportunity to improve data quality and reliability.

More organisations than not are making efforts to connect their technology across channels and teams, and those with connected technology report greater success with AI implementation.

Organisations that integrate service channel data in one unified platform are 1.4x more likely to call their AI implementations very successful compared to those with siloed systems.

Meeting Customer Expectations Becomes Harder

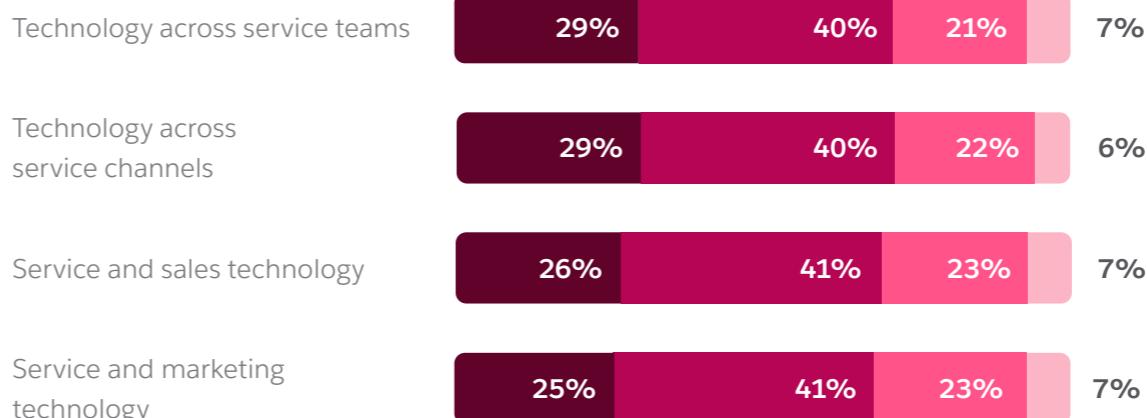
Top Service Challenges



Connected Systems See Greater AI Success

Extent to Which the Following Systems Are Connected

- Single unified platform
- Separate but highly connected systems
- Separate systems with limited connection
- Completely siloed systems with no connection



Security Concerns Hold Back AI Adoption

As technology becomes increasingly complex, so do cybersecurity threats, with attacks ranging from data poisoning to cloud breaches.

IT security leaders in India acknowledge that AI further complicates the matter – a concern that is unlikely to fade as the technology becomes increasingly prevalent and autonomous.

75% of IT security leaders believe AI-driven cyber threats will soon outpace traditional defenses.¹

Indeed, **service leaders cite security concerns as their #1 challenge while implementing AI**, and over half say it's delayed or limited these initiatives. To combat the issue, 86% say they're willing to pay more for technology that keeps data secure.



Security Is Top-of-Mind Amid Service's AI Revolution

Top Challenges Implementing AI

- 1 Security concerns
- 2 High costs
- 3 AI accuracy and explainability concerns
- 4 Lack of AI expertise
- 5 Customer adoption barriers

Base: Service leaders with AI.

Service Leaders Who Say the Following

We're willing to pay more for reliable technology

92%

We're willing to pay more for technology that secures data

90%

Security concerns have delayed or limited our AI initiatives

62%

¹ [Salesforce State of IT: Security, 2025](#).



Air India builds resilience and delivers world-class service

Air India's rapid growth through M&As brought along redundant and disparate technology stacks. With a massive volume of incoming service cases monthly, this decentralised customer data made it impossible to deliver a consistent, personalised, or world-class experience from one agent to the next across all customer touchpoints.

Leveraging Salesforce's Data Cloud and Einstein 1 Service, Air India consolidated all siloed systems – including loyalty, reservations, and flight data – into a unified customer profile. The centralised platform gives customer service representatives a holistic view of the customer, right in the flow of work, enabling them to provide contextual and personalised service immediately upon interaction. The airline has dramatically improved efficiency by automatically classifying cases and routing them to the correct representatives. Besides, the AI-powered recommendations suggest next best actions, ensuring customers get rapid assistance.

By unifying data and intelligent automation, Air India unlocked exceptional, personalised experiences while building the operational resilience needed for its ambition to scale.



550,000

service cases resolved per month



Salesforce's flexible technologies and unified customer data platform enable us to build the resilience our business needs and deliver the personalisation our customers expect.

Dr. Satya Ramaswamy
Chief Digital & Technology Officer, Air India

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2

AI Agents Redefine Customer Service



Companies Ramp Up AI and Agent Investment

Indian companies are investing in all three forms of AI: predictive, generative, and agentic.

