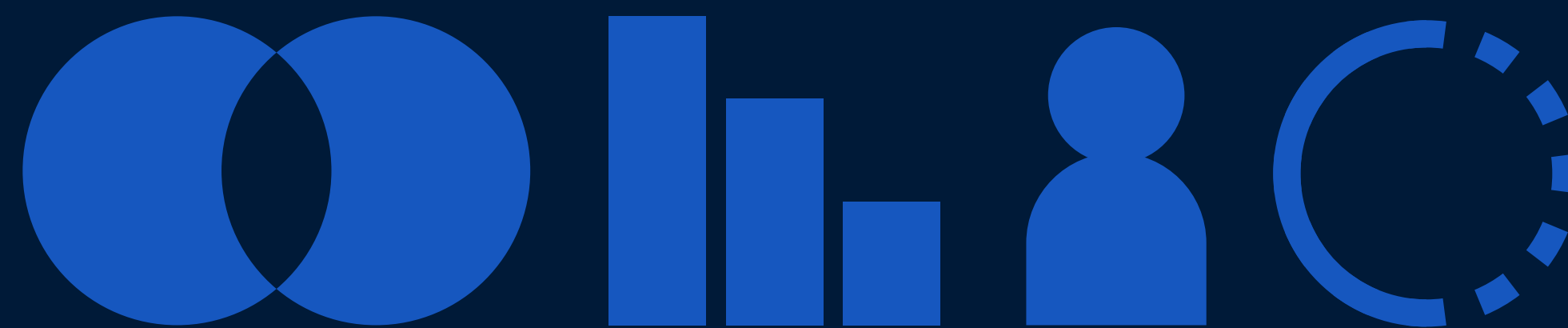
 Logistics

The state of service expectations



WHAT TODAY'S LOGISTICS
CUSTOMERS ARE LOOKING
FOR IN SERVICE QUALITY

★ Introduction

01 Service quality that spurs revenue growth

02 Closing the trust gap in AI-powered customer service

03 Customer loyalty: Why they stay, why they leave

■ Methodology

78%

say they are more loyal to brands when they trust the customer service



Introduction

80%

say customer service shapes
how they perceive a business.

→ Find out why in chapter 3

In today's logistics industry, customer expectations are accelerating just as fast as shipments need to. Whether you're an asset-based 3PL, a freight brokerage, or a carrier, your customers expect support to be as seamless and responsive as your operations.

But earning their business is only step one — retaining it takes service excellence. **80% of logistics customers say that the quality of customer service shapes their perception of a business**, and **78% are more loyal to providers they trust to deliver great support**. For an industry where operations can span continents and timelines are tight, even minor breakdowns in service can have outsized consequences.

At a time when fraud, inefficiencies, and poor communication threaten to derail customer trust, forward-thinking logistics organizations are reimagining customer service — investing in automation, proactive service strategies, and AI-powered tools while staying rooted in human connection.

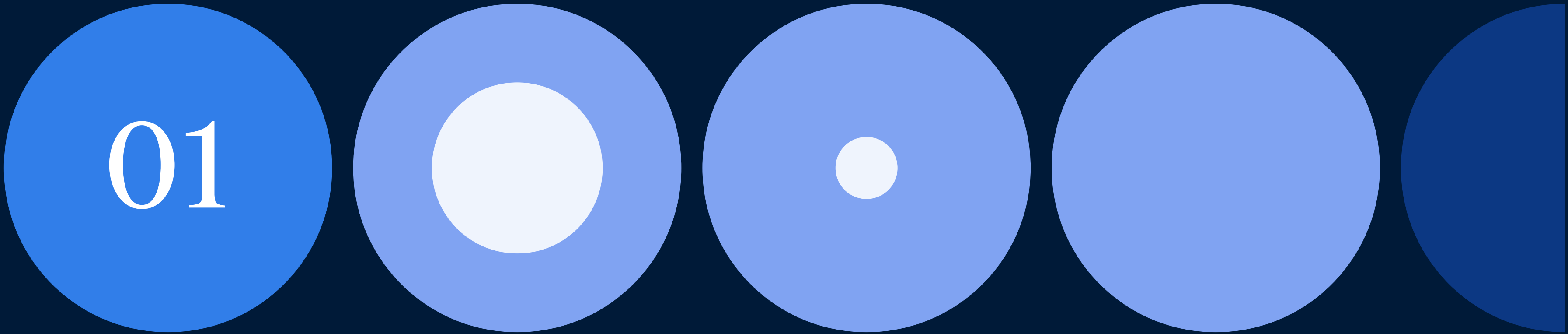
At Front, we set out to uncover what these customers actually value. We surveyed **over 900 professionals whose work depends on logistics tools and services** to learn:

- What they define as high-quality, trustworthy service
- How to balance AI-powered service with human-led assistance
- What causes customers to leave — and how to stop them before they do

You'll also find actionable strategies to help your team:

- Maintain service quality that keeps pace with modern logistics expectations
- Improve the customer experience by addressing the most common service pain points
- Win long-term customer loyalty with smarter, faster, and more proactive service

Whether scaling your global operations or refreshing your service model to stay ahead, this report delivers insights to help you create repeat customers and grow your business.



01

KEY TAKEAWAY

Customers covet fast responses, efficient resolutions, accurate answers, and personalization.

Service quality
that spurs
revenue growth

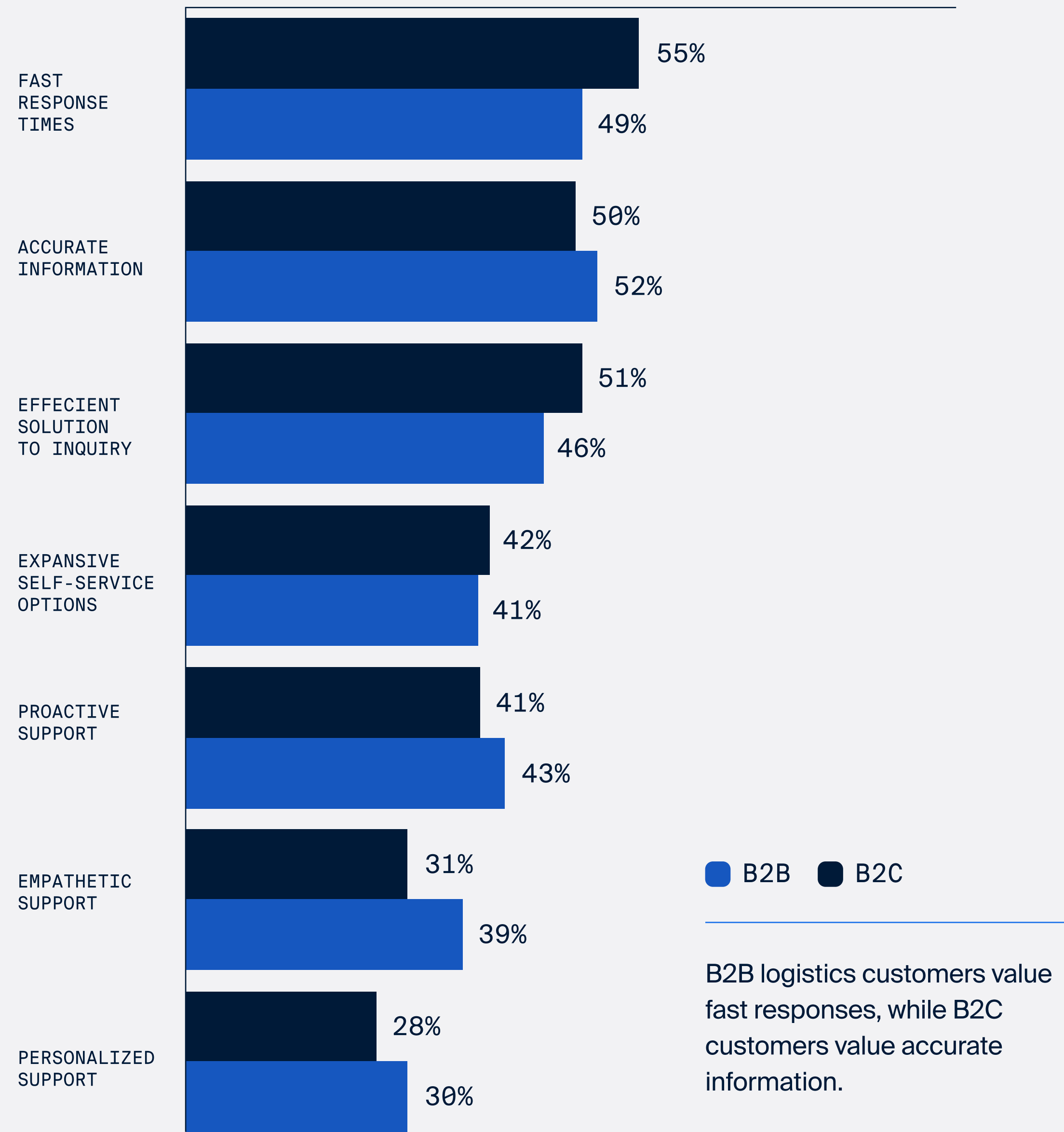
The split between B2B and B2C customer demands

B2C experiences are influencing B2B expectations around usability and responsiveness. As a result, companies that lead in customer experience can grow their revenue by 5 to 10%.¹

For customer service to be seen as high-quality, it must not only be accessible but also provide fast, accurate, and efficient solutions. B2B customers, for example, may need a fast reply to reroute a shipment quickly to meet strict service level agreements (SLAs), while B2C customers want real-time, accurate delivery windows.

1. How customer experience revolutionizes transport and logistics companies. strategy&, 2023.

Top “most valued” service qualities



The power of proactive service

Keeping customers informed about their shipments is key to building trust. Thanks to AI and automation, proactive notifications about order status are becoming easier to implement and scale.

