WHITE PAPER

The ChatGPT Effect on Customer Service

How Consumer AI Experiences Are Rewriting the Rules of Enterprise Customer Engagement

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Executive Summary

Something extraordinary has happened to customer expectations, and most enterprises have yet to reckon with it fully. In just a few years, hundreds of millions of consumers have developed an intimate, daily relationship with conversational AI through tools like ChatGPT, Google Gemini, Microsoft Copilot, and others. These interactions have fundamentally recalibrated what people consider acceptable when they reach out to a business for help.

This white paper examines how the mass adoption of consumer AI chatbots is reshaping the landscape of enterprise customer service. Drawing on original consumer research from Avaya's "Signals of Connection" study (January 2026), independent behavioral research, and operational data from leading enterprises, we explore the profound gap between what consumers now experience in their personal AI interactions and what they encounter when contacting a business.

The findings are unambiguous: consumers have been trained by their personal AI tools to expect instant responses, contextual memory, personalized treatment, and seamless transitions. When enterprise contact centers fail to deliver on these expectations, the consequences are severe. Nearly three-quarters of consumers have abandoned a brand after a frustrating service experience, and 74% of those who leave do so silently, without ever filing a complaint.

Yet the solution is not wholesale automation. Consumers simultaneously express a deep, biologically rooted preference for human empathy, especially in high-stakes or emotionally charged situations. Eighty-three percent say speaking with a human agent is very important when they have a problem. The future of customer service, therefore, is not about choosing between AI and humans. It is about orchestrating them together with intelligence, memory, and care.

This paper concludes by examining how the Avaya Infinity platform is purpose-built to deliver on this orchestration mandate, transforming traditional contact centers into connection centers where AI amplifies human empathy at enterprise scale.

“Support is no longer a destination. It is becoming a distributed, AI-accelerated experience.”

—Avaya Signals of Connection Research

1. The ChatGPT Effect: A New Baseline for Service Expectations

The public deployment of sophisticated large language models has fundamentally altered the trajectory of human-computer interaction, initiating a paradigm shift that extends far beyond mere technology adoption. In the years following the widespread integration of conversational AI, longitudinal analyses have revealed a profound evolution in how humans approach digital problem-solving, information retrieval, and social communication.

Initially, users interacted with search engines and early generation chatbots using fragmented, keyword-dense commands optimized for rigid algorithmic retrieval. However, the advent of highly capable generative AI has precipitated the emergence of hybrid communication protocols in which users seamlessly blend natural conversational syntax with structured prompt engineering to extract optimal outputs from complex neural networks.

This cognitive adaptation means that the hundreds of millions of people who now regularly use ChatGPT, Gemini, or Copilot have unconsciously developed a new set of expectations about what “good service” looks like. Avaya’s Signals of Connection research quantifies this shift:

- **47%** of consumers used ChatGPT in the past 90 days
- **28%** used Google Gemini
- **83%** still rely on Google Search, but increasingly expect conversational, contextual answers

These are not niche early adopters. These are mainstream consumers who have experienced the power of AI that remembers context, delivers instant responses, adapts its tone to the situation, and works tirelessly without holding queues or business hours. Every one of these interactions quietly raises the bar for every brand’s contact center.

The Psychological Dimension

Cognitive psychology research has expanded the traditional dual-process model of System 1 (fast, intuitive) and System 2 (slow, deliberate) thinking to account for what researchers are calling System 3: socially rooted, identity-driven behaviors activated when humans interact with highly anthropomorphized AI systems. Advanced AI assistants are increasingly perceived not merely as utilitarian tools, but as distinct social actors capable of influencing trust, fostering cooperation, and shaping emotional states through human-like interaction patterns.

For customer service leaders, this has a concrete implication: when a consumer finishes a productive, nuanced conversation with ChatGPT and then calls a contact center that puts them on hold for eight minutes, asks them to repeat their account number, and offers a scripted response, the psychological contrast is jarring. The consumer’s brain, having just experienced System 3 level engagement with an AI, registers the contact center experience as fundamentally broken.

“Customers now equate speed with respect. When help does not arrive quickly, the connection starts to decay. Even if the issue is eventually resolved, the emotional quality of the experience suffers.”

—Avaya Signals of Connection Research

2. The Collapse of Patience: Speed as a Signal of Respect

The widespread availability of instant, generative responses from consumer AI tools has severely eroded consumer patience, compressing the acceptable latency for issue resolution to an unprecedented degree. When ChatGPT can answer a complex question in three seconds, a ten-minute hold time feels like an eternity.