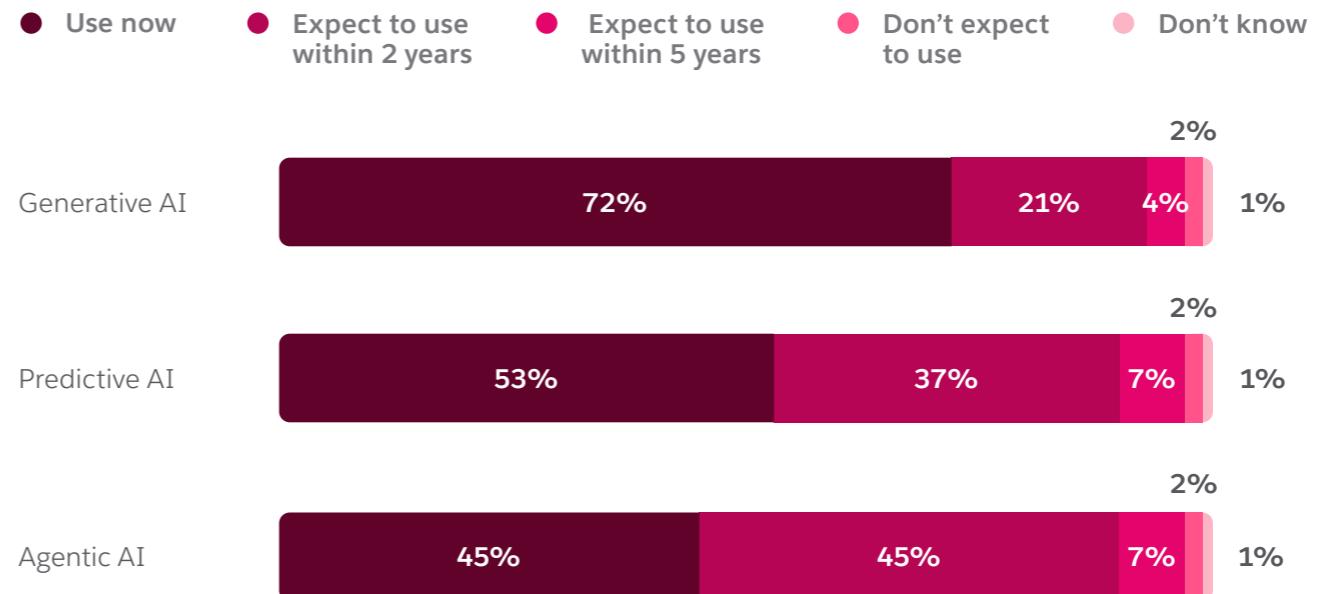
Ninety one percent of service professionals say their organisations uses at least one form of AI, with 45% saying they use agentic AI.

Predictive AI forecasts issues (such as when a customer is likely to experience a problem with their product or service), generative AI creates new content (like automated responses to customer inquiries), and agentic AI takes autonomous actions (like completing routine tasks, providing real-time guidance, and collaborating with service representatives to resolve intricate customer issues).



Service Orgs Continue to Adopt AI

Service Organisations' Use of the Following Types of AI



91%
of service
professionals in India
currently use at least
one form of AI

AI Agents Deliver Measurable Results

AI empowers teams to deliver faster and more accurate interactions. From providing proactive customer recommendations to helping service leaders with real-time insights, AI is transforming the nature of service work in India.

The result? Improved decision-making, increased efficiency, and happier customers. And companies that use AI agents specifically anticipate better results across their KPIs, from customer satisfaction scores to case deflection.

Service ops and leaders who use AI agents expect their service costs and case resolution times to decrease by an average of 20%.



AI Offers Benefits for Both Customers and Companies

Service Leaders Who Say the Following About AI

AI improves customer satisfaction/experience

94%

AI helps us make faster and more informed decisions

93%

AI helps us provide proactive recommendations

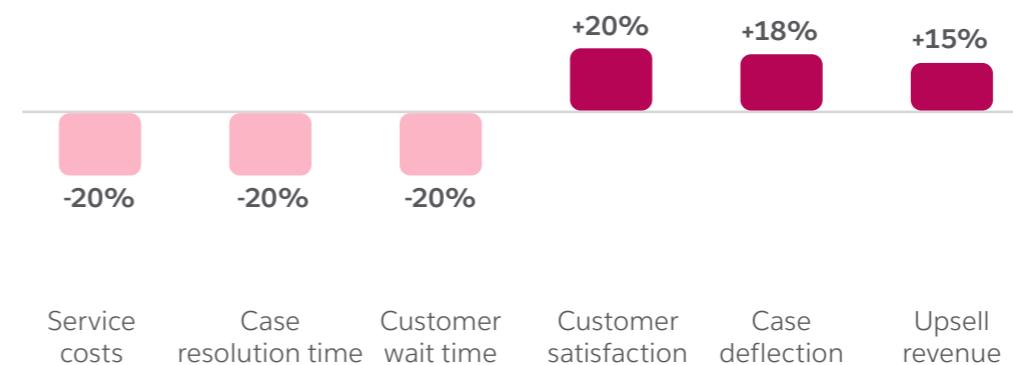
90%

AI provides insights that improve staffing/escalation

88%

Base: Service leaders with AI.

Expected Impact of AI Agents, Once Fully Implemented



Base: Service ops and leaders who use or expect to use AI agents.

Humans and AI Agents Achieve More Together

The collaboration between humans and AI in customer service yields significant benefits.

In fact, 88% of service representatives at organisations with AI say they have better career prospects because of it, and 87% say working with AI has helped them develop new skills. It's also made them more productive and their jobs less stressful.

And at organisations with AI agents, service representatives can take on the more complicated cases. With human service representatives and AI working together, more can be accomplished – including meeting customers' needs, both simple and complex.

By boosting self-service offerings with AI, Indian organisations can also save valuable resources like their service representatives' time, which can be used for higher-value cases.



AI Augments Service Representative Jobs

To What Extent Do You Agree with The Following Statements About AI's Impact on Customer Service?

