# Country Profile: Spain

## How moods influence consumer channel choice

| Mood | Person | AI chatbot | Voice assistant | Social media | Self-service | No preference |
|---|---|---|---|---|---|---|
| Calm and focused: | 86% | 4 | 1 | 2 | 2 | 4% |
| Impatient and frustrated: | 74% | 7 | 7 | 3 | 2 | 5% |
| Rushed or in a hurry for an answer: | 80% | 7 | 4 | 2 | 2 | 3% |
| Confident and in control: | 85% | 3 | 2 | 2 | 3 | 3% |
| Confused or uncertain: | 71% | 10 | 6 | 3 | 2 | 5% |
| Tired: | 72% | 6 | 8 | 4 | 3 | 5% |
| Upset: | 74% | 7 | 7 | 3 | 3 | 4% |

**Legend:** ● Person ● AI chatbot ● Voice assistant ● Social media ● Self-service ● No preference or wouldn't contact the business
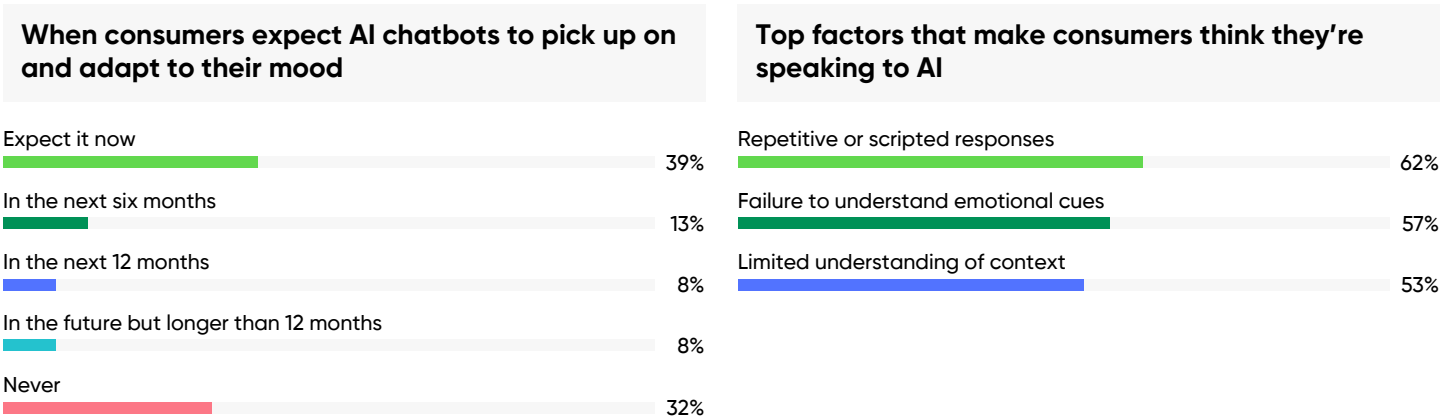
**At least 29%** of consumers who say they prefer in person, except when tired or rushed or in a hurry for an answer

**70%** of consumers see the importance of a good chatbot service

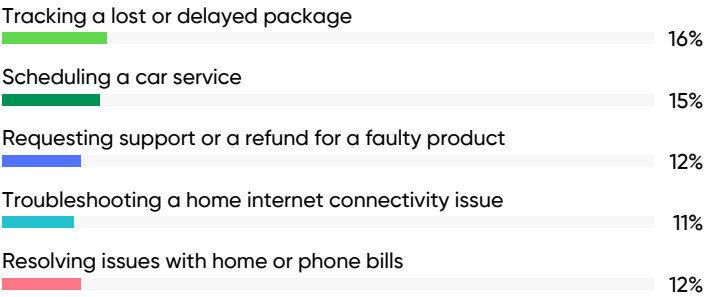**At least 75%** of consumers see barriers when using each type of channel

## When consumers expect AI chatbots to pick up on and adapt to their mood

| | |
|---|---|
| Expect it now | 39% |
| In the next six months | 13% |
| In the next 12 months | 8% |
| In the future but longer than 12 months | 8% |
| Never | 32% |

## Top factors that make consumers think they're speaking to AI

| | |
|---|---|
| Repetitive or scripted responses | 62% |
| Failure to understand emotional cues | 57% |
| Limited understanding of context | 53% |

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## Top activities consumers trust AI chatbots with

Tracking a lost or delayed package
16%

Scheduling a car service
15%

Requesting support or a refund for a faulty product
12%

Troubleshooting a home internet connectivity issue
11%

Resolving issues with home or phone bills
12%

## The activities consumers would never trust AI chatbots with

Disputing a suspicious transaction
34%

Closing a bank account after the death of a loved one
34%

Providing medical information
32%

Replacing a lost or stolen passport
32%

Cancelling services or closing down accounts
29%

## What consumers say about the effectiveness of AI chatbots

Have not met expectations
66%

Are in line with expectations
26%

Have surpassed expectations
8%

## Top barriers to consumers using AI chatbots for customer service

**93%** of consumers report experiencing barriers when using an AI chatbot. The top reasons they avoid them include:

They feel impersonal or unengaging
12%

They struggle with complex tasks
11%

Not trusting the accuracy of responses
16%

They feel emotionally disconnected
15%

They make errors
10%

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Source: ServiceNow Consumer Voice Report 2025