Avaya’s consumer research reveals just how compressed the window of tolerance has become:

- **60%** of consumers expect to speak with a live agent in six minutes or less before frustration sets in
- **23%** expect contact within three minutes or less
- **4%** will not tolerate even one minute of waiting

These findings align with broader industry data showing that 57% of consumers refuse to wait more than 10 minutes for service, and 20% will completely abandon an interaction if forced to wait more than 5 minutes. Top-tier AI-enabled enterprises are now achieving first-response times of just 10 seconds, setting a pace competitors cannot ignore.

Speed as a Function of Architecture, Not Just Staffing

The lesson from consumer AI is that speed is not simply a staffing problem. ChatGPT does not achieve sub-second response times by hiring more agents; it achieves them through architectural design. Similarly, contact centers that want to meet the new speed expectations must rethink their underlying technology rather than simply adding headcount.

This means deploying AI that can instantly triage and resolve simple requests, intelligent routing that connects complex issues to the right human agent on the first attempt, and real-time context transfer that eliminates the need for customers to repeat information. The goal is not to replace human agents with speed, but to use speed as a bridge to get customers to the right human agent faster.

3. The Memory Mandate: Why Consumers Refuse to Start Over

One of the most transformative features of modern consumer AI tools is conversational memory. When a user returns to ChatGPT, the system can recall previous conversations, preferences, and context. This has trained consumers to expect the same continuity from every brand interaction.

Avaya’s research shows that this expectation is now deeply embedded:

- **83%** of consumers expect or find it helpful for human agents to know their history with a company
- **70%** hold the same expectation for AI support agents
- **94%** say it is at least somewhat important that agents know their context during a handoff from AI to human

The 94% figure is especially striking. It means that in almost every single customer interaction involving a transition from an AI assistant to a human agent, the consumer expects contextual continuity. Forcing a frustrated customer to repeat their issue after already explaining it to a chatbot is now perceived as a system failure, not a normal part of the process.

The Architecture of Memory

Standard, out-of-the-box large language models do not naturally retain information between individual API calls or sessions. An AI assistant that forces a customer to authenticate repeatedly, continually re-explains their issues, or forgets preferences stated five minutes prior, fundamentally fails to replicate the continuity of a human relationship.

Modern contact center architectures are bridging this gap by integrating Long-Term Memory systems powered by vector databases and dynamic knowledge graphs. These systems transform unstructured conversation data into mathematical vector embeddings, storing user preferences, historical conversation logs, and past friction points. When a customer initiates a new session, the AI executes an immediate similarity search against this database, retrieving relevant historical context with sub-millisecond latency.

The commercial impact is substantial. When enterprises deploy persistent memory effectively, they can shift from reactive service to what McKinsey calls the “Next Best Experience” framework. Strategic deployments of AI-driven proactive personalization have been shown to elevate customer satisfaction by 15% to 20%, accelerate revenue growth by 5% to 8%, and compress cost-to-serve by 20% to 30%.

Consumer Memory Expectations: Human vs. AI Agents

Expectation	Human Agents	AI Agents
“Yes, I expect it.”	34%	38%
“No, but it would be helpful.”	49%	32%
“No, and I prefer it that way.”	10%	20%
Combined positive expectation	83%	70%

Source: Avaya Signals of Connection Research, January 2026

4. The Trust Paradox: Consumers Want AI Speed and Human Empathy

Perhaps the most important finding from both Avaya’s consumer research and independent behavioral studies is what might be called the consumer trust paradox. Consumers simultaneously demand the zero-latency efficiency of artificial intelligence while expressing an overwhelming preference for human connection when it truly matters.

83% say speaking with a human agent is very important when contacting a business with a problem

56% are satisfied with fast, automated resolution, even if no human is involved

98% always, usually, or sometimes prefer human interaction for serious financial matters

This is not a contradiction. It is a nuanced expression of what consumers have learned from their AI interactions: technology should handle the routine, the transactional, and the repetitive, while humans should be reserved for moments that require emotional intelligence, complex judgment, and genuine care.

“Empathy without accuracy breaks trust. Speed without clarity breeds frustration. Accuracy is no longer just a backend function; it is a frontline differentiator.”