Service representatives who know how to use AI have better career prospects

88%

Complex cases are best resolved by humans and AI together

87%

I have developed new skills as a result of working with AI

87%

My role has gotten more specialised since the introduction of AI tools

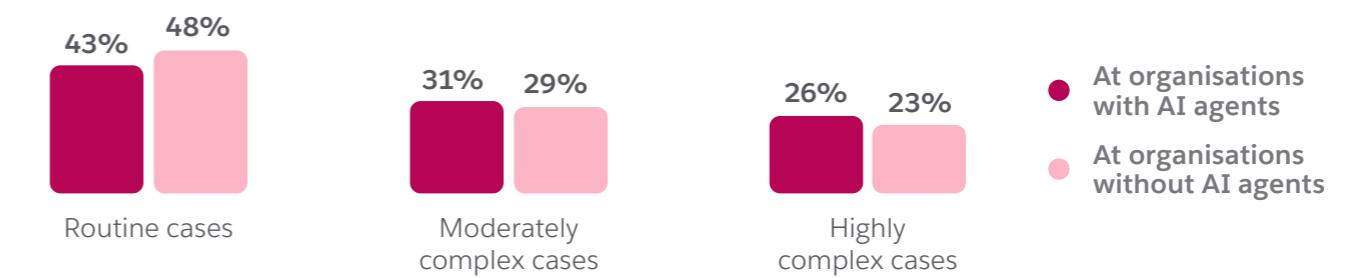
86%

AI provides opportunities for career growth

84%

Base: Service professionals with AI.

Share of Service Representatives' Caseload By Category



Base: Representatives and representative leaders.

Spotlight: Unlocking Case Resolution with Agentic Self-Service

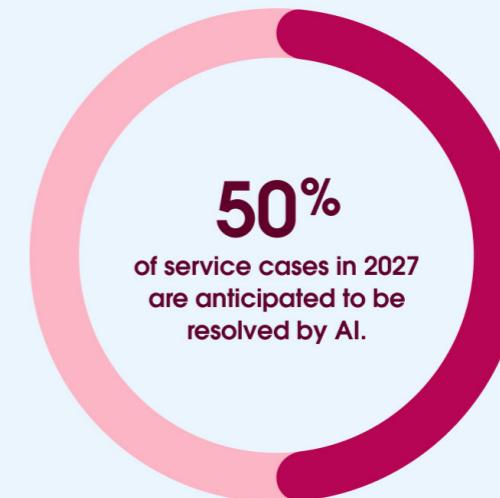
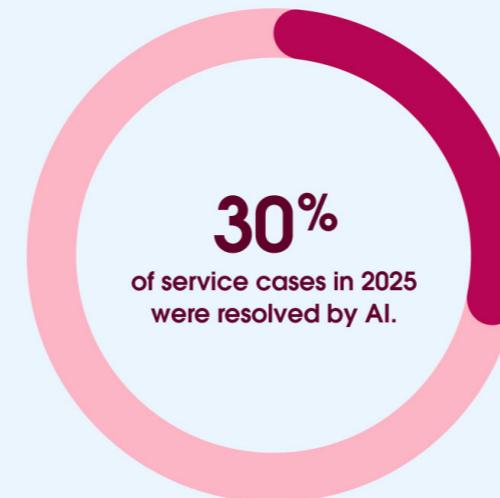
As AI agents gain momentum, Indian service professionals anticipate rapid growth in the share of cases resolved by AI. **By 2027, 50% of service cases are expected to be resolved by AI, up from 30% in 2025.**

Against this backdrop of growing AI case resolution, customer FAQs emerge as the leading use case for AI agents – a natural fit given their role in helping customers to resolve issues independently.

Other prominent agent applications include providing answers to order inquiries, as well as offering product recommendations that are personalised to the customer's needs, preferences, and past purchase history.

Rise of Agentic AI Creates Self-Service Opportunities

Service Cases Resolved by AI



Top AI Agent Use Cases in Customer Service

- 1 Customer FAQ
- 2 Order inquiries
- 3 Conversation summaries
- 4 Knowledge retrieval for representatives/technicians
- 5 Personalised product recommendations

