



2025 Holiday Support Surge Report

How Customer Service Interactions Shift Under Peak-Season Pressure

10M+ customer service interactions on chat and email analyzed by Typewise reveal the inefficiencies plaguing customer service, how the holiday rush amplifies them, and where AI can and is helping.

Executive Summary

Typewise, an enterprise-grade AI customer service platform, conducted a comprehensive analysis of anonymized aggregate data from millions of customer service interactions from January to November 2025 and compared it with the prior holiday season. The findings reveal that customer service isn't just busier during the holidays; it's an entirely different ecosystem where inefficiencies that remain invisible most of the year suddenly come into full force.

Key Findings:

- Customer service representatives handle **22%** more sessions per week during the peak shopping period.
- Among retail and e-commerce agents, more than one-fourth of their customer interactions during the holiday period involve delivery status.
- Overall time thinking for customer service representatives during email or chat interactions with customers decreases by **13%** during the holidays, while their time typing increases by **8%**.
- The use of 'snippets' – predefined written responses that agents can use to reply quickly and accurately – by customer service agents actually decreases by **27%** during these peak weeks!
- Typing errors and miscommunication with customers increase over the holidays but persist year-round. Year to date, agents typed "thans" instead of "thanks" 112,456 times.
- AI can predict **46%** of customer service written responses.
- AI can save support teams **35%** of response and writing time, which works out to more than a day saved per month for each customer service representative!

Time period analyzed: January 1, 2025 – November 14, 2025 (YTD), with holiday comparison to Black Friday 2024 – EOY 2024.

Industries covered: E-commerce & Retail, Logistics & Transportation, Travel & Hospitality, Insurance & Finance, Manufacturing & Industrial, Energy & Utilities, Media & Communications, Professional Services & Real Estate

Geographic Market: 8 Countries, including the U.S. and several European countries.

Introduction: The Most Stressful Weeks In Customer Service.

Every year, the holiday season pushes customer service operations to their breaking point. By late November, ticket queues swell, response times stretch, and support teams across retail, travel, logistics, and finance brace for what has quietly become one of the most operationally intense periods in the modern economy.

For agents, the holiday season creates a paradoxical environment: more volume, more urgency, and more emotionally charged customers, and less time per interaction. Support leaders are expected to reduce Average Handle Time at the exact moment the workload becomes overwhelming. Teams extend shifts, pull in seasonal staff, or shift channels from real-time chat to email just to stay afloat.

The work itself also changes. Issues become more time-sensitive (late deliveries, missing gifts, booking errors). Customer emotions run hotter. Every minute matters. And despite years of investment in macros, templates, and automation, most of the work still depends on human agents manually typing through repetitive questions at high speed.

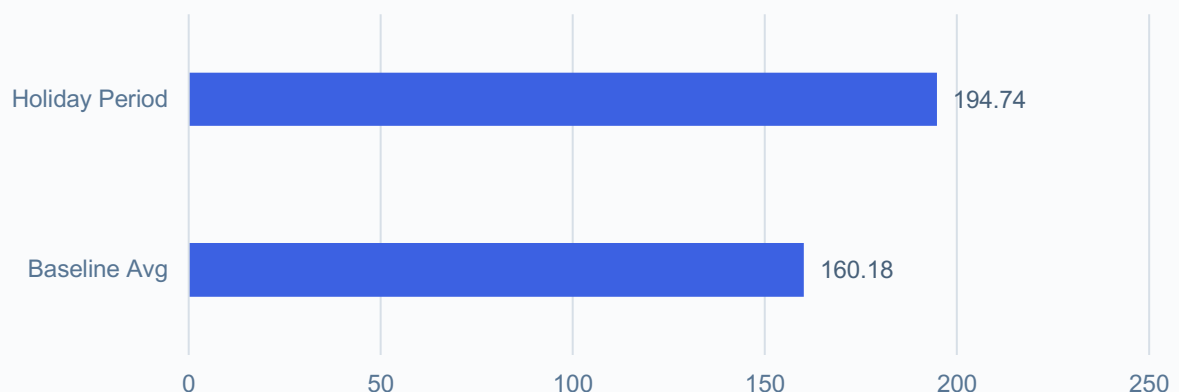
This is the environment in which inefficiencies become costly and where even small operational patterns get amplified. A slight drop in template usage, a few extra seconds of typing effort, or a small increase in error rates quickly scales into hundreds of hours of lost productivity across large teams.

