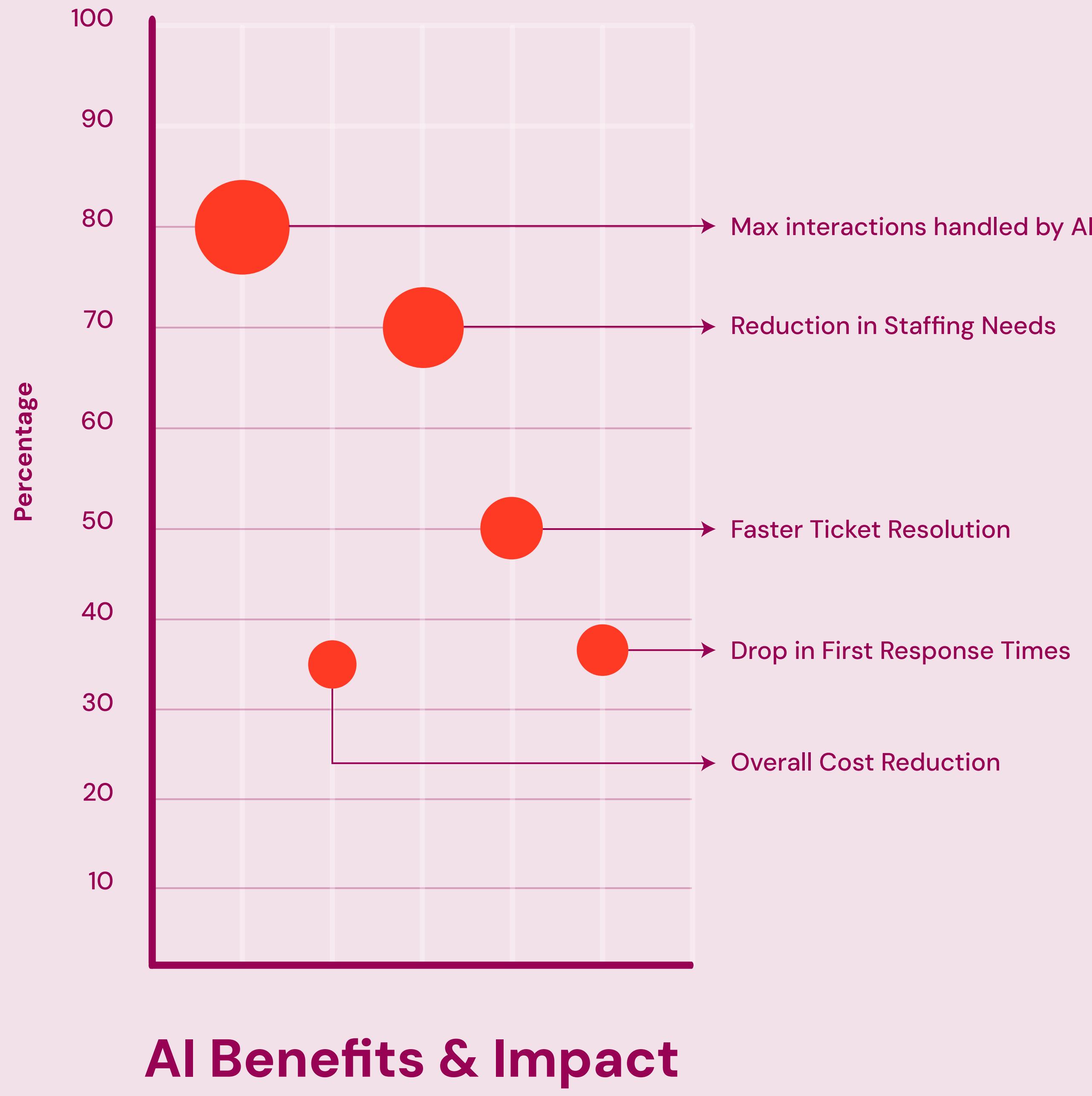


# AI in Design Future Trends

AI is reshaping design through automation, personalization, and new strategic roles for designers. Service design is evolving from products to experiences, driven by data, co-creation, and emerging tech.

