

Yuma Benchmark Report · 2026

The State of CX Automation in Ecommerce 2026

The first CX automation benchmark built on real Shopify and Shopify Plus merchant data — automation rate, CSAT, resolution time, and agent-hours saved, cut by revenue, vertical, helpdesk, and channel. No gates. Just the numbers.

87%

highest sustained
automation rate

86,000

modeled agent-hours
saved across the cohort

100+

active Shopify & Shopify
Plus merchants

On Yuma, the best-run Shopify brands automate up to 87% of support tickets across a full quarter — and the typical merchant already reaches 71% on its best day, with CSAT holding at 4.5 / 5. More automation doesn't cost satisfaction. The only variable left is how often you hit your best day, and that's exactly what Yuma is built to close.

01

The ceiling is universal — not about size or stack

On their best day, brands of every size land near 70% automation, and the best sustain 87% all quarter — holding across every revenue tier, vertical, and helpdesk. Some of the strongest automators are sub-\$5M brands. Your size, category, and tools don't set the ceiling.

02

Automating more doesn't cost CSAT

The brands automating the most sit right on the cohort median for satisfaction (4.5 / 5). Across the full range, more automation shows no trade-off with CSAT — it's upside to capture, not a risk to manage.

03

The ceiling is workflow, not intelligence

Information tickets — product questions, brand and feedback — automate well. The ones that touch money — returns, refunds, order edits — lag and escalate. The limit is the authority and integrations you give your AI, not its intelligence.

04

The gap is setup and consistency

Top performers aren't doing one magic thing — they run higher autopilot share, faster first response, and broader workflow coverage at once. Much of what still reaches a human is fixable: an action never connected, a policy never defined. Wire those up and they collapse into automation.

What “good” looks like across 100+ Shopify merchants

Automation rate is the share of automation-eligible tickets AI handles for you — shown here at the best day merchants reach across the cohort.

Automation rate

71%

of automation-eligible tickets, on the best day

87% highest sustained

CSAT

4.5 / 5

median across the cohort

4.7+ top quartile

Time to resolution

2.8 hrs

median across all channels

under 1.8 hrs top quartile

AI first response (live channels)

under 1 min

best merchants, live channels

Agent-hours saved / quarter

271

modeled median per merchant

940+ top quartile

Automating more doesn't cost you CSAT

Every scored merchant in the cohort, plotted by how much they automate against the satisfaction their customers report. Across the full range, the points stay high — no trade-off.



Source: Yuma CX Audit · 100+ Shopify merchants · Pearson $r = -0.18$ (statistically negligible).

71%

automation on the typical best day

87%

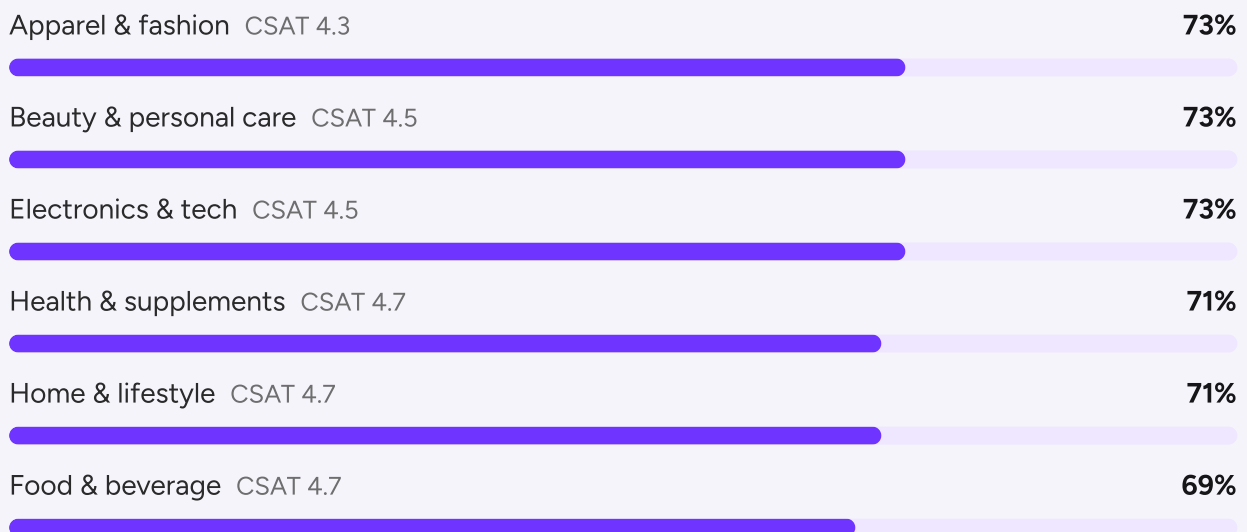
sustained by the best brand, all quarter

The best day is universal — 70% automation, whatever your size or stack

Best-day automation by revenue tier



Best-day automation by vertical



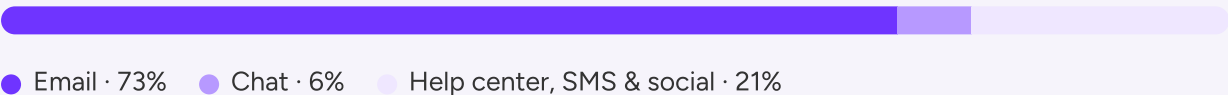
Best-day automation by helpdesk

Your results come from Yuma, not the helpdesk underneath — outcomes land within a point or two of each other.



Where support volume lives

Email still dominates for the median merchant — and async email is exactly where resolution does the heavy lifting.



Seasonality is where human-only teams break

Across a full 12 months of ticket history, the median merchant's peak month runs 1.5× its normal month — the busiest quartile 2.2× or higher, and the spikiest brand 6×.

