

What's possible with AI in customer support and success

Evidence current to mid-2026.

A clear breakdown of where AI does and does not fit across the core tasks of a customer support and success team. A practical starting point, not the last word.

Where AI is mature: strong fit today

Proven and available today. AI does the bulk of the work and the support agent reviews it.

Function	The job today	With AI
Drafting replies and macros	Write and update response templates and individual replies to common queries	AI drafts from the ticket and your knowledge base; the support agent edits, personalises and sends
Ticket and conversation summarisation	Summarise long threads for handover, escalation or case notes	AI produces the summary and bullet actions; the support agent checks it before passing on
Knowledge base drafting and maintenance	Turn resolved tickets and product updates into articles; audit for gaps and stale content	AI drafts articles from resolved ticket patterns and flags outdated content; the support manager checks accuracy and publishes
Call and chat transcription and case notes	Transcribe calls and chats and write them up as case notes with agreed actions	AI transcribes and drafts with consent; the support agent checks attribution and owns what goes in the system
Customer satisfaction (CSAT), net promoter score (NPS) and review analysis	Read every comment, group the themes, report patterns to the business	AI clusters themes and drafts the summary; the support manager checks it and guards customer anonymity

Where AI is emerging: consider piloting with a human gate

Promising but not yet proven at this scale. AI assists and the support agent stays in the loop, so trial it on a contained scope first.

Function	The job today	With AI
Ticket triage and routing	Classify every ticket by type and urgency, assign to the right team or agent	AI classifies and routes on settled patterns; the support manager checks edge cases and keeps escalation routing
FAQ deflection and self-service chatbot	Answer routine questions before a ticket is raised	AI handles the common query types from your knowledge base; the support agent handles anything involving rights, refunds or disputes
Ticket tagging and categorisation	Tag tickets for reporting, quality review and analysis	AI auto-tags on trained patterns; the support manager spot-checks and maintains the taxonomy
Success outreach and check-in drafting	Draft onboarding emails, milestone check-ins and renewal touchpoints	AI drafts from account context; the customer success manager (CSM) reviews, personalises and owns the send
Account and case research	Pull account history, ticket patterns and usage data before a success call	AI assembles the brief; the CSM reads it and verifies before the conversation
Reporting and metrics	Compile ticket volumes, resolution times, CSAT and handle time into regular reports	AI assembles the data and drafts commentary; the support manager checks the definitions and owns the narrative

Function	The job today	With AI
Voice-of-customer synthesis	Aggregate themes from tickets, chats, surveys and reviews for product and leadership	AI surfaces the themes; the support manager judges signal versus noise and owns the recommendation

Where AI is not ready or suitable today: keep with people

These stay with people, either because the tooling is not reliable enough or because controls and compliance rule it out.

- **Refund, credit and goodwill decisions.** The authority to grant a refund, credit or goodwill gesture stays with the support agent or team lead. AI can identify signals that a customer may be entitled; it does not decide or commit.
- **Consumer guarantee and ACL rights conversations.** Telling a customer what their legal rights are under the Australian Consumer Law is your business's legal liability. A misleading statement by an AI chatbot is a misleading statement by the business, so the support agent owns every consumer rights conversation.
- **Complaint and escalation resolution.** Deciding how to resolve a formal complaint, what remedy is appropriate and whether to accept or reject the complaint, stays with the support manager. Judgement and empathy cannot be delegated.
- **Vulnerable-customer handling.** Customers in financial hardship, distress, grief or crisis need a human conversation. AI can flag signals; it must not handle the conversation.
- **Autonomous outreach at scale.** Letting AI generate and send success or renewal outreach without review creates Spam Act exposure, incorrect entitlement claims and brand risk. The support manager owns who is contacted and what is sent.
- **Churn commitment and save decisions.** The retention rate you commit to leadership and the decision about which at-risk accounts to prioritise for a save stay with the support manager. AI surfaces risk signals; the support manager makes the call.

Worth weighing: for any of these, the upfront setup (loading your knowledge base, agreeing the tagging taxonomy, defining the scope for the chatbot) is a one-off, separate from the ongoing effort, which on the strong-fit items is mostly review. The time that comes back goes to the cases that need real attention: the escalations that need empathy, the consumer rights conversations that need human judgement, and the customers worth keeping. AI takes the drafting and the tagging; the support team stays where it matters. One practical compliance note: from 10 December 2026, automated systems that make decisions about refund eligibility, escalation priority or account status are likely to need disclosing in your privacy policy under the Privacy Act amendments; audit those decision points now rather than in December.