

salesforce

Healthcare and Life Sciences Edition

State of Service

Insights from 676 customer service professionals at healthcare provider, payer, and life sciences and biotechnology organizations



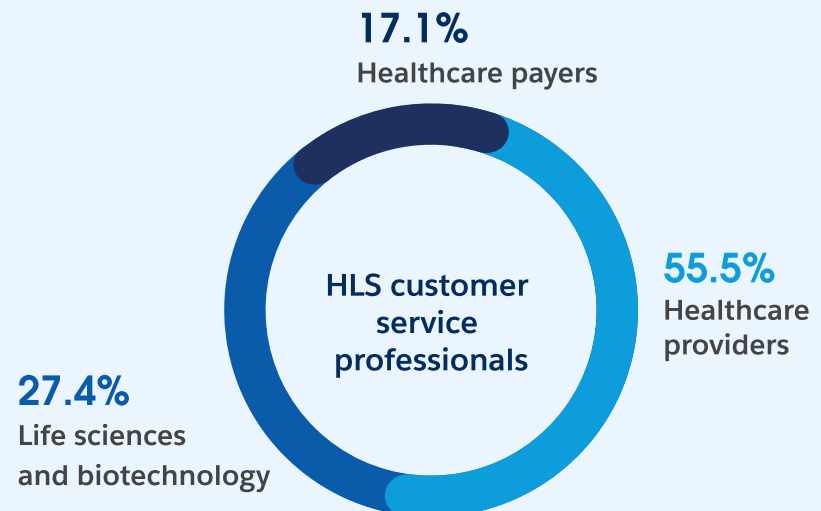
What You'll Find in This Report

This report extracts healthcare and life sciences (HLS) data from our larger [State of Service](#) research (which covers all industries). Here, we examine insights from HLS customer service professionals to learn how:

- 1 AI helps HLS service teams reclaim time, reduce burnout, and focus on high-value interactions.
- 2 AI agents drive measurable improvements in speed, satisfaction, and operational performance.
- 3 AI-powered tools strengthen fraud detection and investigation in health insurance.

Due to rounding, not all percentage totals in this report sum to 100%. All comparison calculations are made from total numbers (not rounded numbers).

Data in this report is from a double-anonymous survey conducted from April 25, 2025, through June 6, 2025. The insights covered here represent the responses of 676 HLS customer service professionals around the world – including 375 from healthcare providers, 116 from healthcare payers, and 185 from life sciences organizations.



Who We Surveyed

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

Service reps

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

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 reps

Service professionals

All survey respondents, inclusive of all groups above



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Executive Summary

As healthcare and life sciences (HLS) organizations strive to deliver exceptional experiences for patients, providers, and members, AI is emerging as a game changer, providing service teams with new bandwidth and sharper tools to meet rising expectations.

Insights from providers, payers, and life sciences customer service professionals show that organizations are integrating AI to accelerate case resolution, enhance satisfaction, and safeguard valuable resources.

By pairing human expertise with the efficiency of AI, HLS is reshaping service delivery and building stronger trust in every interaction.

01

AI Frees HLS Service Teams to Focus on Care

AI is helping service teams manage high case volumes and rising demands by taking on their routine tasks, freeing them to focus on the complex issues that require a human touch. High performers embed AI deeply, delivering faster resolutions and more personalized service experiences, and are 2.3x more likely to report using AI agents than underperformers.

02

AI Agents Unlock New Levels of Service Performance

By unifying data and investing strategically, organizations are achieving faster resolutions, higher satisfaction, and stronger operational performance. Service leaders expect AI agents to drive a 20% improvement in speed and cost efficiency.

01

AI Frees HLS Teams to Focus on Care



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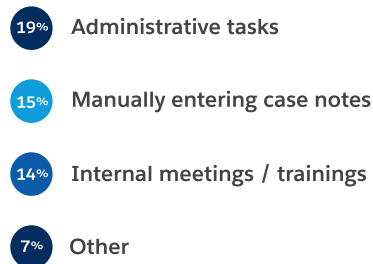
HLS Service Representatives Have Bandwidth Challenges

HLS service representatives struggle to keep pace with evolving patient expectations and other major shifts in the healthcare industry. Challenged with complex internal processes and growing customer demands, they are feeling overwhelmed and stretched thin.