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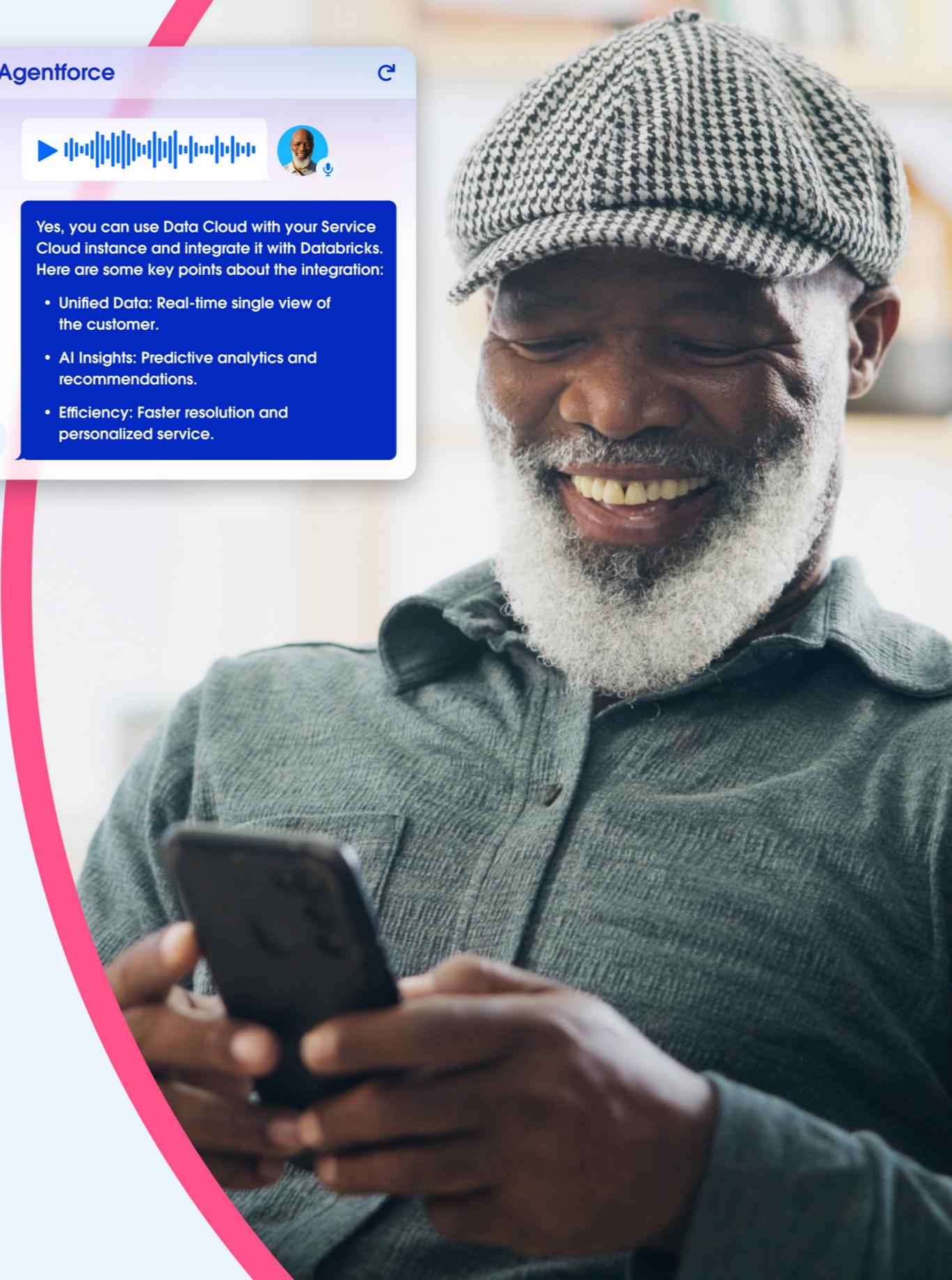
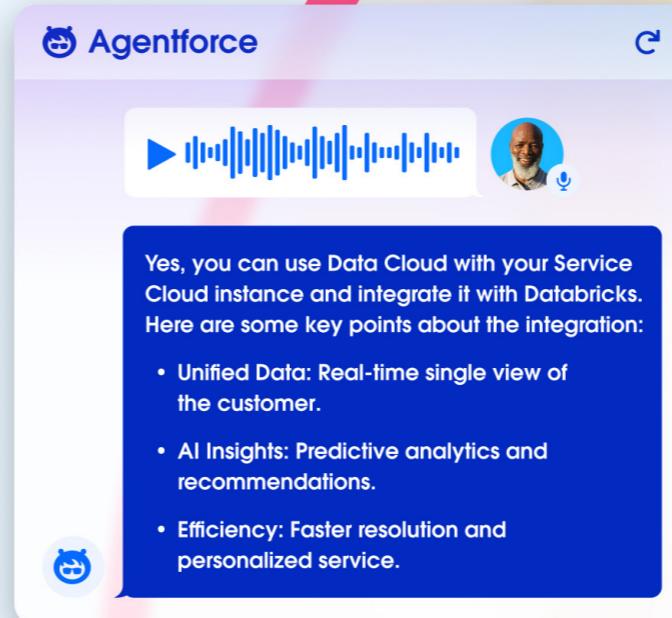
We can deliver an easy and expert experience at the next level using this new technology.”



Jim Roth

President, Customer Success, Salesforce

Learn how Salesforce uses agentic self-service to assist visitors to the Salesforce Help site, guiding them to answers and resolving requests for everything from password resets to developer support.

[Read their story](#)

3

AI Gets Conversational with Voice and Multimodal Interactions



Conversational AI Meets Customers Where They Are

Multimodal AI is technology that can handle different types of input – voice, text, chat, and visual – all in one system. AI agents are turning these touchpoints into conversations using natural language.

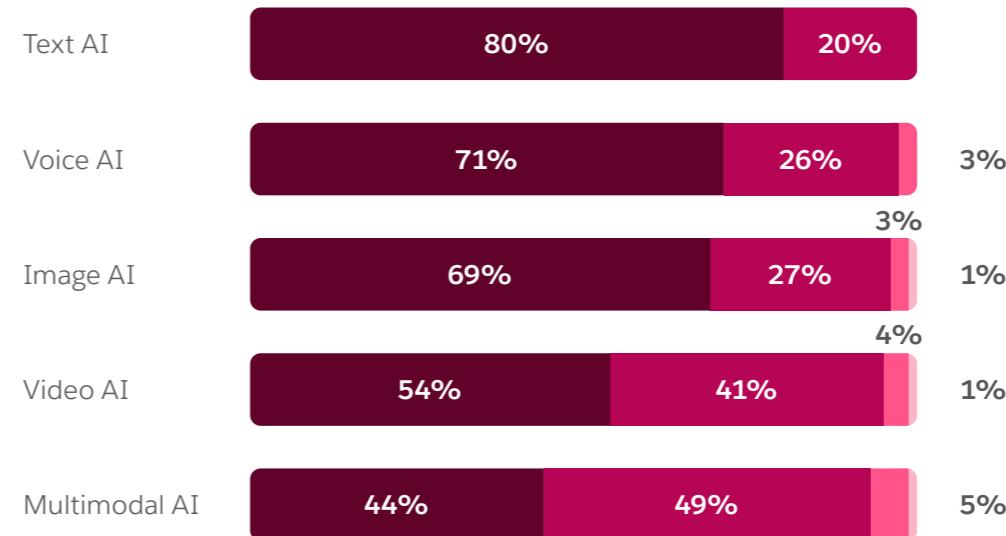
True multimodal interactions preserve history and context across all touchpoints, allowing organisations to eliminate the friction customers experience when switching between different channels and modes of conversation.

