



## Balancing AI with a Human Touch: New Research Reveals Gen AI Adoption Creates New Opportunities in Customer Experience Landscape

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NEW BRAUNFELS, Texas--(BUSINESS WIRE)--Sep. 17, 2024-- TaskUs, Inc. (Nasdaq: TASK), a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies today presents an [Everest Group report](#) revealing businesses are making significant investments in technology to streamline the customer experience (CX).

### AI Integration on Rapid Rise

According to report data, more than 75% of enterprises are deploying or planning to deploy generative artificial intelligence (Gen AI) in various functions, including operations and customer services. These investments often take the form of Gen AI pilot programs to enhance agent-assist capabilities, improve content creation, enrich knowledge bases, analyze customer feedback, and manage the agent lifecycle.

The push for these pilots stems from shifting customer expectations. Customers now demand faster response times, more personalized interactions, and seamless service across multiple touchpoints. Gen AI's ability to generate faster customer insights, enhance self-service tools, and deliver more relevant product recommendations makes it the perfect tool for elevating the customer experience.

### Evolving Agent Roles: Trust in Tech

The report also highlights how Gen AI is reshaping roles within organizations. According to the report, 75% of enterprise leaders believe Gen AI will create new roles while slightly reducing traditional roles. New positions such as AI Trainers, Customer Insight Analysts, Quality Assurance Specialists, and AI Support Technicians are expected to emerge, underscoring the need for candidates to develop Gen AI expertise to stay competitive in customer service and call center environments.

"Implementing Gen AI successfully requires human expertise to identify where AI's capabilities align with business goals," said Bryce Maddock, CEO, TaskUs.

"At TaskUs, we've always focused on delivering specialized services that combine AI's power to automate routine tasks with human experts to handle the most complex workflows. The data reveals that this balanced approach enables our clients to deploy innovative AI tools with precision, transforming customer service centers into true engines for business growth."

While its versatility and capabilities are well-recognized, Gen AI complements rather than replaces human expertise, especially for complex tasks. The survey shows that a majority of respondents agree Gen AI struggles with intricate interactions requiring nuanced human judgment.

### Addressing Challenges, Around the Globe

Despite its potential, some Gen AI pilot programs face challenges. Survey respondents cited the main issues as a lack of skilled personnel for maintenance and updates (32%), data quality and availability issues (26%), and ethical and regulatory concerns (21%).

Findings demonstrated satisfaction with Gen AI also varies by region. Enterprises in EMEA and the Americas reported higher satisfaction rates, with 50-60% pleased with their return on investment (ROI). However, APAC enterprises expressed uncertainty about the value of their Gen AI investments, often citing resource limitations and siloed approaches to implementation.

These global challenges indicate that enterprises stand to benefit from partnering with companies that offer Gen AI-driven CX solutions. According to the report, over 50% of enterprises prioritized selecting partners that offer relevant industry expertise, flexible technology options, an ability to explain use cases, and ongoing support for maintenance and fine-tuning.

### Moving Forward

Amidst the shifting CX landscape, TaskUs is focused on providing quality service, experiences, automation, and empowering a global talent pool, backed by data. This begins September 19, 2024 at [Forward '24](#), a CX event celebrating the new world of digital experience.

For more insights from the survey, download the report [here](#).

### About TaskUs

TaskUs is a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies, helping its clients represent, protect, and grow their brands. Leveraging a cloud-based infrastructure, TaskUs serves clients in the fastest-growing sectors, including social media, e-commerce, gaming, streaming media, food delivery and ride-sharing, Technology, FinTech, and HealthTech. As of June 30, 2024, TaskUs had a worldwide headcount of approximately 51,700 people across 27 locations in 12 countries, including the United States, the Philippines, and India.

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