## Benefits & Impact Of AI

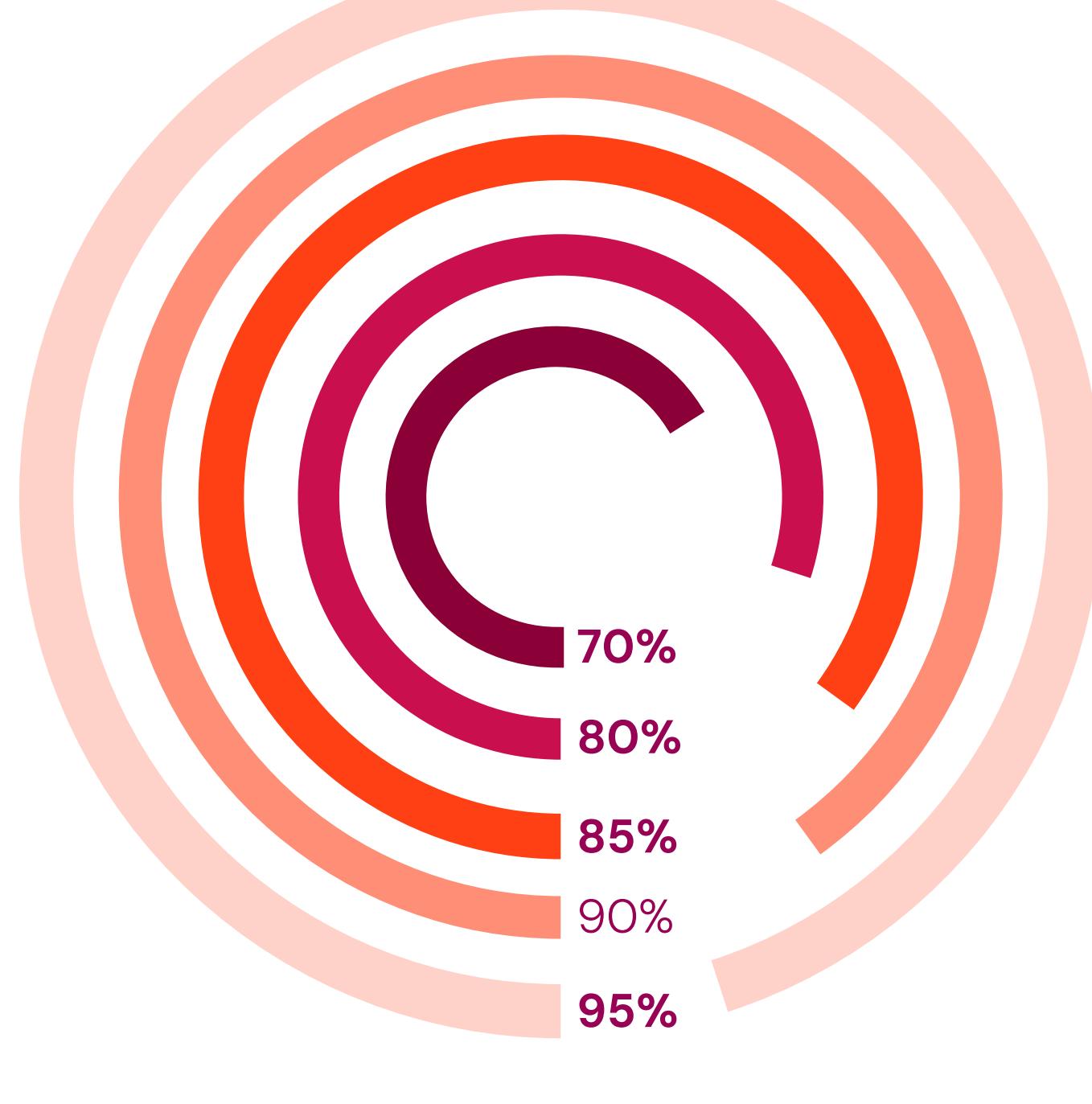


AI significantly improves customer service by speeding up response and resolution times, reducing operational costs, lowering staffing needs.



## Global Adoption & Impact of AI

In Customer Service



■ Future AI Investment Plans  
■ Using AI Tools  
■ Improved Customer Engagement  
■ Personalised Purchased Likelihood  
■ AI Adoption Rate (Organizations)