More than half (53%) say they lack the resources to meet client expectations. Burnout is rampant, with 58% reporting they experienced it in the past month, far above the cross-industry average of 44%.

This overload not only impacts employee well-being, but it can also jeopardize service quality – a significant concern in an industry where every interaction has the potential to affect the well-being of patients.

HLS Representatives Challenged with Competing Priorities



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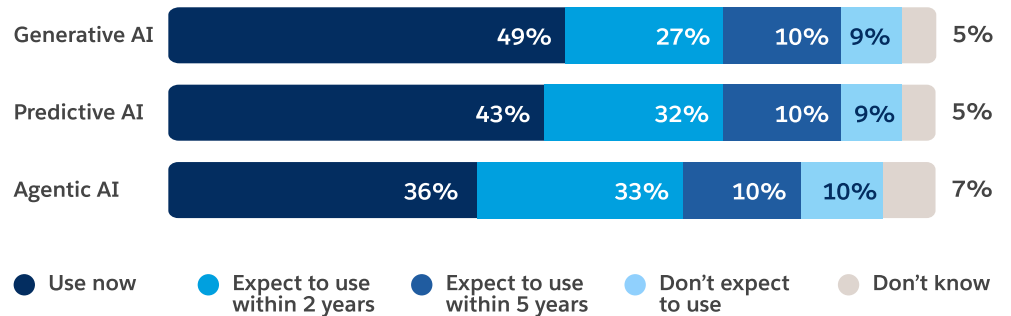
AI Redefines Human-Centered Service and Care

The adoption of AI by HLS is increasing. A majority of HLS service professionals (64%) say their organization uses at least one form of AI – with 36% reporting that they use agentic AI.

AI is handling more routine cases as adoption grows, freeing human representatives to focus on what they do best – providing compassionate, clinically informed guidance in vulnerable moments and building confidence in care decisions.

AI's Ability to Resolve Cases Is Growing

HLS Service Orgs' Use of the Following Types of AI



HLS Service Cases Resolved by AI

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AI Helps HLS Service Teams Spend Time on High-Value Work

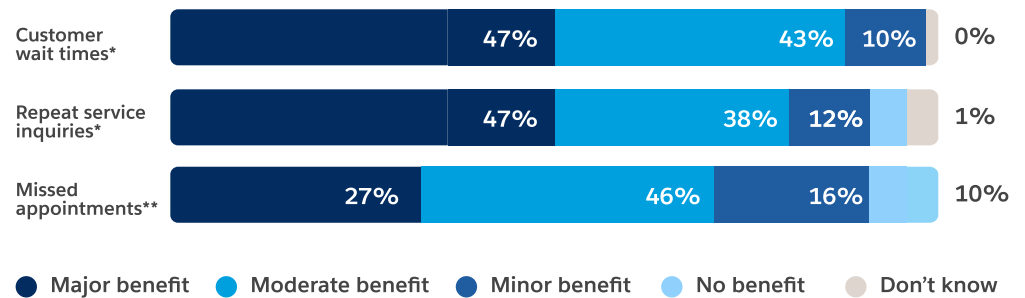
AI is transforming the way HLS service teams work and providing patients, providers, and members with the speedy support they need.

Representatives say AI is making their jobs more satisfying and manageable. By automating repetitive tasks, AI improves customer service, productivity, and job satisfaction for more than 80% of respondents.