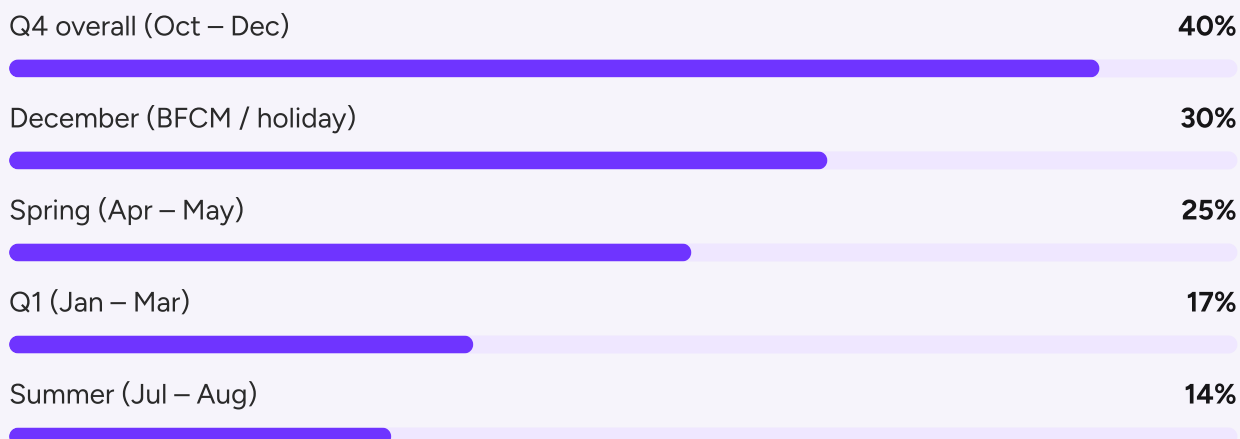
1.5× median peak-month multiplier

2.2× busiest quartile of merchants

6× spikiest brand in the cohort

When merchants actually peak

Share of merchants by peak period. Periods overlap (Q4 includes December), so these don't sum to 100%.



60% of merchants peak **outside Q4** — the peak isn't always Black Friday, so elastic automation matters year-round.

The top quartile stacks advantages — they don't pull one lever

They run higher autopilot share

Top merchants lean on full autopilot rather than AI-assisted handling — they trust the system to resolve and close tickets end to end, not just draft replies for a human to send.

They respond faster

The best merchants post first-response times under a minute on live channels, versus an 18-minute all-channel median. Speed and automation rise together — the same workflow investment drives both.

They cover more workflows

Top performers have pushed automation into the money-touching workflows — returns, order modifications — that the median merchant still escalates. They've granted their AI the authority and integrations to take action, not just answer.

They don't trade away CSAT

The highest-automation merchants hold CSAT at or above the cohort median. The best-performing brands automate up to 87% of eligible tickets — while keeping customers happy.

87%

The best-performing brand in the set automates 87% of eligible tickets across a full quarter while holding CSAT above the median. The difference between a good operation and a great one isn't budget or vertical — it's whether they gave their AI permission to act, and tuned it across every workflow.

In their words

The brands behind the benchmark

Each of these Shopify brands topped a category in the benchmark. Here's what running support on Yuma looks like from the inside.

Highest sustained automation

 **87%**

"Our business is built on complexity—from multiple logistics models to countless brand-specific processes. Yuma has demonstrated that AI can successfully adapt to these challenges while maintaining speed, accuracy, and a consistently high-quality customer experience."

Luna Vincent — Customer Care Manager, The Bradery

Highest automation at scale

EVRY JEWELS **92%**

"At our volume, every point of automation is real headcount. Yuma handles the vast majority of our tickets without adding people, and it keeps up no matter how much we scale."

Alejandro Reyes — Director Customer Experience, evryjewels

Highest automation, no CSAT trade-off

Tumble **86%**

"We consider every step of the customer experience, so we were careful about automation. Yuma proved that a fast response never has to come at the cost of a thoughtful one. We're answering faster than ever, and our standards haven't budged."

Michelle Smith — Director of Customer Experience, Tumble

Highest CSAT

HUSKI™ **4.9 / 5**

"Yuma has helped us respond to customers faster while maintaining the high standard of support our customers expect."

Claudia Howse — Customer Experience Manager, Huski

Low escalation at scale

 **15.8%**

"Keeping escalations low at our volume seemed impossible before Yuma. Now the vast majority are resolved automatically, and our agents spend their day on the cases that matter."

Émilien Foiret — Co-founder & CMO, Cabaia

Highest volume handled

Freebird **117K**

"Our goal wasn't to automate for the sake of automation, it was to create a better experience for both our customers and our agents. Yuma has helped us scale efficiently while maintaining the level of support our customers expect."

Naomi Oriol — Director of Customer Experience, Freebird

How we built this benchmark — and what we could and couldn't measure

Window: 90 days, 14 Mar – 12 Jun 2026 (UTC), account-wide across all stores per merchant.

Headline cohort: 100+ active Shopify and Shopify Plus merchants.

Revenue tiers use real annual GMV joined from store-level Shopify data.

Automation rate is measured on automation-eligible (“processable”) tickets, whose share of ingested volume varies by merchant — cohort medians are robust, but raw rates are not a like-for-like ranking between individual merchants.

Seasonality is built on a full 12 months of ticket history (Jun 2025 – May 2026).

Agent-hours saved and cost per resolution are modeled (derived from per-ticket time-savings assumptions at a €25 / hour loaded agent cost), not independently audited. Treat them as directional; resolution counts are exact.

Every stage of the customer journey, handled by the right AI agent

Autonomously resolve up to 89% of conversations across pre-purchase questions, support tickets, and social DMs. Built for any eCommerce platform. Connects to your helpdesk.