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Global User-operations AI Customer Service Agents Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global User-operations AI Customer Service Agents market size is predicted to grow from US$ 375 million in 2025 to US$ 4139 million in 2032; it is expected to grow at a CAGR of 41.7% from 2026 to 2032.

User-operations AI Customer Service Agents refers to AI customer service agents that are primarily designed to drive user lifecycle operations—activation, engagement, retention and monetization—rather than merely handling inbound support requests. These agents are tightly integrated with membership systems, CRMs, marketing automation tools and customer data platforms, leveraging behavioral data and profiles to automate segmentation and tagging, personalized offer and campaign recommendation, NPS/CSAT follow-ups, churn risk detection and win-back, as well as reactivation of dormant users across channels such as in-app messaging, chat, SMS, email and push notifications. Their main contribution lies in improving user activity, conversion and long-term retention while offloading repetitive audience management and outreach tasks from human growth/operations teams, making them a key subcategory of AI customer service where “service” and “user operations” are increasingly converged.

United States market for User-operations AI Customer Service Agents is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for User-operations AI Customer Service Agents is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

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Europe market for User-operations AI Customer Service Agents is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key User-operations AI Customer Service Agents players cover Baidu AI Cloud, Alibaba Cloud, iFLYTEK, Tencent Cloud, DeepSeek, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

LPI (LP Information)' newest research report, the “User-operations AI Customer Service Agents Industry Forecast” looks at past sales and reviews total world User-operations AI Customer Service Agents sales in 2025, providing a comprehensive analysis by region and market sector of projected User-operations AI Customer Service Agents sales for 2026 through 2032. With User-operations AI Customer Service Agents sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world User-operations AI Customer Service Agents industry.

This Insight Report provides a comprehensive analysis of the global User-operations AI Customer Service Agents landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on User-operations AI Customer Service Agents portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global User-operations AI Customer Service Agents market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for User-operations AI Customer Service Agents and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global User-operations AI Customer Service Agents.

This report presents a comprehensive overview, market shares, and growth opportunities of User-operations AI Customer Service Agents market by product type, application, key players and key regions and countries.

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Market Segmentation

Segmentation by Type:

Model Layer

Platform Layer

Application Layer

Segmentation by Function:

Text-Based AI Customer Service

Voice-Based AI Customer Service

Video-Based AI Customer Service

Segmentation by Business Model:

Saas Subscription Model

Customized Solutions

Hybrid Model

Platform and Ecosystem Model

Segmentation by Application:

Internet

Finance

Telecommunications

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- Healthcare
- Education
- Other

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France

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UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Baidu AI Cloud

Alibaba Cloud

iFLYTEK

Tencent Cloud

DeepSeek

Zhipu AI

China Telecom

China Mobile

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China Unicom

OpenAI

Google

Anthropic

Meta

Volcengine

Huawei Cloud

Dify

Ant Group

Salesforce

Zendesk

Microsoft

C3.ai

Cognigy

DevRev

Parloa

Voiceflow

HOLLYCRM

Zhongguancun Kejin

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Tianrun Rongtong

NetEase Cloud Commerce

Lingyang

Hopeing Technology

AWS

Freshworks

IBM

DigitalGenius

Haptik

eGain

Intercom

LiveAgent

CRESCENDO

Decagon

Gradient Labs

Maven AGI

SIERRA

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