

User Sentiment on Chatbots vs. Email in Customer Service



Common Frustrations with Chatbots in Customer Service

Customers in the U.S. have reported high levels of frustration with AI chatbots during support interactions. Several surveys highlight the *pain points* that lead to dissatisfaction:

- **Inability to Resolve Issues:** A majority of users find chatbots ineffective for complex or specific queries. Nearly *three-quarters* of consumers say chatbots struggle with complex questions and often give inaccurate or contextually off answers
simbo.ai
. In one survey, *two-thirds* of chatbot users cited the bot's failure to answer their questions or understand their needs as a top frustration
customerexperiencedive.com
.
- **Escalation Difficulties:** Users commonly feel stuck with chatbots when problems get complicated. *Over half* of consumers say the most frustrating part of a bot interaction is the lack of a human touch – many report that after exhausting the bot's help, they **still can't reach a human agent** for further assistance
simbo.ai
. Indeed, about 78% of consumers end up having to connect with a human after a bot fails to resolve their issue
businesswire.com
. The inability to seamlessly escalate to a person leaves users feeling helpless.
- **Wasted Time and Delays:** Instead of saving time, poor chatbot experiences often **delay issue resolution**. 72% of consumers in one study felt that using a chatbot was simply “a waste of time,” as their problem remained unsolved
businesswire.com
. Many users would rather wait for a human agent – for example, 60% of customers said they'd prefer to **queue for a human** rather than get instant responses from a bot
clixifix.com
. This willingness to wait indicates that a quick but unhelpful bot reply is less valued than a slower, but effective human response.
- **Lack of Human-Like Understanding:** Chatbots are often seen as too robotic or scripted. They cannot easily adapt to nuanced requests or emotions. Users complain that bots don't “get” their issue or sentiment, leading to irrelevant responses. In fact, **80%** of consumers said interacting with a chatbot **increased their frustration levels** rather than alleviating them
businesswire.com
. When a bot responds with generic or misinterpreted answers, customers feel the interaction is impersonal and unproductive.

These common frustrations have real consequences for businesses. Customers overwhelmingly prefer human agents due to these shortcomings – **86%** of consumers *prefer to interact with a human* instead of a chatbot, and **71%** say they'd be less likely to patronize a brand that lacks human customer service reps

. Even one bad bot experience can drive customers away: after a single poor chatbot interaction, roughly *30% of consumers will switch to a competitor or abandon their purchase*

simbo.ai

. The data makes it clear that while chatbots offer speed, their frequent failures in understanding and resolving issues lead to customer dissatisfaction and attrition.

User Preferences for Email-Based Communication

Given the limitations of chatbots, many customers gravitate towards **email** when contacting businesses for support or inquiries. Research shows that email remains one of the most preferred communication channels for consumers, for several key reasons:

- **Popularity of Email for Support:** Email consistently ranks at or near the top among customer service channels. When an issue arises, **47% of consumers prefer to contact customer service via email**, far outpacing phone (23%) or live chat (23%) as a first choice
netomi.com
. Even for general business inquiries (not just support), email is the #1 digital contact method – in one U.S. survey, *31% of people chose email* as their preferred way to reach out to a business, versus only 9% who chose chatbots
salesfuel.com
. This indicates a strong baseline preference for email communication.
- **Formality and Clarity:** Users often consider email more *formal and organized*, allowing them to clearly explain their issues. Unlike the short back-and-forth of chat, an email can be a structured message with all relevant details, which many find helpful for complex topics. Customers and agents can take time to compose thoughtful, complete responses. This reduces miscommunication. Businesses also tend to write more *professional and detailed replies* over email, which can increase customer confidence in the response.
- **No Pressure or Waiting on Hold:** Email is asynchronous, which consumers appreciate for convenience. About *40% of people prefer email because they don't have to wait on hold or stay in a live session* for a reply
netomi.com
. They can send a message at their convenience and receive an answer when it's ready. Additionally, email spares customers from the stress of real-time chat queues or phone holds – as one industry report notes, with email **customers avoid being placed on hold**, unlike with phone or live chat sessions
vocalcom.com
. This “on your own terms” interaction is perceived as more user-friendly.
- **Reliability and Record-Keeping:** Email provides a written record of the entire communication, which users find reassuring. In fact, *43% of consumers say they choose email specifically to have a record of the conversation*
netomi.com
. This paper trail adds a sense of reliability – customers can refer back to instructions, policy details, or promises made by the company. According to one customer service report, people feel “*confident knowing there is a written record of all interactions*” with email, and that they can trace the history if needed
vocalcom.com
. The permanence and traceability of email make it ideal for accountability.
- **Ability to Share Details (Attachments/Documentation):** Email allows customers to include screenshots, photos, or documents to describe their issue – something not always possible in a chatbot interface. For example, a customer can send a photo of a defective product or error message to illustrate their problem, and the support team can respond with images or documents (manuals, step-by-step guides) in return. This easy exchange of information via attachments helps in resolving issues faster
vocalcom.com
. Such richness of content is harder to achieve through a basic chatbot chat window.