ArcBest, an American logistics company, saw their phone and email customer service requests drop by 20% with their proactive service.¹

Logistics companies are exploring various channels like customer portals and apps to communicate proactively, but text messaging and email remain top picks by customers.

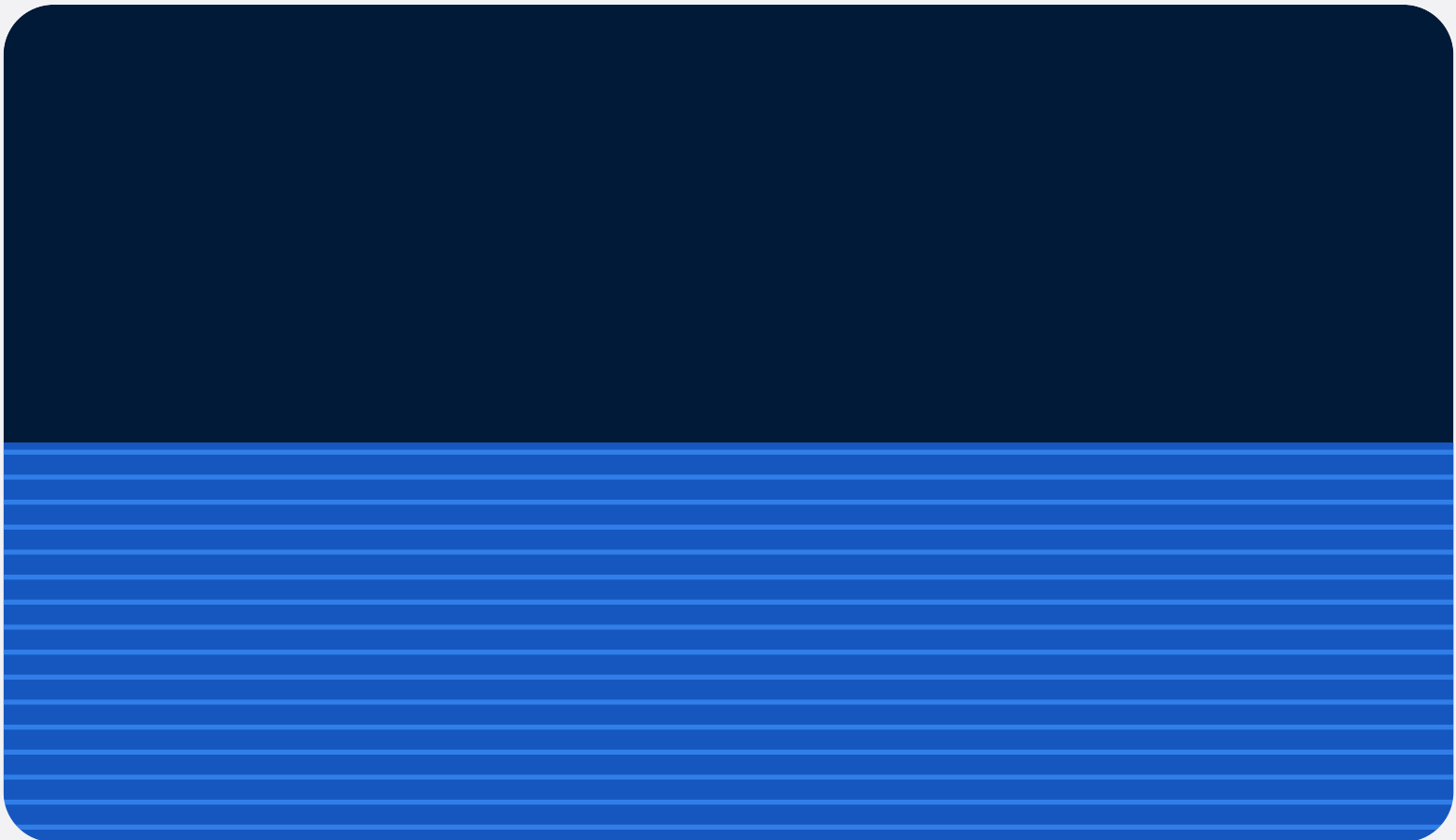
Did you know...

44%

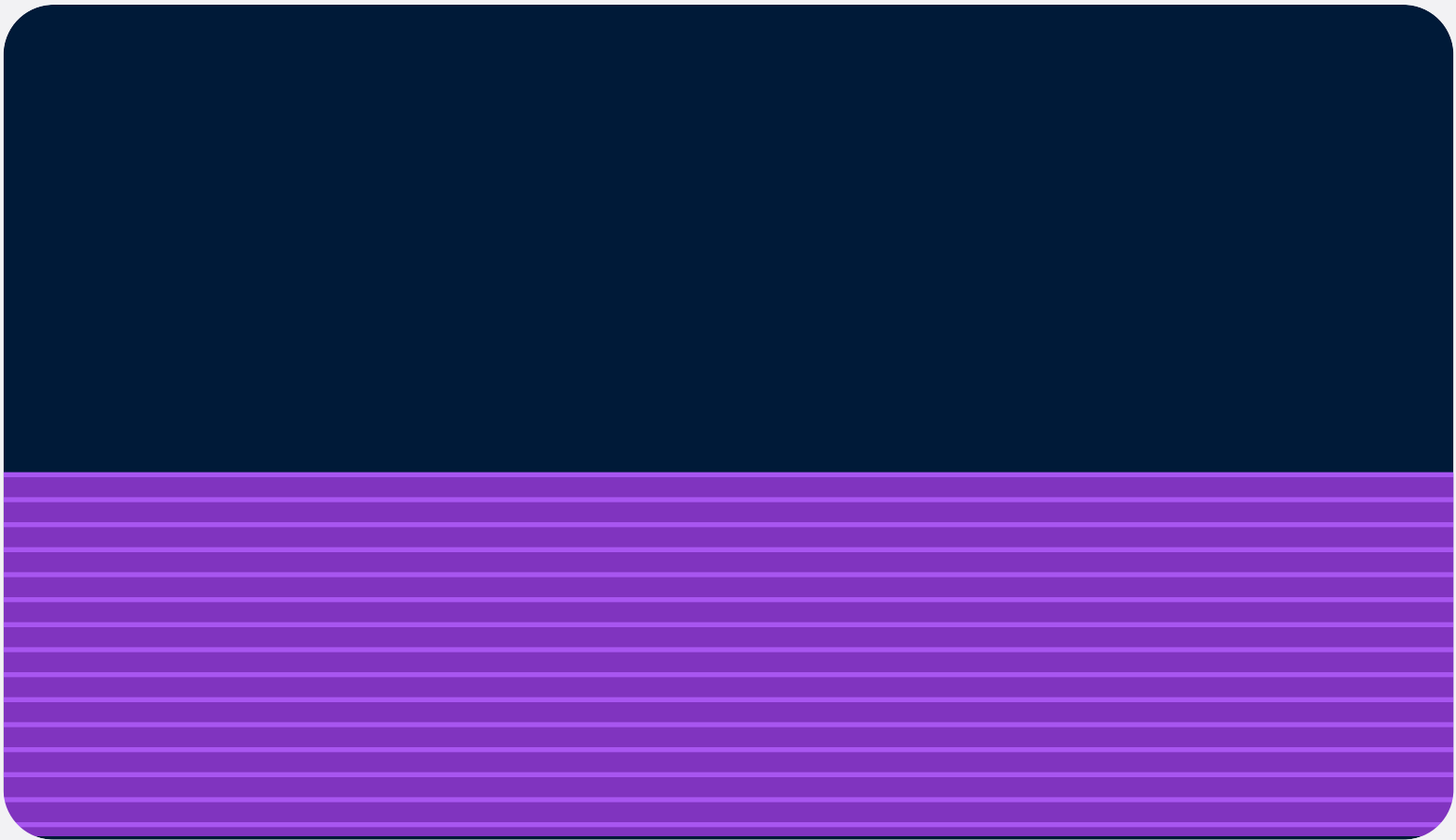
44% of logistics customers believe AI can benefit proactive customer service.

Which proactive service methods do logistics customers value most?

49%
mentioned text
message updates



47%
cited email reminders



1. [AI Optimization and Trucking](#). Transport Topics, 2025.

Personalization goes the extra mile

While personalization is more about convenience, speed, empathy, and a seamless experience for B2C customers, B2B customers crave personalization that aligns more with deep operational alignment, industry understanding, and custom-fit solutions.

Logistics service providers act as strategic partners, making their customers feel confident that their unique operations will continue to run efficiently and smoothly. For example, the rise in personalized subscriptions, like vitamin startup Ritual, requires logistics organizations to maintain larger volumes of the right stock at a single fulfillment center.¹

B2B logistics is wowed by personalization

19%

B2B logistics is 19% more likely than other industries to consider personalized support a top customer service quality.

How customers feel about personalized B2C interactions



71% are more likely to continue working with businesses that send relevant offers reflecting their wants and needs



70% prefer when businesses know their communication preferences and use that to reach them more effectively

1. Mass Personalization. DHL, 2024.



What does this mean for my service strategy?

01

Prioritize fast and accurate responses by using smart routing, setting strict internal SLAs, and connecting tools and systems to communicate up-to-date statuses.

02

Leverage AI to detect issues in the supply chain and trigger proactive customer notifications or corrective actions.

03

Understand customer needs — either through customer-facing teams or technology that can track customer signals and trends — to offer the right level of personalization.

02

KEY TAKEAWAY

Trust in AI grows with use, but logistics customers demand accuracy, transparency, and easy human access for complex issues.