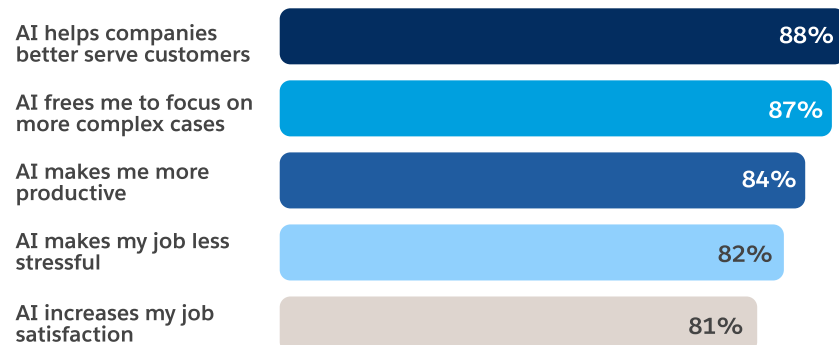
AI is also driving operational gains. Nearly half of respondents (47%) cite the reduction in customer wait times and repeat inquiries as major benefits of AI. For overstretched service teams, these improvements are critical to meeting rising expectations in an industry where timely, accurate information can shape health outcomes.

AI Improves Back-Office and Customer-Facing Operations

AI's Benefits to the Following



HLS Service Reps Who Say the Following





AI Enhances Healthcare and Life Sciences Fraud Detection

In the complex world of health insurance, the speedy detection of fraudulent claims is critical for cost control and maintaining trust. For payer service teams, AI is becoming an invaluable resource. Among those already using the technology, 86% say it effectively identifies suspicious claims, and 83% report that it reduces the time needed to investigate fraud.

As fraudulent activity becomes more sophisticated, AI provides payers with a critical advantage. By scanning vast amounts of claims data, AI can flag anomalies and patterns that indicate potential fraud often before they can become costly issues.

This proactive approach helps protect valuable resources and allows legitimate claims to be processed faster, improving the experience for members.

Healthcare Payers Rely on AI to Mitigate Fraudulent Activities



86%

of health insurance service pros say AI identifies suspicious claims effectively



84%

of health insurance service pros say AI improves claims fraud accuracy



83%

of health insurance service pros say AI reduces fraud investigation time

02

AI Agents Unlock New Levels of Service Performance



02

HLS Teams Target High-Value AI Agent Use Cases

AI agents are a specific type of AI designed to assess information, make decisions, and take action autonomously, though with human oversight. Three-quarters of HLS service leaders say investment in agentic AI is a must-have to meet business needs.

From back-office workflows to customer-facing interactions, the top use cases for AI agents in HLS customer service operations reflect an urgent need for better information management.

Creating knowledge for an internal base of information is the leading use case for AI agents, closely followed by the development of customer FAQs. This reflects a real industry need for HLS teams to be able to access and share accurate, up-to-date knowledge at every interaction.

Other high-value applications include appointment scheduling and reminders, account management, and answering patient questions.

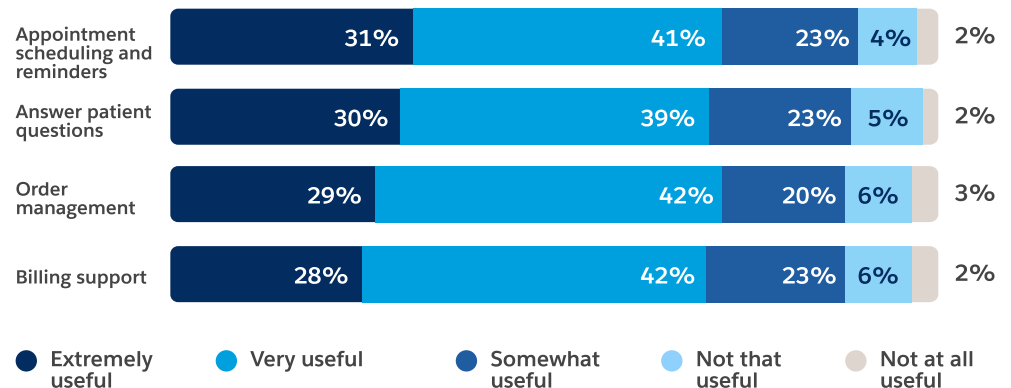
75% of HLS service leaders say investment in agentic AI is essential for meeting business demands.