—Avaya Signals of Connection Research

The Healthcare Test

Avaya’s research used healthcare interactions as a revealing test case for where consumers draw the line between AI and human preference. The results illustrate the trust gradient with striking clarity:

Healthcare Task	Prefer AI	Prefer Human	No Preference
Receiving reminders/follow-ups	37%	32%	31%
Scheduling an appointment	24%	54%	22%
Getting a prescription refill	23%	52%	25%
Discussing symptoms or diagnosis	14%	80%	6%
Mental health or emotional support	11%	80%	8%

Source: Avaya Signals of Connection Research, January 2026 (N=510)

The pattern is unmistakable. For routine, time-based, or transactional tasks, consumers welcome AI. But the moment the interaction involves diagnosis, interpretation, emotion, or financial gravity, human presence becomes non-negotiable. Trust in AI depends on the stakes. The more personal the moment, the more human presence is required.

5. Accuracy Over Friendliness: The New Hierarchy of Customer Priorities

Consumer AI tools like ChatGPT have trained users to prioritize substance over style. A chatbot that delivers the right answer in plain language outperforms a polite human agent who provides incorrect information. This reordering of priorities is now visible in enterprise customer service expectations.

When asked what matters most when contacting a business, consumers in the Avaya study ranked their priorities as follows:

- **39%** Accuracy of information (ranked #1)
- **24%** Speed of response (#2)
- **18%** Access to a human (#3)
- **13%** Politeness of the agent (#4)
- **6%** Having multiple contact options (#5)

The dominance of accuracy reflects a fundamental shift. Consumers define trust through precision and pace. A friendly voice means little if the information is wrong. A quick reply means nothing if it lacks resolution. This is not a rejection of human connection. It is a redefinition of what makes that connection meaningful.

“Personalization is not invisible. It is noticed and felt. Failing to personalize may not feel neutral; it may feel lazy, careless, or indifferent.”

—Avaya Signals of Connection Research

For contact centers, this has practical architectural implications. The hallucination problem plaguing generative AI in production environments must be addressed through Retrieval-Augmented Generation (RAG) architectures that decouple language generation from knowledge retrieval. When an agentic system receives a customer query, it should immediately perform a semantic search against a curated, controlled external knowledge base rather than relying on parametric memory. The response must be strictly grounded in the retrieved, validated context.

6. The Orchestration Imperative: Seamless Handoffs Between AI and Humans

One of the clearest lessons from the consumer AI era is that the transition between automated and human assistance must be invisible. When ChatGPT cannot answer a question, users simply rephrase or try a different approach. There is no “please hold while I transfer you” moment. Enterprise contact centers must aspire to the same seamlessness.

Avaya’s research quantifies the urgency of this imperative:

- **94%** say it is at least somewhat important that agents know their context during an AI-to-human handoff
- **70%** rate contextual handoffs as very or extremely important
- **70%** have abandoned a customer service interaction due to difficulty switching channels

The 70% abandonment figure is especially alarming because it represents what the Avaya research calls “silent abandonment.” These customers do not complain. They do not fill out surveys. They simply leave and never come back. The damage from poor handoffs is both severe and invisible.

The Technical Architecture of Seamless Transitions

Effective AI-to-human handoffs require sophisticated decision rule engines that constantly evaluate live interactions against pre-programmed constraints. Industry best practices identify several critical escalation triggers: confidence scores falling below 60-70% on intent matching, NLP sentiment models detecting rising frustration or anxiety, explicit customer requests for a human agent (occurring in approximately 20% of calls), detection of cross-system requirements or unprogrammed policy negotiations, and interactions involving VIP accounts, regulated disputes, or data privacy concerns.

When a handoff occurs, the AI must not simply disappear. It should transition from active conversational participant to a passive, observant copilot that generates a real-time, concise summary of the interaction, surfaces relevant knowledge base articles, and provides the human agent with calculated metadata such as live sentiment scores and intent classifications. This ensures the human agent can pick up the conversation without missing a beat.

AI-to-Human Escalation Framework

Trigger Category	Technical Indicator	Required Protocol
Confidence Floor	AI certainty drops 60-70%, hard trigger at 40%	Immediate warm transfer with background context
Sentiment Shift	Rising frustration, hostile language, and anxiety detected	Priority routing to de-escalation specialists
Explicit Request	"Transfer me" or "speak to a person."	Mandatory instant transfer regardless of AI capability
High-Value	VIP accounts, SLAs, regulated disputes, privacy issues	Hard routing to certified professionals

7. Personalization as the New Baseline

Consumer AI tools personalize every interaction. ChatGPT adapts its tone, vocabulary, and depth to the individual user. Gemini integrates search history and preferences. This has created an expectation that every brand interaction should feel uniquely tailored.