Closing the trust gap in AI-powered customer service

Closing the gap

Know AI, trust AI: Why daily users see customer service differently

63% of logistics customers use AI for work at least monthly, but only about 16% use AI daily. While AI is most commonly used for writing or research, these daily-use “Adopters” are using AI for more advanced tasks like writing employee evaluations and getting a second opinion on business strategy.

What makes AI trustworthy?

35%

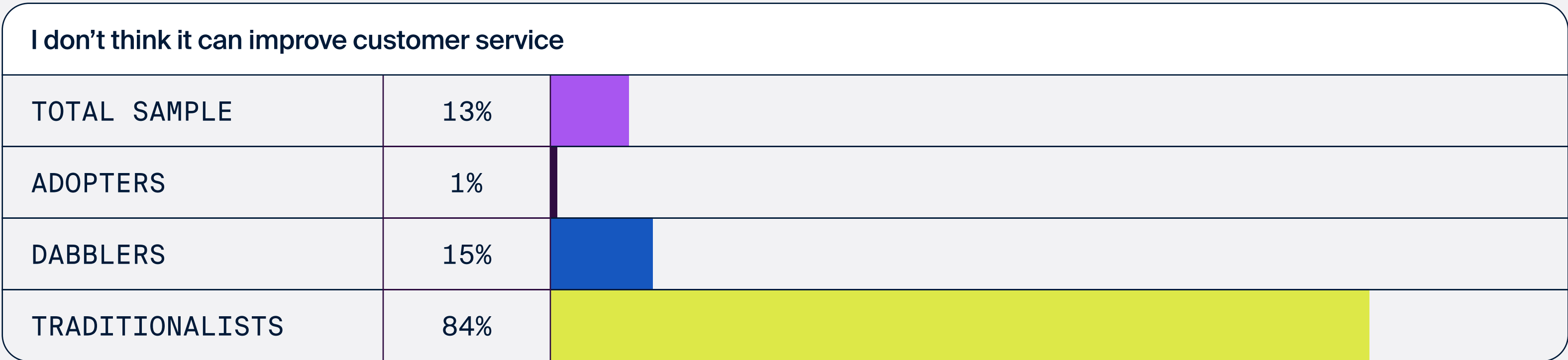
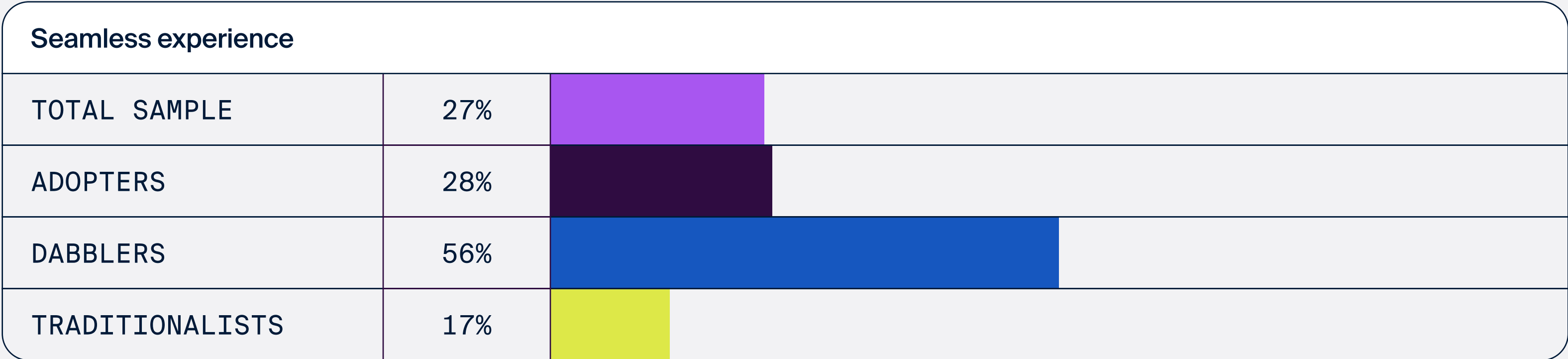
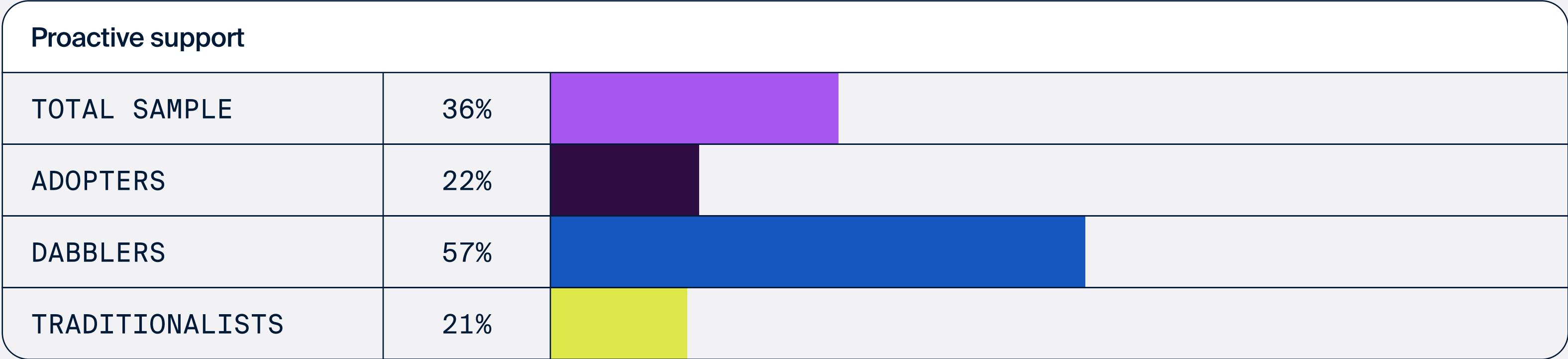
What do customers need from AI-driven customer service to trust it? They value accuracy 35% more than speed.

AI usage frequency at work

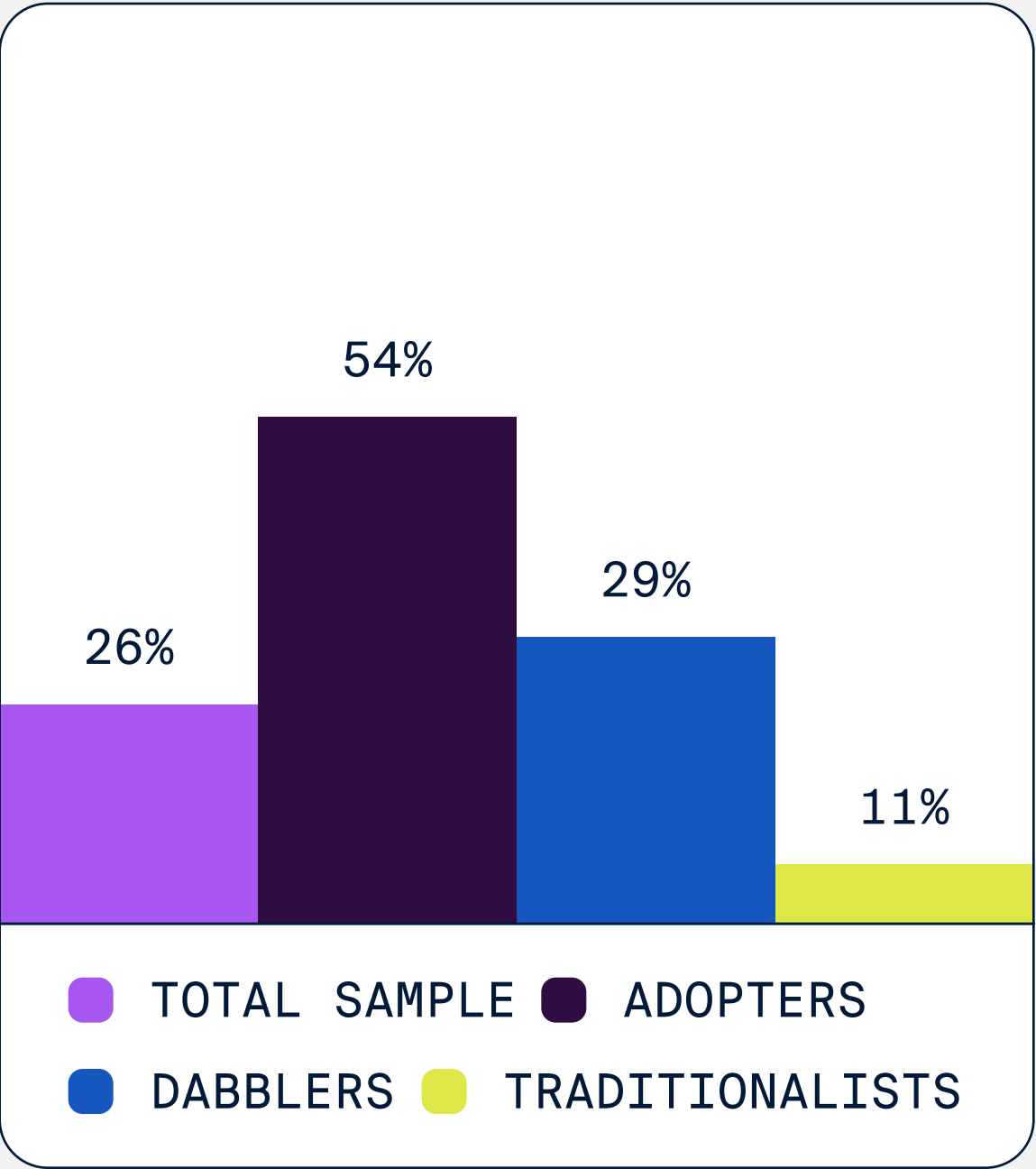


Because Adopters are more familiar with AI, they are significantly more likely to be aware of how AI can improve customer service, whether it's more efficient resolution, better proactive support, or more seamless experiences.