Conversational AI works best when it's built on your organization's data – ensuring it delivers accurate answers while maintaining your brand voice and tone. It also taps into customer data to personalize every interaction – speaking their language, matching their tone preferences, and adapting to their communication needs. This is especially helpful in India as voice AI is the second most preferred type in the country.

Organisations Expect More Conversational AI

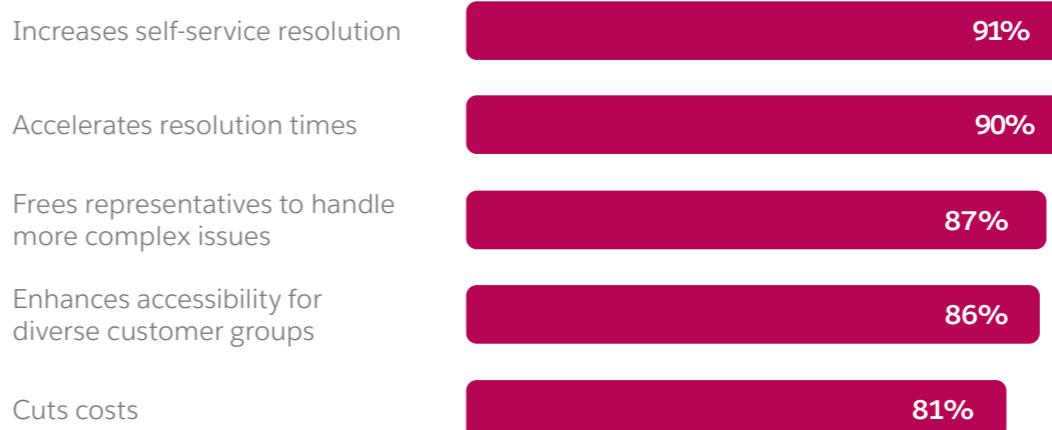
Service Organisations' Reported Use of the Following Modes of AI

● Currently use ● Expect to use ● Don't expect to use ● Don't know



Conversational AI Receives High Marks

Service Professionals Who Say Conversational AI Does the Following



Base: Uses AI.

The Right AI Understands Customers and Speaks on Brand

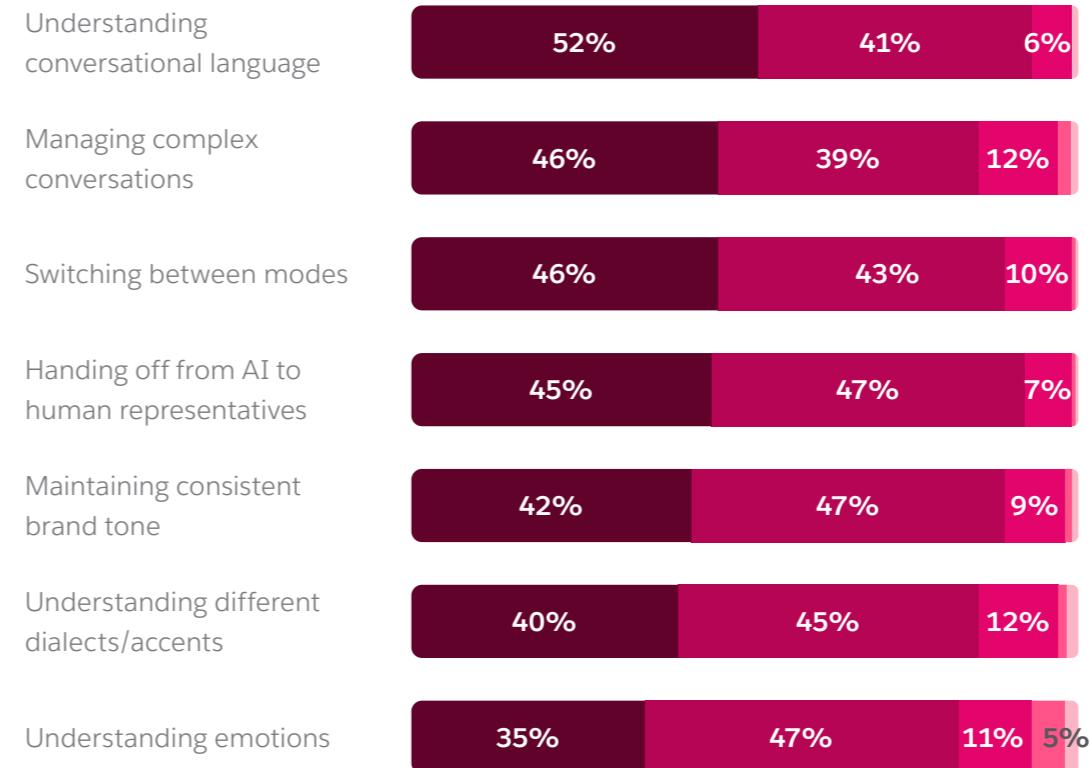
Indian service professionals with conversational AI are impressed with its performance. The technology performed well across the board, with 89% of companies saying it is good or excellent at keeping their brand voice consistent. However, there's still room for improvement across the board.

One such area is understanding the nuances of dialect and emotions. While 35% of service professionals say their AI is excellent at understanding emotions, others are less impressed. This represents a major leap toward making AI interactions feel truly natural.

