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TOLKY REPORT 2026

AI customer service on WhatsApp

Aggregate data from the Tolky platform and verified market research on WhatsApp, AI and resolution in customer service, with the Tolky team's reading.



November 2026 edition
Reference date: Nov 16, 2026

ABOUT THIS REPORT

Public numbers, open sources and a practical reading

The Tolky Report 2026 brings together the public numbers of the Tolky platform and verified market data on AI customer service on WhatsApp, in Brazil and worldwide.

Tolky is a conversational AI CRM founded in 2024 in Belo Horizonte, Brazil. AI agents serve, qualify and engage customers on WhatsApp (official API), webchat, Microsoft Teams and voice, update the CRM and hand the conversation over to people on the team with the full history.

Tolky data are aggregate platform numbers, with a reference date of Nov 16, 2026. They are not the results of a specific customer, nor a promise of results. Market data come from research published by Mobile Time and Opinion Box, IBGE, Salesforce, Gartner and Zendesk, cited with title, date and link.

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AT A GLANCE

The numbers of the year

5M+

messages processed with AI per month on the Tolky platform

Tolky, aggregate data, Nov 16, 2026

67%+

of interactions resolved by AI on the Tolky platform, without human intervention

Tolky, aggregate data, Nov 16, 2026

99%

of Brazilian smartphones have WhatsApp installed

Mobile Time and Opinion Box, 2025

79.4%

of Brazilians with a smartphone were served by chatbots in 12 months; the average score was 5.6 out of 10

Mobile Time and Opinion Box, 2026

50%

of service cases resolved by AI by 2027, as projected by service professionals (30% today)

Salesforce, 2025

87%

of customers say companies using GenAI for service must provide access to a human

Gartner, 2026

SEVEN FINDINGS

01 WhatsApp is the front door of customer service in Brazil

02 Almost everyone has talked to a bot, and the score is 5.6

03 AI already resolves part of customer service, and the share will grow

04 AI conversation volume has reached scale

05 Customers accept AI, as long as a person is close by

06 Availability and first contact resolution define the experience

07 Transparency has become a requirement for AI in customer service

FINDING 01

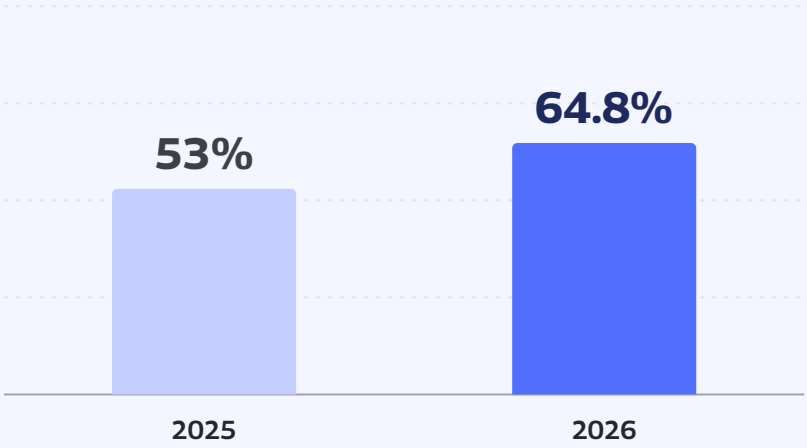
01

WhatsApp is the front door of customer service in Brazil

WhatsApp is installed on 99% of Brazilian smartphones and has moved onto the home screen: it was on 53% of devices in 2025 and reached 64.8% in 2026, according to Mobile Time and Opinion Box.

WhatsApp on the home screen of Brazilian smartphones

Share of devices, Super Panorama Mobile Time/Opinion Box



99%
of smartphones have WhatsApp installed (2025)

90%+
of people aged 10 or older used the internet in 2025 (IBGE)

TOLKY'S READING

When a channel sits in almost every pocket and on the first screen, it stops being one more channel and becomes the place where customers expect to be served. For most Brazilian companies, the question is not whether to serve customers on WhatsApp, but how to do it well: with volume, context and a record in the CRM.

WHAT TO DO

- Treat WhatsApp as a primary channel, with an official number through Meta's API.
- Link every conversation to the contact's history in the CRM.
- Measure the channel with the same metrics as the others: first response, resolution and NPS.