Top areas customers think AI can improve customer service



Since Adopters use AI more frequently at work, their perception of businesses using AI in their customer experience is much more positive than Traditionalists, who seldom use AI.



A business that uses AI cares more about their customers' experiences than those that don't (% that agree)

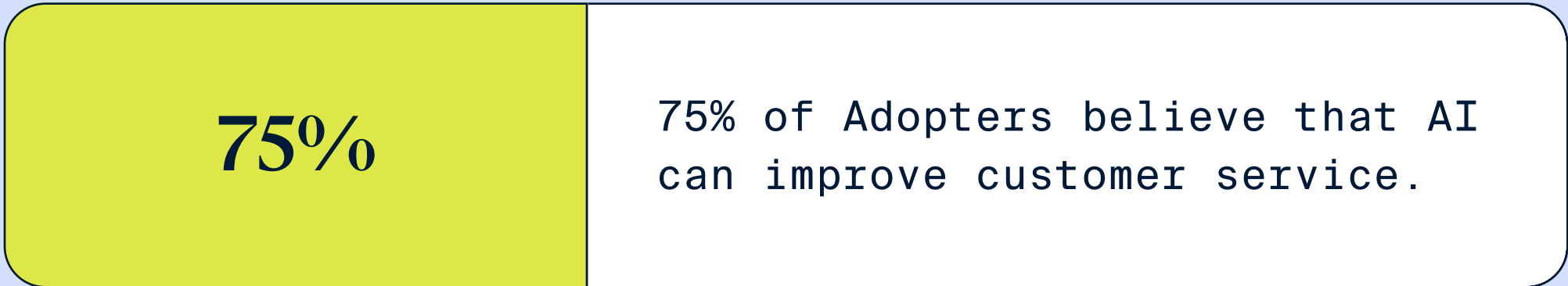
Closing the gap

The trust gap between AI believers and skeptics is wide

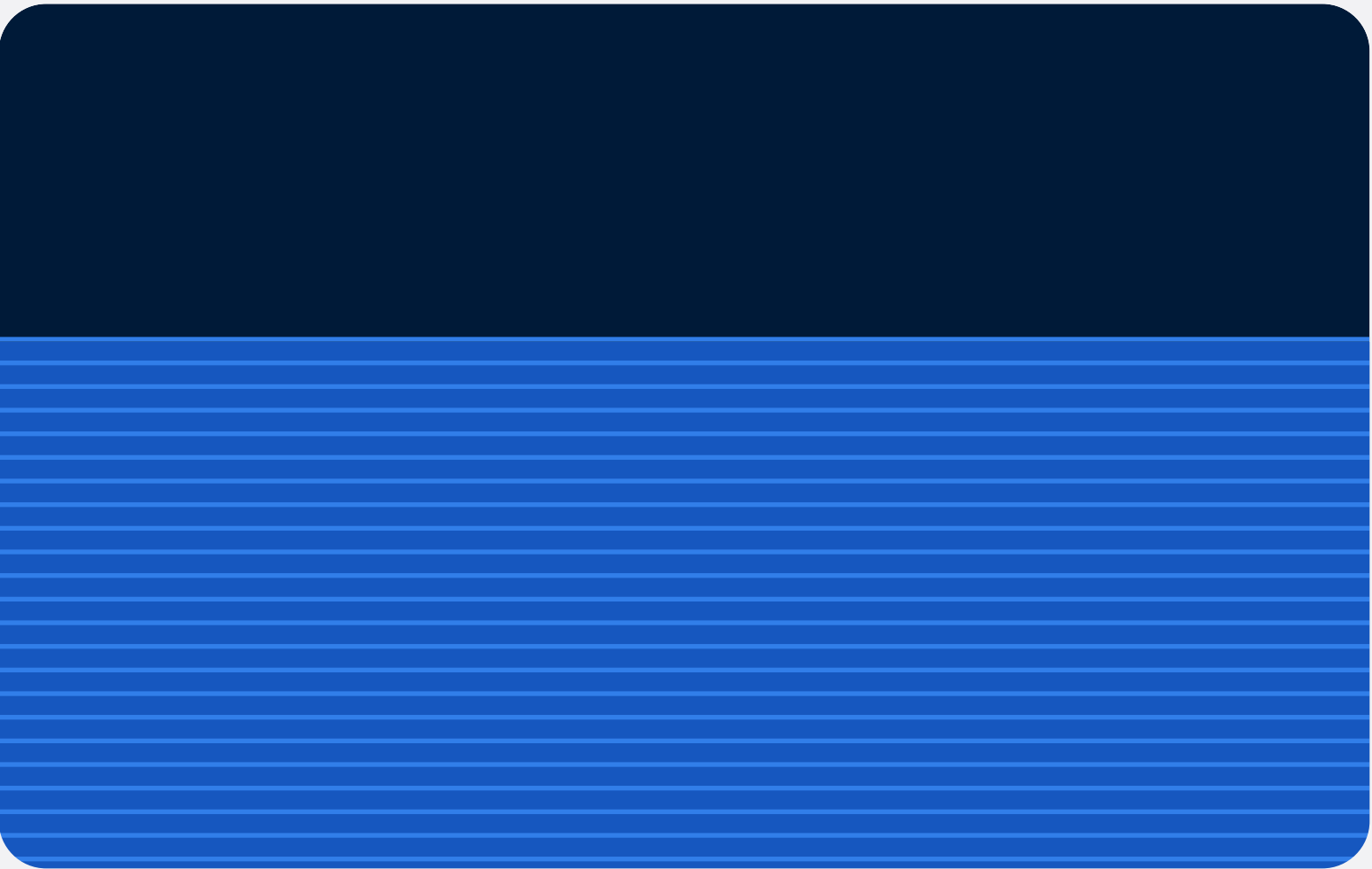
Only a third of logistics companies incorporate AI into their operations¹, and those who are experimenting with AI gain more confidence in its ability to positively influence the customer experience.

Building trust begins with transparency. 67% of customers think it's deceptive when a company doesn't communicate how it's using AI.

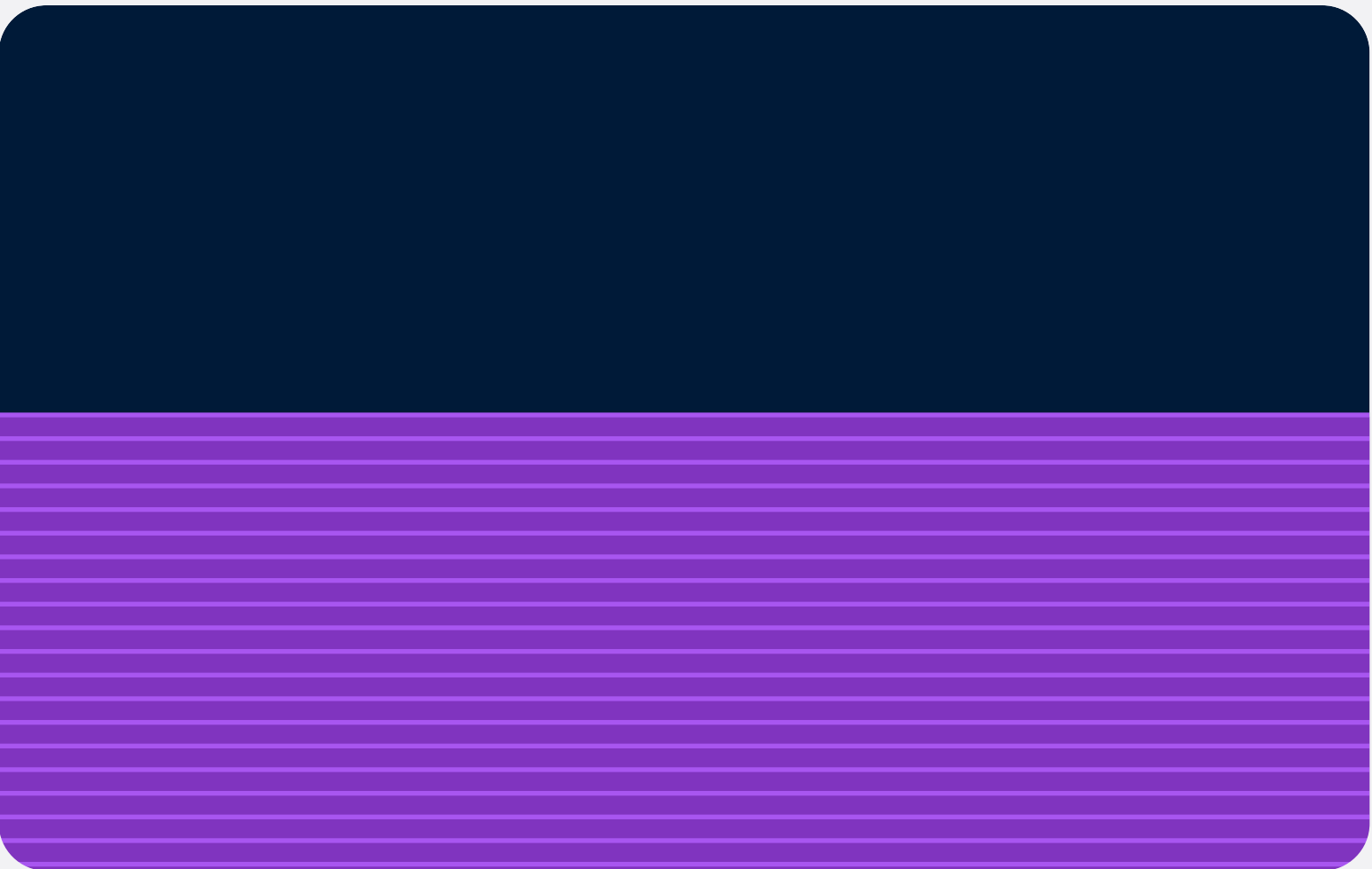
Did you know...



