

Performance Check: How Chatbots Are Serving Customers in E-Commerce and Banking

AI-powered chatbots were supposed to transform customer experience (CX) in two of the busiest industries — e-commerce and banking. When we put them to the test, the result told a different story. Here's where they shine and stumble.

Expectations vs. Execution in CX



Expectations

- **85%**¹ of service interactions will be AI-driven by 2025.
- **90%**² of companies globally are projected to have GenAI as a workforce partner.
- **80%**³ of enterprises to deploy GenAI apps by 2026.



Reality

- E-commerce chatbots resolved **100%** of customer issues in our mystery shopping.
- Banking chatbots performed well in conversation aptitude (**75%**).
- Only **8%** of customers globally report using chatbots.

Conversational Aptitude: Do Chatbots Listen Well?

63%
Overall conversational aptitude score

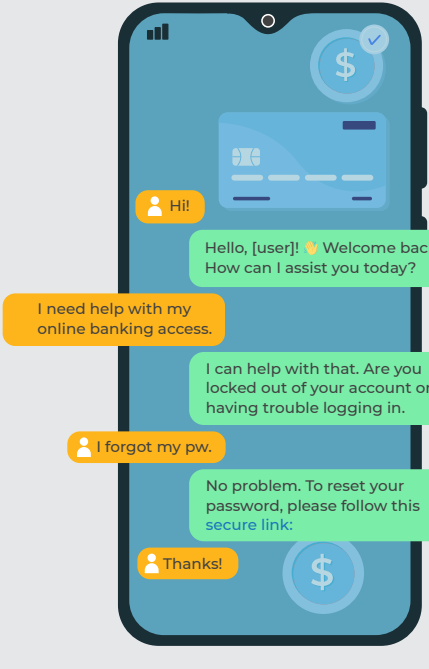
Banking and finance chatbots handled natural language better. E-commerce and retail chatbots often relied on preset keywords and missed conversational cues.

75%

Conversational aptitude score for banking and finance chatbots

50%

Conversational aptitude score for e-commerce and retail chatbots



✓ Banking chatbots handled structured, transactional queries well.

✗ E-commerce chatbots struggled with varied phrasing and synonyms.

↻ Both sectors showed gaps in long-form conversation flow and contextual understanding.

Task Completion: Are Chatbots Following Through?

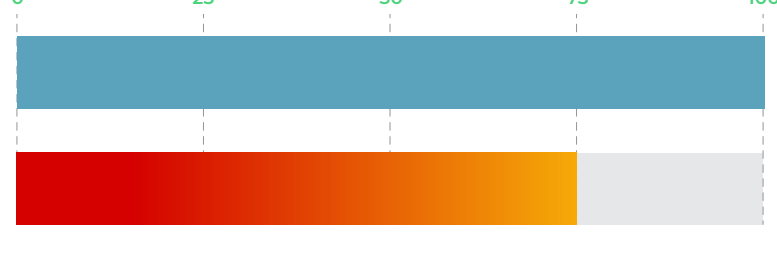
E-commerce and retail chatbots offered more accurate solutions, while banking and finance bots often required escalation to humans.

87.5%
Overall effectiveness score

INDUSTRY RANKING:

E-Commerce and Banking
100%

Banking and Finance
75%

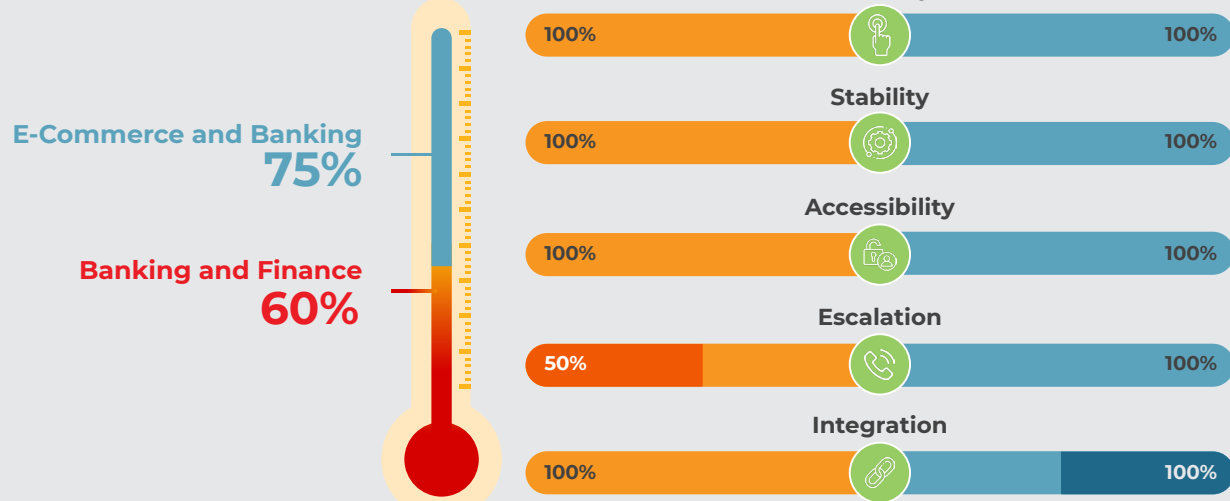


User Experience: What's It Like To Interact With AI Chatbots?

85%
Overall UX score

While both industries made it easy for users to find and use chatbots, gaps in human escalation and platform integration still disrupt the customer journey.

EFFECTIVENESS:



✓ Chatbots were easy to find and use in both industries.

✗ Banking chatbots struggled with escalation and live support handoff.

✓ E-commerce chatbots offered smooth escalation to live agents.

✗ Integration issues remain in e-commerce chatbots, disrupting sessions.

Looking Forward: What's Next for AI in CX

Agentic AI, designed to act independently, is already making waves. However, our mystery shopping shows that without clear and robust strategy, infrastructure, and data integration, businesses face the same pitfalls of overpromising and underdelivering.

3 out of 4 companies fail in attempts at agentic AI

30% of current GenAI projects to be abandoned in 2025

Less than 50% of unstructured data is analyzed to extract business value

Agentic AI to be embedded in 33% of enterprise apps by 2028

1 in 5 digital store interactions to be handled by AI agents

80% of common CX to be resolved by agentic AI by 2029

1 Gartner. "Gartner Predicts Chatbots Will Become a Primary Customer Service Channel Within Five Years." July 2022.
 2 Gartner. "Gartner Says CIOs Must Prioritize Their AI Ambition and AI-Ready Scenarios for Next 12-24 Months." Oct. 2023.
 3 Gartner. "Gartner Says More Than 80% of Enterprises Will Have Used Generative AI APIs or Deployed Generative AI-Enabled Applications by 2026." Oct. 2023.
 4 Gartner. "Gartner Survey Reveals Only 8% of Customers Used a Chatbot During their Most Recent Customer Service Interaction." June 2023.
 5 IDC. "Untapped Value: What Every Executive Needs to Know About Unstructured Data." Aug. 2023
 6 Gartner. "Gartner Predicts Agentic AI Will Autonomously Resolve 80% of Common Customer Service Issues Without Human Intervention by 2029." Mar. 2025.

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