SOURCES

1. Mobile Time e Opinion Box, "Assistentes de IA e mensageria no Brasil (Panorama Mobile Time/Opinion Box)", Feb 2025. www.mobiletime.com.br/noticias/27/02/2025/telegram
2. Mobile Time, "WhatsApp está na tela inicial de 65% dos smartphones brasileiros (Super Panorama Mobile Time/Opinion Box)", Jun 9, 2026. www.mobiletime.com.br/noticias/09/06/2026/whatsapp-super-panorama
3. IBGE, Agência de Notícias, "Proporção de usuários da internet no país ultrapassou 90% da população de 10 anos ou mais, em 2025 (PNAD Contínua TIC)", 2026. agenciadenoticias.ibge.gov.br/agencia-noticias/2012-agencia-de-noticias/noticias/47408-proporcao-de-usuarios-da-internet-no-pais-ultrapassou-90-da-populacao-de-10-anos-ou-mais-em-2025

FINDING 02

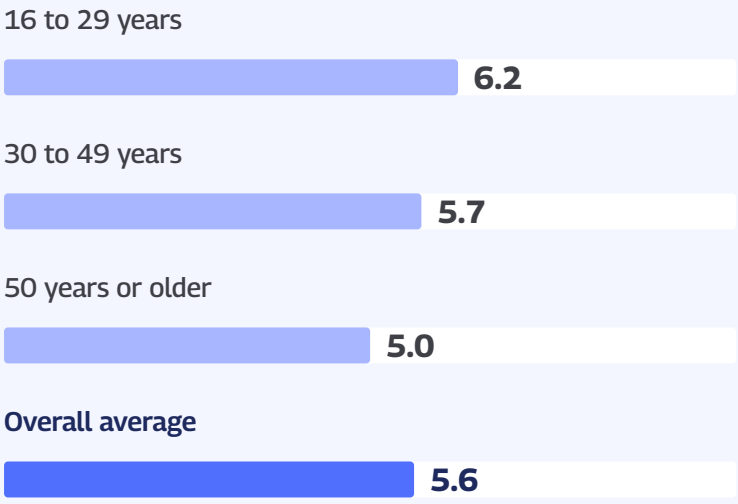
02

Almost everyone has talked to a bot, and the score is 5.6

79.4% of Brazilians with a smartphone were served by chatbots in the last 12 months, but they gave the experience an average score of 5.6 on a 0 to 10 scale, according to the 2026 Super Panorama Mobile Time/Opinion Box.

Chatbot service score by age group

Average on a 0 to 10 scale; 4,138 respondents, March 2026



79.4%
were served by chatbots in the last 12 months

TOLKY'S READING

Automation is already routine for consumers; satisfaction is not. The gap between high use and a low score separates the menu bot, which pushes customers through options, from the AI agent that understands the request, looks up data and either resolves it or hands it to a person with context. The lowest score, among people aged 50 or older, calls for plain language and an easy way out to human service.

WHAT TO DO

- Replace long menus with natural language conversation.
- Test the agent with real customer questions before going live.
- Offer a handoff to a person at any point in the conversation.

SOURCE

1. Mobile Time, "Brasileiros conversam com robôs, mas dão nota 5,6 em escala de 0 a 10 para a experiência (Super Panorama Mobile Time/Opinion Box)", Jun 11, 2026. www.mobiletime.com.br/noticias/11/06/2026/chatbots-super26

