

AI Customer Service in 2026

The pressure is real

Most business leaders we speak with can see the appeal of AI in customer service. The same enquiries come through every day: customers want updates, bookings changed, invoices explained, complaints acknowledged and follow-ups handled quickly.

The pressure is familiar. Phones keep ringing, inboxes flood with queries, live chats sit unanswered, and good staff spend too much of their day handling questions the business has already answered hundreds of times before. AI can help, but only when it is introduced into a service environment that is ready for it.



Where it gets messy

In most businesses, customer service does not run from one perfect system. The answer might be in the CRM, the booking platform, the invoice history, a shared folder, an old policy document, or with the team member who has been there long enough to know the exception.

That is where AI projects become complicated. People can work around messy processes because they understand the business. They know when to check with finance, when to escalate to a manager, when a customer needs a call back, and when the usual rule does not apply.

AI needs that logic to be made clear before it can be trusted with customers.

What good looks like

The current best practice model is a tiered service model. AI handles the first layer with speed, consistency and clear routing, while the human loop owns the second layer where judgement and relationship matter. When this is designed properly, customers get faster answers without feeling the handoff between AI and a person.

That is where AI becomes genuinely useful in customer service. Not because it automates everything, but because it improves how service workflows move through the business.

What's the best way to get started?

Start where the pressure is most obvious. Look at the enquiries your team answers every day, the questions that keep coming back, and the handovers that slow customers down.

That is usually where the initial AI opportunity sits. The key is knowing what should be automated, what should stay with your team, and what needs to be cleaned up before AI is put in front of customers.

If you are exploring how AI could improve customer service without creating more work for your team, speak to us on how best to go about it.

Get in touch



Reach out to our team
info@twintechology.com.au