58%
believe AI can improve
customer service



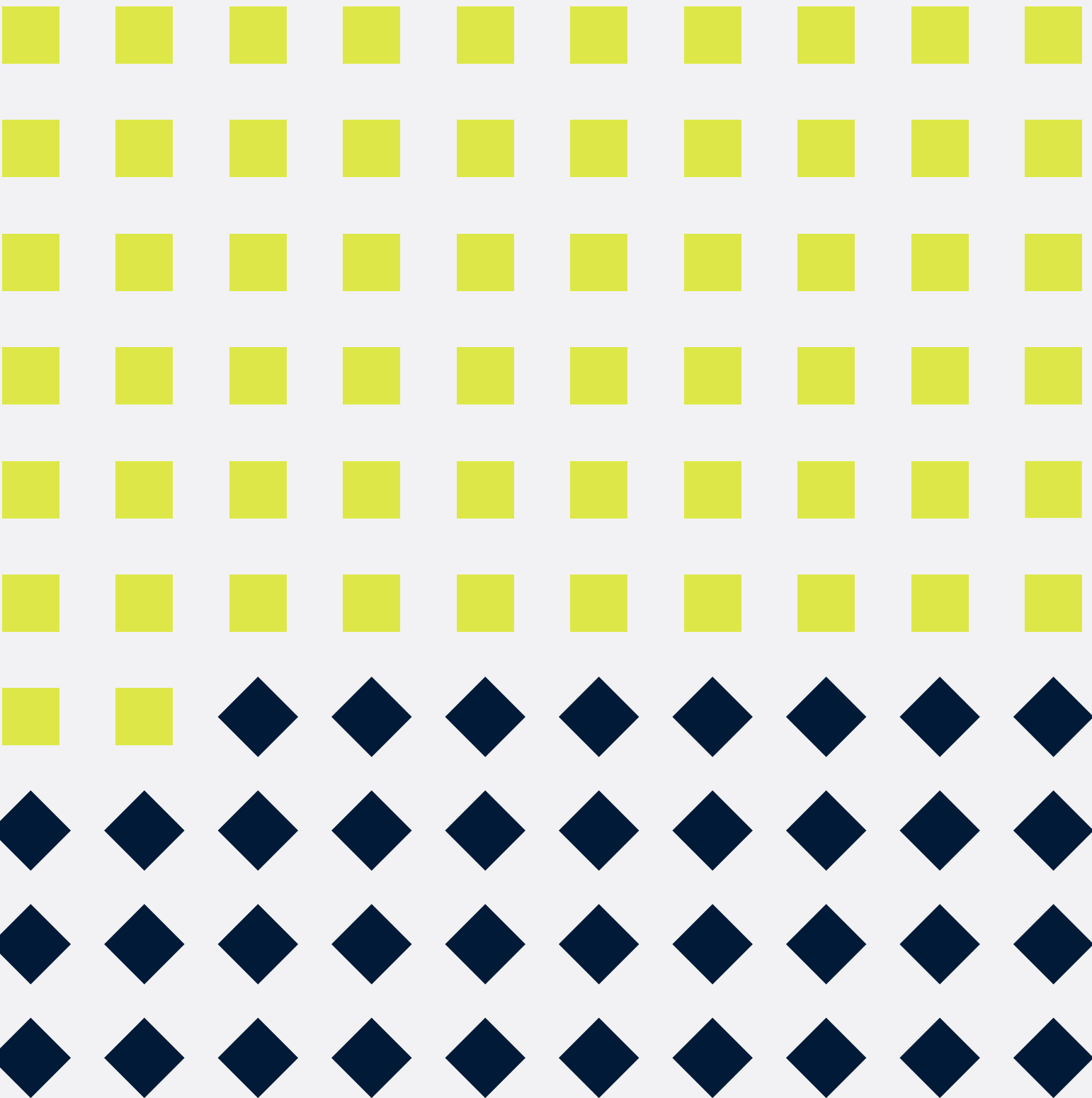
53%
wish they could solve
their problem without
needing a human



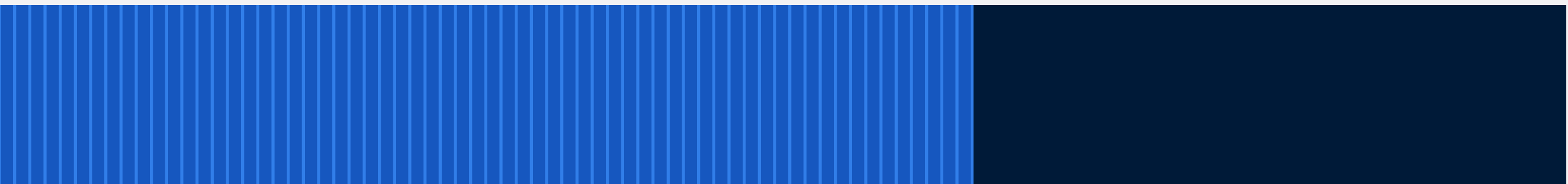
1. U.S. Transportation, Logistics Industry Slow to Adopt AI.
Food Logistics, 2024

But AI implementation has been harder than expected for businesses across all industries (logistics included), with only 26% of companies advancing beyond the proof-of-concept stage to generate value.¹ The AI-powered customer experience has much room for improvement, given that customers are still struggling to get their questions answered.

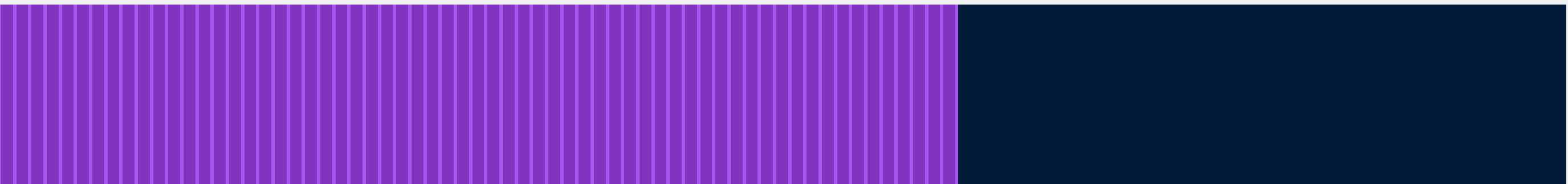
62%
still find something off about AI's output



60%
think AI struggles with solving problems the first time



59%
claim AI has trouble understanding issues quickly



1. Where's the Value in AI? BCG, 2024.



Customers are cautious and remain highly skeptical because they think they already have to jump through too many hoops to get help (see chapter 3).

72%

say businesses make it too difficult to reach a human in the AI-powered experience

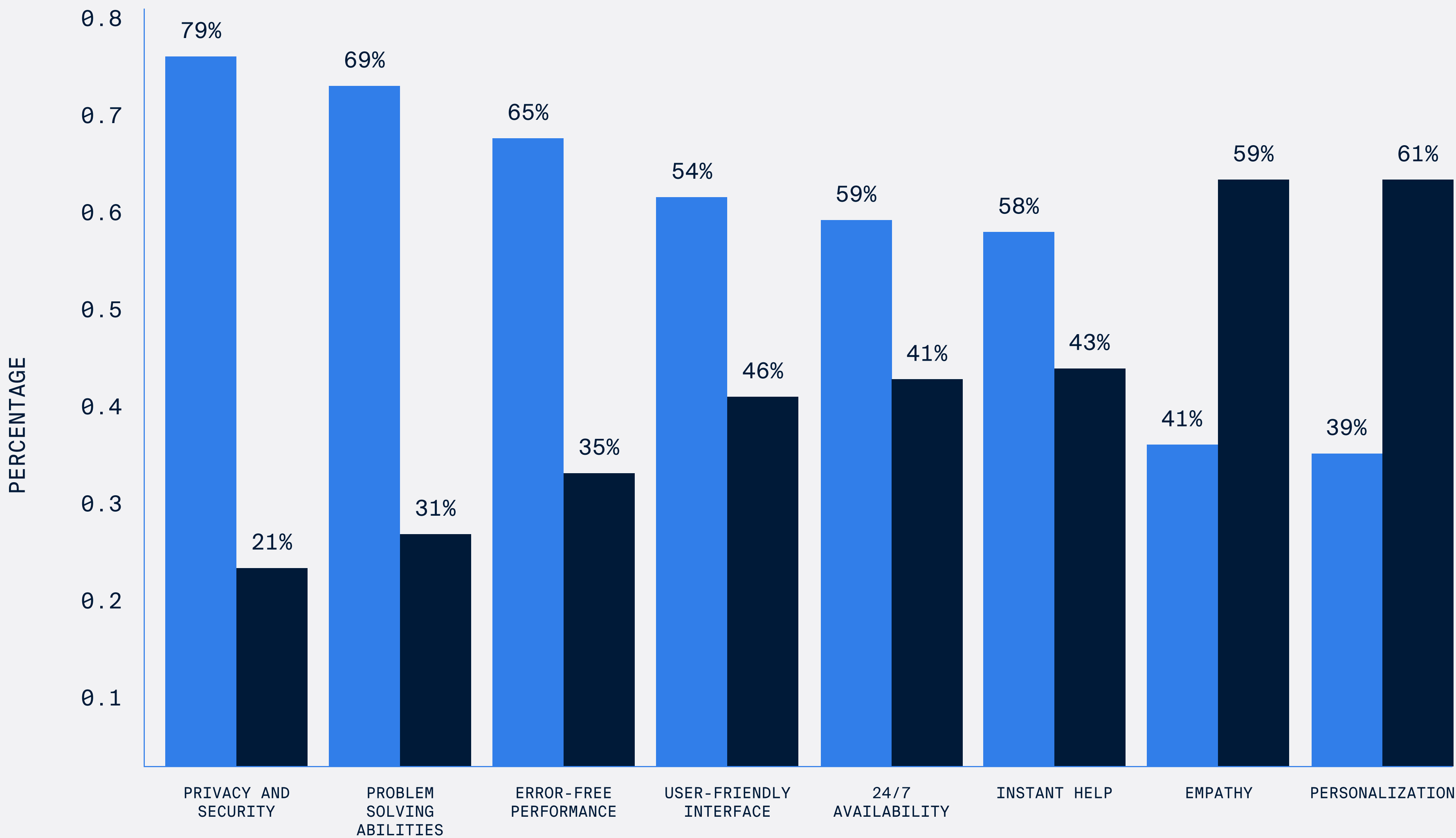


48%

would stop doing business with brands relying entirely on AI



Here's what's expected from AI-powered customer service:



■ MUST HAVE

■ NICE TO HAVE

Traditionalists value privacy and security above all other AI users.

