

I have a question, Kevin! Transforming customer experience quality using chatbots

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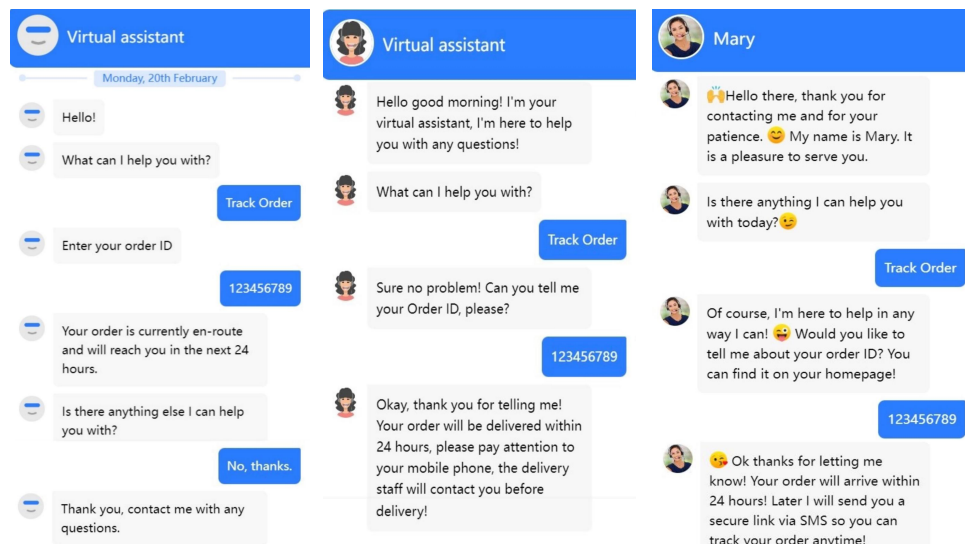
Doctoral Program in Economy and Management of Organisations

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MOTIVATION

With more businesses adopting chatbots to improve their customer service offerings, it is essential to comprehend customers' perceptions and interactions with them.

Furthermore, customer experiences has emerged as a critical success factor for firms (Kumar et al. 2019). As chatbots have a direct impact on customer experiences (Jiménez et al. 2021), comprehending their impact becomes crucial for companies to enhance their offerings. Although some research has been conducted on it, gaps in the literature remain (Zeng et al. 2023), which this study aims to fill by providing an analysis of it. Finally, the study's findings may have practical implications for businesses that employ chatbots to interact with their customers.



METHODS

A questionnaire will be distributed on Prolific to collect data from a sample of 1000 individuals living in the United States. The collected data will be coded and then analyzed quantitatively using the statistical software STATA.

OBJECTIVES

- ❑ Explore the current state of chatbot usage and its application to customer service interactions.
- ❑ To investigate customer perceptions of chatbot interactions and their impact on overall customer experience quality.
- ❑ To provide practical recommendations for businesses using chatbots to enhance the customer experience, based on the study's findings.

EXPECTED RESULTS

- ✓ 1. We expect that customers perceive chatbots with higher levels of anthropomorphism more positively than those with lower levels.
- ✓ 2. Customer perceptions of chatbots with different levels of anthropomorphism might affect their overall satisfaction with the customer experience and their perception of customer experience quality.
- ✓ 3. Highly anthropomorphic chatbots are expected to be perceived as more effective in handling the perceived recovery process.

MAIN REFERENCES

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