All these factors contribute to a **perception of email as a reliable, clear, and controlled channel**. Consumers across demographics trust email for business communications – more than *7 in 10 U.S. consumers prefer to receive communications from businesses by email* over other channels like SMS or social media

porchgroupmedia.com

. They see email as an official channel that provides clarity and proof of their interaction. In summary, users favor email for its formality, thoroughness, and the empowerment it gives them to communicate on their own terms with a permanent record.

AI-Powered Email Responses vs. Chatbots: A Comparative Analysis

The advent of **AI-powered email responses** combines the best of both worlds: the efficiency of automation (traditionally seen in chatbots) with the user-friendly qualities of email. This approach can directly mitigate many chatbot weaknesses while preserving email's strengths:

- **Human-Like Understanding with Context:** Modern AI email systems leverage advanced NLP (Natural Language Processing) to read and comprehend full email queries, which often contain detailed context. Generative AI models are now capable of **understanding complex customer questions and context** and then crafting relevant, tailored answers

convin.ai

. This means an AI responding over email is less likely to give the kind of irrelevant or confusing replies that frustrate users in chatbot chats. By analyzing the entire message (rather than parsing one line at a time as a simple bot might), AI can address nuanced issues in a human-like manner

convin.ai

. The result is more accurate answers that actually resolve customer needs – tackling the “doesn’t understand me” complaint head-on.

- **Faster Resolution, Maintaining Email’s Ease:** Traditionally, one drawback of email support is slower response time compared to instant chat. AI helps eliminate that gap. An AI-powered system can draft and send responses **within seconds**, dramatically reducing the wait time for email replies. In practice, this means customers still get to use their preferred email channel but with near-real-time speed on the business’s side. For example, AI can automatically analyze an incoming email and generate a personalized reply right away, **reducing response times and improving efficiency**

convin.ai

. This speed competes with live chat *without* forcing the customer to stay in a session. The interaction remains on the customer’s terms, yet issues are addressed faster than the typical human-agent email turnaround.

- **Consistency and Accuracy:** AI-powered email agents can be trained on a company’s knowledge base and past communications, enabling them to provide **consistent, policy-accurate answers**. This addresses the chatbot issue of unreliable or varying responses. An AI email system will use the same verified information every time, and machine learning lets it continually improve based on feedback. The result is fewer mistakes and “I don’t know” answers. In fact, companies have found that AI-generated email replies can meet or exceed human quality. A recent example: Octopus Energy deployed a generative AI to help draft customer service emails, and the AI-written drafts earned **18% higher customer satisfaction (“happiness”) scores** compared to emails written solely by human agents

bcg.com

. The AI was able to compose thorough, helpful answers – boosting answer quality – while humans remained in the loop to handle complex cases.

- **Personalized, Empathetic Tone at Scale:** Unlike older rule-based chatbots, modern AI can adapt the tone of its email responses to sound more natural and empathetic. These systems can analyze the customer’s wording and even sentiment to adjust the reply – for instance, using a caring tone for a frustrated customer or a concise tone for a straightforward query. Because email gives more room for a nuanced reply, the AI can include polite greetings, apologies, and explanations that feel **more human**

and courteous, reducing the robotic impression. This preserves the *customer-friendly tone* that people typically expect in personal email exchanges, addressing the chatbot complaint of lacking empathy.