Conversational AI Connects Naturally

Effectiveness of AI at the Following Tasks

● Excellent ● Good ● Fair ● Poor ● Not applicable



Base: Service professionals with AI.





Spotlight: AI Helps Humans Focus on What Matters

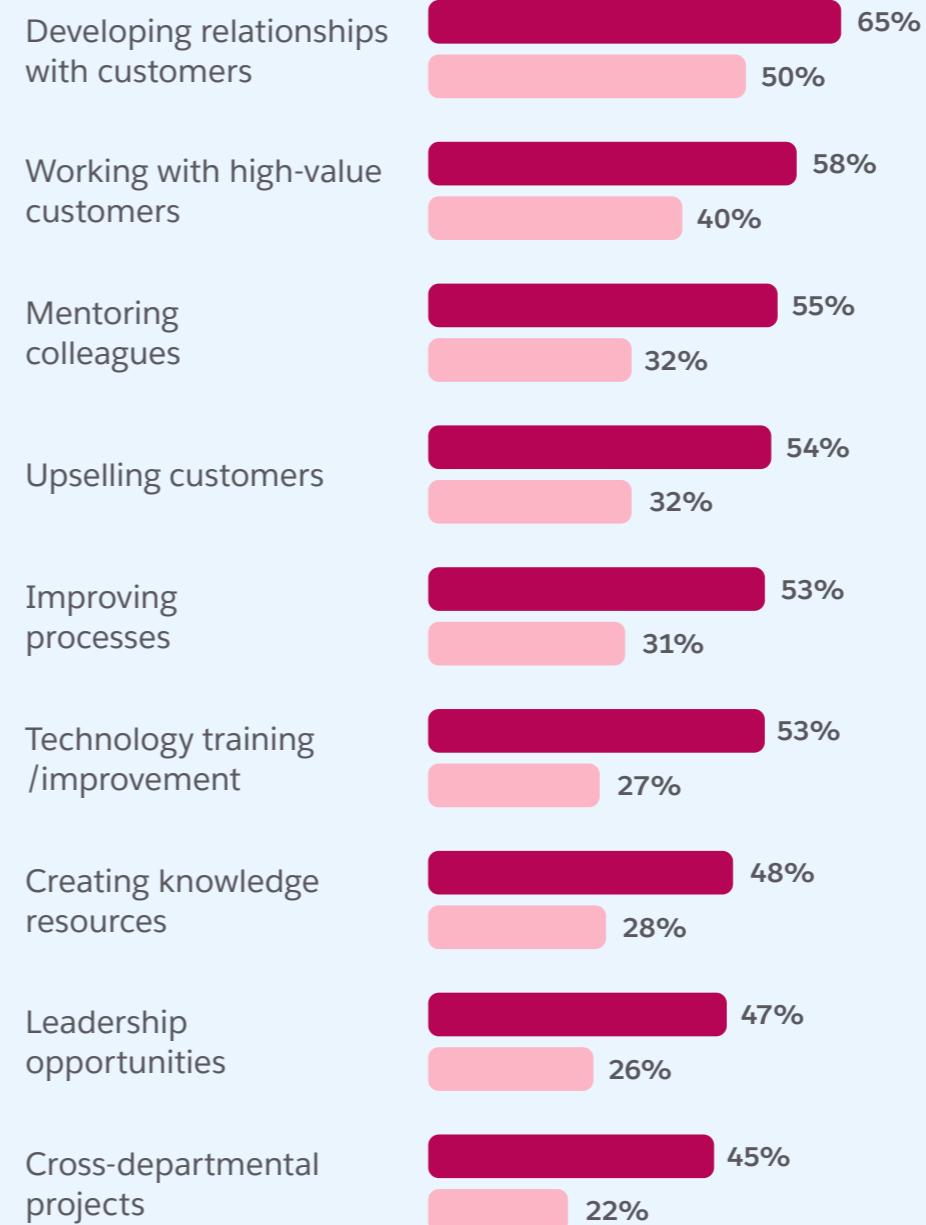
The human-machine partnership reshapes how service teams operate. When AI handles routine tasks, teams see chances to focus on more pressing business needs. **Sixty-five percent of teams with AI report more opportunities to focus on developing relationships with customers.**

Fifty-four percent of teams with AI report more opportunities to focus on improving processes. The numbers tell the story – teams using AI discover more opportunities to support customers, colleagues, and the business.

Representatives with AI Have More Time for Higher-Value Work

Representatives Who Have Extensive Opportunities to Doing the Following

● At organisations with AI ● At organisations without AI





Ambuja Neotia enhances experience with a 360-degree customer view

Ambuja Neotia's previous CRM had limited scalability and functionalities, leading to fragmented customer service where responsiveness depended on representatives' availability. This affected the group's ability to deliver swift, seamless, and empathetic experiences, particularly during landmark home purchases.

Ambuja Neotia opted for Salesforce to unify its customer life cycle, creating a single source of truth for all customer data and giving customers real-time visibility into their transactions and query resolutions. The embedded AI agents automated lead qualification and facilitated 24/7 support.

As a result, intelligent lead scoring and routing doubled the conversion rate of hot leads while AI automation halved the average case resolution time. Employee productivity and satisfaction also improved, enabling Ambuja Neotia to reinforce customer trust while scaling its operations.



80%
lead conversion rate

2.5
days case resolution time

3x
improvement in employee productivity



Salesforce gave us the agility and ease of use to quickly build the transparent and service-oriented journeys that define our customer philosophy.