FINDING 03

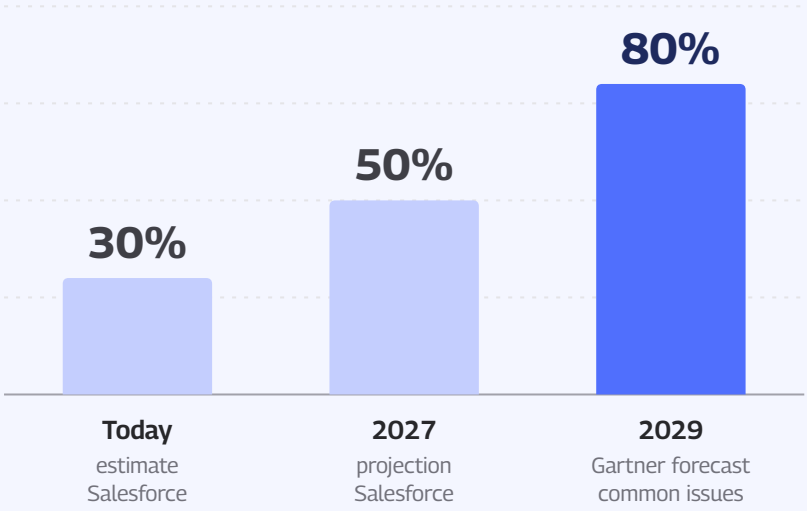
03

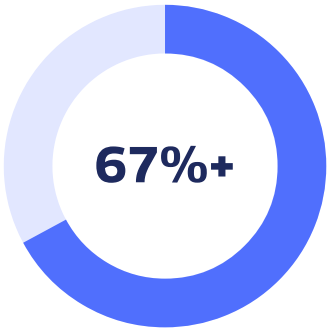
AI already resolves part of customer service, and the share will grow

Service professionals estimate that AI resolves 30% of cases today and project 50% by 2027, according to Salesforce's State of Service. On the Tolky platform, more than 67% of interactions are resolved by AI, without human intervention.

How much of customer service AI resolves

Market: published estimates and forecasts





Tolky platform

interactions resolved by AI, aggregate data as of Nov 16, 2026

Metrics with different definitions and bases. The numbers show the market's direction and should not be compared directly.

TOLKY'S READING

All three sources point the same way: the share of customer service that AI completes on its own is set to grow. Tolky's data shows that, in real operations with a well defined knowledge base and handoff rules, AI can already resolve most interactions. Each company's rate depends on the topic, the knowledge base and the channel.

WHAT TO DO

- Start with repetitive, low risk topics.
- Measure resolution together with reopen rate and NPS.
- Review every week what AI did not resolve and feed the knowledge base.

SOURCES

1. Salesforce, "AI Expected to Resolve Half of Service Cases by 2027, Data Shows (State of Service, 7th edition)", Nov 13, 2025. www.salesforce.com/news/stories/state-of-service-report-announcement-2025
2. Gartner, "Gartner Predicts Agentic AI Will Autonomously Resolve 80% of Common Customer Service Issues Without Human Intervention by 2029", Mar 5, 2025. www.gartner.com/en/newsroom/press-releases/2025-03-05-gartner-predicts-agentic-ai-will-autonomously-resolve-80-percent-of-common-customer-service-issues-without-human-intervention-by-20290
3. Tolky, "Relatório de conversas da plataforma Tolky 2026 e Fatos sobre a Tolky", Nov 16, 2026. tolky.to/fatos

FINDING 04

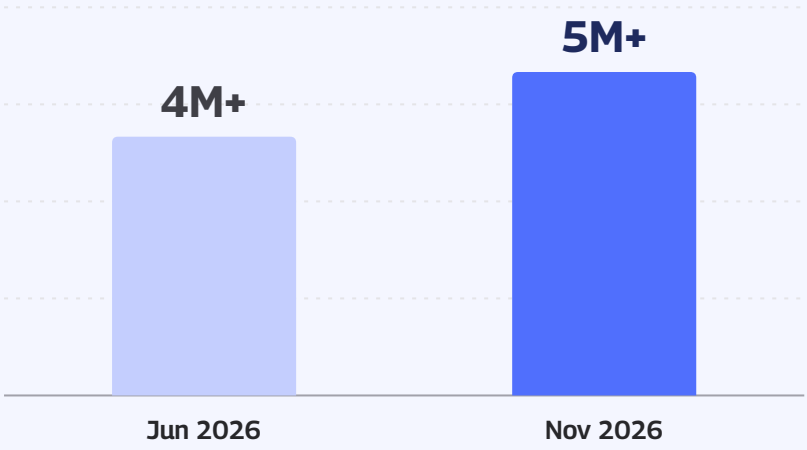
04

AI conversation volume has reached scale

The Tolky platform went from more than 4 million messages processed with AI per month, a milestone published in June 2026, to more than 5 million in November 2026.

Messages processed with AI per month on the Tolky platform

Published milestones, in millions; aggregate platform data



10B+

tokens processed: official recognition from OpenAI

Google

for Startups: Tolky selected by the program

TOLKY'S READING

A processed message is a production interaction handled by AI in a real customer operation, not a test. The growth shows that AI conversations have left the pilot stage: service, sales, collections and engagement run at scale every day. Volume is not resolution: one conversation can have dozens of messages and still be a single case.

