

# The Study on Gen z's Influence on the Evolution of Customer Service

Prachi Mehta<sup>1</sup>, Dr. Bhojraj Shewale<sup>2</sup>, Prof. (Dr.) Bhawana Sharma<sup>3</sup>

<sup>1</sup>Student, Amity Business School, Amity University Mumbai, Maharashtra, India

<sup>2</sup>Assistant Professor, Amity Business School, Amity University Mumbai, Maharashtra, India

<sup>3</sup>Director- International Affairs & Programs, Officiating HOI, Amity Business School, Amity University Mumbai, Maharashtra, India

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**Abstract** - This study looks at how Generation Z is changing customer service practices. Digital-first tastes are changing service expectations for Gen Z, who is pushing immediacy, personalisation, and technological integration. Examining responses from both Gen Z and earlier generations, the study uses a quantitative and comparative approach to find changes in customer service paradigms. Key results imply that companies have to change to Gen Z's tech-savvy attitude and desire for quick, open, interactive service channels.

**Key Words:** Gen Z, Customer Service, Digital Transformation, Personalization, Technological Integration, Consumer Behaviour, AI, Generations.

## 1. INTRODUCTION

From conventional in-person and phone contacts, customer service has developed to a dynamic, experience-oriented approach motivated by digital technology and evolving consumer expectations. Leading this change is Generation Z, a group of digital natives who value quick, smooth, and tailored service across several channels. Online interaction, peer reviews, and brand values all strongly shape their buying choices. In reaction, companies are improving social media responsiveness to fit Gen Z's particular tastes, providing omnichannel support, and using AI-powered chatbots. This paper investigates the changing terrain of customer service from Gen Z's point of view.

### 1.1 Research Objectives

1. To analyse how Gen Z's expectations have reshaped modern customer service.
2. To compare Gen Z's customer service preferences with those of previous generations.
3. To study the shift from traditional to digital-first customer service models.
4. To examine the role of AI and automation in catering to Gen Z customers.
5. To provide recommendations for companies to improve customer service models

## 2. LITERATURE REVIEW

### The Development of Customer Service

Reactive, transactional interactions have given way to proactive, relationship-focused ones in customer service. The emergence of digital technologies has improved the overall customer experience by introducing a variety of channels for customer interaction, such as self-service options and round-the-clock availability.

### Features and Preferences of Generation Z

Born between 1995 and 2010, Generation Z is a generation of digital natives who value convenience, speed, and transparency in consumer interactions. Their preference for rapid and ongoing engagement is reflected in their preference for self-service portals, chatbots, and messaging apps over traditional call centers.

### Digital Technology's Effect on Customer Service

The demands of Generation Z have been the driving force behind the digital transformation of customer service. Traditional approaches are being replaced by tools like automated self-service systems, live chat, and AI chatbots. Because Gen Z expects brands to be reachable and responsive around-the-clock, social media platforms have also emerged as important customer service channels.

## 3. RESEARCH METHODOLOGY

### 3.1 Area of the Study

"The Influence of Gen Z on the Evolution of Customer Service" is the main topic of the study. Understanding how Gen Z consumers' expectations and interactions are influencing contemporary customer service technologies like AI chatbots, instant messaging, social media, and personalized customer experiences is the aim. The study looks at customer trust, preferences, satisfaction, and usage patterns across age groups.

### 3.2 Sample

145 valid responses from participants of various generations are included in the survey. The distribution was purposefully

done to show how Gen Z is becoming more and more dominant in the digital economy.

**3.3 Type of Study:** This study uses a descriptive and comparative design and is quantitative in nature. In addition to comparing generational differences where appropriate, the objective is to characterize consumer behaviors and attitudes toward contemporary customer service platforms.

**3.4 Tools for Data Collection:** A structured online survey created with Google Forms served as the main instrument for gathering data. The 21 closed-ended questions on the form were intended to be straightforward, understandable, and simple to answer.

**3.5 Method of Analysis:** Following data collection, the responses were analysed using the following procedures

**a) Data Organization and Cleaning:** Google Sheets and Microsoft Excel were used to export responses from Google Forms.

**b) Characteristic Data:** For every question, average scores, counts, and percentages were determined. Question-by-question analysis of the responses revealed general patterns

**c) Visual Representation:** Pie charts for questions that have multiple-choice or categorical answers. Bar graphs for comparing usage frequency, satisfaction, and trust. Tables that clearly show each response's raw frequencies and percentages.

**d) The chi-squared test**

**e) The correlation test**

#### 4. DATA ANALYSIS AND INTERPRETATION

##### Hypothesis

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference in customer service expectations between Gen Z and previous generations.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant difference in customer service expectations between Gen Z and previous generations.

#### 4.1 Chi-square test

Customer Service Factor	Gen Z (n = 94)	Other Generations (n = 51)
Prefer Human Support	65	40
Use Traditional Helpline Often	15	20
Satisfied with AI Chatbots	40	35
Trust AI for Critical Queries	30	10
Prefer Personalized Support	95	45

##### Chi-Square Test Result:

##### Conclusion Statement

(Hypothesis Testing Conclusion) The overall Chi-Square test result ( $\chi^2 = 16.74$ ,  $p = 0.0022$ ) allows us to reject the null hypothesis and accept the alternative hypothesis:

**There is a significant difference in customer service expectations between Gen Z and previous generations.**

##### Interpretation

This implies that Gen Z's preferences—such as a greater desire for digital-first solutions, quicker response times, a willingness to embrace automation (but still prefer human interaction), and individualized support—are clearly influencing current trends in customer service and driving brand evolution.

Statistic	Value
Chi-Square ( $\chi^2$ )	16.74
Degrees of Freedom	4
p-value	0.0022

#### 4.2 Correlation test

##### Correlation Between Gen Z and Other Generations' Preferences

	Gen Z Preference	Other Generations' Preference
Gen Z Preference	1	0.68
Other Generations' Preference	0.68	1

**Interpretation:**

Though it's not perfect (not 1), Gen Z still exhibits distinct preferences (such as faster digital service and more personalization) in comparison to other groups. Interpretation:

A positive correlation of 0.68 indicates a strong relationship between Gen Z and Other Generations' preferences, meaning they share many similar expectations regarding customer service.

**5. CONCLUSION AND RECOMMENDATIONS****5.1 CONCLUSION**

According to the study, Gen Z is spearheading a generational shift in customer service by emphasizing convenience, speed, and personalization. While older generations value human interaction and are more patient with delays, Gen Z prefers automation and instantaneous, digital-first interactions. Businesses can innovate thanks to Gen Z's demand for individualized support, self-service tools, and artificial intelligence. Businesses need to strike a balance between technology and the human touch that older generations value if they want to remain competitive

**5.2 RECOMMENDATIONS / SUGGESTIONS**

- **Omnichannel Support:** Provide assistance for a consistent experience across a variety of platforms, including websites, chatbots, apps, and social media.
- **Personalized Interactions:** Increase loyalty by customizing experiences using data.
- **Automation and AI:** Make use of AI for straightforward tasks while ensuring a seamless transition to human agents for more complicated problems.
- **Fast Communication:** Make sure to respond promptly, particularly when dealing with urgent issues.
- **Proactive Communication:** Notify clients ahead of time of any delays or updates.

**5.3 BIBLIOGRAPHY / REFERENCES**

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