Avaya's research confirms that this expectation has crossed into mainstream consumer consciousness:

- **92%** say tailored customer support is at least somewhat important
- **92%** say real-time personalization based on history and preferences is at least somewhat important
- **87%** say it would be helpful or expected for companies to remember their preferences
- **69%** always or usually notice when experiences feel personalized

The 69% awareness figure debunks the myth that personalization is a behind-the-scenes enhancement that customers do not notice. Nearly seven in ten consumers are actively aware when a brand personalizes their experience. Conversely, when personalization is absent, the experience feels hollow, robotic, or out of sync with expectations.

The Multichannel Personalization Challenge

Modern consumers move fluidly between channels. Avaya's research shows that phone (80%), email (67%), and live chat (47%) are the most commonly used contact channels, with consumers regularly using multiple channels in a single interaction flow. Yet 96% say it is at least somewhat important to switch channels without repeating information, and 71% rate this as very or extremely important.

This creates an enormous technical challenge. Personalization must persist across channels, across sessions, and across the boundary between AI and human agents. The consumer experience with ChatGPT, where context flows seamlessly from one conversation to the next, has set the bar. Contact centers that cannot match this level of continuity will lose customers to those that can.

8. The Silent Exit: Invisible Churn and the Cost of Friction

Perhaps the most sobering finding from the consumer research is the prevalence of silent abandonment. Most dissatisfied customers do not complain. They simply leave.

- **74%** have stopped doing business with a company at least once without ever complaining
- **39%** have silently abandoned multiple companies
- **76%** have chosen one brand over another based solely on service quality
- **74%** have abandoned a brand entirely because of a frustrating interaction

The financial impact of the new consumer expectations is significant. Enterprise AI deployments in customer service have demonstrated the capacity to reduce average cost per call by 50% while simultaneously elevating customer satisfaction scores.

This data dismantles a long-standing enterprise myth: that silence equals satisfaction. In reality, silence often signals resignation. Customers have been conditioned to believe that complaining rarely changes outcomes. When friction exceeds patience, they move on, especially when alternatives are just a click away.

For contact centers, this means that traditional feedback mechanisms, such as CSAT surveys and NPS scores, capture only a fraction of actual customer dissatisfaction. The true cost of poor customer experiences is hidden in the customers who never speak up but never return. AI-powered sentiment detection, journey-level analytics, and proactive intervention triggers are now essential tools for surfacing this invisible churn before it becomes irreversible.

The Economic Case for Getting It Right

The financial impact of the new consumer expectations can be significant. Enterprise AI deployments in customer service have demonstrated the capacity to reduce average cost per call by 50% while simultaneously elevating customer satisfaction scores.

But these gains are only available to organizations that approach AI deployment strategically, with the right architectural foundation, appropriate hallucination guardrails, and effective orchestration between AI and human agents. Premature deployment of autonomous agents without establishing the requisite data infrastructure and cultural alignment routinely results in fractured customer experiences and diminished ROI.

9. The Workforce Transformation: From Script Readers to Empathy Practitioners

The ChatGPT effect is not only changing customer expectations; it is fundamentally restructuring the contact center workforce. As AI agents successfully deflect massive volumes of low-complexity, transactional queries, the role of the human agent is undergoing rapid structural elevation.

Research from MIT Sloan indicates that providing customer service workers with AI assistance increases overall agent productivity by an average of 14%, with the greatest gains accruing to novice workers, whose performance is accelerated by AI-democratized knowledge. Organizations report 20% to 30% reductions in the time required for new agents to reach full proficiency.

The remaining human agents are transitioning from script readers to specialized advisers and exception handlers, focusing on scenarios that require deep emotional intelligence, complex negotiation, and high-stakes resolution. Industry leaders predict that within 2 to 3 years, AI-driven automation will enable companies to handle 20% to 30% more call volume while operating with 40% to 50% fewer total human agents.

This shift is catalyzing the emergence of entirely new job classifications: prompt engineers who design the systemic instructions guiding AI behavior, AI data curators who refine vector databases and evaluate outputs for hallucination, AI ethics and compliance officers who monitor data privacy and algorithmic fairness, and "agent bosses" who oversee fleets of specialized AI agents. In this augmented reality, the value of a human employee shifts dramatically away from rote memorization toward data literacy, cross-functional communication, and complex critical thinking.