WHAT TO DO

- Plan for peaks: campaigns and due dates multiply volume.
- Track volume and resolution as separate indicators.
- Ask vendors for the exact definition of each metric.

SOURCE

1. Tolky, "Relatório de conversas da plataforma Tolky 2026 e Fatos sobre a Tolky", Nov 16, 2026. tolky.to/fatos

FINDING 05

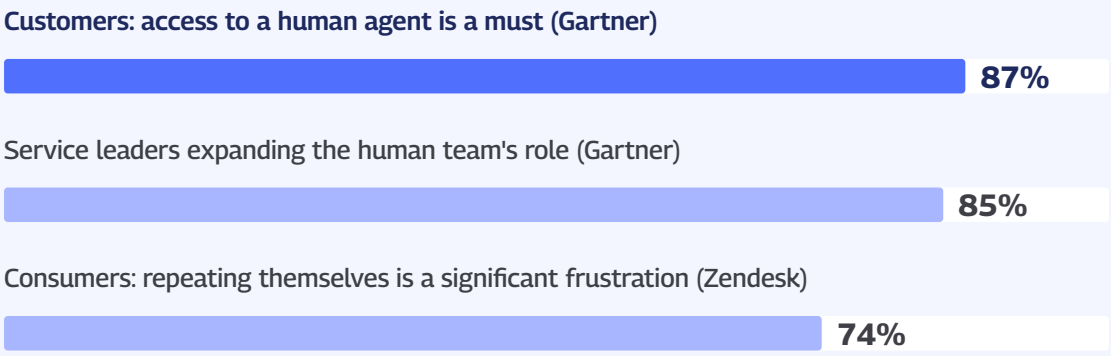
05

Customers accept AI, as long as a person is close by

87% of customers say companies that use generative AI for customer service must provide access to a human agent, according to a Gartner survey published in August 2026.

AI with people: what customers and leaders say

Share of respondents in each survey



TOLKY'S READING

AI does not take people out of customer service; it changes their work. Leaders are expanding the human team's role while AI takes on repetitive work. The critical point is the handoff: if customers have to repeat everything to whoever takes over, the gain from AI is lost. At Tolky, AI hands the conversation to the team with the history and context.

WHAT TO DO

- Set handoff rules by topic and by signs of frustration.
- Give the person the summary and history, not just the contact's number.
- Let the customer know when a person takes over.

SOURCES

1. Gartner, "Gartner Survey Finds 87% of Customers Say Companies Using GenAI for Customer Service Must Provide Access to a Human Agent", Aug 4, 2026. www.gartner.com/en/newsroom/press-releases/2026-08-04-gartner-survey-finds-87-percent-of-customers-say-companies-using-genai-for-customer-service-must-provide-access-to-a-human-agent0
2. Gartner, "Gartner Survey Finds 85% of Service and Support Leaders are Expanding Human Agent Responsibilities Despite Expectations of Mass AI Layoffs", Apr 28, 2026. www.gartner.com/en/newsroom/press-releases/2026-04-28-gartner-survey-finds-eighty-five-percent-of-service-and-support-leaders-are-expanding-human-agent-responsibilities-despite-expectations-of-mass-ai-layoffs
3. Zendesk, "Leading in the AI era with contextual intelligence (CX Trends 2026)", Dec 17, 2025. www.zendesk.com.br/blog/zendesk-insights/trends/leading-in-the-ai-era-with-contextual-intelligence

FINDING 06

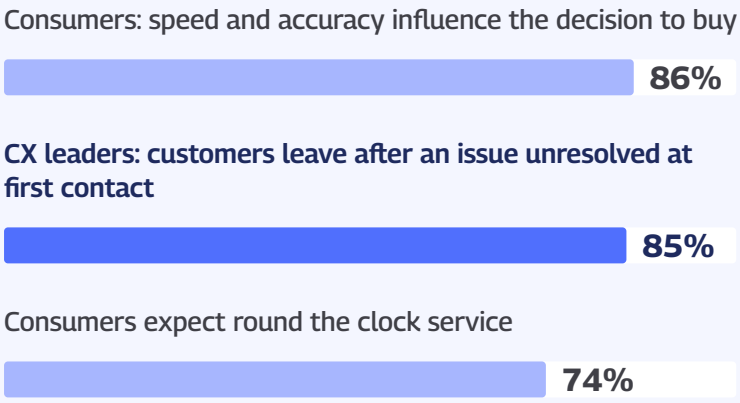
06

Availability and first contact resolution define the experience

74% of consumers expect service at any hour, and 85% of CX leaders say one issue left unresolved at first contact is enough for a customer to leave, according to Zendesk's CX Trends 2026.