AI Agents Demonstrate Usefulness in HLS Workflows

Top AI Agent Use Cases in HLS Customer Service

- 1 Knowledge creation
- 2 Customer FAQ
- 3 Appointment scheduling and reminders
- 4 Account management
- 5 Answer patient questions

Usefulness of AI Agent Use Cases in HLS Customer Service



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Gains in Speed and Productivity Expected When Using AI Agents

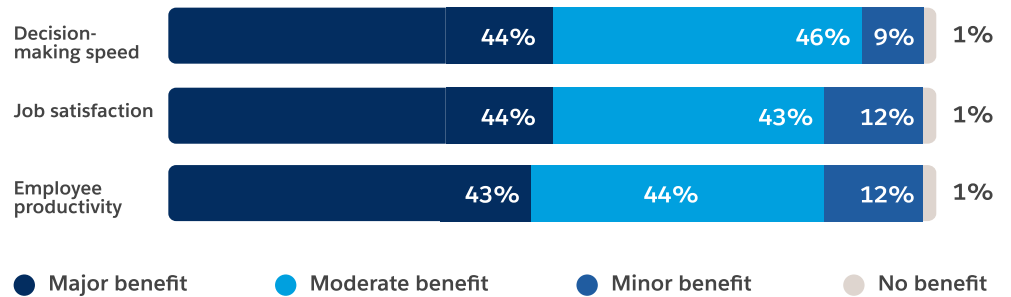
The impact of AI agents on HLS service operations goes beyond speed and efficiency. As AI agents make interactions more relevant, timely, and consistent, HLS leaders expect that using AI agents will deliver measurable benefits to their organizations – including a 20% boost in customer satisfaction and a 15% increase in upsell revenue.

By helping service professionals anticipate needs, make personalized recommendations, and resolve issues before the need to escalate, AI agents are turning everyday service encounters into opportunities to deepen trust and loyalty.

The result is a win-win: Customers, patients, and members get better service, and organizations strengthen their relationships and revenue streams.

Teams Anticipate Benefits to Wait Time, Job Satisfaction, and More

Extent AI Agents Expected to Benefit the Following



Expected Impact of AI Agents, Once Fully Implemented

KPI	Expected change compared to baseline
Customer wait time	decreases by 20%
Service costs	decreases by 15%
Case resolution time	decreases by 15%
Customer satisfaction scores	increases by 20%
Case deflection	increases by 15%
Upsell revenue	increases by 15%



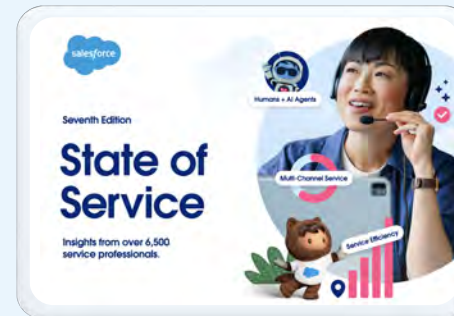
AI Is Reshaping Service for Healthcare and Life Sciences

Healthcare and life sciences service teams face mounting pressure to meet the expectations of patients, members, and providers for faster responses, clearer communication, and more personalized service while also maintaining efficiency.

Our latest State of Service research, focused on providers, payers, and life sciences organizations, illustrates how AI is helping teams reclaim time, reduce burnout, and deliver better service experiences. In health insurance, it is already proving effective in detecting and reducing fraud.

By combining the expertise and empathy of human service professionals with the speed and precision of AI, organizations can deliver exceptional service experiences.

Explore more resources for HLS service teams.



State of Service 7th Edition

Explore the big picture about the impact of AI on customer service across a broad range of industries.

[ACCESS THE REPORT](#)



Agentforce: Bringing humans and agents together

See why HLS organizations are turning to AI to enhance patient, provider, member, and customer experiences.

[VIEW THE DEMO](#)



Become an agent-first HLS organization

Customizing Agentforce to your organization can help you automate workflows and enhance collaboration between humans and agents.

[GET THE PLAYBOOK](#)



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