Sentiment behind AI-led vs. human-led service

71%

Agree that humans are more trustworthy than AI to provide customer service

57%

Need to know who (or what) is helping them

54%

Are more demanding of human agents than AI agents

“ In logistics, precision and trust are non-negotiable. When AI is applied purely to boost efficiency, without structure or oversight, it often creates more risk than relief. True success comes from designing AI solutions that move fast and strengthen reliability – not one at the expense of the other.



Gero Keil
CEO @ Levity



How do you get AI-powered customer service right?
Here are the dos and don'ts that we follow here at Front.

✔ Do	⊘ Don't
• Make it easy to reach a human • Ensure accurate responses by curating a connected tech stack • Continuously improve your AI to respond more effectively • Be transparent about how you're using AI • Use AI for proactive support	• Make human handoffs a poor experience • Skimp on training your AI to do better and sound empathetic • Pretend that your AI is a human with customers • Overlook data privacy concerns • Give up on AI to enhance your self-service support



Measure AI-powered customer support with the AI Experience Impact Score (AXIS)

Over 55% of AI in logistics will use natural language processing (NLP) for helping customers and powering chatbots.¹ The new metric AI Experience Impact Score (AXIS) offers customer service leaders a practical way to measure and improve AI-led service quality.

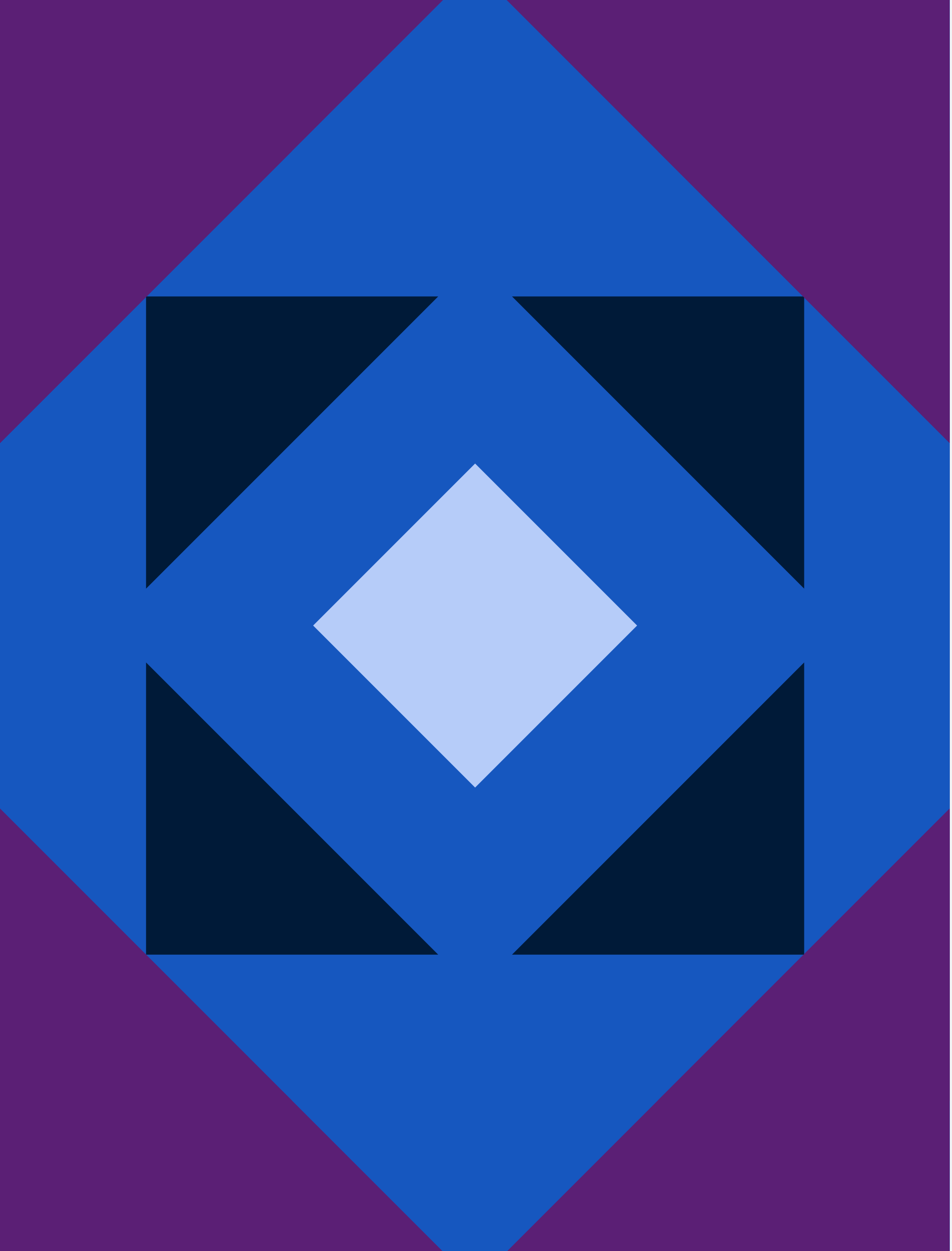
The AXIS framework measures three components:

- 1. **Resolution Accuracy (RA):** How well your AI-powered support understands and resolves customer issues.
- 2. **Interaction Effort (IE):** How easily customers interact with your AI-powered support, focusing on the clarity and simplicity of communication.
- 3. **Handoff Smoothness (HS):** How seamlessly the transition from AI to human agents happens, emphasizing continuity and amount of customer effort.

It's an easy-to-interpret metric on a scale of 1-5, allowing customer service leaders to track trends in their AI-led customer interactions and pinpoint where the experience can be improved.

To learn more about AXIS, [download the white paper](#).

1. [AI in Logistics Market](#). market.us, 2024.



What does this mean for my service strategy?

01

Be transparent about what part of your customer service is AI-led or human-led, like labeling your chatbots clearly.

03

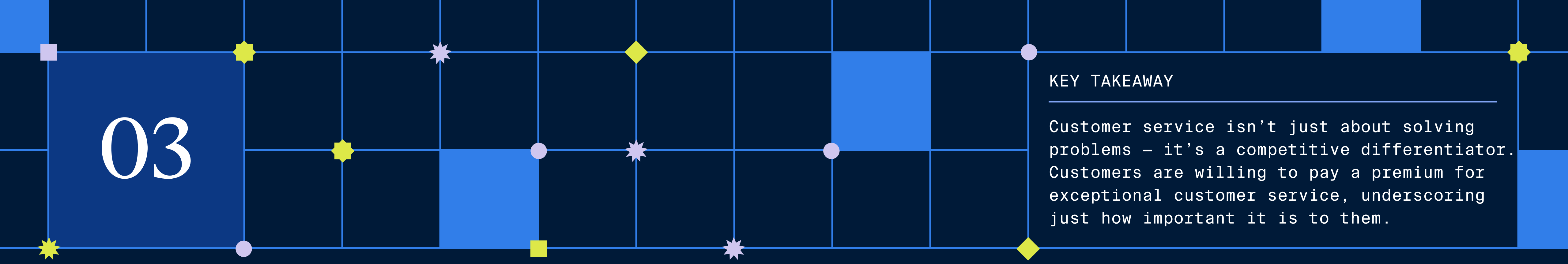
Don't bury the path to human help within your AI-powered customer service. Optimize escalation pathways to make handoffs as seamless as possible.

02

Identify problem areas in your AI-led customer interactions using the AI Experience Impact Score (AXIS) to improve the customer experience.

04

Test and iterate your AI-powered service often and frequently. If the stakes are too high, try testing internally first or with a smaller pilot customer group.



03

KEY TAKEAWAY

Customer service isn't just about solving problems – it's a competitive differentiator. Customers are willing to pay a premium for exceptional customer service, underscoring just how important it is to them.

Customer loyalty: Why they stay, why they leave

Customer loyalty

Stellar service fuels customer loyalty

When customers are pleased with service quality, they're more likely to return with their business – and two-thirds will even pay a premium if they know they'd get exceptional support every time.