What weighs on the experience

Share of respondents, Zendesk CX Trends 2026



20%

less time on routine cases for reps who use AI (Salesforce)

TOLKY'S READING

An AI agent answers at night, on weekends and at peak times, with no queue. But being available is not enough: what keeps customers is resolving in the first conversation. For that, AI needs access to the right data and tools, such as order lookup, invoice copies and profile updates, not just canned answers.

WHAT TO DO

- Connect AI to the systems that answer the most common questions.
- Measure first response time and first contact resolution.
- Use the time freed up for complex cases and relationships.

SOURCES

1. Zendesk, "Leading in the AI era with contextual intelligence (CX Trends 2026)", Dec 17, 2025. www.zendesk.com.br/blog/zendesk-insights/trends/leading-in-the-ai-era-with-contextual-intelligence
2. Salesforce, "AI Expected to Resolve Half of Service Cases by 2027, Data Shows (State of Service, 7th edition)", Nov 13, 2025. www.salesforce.com/news/stories/state-of-service-report-announcement-2025

FINDING 07

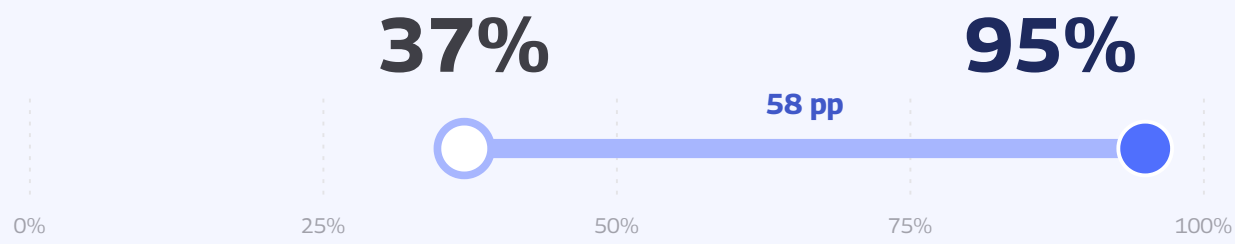
07

Transparency has become a requirement for AI in customer service

95% of consumers want to understand why AI makes certain decisions, but only 37% of organizations explain the reason behind an automated decision to customers or agents, according to Zendesk's CX Trends 2026.

The transparency gap

Share of respondents, Zendesk CX Trends 2026



organizations that explain automated decisions

consumers who want to understand AI decisions

TOLKY'S READING

Trust in AI is built on a trail: knowing where each answer came from, which rule applied and who reviewed it. For managers, this makes it possible to fix the knowledge base; for customers, it gives confidence that the answer was not made up. At Tolky, every AI answer has a trail the team can inspect (Investigate), and changes go through simulation before going live.

WHAT TO DO

- Require traceability for every AI answer.
- Test changes in simulation before publishing.
- Tell customers they are talking to an AI assistant.

SOURCE

1. Zendesk, "Leading in the AI era with contextual intelligence (CX Trends 2026)", Dec 17, 2025. www.zendesk.com.br/blog/zendesk-insights/trends/leading-in-the-ai-era-with-contextual-intelligence

MARKET CONTEXT

Market sources cited

Every market number in this report was checked against the original publication. The table lists the publisher, title, date and the figure used.