Harshavardhan Neotia
Chairman, Ambuja Neotia Group

4

Agentic AI Makes Field Service Safer and More Efficient



Field Service Organisations Struggle with Inefficiency

Field service professionals face frustrations with inefficiency, and one culprit is administrative tasks. Mobile workers estimate that 18% of their working hours – more than 7 hours per standard working week – are “wasted” on admin duties, such as filling out forms and hunting for information instead of fixing problems for customers.

When asked about the barriers that stood in the way of productivity, both technicians and field service leaders highlighted issues with scheduling and waiting for parts. These aren't just operational hiccups. They're universal productivity killers.

37% of technicians say admin tasks keep them from doing their actual jobs.¹

Administrative Tasks and Scheduling Hurt Productivity

Hours Spent on Low-Value Tasks



Top Field Service Productivity Barriers



¹ [Salesforce Snapshot Survey: Field Service, 2025](#).

AI Delivers for Field Service Organisations

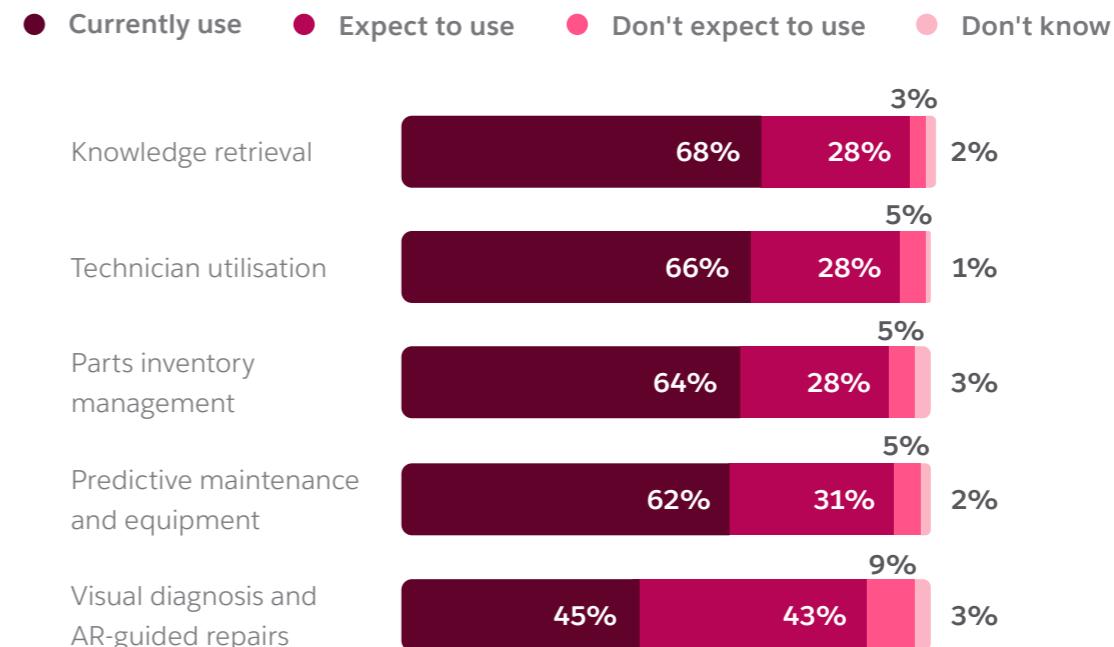
Field service leaders aren't just experimenting with AI – they're betting big on its impact. Ninety-six percent of field service teams plan to use AI for instant access to information through knowledge retrieval, because a technician's time is better spent solving than searching. Many teams are considering visual diagnoses and repairs guided by augmented reality (AR). Forty-five percent currently use AI for AR-guided repairs, but another 43% plan to adopt it.

Technicians say AI could tackle 35% of admin work, freeing up two hours a week. Eighty-eight percent report at least a moderate improvement in technician utilisation – and 85% report at least a moderate improvement in dispatcher productivity.

85% of field service leaders believe their AI investments will increase over the next year.

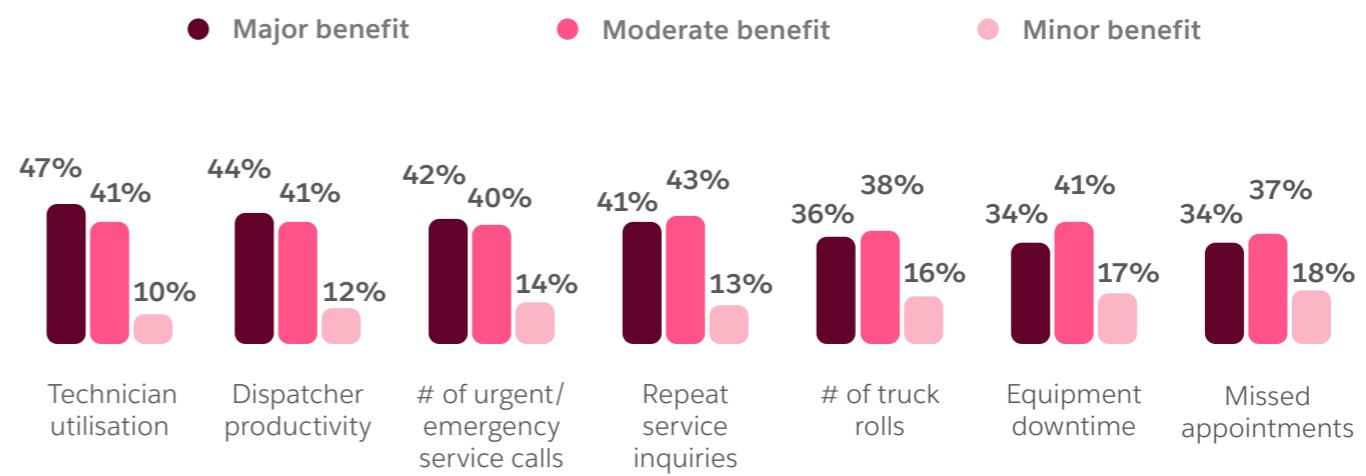
Administrative Tasks and Scheduling Hurt Productivity

Field Service Use of AI for the Following



Base: Field service leaders.

