

# Evaluation of the experience of being attended by a social robot in a frontline service

**Rubén Huertas-Garcia**

University of Barcelona – UB

**Santiago Forgas-Coll**

University of Barcelona

**Antonio Andriella**

Institut de Robòtica i Informàtica Industrial CSIC-UPC

**Laura Saez-Ortuno**

University of Barcelona

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## **Abstract**

The ability to pre-programme social robots with communication protocols makes them agents capable of delivering brief services with high cognitive load and low emotional load. However, little is known about how this ability influences the drivers shaping the experience and the intention to continue receiving these services. To shed light on this question, a prototype of a robot-delivered service was designed and a sample of potential customers was asked to rate it. In addition, we explored whether technological literacy could play a moderating role in the rating of the experience. The results suggest that hedonic and social drivers are the most relevant factors in explaining the experience. Furthermore, with respect to possible moderators, having an optimistic view and being up to date with technological innovations appear to be the most likely characteristics.

**Subject Areas:** *Consumer Services, Diffusion of Innovations, New Product Development and Launch, Service Marketing*

**Track:** Digital Marketing & Social Media