SOURCE	PUBLICATION	FIGURE USED
Mobile Time e Opinion Box Feb 2025	Assistentes de IA e mensageria no Brasil (Panorama Mobile Time/Opinion Box)	99% of smartphones with WhatsApp installed (2,099 respondents, January 2025)
Mobile Time Jun 9, 2026	WhatsApp está na tela inicial de 65% dos smartphones brasileiros (Super Panorama Mobile Time/Opinion Box)	WhatsApp on the home screen: 53% (2025) and 64.8% (2026)
Mobile Time Jun 11, 2026	Brasileiros conversam com robôs, mas dão nota 5,6 em escala de 0 a 10 para a experiência (Super Panorama Mobile Time/Opinion Box)	79.4% served by chatbots in 12 months; score 5.6 out of 10; by age 6.2, 5.7 and 5.0 (4,138 respondents, March 2026)
IBGE, Agência de Notícias 2026	Proporção de usuários da internet no país ultrapassou 90% da população de 10 anos ou mais, em 2025 (PNAD Contínua TIC)	More than 90% of people aged 10 or older used the internet in 2025
Salesforce Nov 13, 2025	AI Expected to Resolve Half of Service Cases by 2027, Data Shows (State of Service, 7th edition)	30% of cases resolved by AI today and 50% projected for 2027; 20% less time on routine cases (6,500 professionals, 38 countries including Brazil)
Gartner Mar 5, 2025	Gartner Predicts Agentic AI Will Autonomously Resolve 80% of Common Customer Service Issues Without Human Intervention by 2029	Forecast: agentic AI autonomously resolving 80% of common service issues by 2029
Gartner Aug 4, 2026	Gartner Survey Finds 87% of Customers Say Companies Using GenAI for Customer Service Must Provide Access to a Human Agent	87% of customers: companies using GenAI for service must provide access to a human
Gartner Apr 28, 2026	Gartner Survey Finds 85% of Service and Support Leaders are Expanding Human Agent Responsibilities Despite Expectations of Mass AI Layoffs	85% of service leaders expanding human agent responsibilities
Zendesk Dec 17, 2025	Leading in the AI era with contextual intelligence (CX Trends 2026)	74%, 85%, 86%, 95% and 37%, as in findings 05, 06 and 07

METHODOLOGY

How the data was gathered



TOLKY PLATFORM DATA

- These are aggregate platform numbers, combining different customer operations, with a reference date of Nov 16, 2026.
- Message processed with AI: a production interaction handled by AI in a real customer operation, on the active channels (WhatsApp, webchat, Microsoft Teams and voice). Internal tests are not counted.
- Interaction resolved by AI: a case completed autonomously by AI, without human intervention.
- The measurement period of each metric is not published and may vary by operation. There are no breakdowns by customer, industry or channel.

MARKET DATA

- Research published in 2025 and 2026, checked on the original publisher's website. Numbers that could not be checked were left out.
- Each number appears as published, with the survey population (consumers, customers, professionals or leaders).
- Different surveys have different samples and definitions. That is why the numbers are not added up or compared with each other.

WHAT THIS REPORT DOES NOT CLAIM

- It does not attribute platform numbers to any customer.
- It does not promise that a company will achieve the same results.
- It does not compare Tolky with competitors by number.
- It contains no Tolky projections of its own.

HOW TO CITE

How to cite this report

Cite Tolky's numbers as aggregate platform data, with the reference date (Nov 16, 2026) and the report link. For market data, also cite the original source.

FULL REFERENCE

Tolky. Tolky Report 2026: AI customer service on WhatsApp. Belo Horizonte: Tolky, November 16, 2026. Available at: https://tolky.to/en/recursos/relatorio-atendimento-ia-2026

SHORT CITATION

"The Tolky platform records more than 67% of interactions resolved by AI (aggregate platform data, reference Nov 16, 2026)."

AVOID

"Tolky customers resolve 67% of cases with AI." The figure belongs to the platform, not to a customer.

ABOUT TOLKY

- Conversational AI CRM: CRM, customer service and AI agents in one ecosystem.
- Founded in 2024 in Belo Horizonte, Brazil, by Marlos Carmo and Patrick Bonnereau.
- Channels: WhatsApp (official API), webchat, Microsoft Teams and voice. Instagram coming soon.
- Publicly named customers: CNJ, Volvo, Grupo Treviso, Hinova and Rede Jesuíta de Educação.
- Official recognition from OpenAI for more than 10 billion tokens processed; selected by Google for Startups.

GO FURTHER

- Facts about Tolky: tolky.to/en/fatos
- Platform metrics and definitions: tolky.to/en/blog/relatorio-conversas-plataforma-tolky-2026
- Customer service ROI calculator: tolky.to/en/recursos/calculadora-roi-atendimento
- WhatsApp guide for businesses: tolky.to/en/guias/whatsapp

Shall we talk?

See how Tolky applies AI agents to your customer service operation, on WhatsApp and other channels, with your human team close by.

tolky.to