That's why Typewise analyzed 10 million+ customer service interactions across eight major industries: to quantify what actually changes during the holiday peak, how agents adapt their behavior under pressure, and where AI can meaningfully relieve the load.

The Holiday Paradox: More Writing, Less Time for Thinking

Prior research has shown that individual customer service agents can see their individual ticket volume increase 17% during the holiday period, while ecommerce businesses see a 20% jump in overall customer service tickets across just Black Friday and Cyber Monday. Typewise research indicates that customer service agents handle 22% more sessions per week during the peak shopping period, rising from 160 to 195 sessions per agent. But the shift in volume only tells part of the story. In some industries, particularly those with digital products and modern integration surfaces, leaders report a meaningful share of use cases in scaled production.

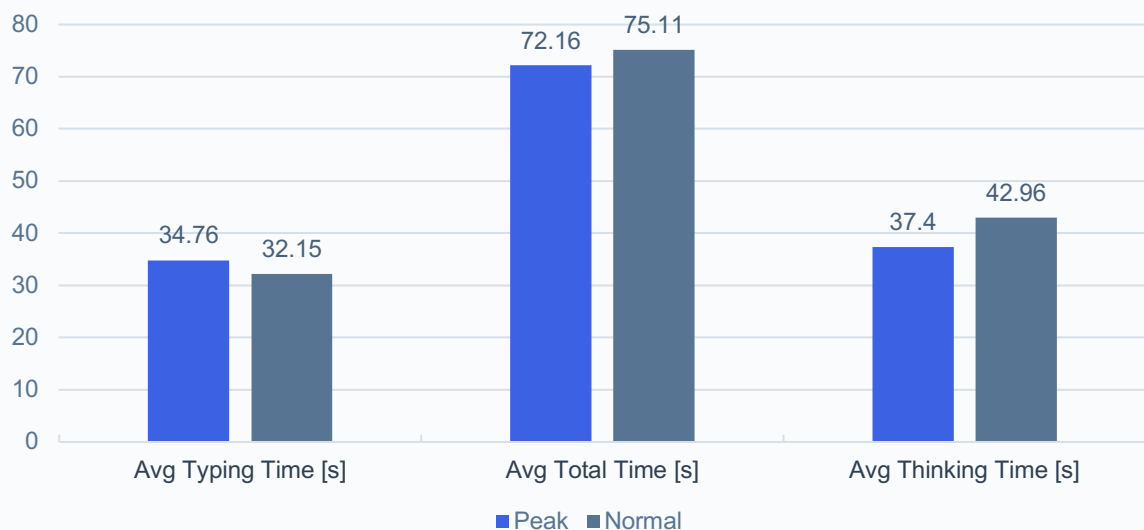
Sessions per User per Week:



As these increase, it's not surprising that customer service agents need to become more efficient in their interactions and reduce their Average Handle Time (AHT) per ticket. Composing the answer to customer queries is often the most significant part of AHT time, alongside reading the customer's initial message and researching in other systems, such as ERP. So, perhaps not surprisingly, the time spent composing responses drops by 4% during the holiday season as customer service agents rush to handle the surge in support requests.

More interesting, though, is when looking deeper at how customer service agents spend their time in real-time chats or in open emails as they write to customers. Their overall time thinking (not actually writing) decreases by 13% during the holiday period, and their time typing increases by 8%. In the e-commerce and retail sector, that change is even more pronounced during the holiday period, with time spent thinking dropping by 17% and time spent typing increasing by 14%.

Time spent typing vs. thinking:



Customer service agents turn their attention to responding during the holidays, and a lot of the service items they are dealing with are not unique. There isn't a need to find unique answers to tickets, so time shifts to writing responses for more customers.

For instance, among retail and e-commerce agents, more than one-fourth of their customer interactions during the holiday period involve delivery status. Missing items, defective products, or cancellations take up a large percentage of their other tickets.

With very standard tickets, one would likely assume that the use of 'snippets' – predefined written responses that agents can use to reply quickly and accurately –

would likely increase during this festive period. However, Typewise found that the use of ‘Snippets per 100 Sessions’ actually decreases by 27% during these peak weeks! What gives?