10. The Transparency Dividend: Trust as the New Loyalty

Consumer AI has taught users to expect transparency. When ChatGPT is uncertain, it says so. When it lacks information, it acknowledges the limitation. This transparency builds rather than undermines trust.

Avaya's research confirms that transparency is now the foundation of customer loyalty:

- **87%** say trust in data protection is essential
- **46%** say trust is so essential that they will not stay loyal without it
- **70%** completely or somewhat trust their personal AI tools

Independent research reinforces these findings. Approximately 82% of consumers view the loss of control over personal data to AI models as a serious threat, and 84% are willing to permanently abandon brands that lack transparency about their AI training methodologies. Conversely, customers who are explicitly informed that they are interacting with an AI agent report satisfaction rates 34 percentage points higher than those who are left uninformed.

This "Transparency Dividend" creates a clear strategic path for enterprises: be honest about when AI is involved, give customers clear data privacy controls, and ensure that AI systems are governed with auditability and accountability. The brands that treat trust as a foundational design principle, rather than a compliance checkbox, will build durable customer relationships.

11. The Partnership Imperative: Why the Future Is Collaborative

The final and perhaps most decisive finding from the consumer research is a clear rejection of the "AI versus humans" narrative:

- **69%** say it is extremely or very important that AI and human agents work together
- **90%** say collaboration is at least somewhat important

Consumers do not want AI to replace people. They want AI to make people better: faster, smarter, more informed, and more human. The best experiences, in their view, feel intelligent and human at the same time.

This aligns with the concept of "collective intelligence," a paradigm where human intuition and artificial processing power operate in seamless symbiosis. In this model, AI handles the sheer scale, memory, and operational speed, while humans safeguard the integrity, strategic direction, and irreplaceable empathy of the brand.

For enterprises, this means that AI strategies focused solely on cost reduction risk eroding the very trust and satisfaction they are meant to improve. The winning approach treats AI as an enabler of human excellence: equipping agents with real-time insights, automating post-call administrative burdens, surfacing relevant knowledge during live conversations, and providing sentiment-aware guidance that helps agents respond quickly and with emotional intelligence.

12. Why Avaya Infinity Is the Platform for the Connection Era

The findings in this paper point to a single, inescapable conclusion: the modern contact center must evolve from a transactional routing engine into an orchestrated connection center where AI and humans work together seamlessly, where memory persists across channels and sessions, where personalization is real-time and perceptible, and where trust is designed into every interaction.

Avaya Infinity is purpose-built for this moment. It is not simply a contact center solution. It is a Connection Platform engineered to unify fragmented experiences, activate intelligence, nurture relationships, and orchestrate journeys that adapt in real time.

Connecting Channels

Avaya Infinity brings true omnichannel orchestration to enterprise customer engagement. Phone, chat, text, video, email, social, and more are managed through a single orchestration platform with centralized customer context. Unlike legacy systems that route interactions based on static rules, Infinity's orchestration is dynamic and event-driven, triggering workflows based on sentiment, keywords, actions, or customer journey events. Whether a conversation begins in chat, transitions to voice, and continues via SMS, Infinity ensures it remains a single, unified interaction thread. Customers do not start over; they pick up right where they left off.

Connecting Insights

Research suggests that as much as 95% of contact center data remains unanalyzed, taking organizations weeks to months for signals to emerge. Avaya Infinity transforms this reality by combining fragmented data and illuminating customer and employee behaviors to accelerate smarter decisions. Real-time chat and voice signals are analyzed to identify churn risk. Immediate customer feedback influences product development. Testimonial signals expressing delight can trigger advocacy campaigns. The platform pulls customer data from CRMs, ticketing systems, interaction history, and behavioral cues into one actionable view, updated in real time.

Connecting Technologies

Avaya Infinity follows an AI-agnostic approach, allowing enterprises to orchestrate multiple AI models, including large language models, vertical AI, and task-specific models. Organizations can incorporate different LLMs into interaction flows based on context, customer segment, or business logic. They can test multiple AI models through built-in A/B testing. They can integrate agentic AI and live agents to meet customer needs with both speed and empathy. Full support for Model Context Protocol (MCP) across the platform marks a major leap forward in intelligent orchestration, open integration, and AI-powered customer connections.