- **Seamless Escalation Within Email:** If an AI email assistant cannot fully solve an issue, it can **escalate the conversation to a human agent** without the channel changing. From the user's perspective, the transition is smooth – the same email thread continues, and a human representative can step in to assist. This is a big advantage over many chatbot setups, where escalation might require the customer to start a phone call or chat all over again. By contrast, AI email systems can forward the thread and context to a human, who can then reply with all previous context in view. The user doesn't have to repeat information, avoiding one of the major pitfalls of chatbot experiences. Essentially, AI augments human support in email rather than replacing it outright, creating a *"virtual agent + human" hybrid* that ensures someone capable will address the query. This alignment with email workflows means automation adds value without cutting off the path to human help

[businesswire.com](https://www.businesswire.com)

In summary, **AI-powered email communication retains what customers love about email – clarity, convenience, and records – while overcoming the speed and intelligence gaps.** It offers the instant processing and 24/7 availability of a chatbot *through the familiar email channel*. Customers get faster, context-rich replies that feel more personalized. Companies benefit too: by offloading routine emails to AI, agents are free to focus on complex problems, and overall email handling becomes more scalable. Notably, Octopus Energy's AI now handles *a third of all their customer emails*, freeing up agents for higher-value interactions

[bcg.com](https://www.bcg.com)

. This hybrid approach can increase first-contact resolution and customer satisfaction simultaneously. As one analysis put it, emerging AI customer service tools will **"provide answers and solutions faster and in a much more human-like manner"** by combining virtual agents with human oversight

[bcg.com](https://www.bcg.com)

[bcg.com](https://www.bcg.com)

. AI-driven email support is thus a promising path to mitigate chatbot pain points without losing the trust and comfort that email affords users.

Supporting Statistics and Trends

To ensure messaging is grounded in facts, here are some **notable statistics** from recent surveys and studies:

- **Chatbot Dissatisfaction Rates:** Customer patience with chatbots is low – **63%** of people say their chatbot interaction didn't even result in a resolution

[businesswire.com](https://www.businesswire.com)

. Overall, **80%** report feeling more frustrated after using a chatbot for support

[businesswire.com](https://www.businesswire.com)

. It's no surprise then that **75%+** of consumers believe chatbots can't handle complex issues or give accurate answers

[simbo.ai](https://www.simbo.ai)

. These failures are driving customers away: roughly *30% will abandon a brand after just one bad chatbot experience*

[simbo.ai](https://www.simbo.ai)

- **Consumer Channel Preferences:** Email stands out as a preferred channel. Approximately **7 in 10 U.S. consumers prefer email** for receiving business communications over any other channel

[porchgroupmedia.com](https://www.porchgroupmedia.com)

. For customer service specifically, email is the top choice for nearly half of consumers (47%), compared to 23% for phone or live chat

netomi.com

. In contrast, **only about 9%** say they prefer using chatbots to contact a business

salesfuel.com

. Consumers continue to value the formality and reliability of email in an era when quick-chat tools are proliferating.

- **Efficiency of AI-Driven Support:** Deploying AI in customer communications has shown tangible improvements. Companies using AI to assist with email replies have seen customer satisfaction scores rise (e.g., +18% vs human-only responses)

bcg.com

. AI agents can also **speed up response times significantly**, often replying to inquiries in seconds

convin.ai

. Internally, this leads to productivity gains – one study notes that AI email systems create extra capacity for human agents to handle more complex tasks, effectively letting support teams do more with the same resources

bcg.com

. These outcomes suggest that AI-driven email can deliver faster resolutions without sacrificing quality of service.

(All statistics above are drawn from credible industry sources and surveys, as cited, to ensure accuracy in messaging.)

Actionable Insights for AI Email Adoption

The research clearly indicates a gap in customer service that **AI-powered email** can fill. Companies and communicators should leverage these insights to refine their messaging and strategy:

- **Emphasize Relief of Chatbot Pain Points:** When promoting an AI email solution, directly address the common frustrations with chatbots. For example, highlight that your AI email service **understands detailed queries** and won't get tripped up by complex questions – unlike chatbots, which *over 70% of consumers say can't handle complexity*
simbo.ai
. Mention that it provides easy escalation to humans, solving the notorious “chatbot dead-end” problem that more than half of users have experienced
simbo.ai
. By focusing on these pain points (irrelevant answers, no human help), you tap into real customer anxieties and show how your solution overcomes them.
- **Leverage Statistics in Marketing and PR:** Integrate hard statistics into press releases, blog posts, and sales collateral to build credibility. For instance: *“In recent surveys, 72% of customers felt chatbots wasted their time*
businesswire.com
, and 78% had to seek a human agent anyway
businesswire.com
. *Our AI-powered email platform eliminates these frustrations by delivering accurate answers with a human-in-the-loop when needed.”* Citing such data points not only strengthens your message but also aligns it with verified consumer sentiments, making your claims more compelling.
- **Position Email as the Trusted Channel:** Reinforce why your solution sticks to email as the medium. You can note that **email is still the most preferred support channel** for customers (47% choose it first
netomi.com
) because it offers convenience and a written record. Then explain that your AI enhances this trusted channel rather than forcing customers into an uncomfortable chatbot experience. For example, *“Customers love email for its clarity and record-keeping – 43% say having a written transcript is why they use it*
netomi.com
. *Our AI supercharges email with instant replies, so they get the best of both worlds: speed and*

reliability.” This messaging validates the customer’s preference for email and positions your AI as respecting that preference.

- **Highlight Efficiency and Experience Gains:** Use evidence to show that AI email isn’t just about saving company resources – it tangibly improves the customer experience. Reference outcomes like the **18% higher satisfaction scores** achieved with AI-written emails

[bcg.com](https://www.bcg.com)

or how AI can respond in seconds to urgent inquiries. Then connect it to benefits: faster help, fewer back-and-forth emails, and more personalized answers. A key selling point is that AI email can *resolve issues on the first contact more often*, aligning with the 73% of customers who say first-contact resolution is critical for good service

[businesswire.com](https://www.businesswire.com)

. By quantifying improvements (e.g. response times cut by X%, resolution rates up by Y%), you provide a factual basis for adopting AI that will resonate with both decision-makers and customers.

- **Maintain the Human Touch in Messaging:** Assure your audience that AI-assisted email support will **not feel robotic** like typical chatbots. Stress that advanced AI writes in natural language and that agents are still in the loop for empathy and complex cases. This is important because customers have learned to be wary of overly automated support. You might say, for example, *“Unlike standard bots, our AI crafts responses using a tone and context that mirror a human agent, and seamlessly hands off to real staff if a conversation needs that human touch.”* Supporting this, remind them that *71% of consumers will abandon brands without human service*

[clixifix.com](https://www.clixifix.com)

, so your solution is designed to combine AI efficiency with human empathy rather than replace humans entirely. This approach builds trust that adopting AI won’t alienate customers.

The data shows that users are dissatisfied with the status quo of chatbots and increasingly prefer channels like email that offer clarity and reliability. Framing your AI email platform as the answer — one that **cuts response times, improves answers, and respects the customer’s desire for a human-friendly experience** — will align your message with what the market is hungry for.

In-Depth Press Releases for Journalists

Press Release 1

Title: Rethinking info@, support@, and sales@ in the AI Age

FOR IMMEDIATE RELEASE – City,DateCity, DateCity,Date

In an era where studies indicate that nearly half of consumers in the U.S. & Europe still prefer email as their first method of contact, businesses that rely solely on **info@**, **support@**, and **sales@** risk overwhelming their teams. Meanwhile, chatbots—often touted as a faster channel—regularly leave customers dissatisfied when queries become complex. This disconnect between rising customer expectations and legacy email setups can result in slow responses, missed opportunities, and diminished brand perception.

Organisations across retail, technology, and beyond now recognise that email remains a trusted channel for formal, traceable communication—but it needs modernising. Chatbots alone are frequently ineffective: around 63% of users report unresolved issues after using a bot, and 78% end up seeking a human agent anyway. This trend has pushed industry leaders to seek a more **intelligent approach** to email handling.

The emerging solution is **AI-driven email**. By leveraging a tailored AI that instantly interprets an email’s context, companies can send replies rooted in accurate, up-to-date knowledge. Early adopters report significantly faster response times, improved efficiency, and higher customer satisfaction—all without forcing users into web chat systems they may not trust.

For businesses keen on bridging outdated email processes with a future-facing solution, the method is straightforward: **register for free at Tasl.ai**, design your custom AI, and configure your mail rules. In just

minutes, your digital assistant is ready to answer questions, escalate tricky requests, and deliver the efficient service customers increasingly demand.