Reported Benefits From AI



Base: Field service leaders with AI.



Ather Energy streamlines dealership operations with a unified platform

Ather Energy's operations were hampered by fragmented systems, with dealership teams juggling up to seven siloed tools across the customer journey and nearly 15 poorly integrated backend applications. Such complexity impeded agility, slowed internal processes, and made it difficult to deliver a seamless experience at scale.

Ather decided to build a new dealer-centric platform on Salesforce Service Cloud, centralising lead management, CRM, and Dealer Management System (DMS) for core operations. The consolidation provided all customer-facing employees with a holistic view of the pipeline and vehicle data directly in the workflow.

The unified platform – featuring intuitive self-guided workflows – reduced the lead capture time, improved dealer adoption, and expedited new user ramp-up time, ensuring they could scale efficiently while delivering personalised, same-day service.



45–60
seconds lead capture time

85%
dealer adoption rate

95–98%
faster new user ramp-up

“



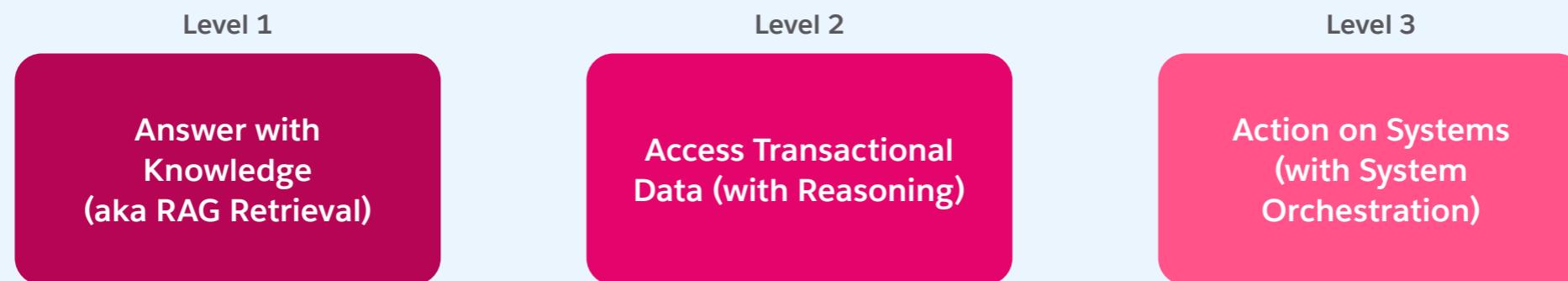
Salesforce gave us the foundation to build a truly dealer-first experience, without compromising on scale, agility, or ownership.

Shalin Jain
Digital Products Owner, Ather Energy

Map Out Your Agentic Maturity Journey

Agentic maturity is a transformational journey from ‘good’ to ‘great’ – and beyond. ‘Great’ means handling simple interactions with autonomous experiences, while also helping humans with complex customer requests.

Agentic Maturity Model



“

The goalposts in customer service are always shifting. As technology advances, what was ‘great’ yesterday is simply ‘good’ today. Your strategy must evolve — and AI agents are the new MVP.”



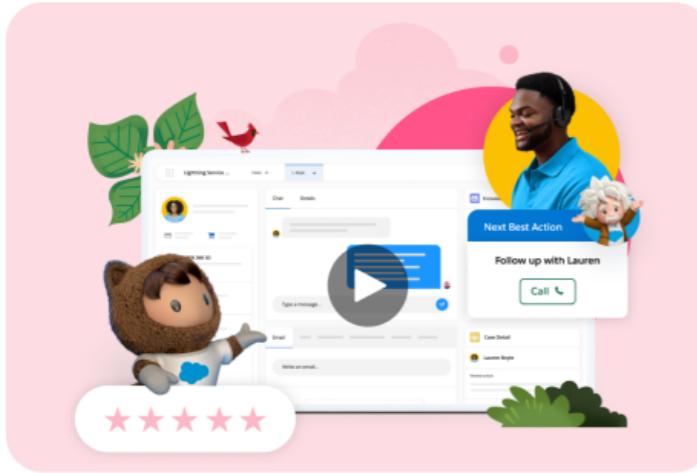
Matt Kravitz

VP, Product Management, Salesforce Service Cloud



Ready to augment your workforce with AI? Our digital labor guide shows you how. [Read our guide](#)

Ready to Learn More?



Unlock AI with Service Cloud

Your AI is only as strong as the data it's built on. Service Cloud is built on trusted, secured data to safely maximize the power of AI.

[Start your free trial](#)

Elevate every field service experience.

Make sure your customers get fast, complete service from start to finish. This starts with the right field service management solution with AI.

[Field Service Demo](#)

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It's an exclusive meeting place, just for service professionals. From customer service to field service, the Serviceblazer Community is where peers grow, learn, and celebrate everything service.

[Join Serviceblazer](#)

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Explore Service Cloud and Field Service.

[Service Cloud](#)[Field Service](#)



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