Connecting Workflows

The platform integrates and seamlessly orchestrates every workflow to deliver instant, hyper-personalized experiences that reflect the infinite variety of customer journeys. Avaya Infinity automates post-call activities like summarization, notifications, and CRM updates. It captures real-time data and embeds it into each unique customer journey, enabling workflows to deliver smarter, more responsive engagements precisely when and where they matter most.

Enterprise-Grade Architecture

At the core of Avaya Infinity is a unified, modern architecture built on Kubernetes. Every instance is single-tenant by default, offering enterprises uncompromising data sovereignty and security while delivering the agility and scalability of cloud. The platform can be deployed on Azure, AWS, GCP, or in customer data centers, leveraging edge technologies to meet enterprises where they are with global redundancy and resilience. Enterprises no longer need to choose between the flexibility of cloud and the security of on-premises solutions. They can innovate across private, on-premises, and hybrid environments without compromising foundational reliability.

“Strong bonds are earned over time, interaction by interaction. Avaya Infinity reverses the tide of fragmentation, collapsing silos and creating connections that transform the contact center from a vehicle for surface-level contact to the place where enterprise relationships deepen and expand.”

—Patrick Dennis, CEO, Avaya

Delivering on Every Consumer Expectation

Consumer Expectation	Research Finding	How Avaya Infinity Delivers
Speed and Responsiveness	60% expect contact in 6 minutes or less	Intelligent routing, AI-powered instant triage, real-time context transfer
Contextual Memory	83% expect agents to know their history	Persistent context layer, CRM integrations, unified customer journey memory
Seamless Handoffs	94% want context preserved in transitions	AI-to-human context transfer with interaction summarization and sentiment data
Personalization	92% want real-time personalization	Real-time personalization engine, behavioral cues, preference-driven routing
Channel Fluidity	96% want seamless channel switching	Omnichannel synchronization, persistent context engine, shared agent/bot workspaces
Human-AI Collaboration	69% say collaboration is very important	AI-powered agent assist, human-in-the-loop by design, shared intelligence layer
Trust and Transparency	87% say data trust is essential	Enterprise-grade security, governed AI, single-tenant architecture, data sovereignty

Conclusion: From Contact Center to Connection Center

The mass adoption of consumer AI has permanently altered the landscape of customer expectations. Hundreds of millions of people now carry in their pockets a conversational AI assistant that responds instantly, remembers their history, personalizes every interaction, and never asks them to repeat themselves. These experiences have become the unconscious benchmark against which every enterprise customer service interaction is measured.

The organizations that thrive in this new reality will be those that recognize the opportunity hidden within the challenge. Consumers are not rejecting human connection. They are demanding that technology improve human connection, making it better, faster, and more meaningful. Eighty-three percent still want to speak with a human when it matters most. But they want that human to be prepared, informed, and empowered with the same contextual intelligence that their personal AI tools provide effortlessly.

This is the promise of the connection center: a place where AI handles scale, memory, and speed, while humans safeguard empathy, judgment, and trust; where every channel is connected; where every insight is actionable; where every workflow is orchestrated; where every interaction builds on the last.

Avaya Infinity is the platform built to deliver on this promise. By connecting channels, insights, technologies, and workflows into a unified, intelligent ecosystem, Infinity enables enterprises to meet the expectations consumer AI has set and exceed them with something AI alone can never provide: a genuine human connection at enterprise scale.

About the Research

This white paper draws on two primary sources of data and analysis:

Avaya Signals of Connection Research (January 2026): A nationally representative survey of 510 U.S. consumers aged 18 to 60, balanced against U.S. Census Bureau data for gender, region, and age. The study was fielded using an online non-probability quota sampling framework with a modeled confidence level of 95% (±4.3% to ±4.5%). The survey platform is ISO 27001-certified and fully GDPR- and CCPA-compliant.

Independent behavioral and operational research: Including peer-reviewed studies from MIT Sloan, Stanford HAI, McKinsey, the Brookings Institution, and enterprise deployment data from organizations including AkzoNobel and Dow Chemical, as well as technical evaluations of AI production systems published in 2025 and 2026.

Supported by original consumer research from the Avaya Connected Consumer Research Series "Signals of Connection" (N=510 U.S. Consumers, January 2026)

About Avaya

Avaya is a global enterprise software leader that helps the world's largest organizations and government agencies forge unbreakable customer connections. The Avaya Infinity™ platform is built to unify fragmented experiences, equipping enterprises to evolve their contact centers into connection centers and strengthen relationships that create business value. Learn more at **www.avaya.com**.