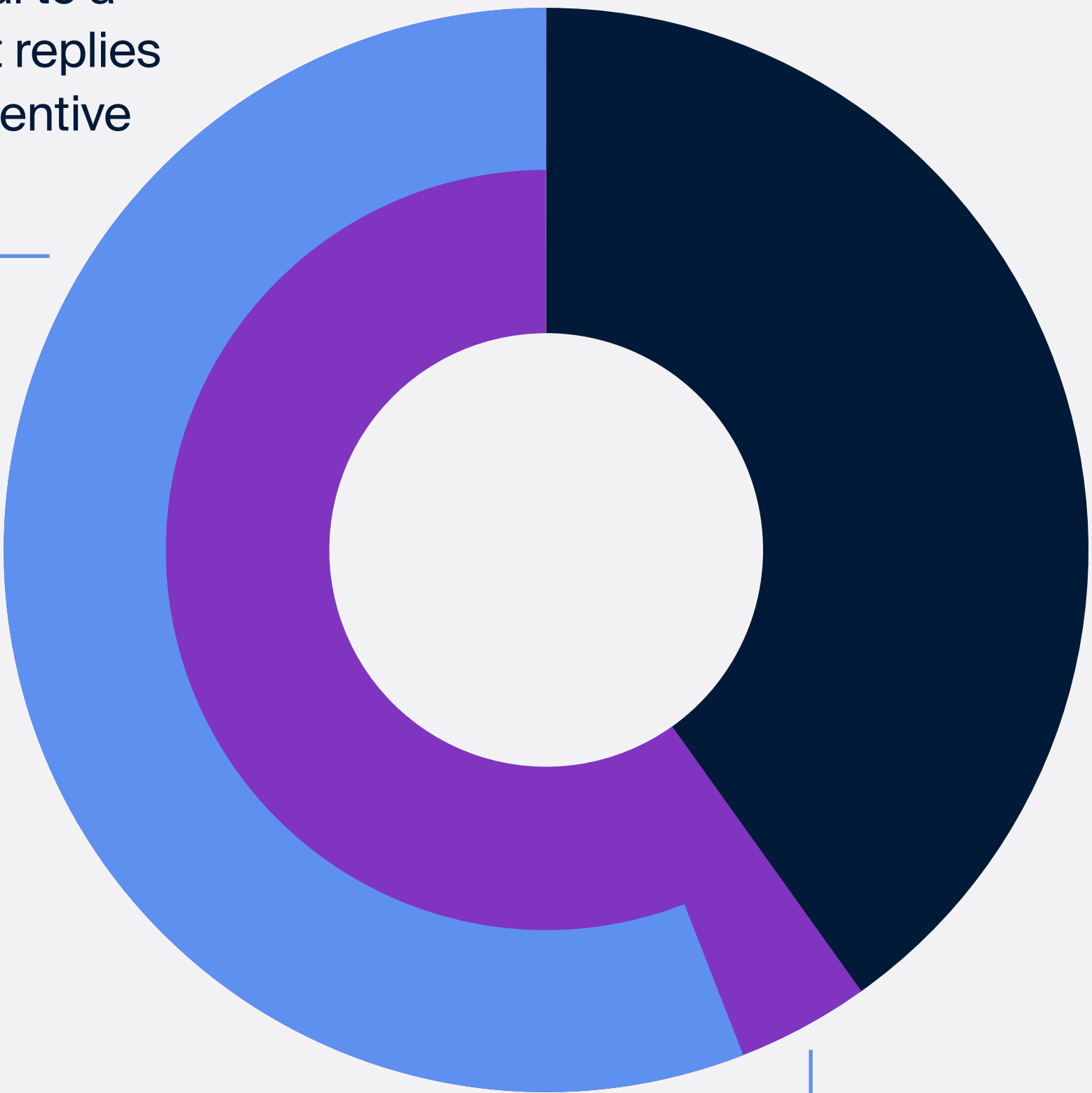
Customers value accurate solutions

53%

53% of customers say accurate and knowledgeable solutions aren't just helpful – they actually increase loyalty too.

58%

feel more loyal to a business that replies fast and is attentive



66%

would be willing to pay more for exceptional support

How fraud disrupts customer trust

The logistics industry faced increasing cargo theft over the years, with the trucking industry experiencing a 1,500% increase from 2022 to 2025 and the rail industry seeing a 40% increase year over year.¹

Customer service teams play a crucial role in addressing the fallout from fraud, including lost goods or delayed shipments. In a time when the company’s reputation is at stake, service teams carry the brunt of making things right through timely and transparent communications to repair and preserve customer relationships.

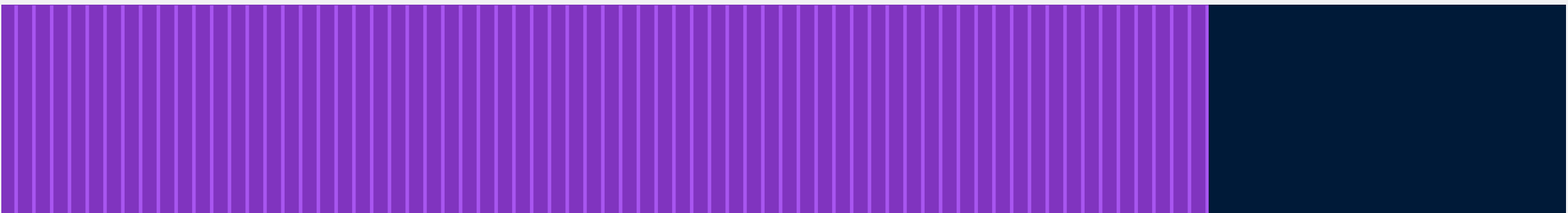
Did you know...

>\$400K

The average gross cost of fraud per company is \$402,344, with an approximate per-load cost of \$40,760.²

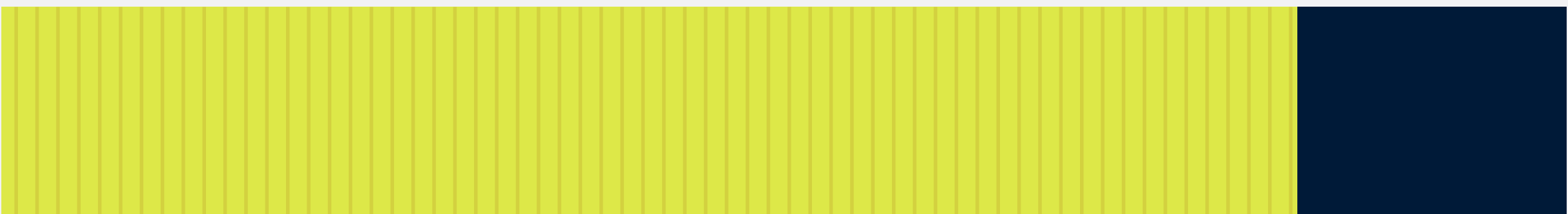
78%

are more loyal to companies when they trust the customer service



80%

say customer service shapes their overall perception of a business



1. Grand Theft Cargo: Examining the Costly Threat to Consumers and the U.S. Supply Chain. IACP, 2025.

2. State of Fraud in the Industry Report. TIA, 2024.

“ Trust is the foundation of every great customer experience – and the rise in fraud puts that foundation at risk. Protecting customers today requires more than moving freight; it demands proactive steps to safeguard every interaction. Companies that embed fraud prevention into their customer experience strategy sets a new standard for service.



Michael Caney
Chief Commercial Officer @ Highway



The breaking point for customers

Customers won't tolerate poor experiences. They're ready to walk after three strikes. Slow response times and unhelpful agents drive more customers to competitors – more than cost!

Other reasons why a logistics customer might walk:

- They're 18% more likely than customers in other industries to think the company is not responsive to feedback or evolving needs.
- They're also 17% more likely to say there's a lack of integrations with other tools.

High-quality experiences can turn things around: More than half of customers define exceptional service as receiving real-time answers and feeling seen and heard throughout the process.

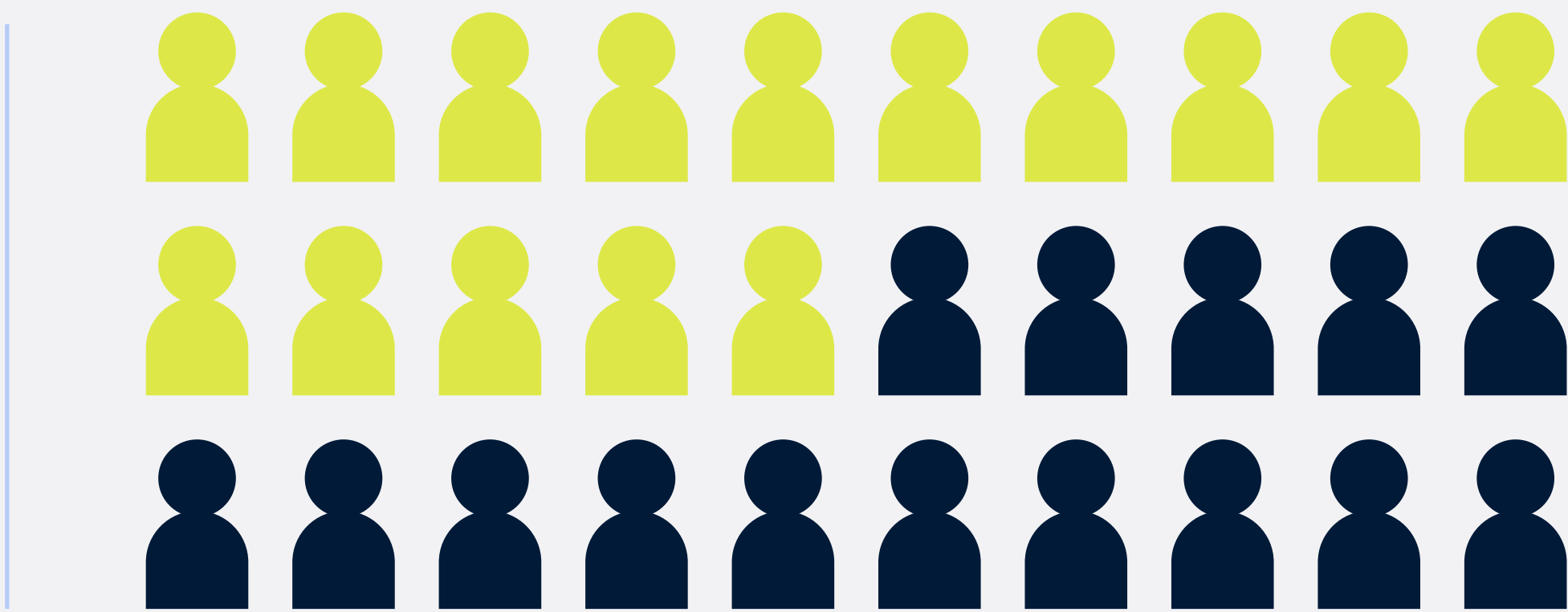
How long is a customer willing to wait?

