

Building a supporter – How A.I. chatbots can enhance satisfaction



When you switch on your T.V. and log into Netflix or Amazon Prime, you are greeted by a host of new recommendations about shows that you may watch. Thus, behind the scenes, A.I. (Artificial Intelligence) is hard at work learning how to serve your needs best. Other ways A.I can impact your life can be more personal, like in interactions with chatbots on websites.

A research study was conducted by Kival Dhavraj, a [Master's](#) student in the [Department of Marketing Management](#), to investigate whether humanness, perceived agency, emotionality, and trust are antecedents of customer satisfaction in interactions with virtual agents, specifically concerning A.I powered chatbots. Customer satisfaction in interactions with chatbots is of paramount importance to businesses because most businesses have shifted into the online space, a change further accelerated by the Covid-19 pandemic. So, it raises the question of which aspects of chatbot design need to be enhanced to deliver the most satisfying experience.

To answer these questions, an online survey was conducted, in which 207 respondents completed. The findings revealed that humanness and perceived agency are significant predictors of customer satisfaction, whereas emotionality and trust were not. These findings highlighted the fact that customers desire chatbots they interact with to show some level of humanness and relatability, and that the chatbots should

possess some degree of agency to complete tasks without explicit instructions at every step.

According to Forbes, the use of A.I. in business has grown over 270% in the last few years, with many industries and companies taking advantage of it. Thus, it becomes imperative for businesses of the future that wish to capitalise on chatbot deployment, to design chatbots which cater to customers' desire to interact with human-like chatbots capable of carrying out their own actions. Such goals can be reached by designing chatbots that can converse in a human manner and have a human-like visage or avatar.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2022 in the [Department of Marketing Management](#) by Kival Dhavraj under the supervision of [Dr Tinashe TR Ndoro](#).