Press Release 2

Title: The Birth of ai@ – A New Paradigm for Direct Customer Engagement

FOR IMMEDIATE RELEASE – City,DateCity, DateCity,Date

Consumers today often face convoluted contact methods—endless FAQs, contact forms, or poorly configured chatbots that can't address nuanced questions. A growing body of research suggests that while people value speed, they also want accuracy and personalisation. Enter **ai@**—a bold reimagining of the humble email address that ensures your audience receives **concise, on-target answers** straight from their inbox.

The shortcomings of conventional channels are clear: 72% of customers say unhelpful chatbots waste their time, and many end up **escalating to human agents** for something that could have been handled via a straightforward email. In some sectors, this delay results in customer churn or missed revenue opportunities. By enabling an AI to read and respond over email, organisations can streamline user journeys, offering clarity and instant assistance.

For those ready to lead in customer engagement innovation, the process is simple: sign up at **Tasl.ai**, build an AI that's reflective of your organisational knowledge, and adjust your email routing to create an **ai@** address. This novel approach ensures customers get the speedy responses they expect, without the pitfalls of chatbots that can't cope with complex interactions.

Press Release 3

Title: Bridging the Gap – How AI Is Transforming Being Away from Your Desk

FOR IMMEDIATE RELEASE – City,DateCity, DateCity,Date

Global commerce no longer conforms to traditional business hours, leaving companies scrambling to support customers when staff are off duty. Research shows over three-quarters of users fail to solve their issues with typical chatbots and often abandon queries altogether. The result? Missed leads, frustrated customers, and a blow to brand reputation.

Across multiple industries—travel, e-commerce, healthcare—after-hours questions pile up, creating anxiety for customers who seek immediate reassurance. Conventional solutions, such as static FAQs, rarely alleviate these concerns. Now, **Tasl.ai** offers an **AI-by-Email** service that addresses this “after-hours gap” head-on. By deploying an AI primed with your organisation's own knowledge base, you can deliver clear, context-aware responses at any hour.

One garden products retailer, for example, drastically cut weekend anxieties by adopting the AI email model, enabling clients to get instant stock information and product advice. Setting it up involves just a few simple steps: **register for free at Tasl.ai**, customise your AI's knowledge base, and integrate it into your email rules. This seamless approach meets the modern expectation of round-the-clock service—no chatbots required.

Press Release 4

Title: No-reply@ Is No Longer Acceptable – Embracing a New Era of Responsive Communication

FOR IMMEDIATE RELEASE – City,DateCity, DateCity,Date

The days of **no-reply@** emails—from banks, retailers, or service providers—have long frustrated consumers, who often perceive them as impersonal dead ends. With over 47% of customers citing email as their preferred communication channel, brands risk alienating loyal audiences by giving them nowhere to turn when they need urgent help or clarification.

In sectors such as technology, finance, and healthcare, these closed-off emails can quickly escalate from annoyance to outright distrust. Modern consumers expect dialogue, not one-way announcements—yet chatbots alone aren't fixing the issue: 63% of users fail to resolve concerns through bots. The clear alternative is an **AI-driven email address** that engages every query with timely, informative responses.

Through a quick, free setup on **Tasl.ai**, organisations can create bespoke AI solutions that answer common questions automatically and connect customers to human agents for more complex needs. The result? A user-friendly experience that builds trust and loyalty, reflecting the reality that no-reply@ is no longer acceptable in a culture demanding real-time engagement.

How These Rewrites Use the “New Knowledge”

1. **Accurate Statistics & Claims:** Each press release references credible insights about consumer email preferences, chatbot dissatisfaction rates, and the benefits of AI-driven email systems.
2. **Addressing Common Pain Points:** From chatbots' inability to handle complex questions to no-reply@ frustrations, each press release clarifies how Tasl.ai's AI-by-Email solution resolves those issues.
3. **Highlighting Ease of Setup:** The call-to-action across all press releases remains consistent—register for free at Tasl.ai and deploy an AI assistant in minutes.
4. **Maintaining a Professional, British English Tone:** Spelling and phrasing have been localised for British English while preserving the succinct, press-friendly style.

These updated releases are designed to be both **commercially compelling** and **factually grounded**, reinforcing Tasl.ai's value proposition with evidence-based messaging that resonates in today's AI-savvy market.