In the holiday customer-service rush, templates go out the window as agents face a surge of anxious shoppers--with worries like “Did my order even ship?” and “What if it doesn’t make it under the tree?” Therefore, they try to tailor responses to achieve positive outcomes. But in reality, overwhelmed agents end up making faster decisions on their own, typing more frantically, relying less on templates--and introducing more typos, more errors, and more stress.

A Holiday Miscommunication: The Typing Crisis

Customer service across email and chat is really a writing job dominated by repetition. While it feels personalized when you're on the receiving end, the data shows that most interactions are made up of the same twenty or so sentences written thousands of times per day across support teams.

Typewise's phrase analysis shows a remarkable truth: the majority of what customer service agents write every day are polite greetings, standard closings, and basic status updates. Simple lines like "Thank you for your inquiry," "Do you have any further questions?" and "Can I help you with anything else?" appear millions of times throughout the year. These are sentences that don't require creativity, unique thought process, or reinvention — yet they are typed manually almost every time.

Most-Typed Phrases (2025 YTD):

- "Thank you very much for your inquiry."
- "I wish you a pleasant day."
- "Do you have any further questions?"
- "Please feel free to contact us, we are here for you and wish you a nice day!"
- "Can I do something for you?"
- "I am putting you through, one moment please."
- "Your [Company] team"
- "Can we be of assistance in any other way?"
- "Thank you and regards"
- "Thank you for your message."
- "I wish you a pleasant day."

This leads to another consequence of manual typing at scale: typos. Not occasional slips, but structural fatigue errors that reflect cognitive overload. In 2025 alone,

agents typed “thans” instead of “thanks” 112,456 times. The word “you’ve” appeared more than 31,000 times. Even extremely short words like “the” (“th”) were misspelled tens of thousands of times. These aren’t signs of unskilled agents; they are symptoms of workers pushed into high-speed manual output under stress. Typing mistakes are a real indicator of workplace exhaustion.

When agents manually type the exact phrases over and over, often under pressure, with little time to rest, think, or use supportive tools, errors are inevitable. More importantly, time is wasted on tasks that should have been automated long ago. The holiday season doesn’t create this crisis, it simply magnifies it.

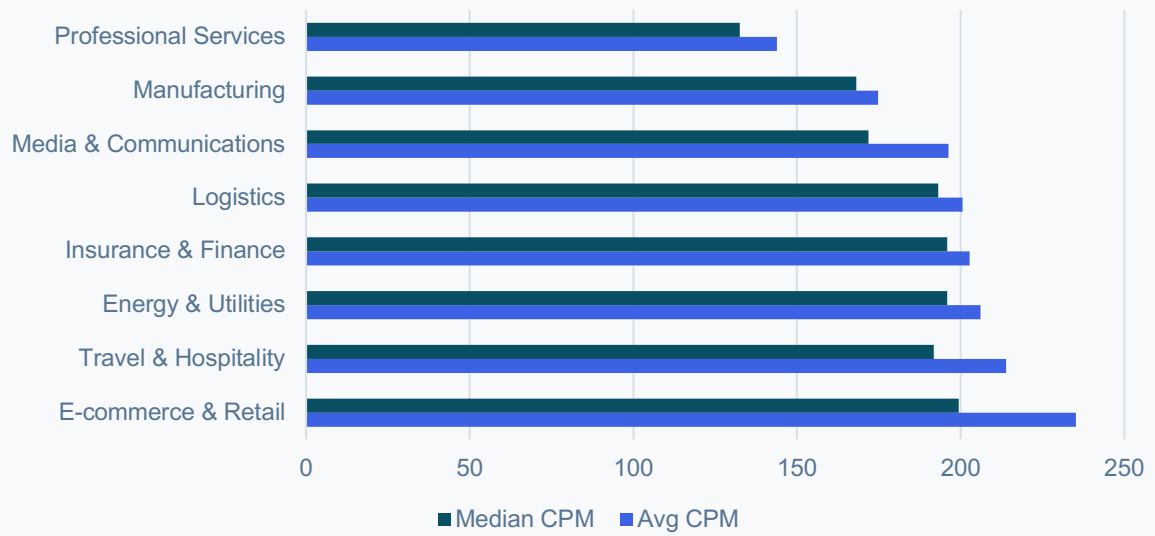
Top 40 Errors - Selected Examples:

- “thans” (Thanks): 112,456 occurrences
- “Youve” (You’ve): 31,473 occurrences
- “Extenson” (Extension): 31,437 occurrences
- “th” (the): 25,035 occurrences
- “un” (und - German): 23,883 occurrences

The good news is that e-commerce representatives are used to typing fast. In fact, e-commerce agents type **63% faster** than Professional Services agents (235 vs 144 CPM). This isn’t about individual typing skill; it reflects the nature of inquiries.