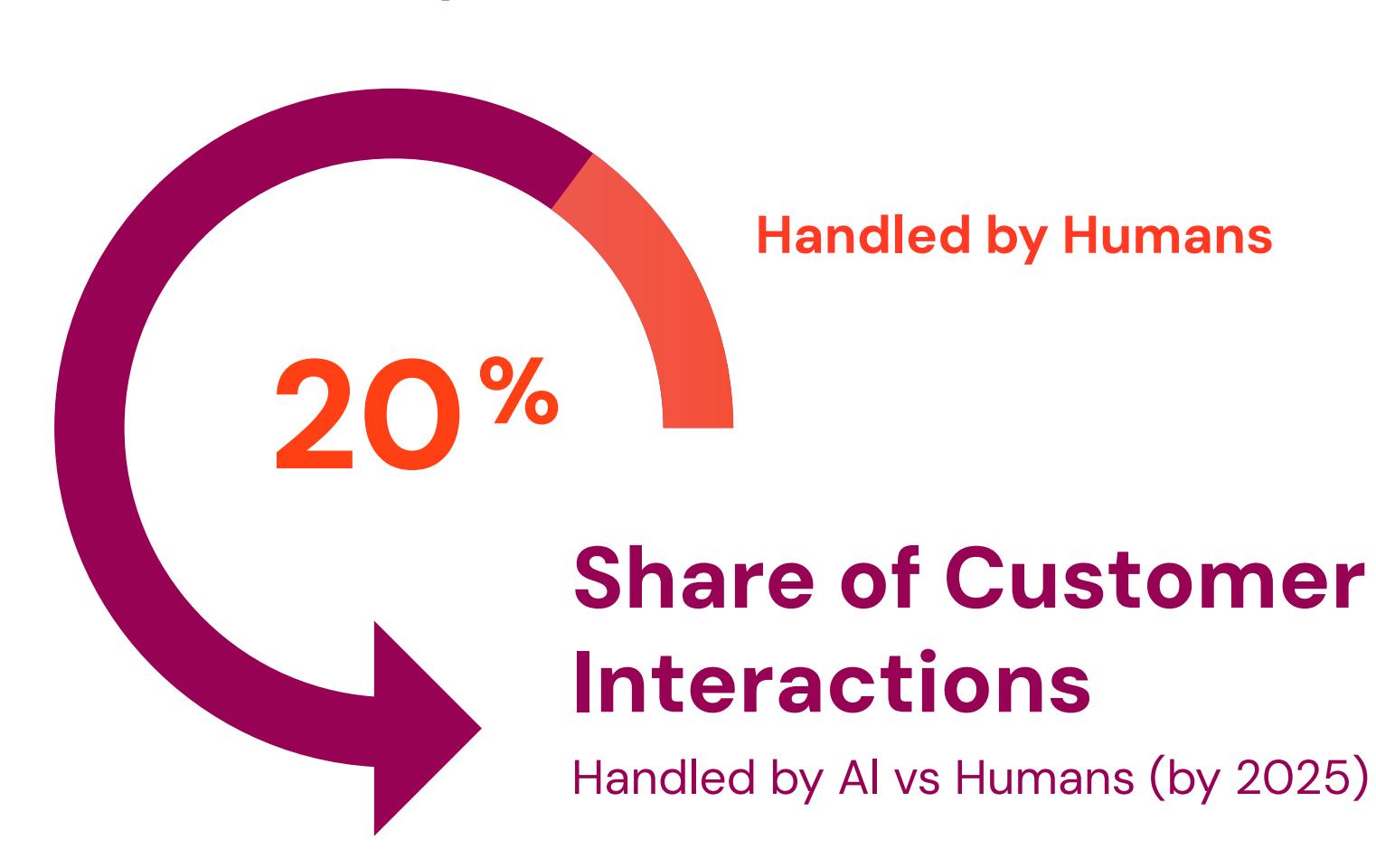
### Share of Customer Interactions

By 2025, AI is projected to handle most customer interactions, significantly reducing reliance on human agents.

This shift allows businesses to provide faster, 24/7 support, manage high volumes efficiently, and cut operational costs—while human agents focus on more complex, high-value tasks.

AI adoption in customer service is growing rapidly, with rising investments and a strong shift toward automation and improved customer experience.

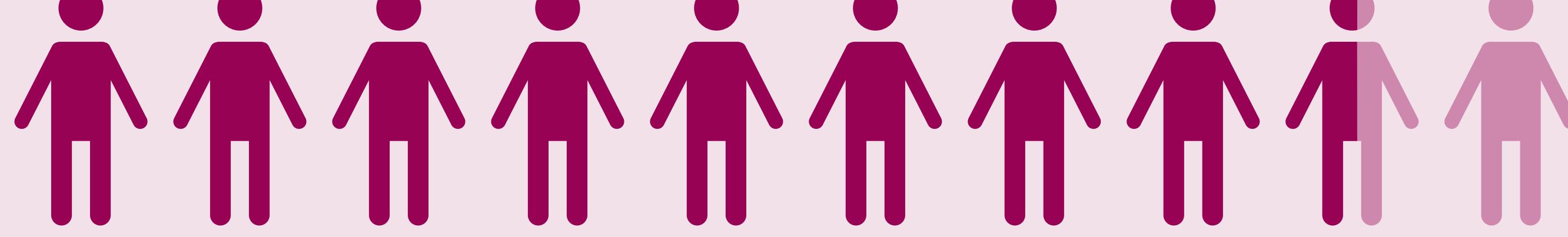
The customer experience sector is also expected to grow steadily, driven by rising interest in AI technologies.



**86%**

## Customer Service Professionals

will have tested or implemented AI solutions by 2025.



By 2025, most customer service professionals are expected to have tested or adopted AI solutions, reflecting a strong industry shift toward automation and tech-driven support strategies.