<1 hour

62% of logistics customers expect a response to their inquiry in less than one hour.

50%

will push their team to switch to a competitor after three (or fewer) bad experiences



35%

say there are too many hoops to jump through to get answers



29%

say it's too hard to reach a human



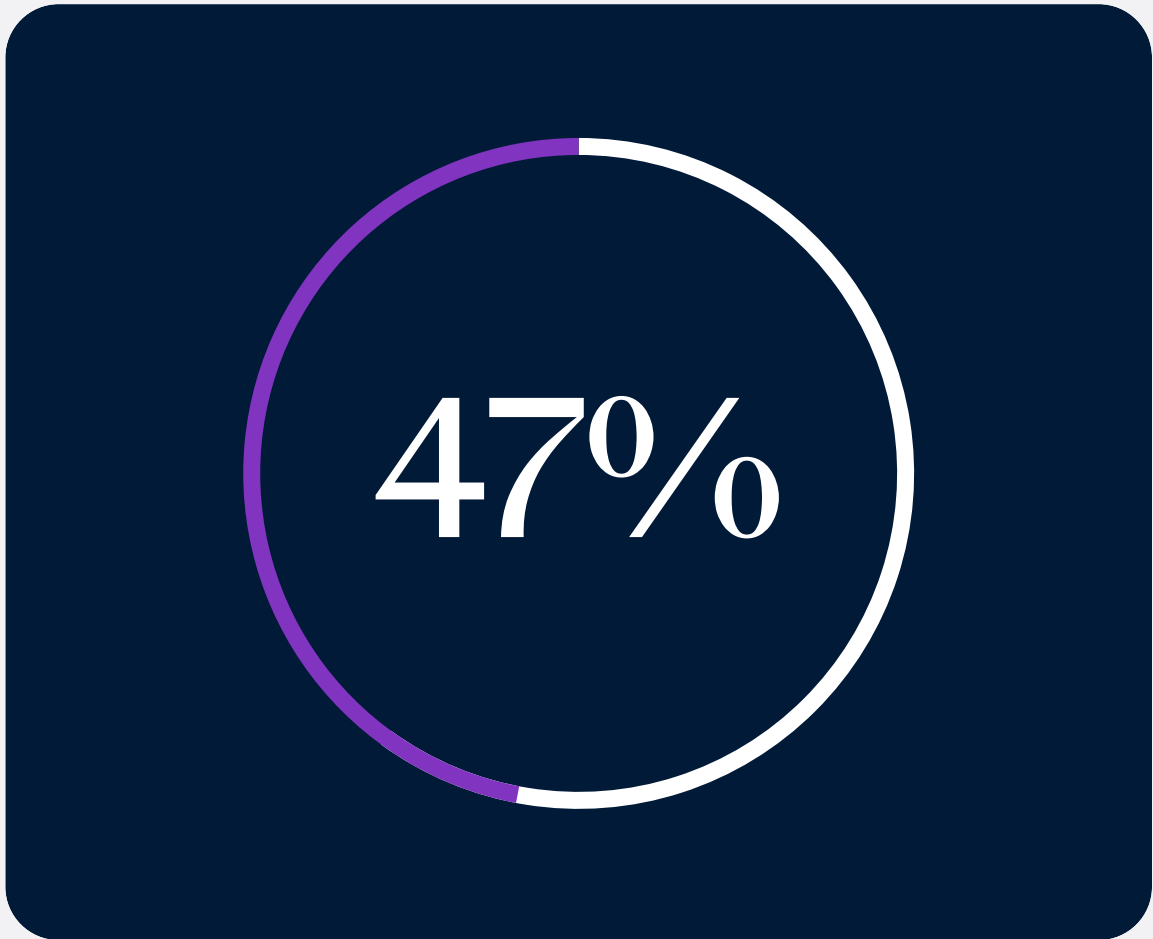
Customers come, and stay, for the service

Service-focused organizations inspire customer loyalty. Businesses demonstrate this commitment through qualities outlined in chapter 1, but equally crucial is how service teams engage with customers. These frontline employees gather vital feedback that drives meaningful improvements to the customer experience.

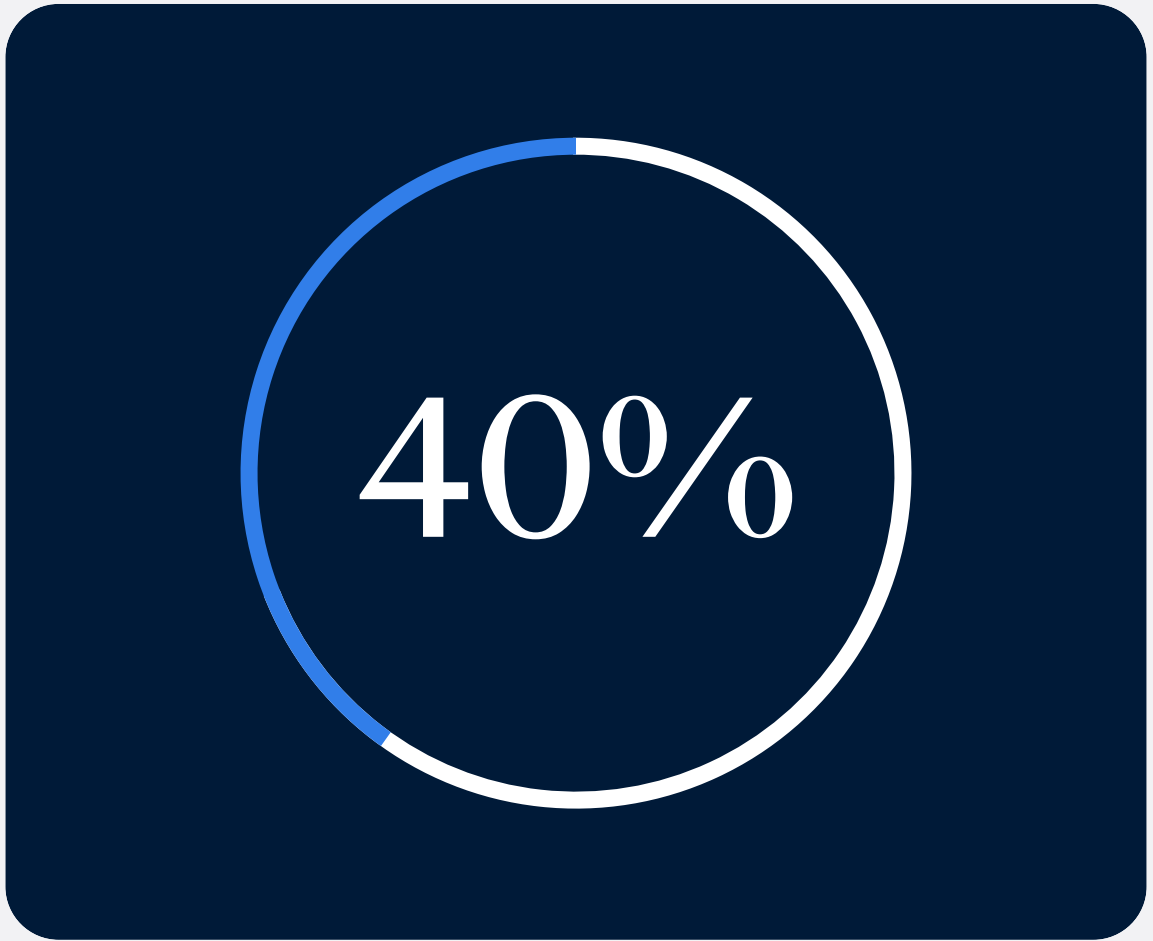
Need to build trust? Be easy to contact.

1 in 4

Nearly 1 in 4 logistics tools and services users rank ease of contact as the most important way to establish trust with a company – even more than speed.



47% are more loyal to businesses that listen to feedback to create better customer experiences



40% are loyal to businesses that prioritize customer service

What does this mean for my service strategy?

01

Create more knowledgeable staff by making customer data and context easily accessible through connected tools and systems.

02

Closely monitor customer satisfaction with timely feedback surveys, automated sentiment analysis, and regular assessment of your team's customer interactions.

03

Strengthen cargo security measures and publicly communicate these efforts to customers. If you're impacted by fraud, prioritize transparent communications and clear policies that speed up remediation.

04

Empower customers with easy access to help whenever they want with expanded self-service options. Any AI-led service should have an easy pathway to a human if needed.



Exceed your customers' expectations with Front

Front is the AI-powered customer service platform for teams who know great customer experiences drive revenue. Front is the only solution that combines the support queue, individual inboxes, and real-time collaboration into a unified workspace, helping more than 9,000 businesses deliver exceptional service at every touchpoint.

As your needs evolve, Front's modern and intuitive platform scales alongside you, with an award-winning support team who will ensure your success from day one. Easily configure workflows with quality-first AI that puts your team in control — providing efficiency and insights to keep your entire organization customer-first, every day.

[Try Front for free](#)[Request a demo](#)



■ Methodology

This survey was commissioned with Global Web Index (GWI) from February to March 2025. 949 respondents from the United States took an online survey, where they were screened to be full-time employees who spent more than 50% of their working time on a computer. The audience consists of professionals who most often use logistics tools or services to perform their job, and is a subset of the full State of Service Expectations study of 4,501 professionals. Respondents were compensated for their time upon completing the survey.