Even in non-peak seasons, the industry is high-volume and repetitive, whereas in an industry like professional services, situations are low volume, complex, and unique.

Characters Per Minute (CPM) by Industry:



The Holiday Sprint: Email Takes Over Chat Support as Pressure Mounts

Under normal circumstances, most modern brands maintain a relatively balanced support strategy: roughly **43% of interactions occur through real-time chat**, while the rest flow through asynchronous email. But once Black Friday hits, and the countdown to Christmas begins, companies pivot almost entirely away from utilizing chat as their primary channel for responding to customer inquiries.

Chat response volume collapses to just **7%** of all interactions, while email surges to **93%**. This is not accidental. Companies consciously throttle back real-time channels and redirect to email or phone support to prevent operational collapse.

Chat requires immediate responses, an impossible expectation during peak weeks when every available agent is flooded. Email, however, creates breathing room. It allows batching, queuing, and delayed responses without breaking the system. It is the safety valve that ensures agents can keep moving, even as customer demand spikes beyond normal capacity.

But this strategy comes at a cost. Customers facing urgent issues, such as missing holiday shipments, travel disruptions, and incorrect purchases, suddenly lose access to real-time help when they need it most. The result is longer response times, higher anxiety, and increased dissatisfaction during an emotionally charged period.

An AI-Powered Automation Gap: What Could Be & What Is

AI, of course, holds the promise for powering real-time chat and keeping it as a viable response channel throughout the holidays, despite the inbound onslaught of support requests.

And even if it's not truly agentic AI support, AI-powered writing assistance or autocomplete capabilities for customer service representatives can be extremely helpful in automating responses and cutting response times.

In fact, Typewise analysis found that 46% of text responses are predictable by AI. Predictability varies across industries, with the insurance and finance sector having the highest predictability of any vertical, with 60% of agent text easily forecastable by AI models. Meaning more than half of what these agents write could be suggested or auto-generated by AI. Comparatively, in the logistics and transportation market, AI can predict responses 54% of the time, and in the e-commerce and retail market, 43%.

This automation can lead to real-time savings and reduced waste. In fact, customer service representatives using Typewise's AI communication assistance are already reaping those benefits. On average, AI saves 20-40% of manual typing and response time. Interesting: those in the e-commerce and retail sectors are seeing some of the most significant savings, with AI saving 35% of response and writing time, which works out to more than a day saved per month for each customer service representative!

The Bottom Line: What This All Means

Customer service is experiencing a silent crisis of inefficiency. Agents spend more time thinking about routine responses than actually helping customers. Nearly half of what they type is predictable—yet they type it manually, introducing typos and burning time.

During the holiday rush, when volume spikes and customers need help most, companies abandon real-time support and agents abandon efficiency tools. Template usage drops. Thinking time drops. Errors increase.

But the solution isn't just technology; it's adoption, training, and culture change.

The question isn't "Can we automate customer service?" The data proves we can—and already are, beginning to.

About Typewise

Typewise is an enterprise-grade AI customer service platform that fundamentally optimizes and automates customer service with the help of custom AI Agents and an intelligent Agent Assistant. Numerous Fortune 500 companies, including Unilever and DPD, have reduced effort by 50% or more using Typewise's cutting-edge AI technology.

Typewise is backed by Y Combinator (S22) and has repeatedly been recognized as a "High Performer" in AI-driven automation on G2.



David Eberle – CEO & Co-founder, Typewise

David Eberle has over a decade of experience in tech strategy and has led multi-million-dollar transformation projects for Fortune 500 companies. A global entrepreneur, he has lived in eight countries and speaks six languages.



Janis Berneker – CTO & Co-founder, Typewise

Janis Berneker leads AI and technology development at Typewise. A lifelong AI innovator, he previously built data science models for Swiss national TV (SRF) and has extensive experience in large-scale data analytics and automation.

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