

Customer experience in the age of chatbots: The value of humanness social cues

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Chatbots have become an indispensable component of modern business, hence it is crucial to implement them effectively to improve customer experience (CX). The main objectives addressed in this study are: (1) gain knowledge about what is the current state of the art of CX in the chatbot context; (2) identify which areas need further investigation; (3) identify the best way to empirically measure CX in this context and, (4) analyzing how text based chatbots' cues can enhance CX. Our study includes a systematic literature review (SLR) with a TCCM analysis, a research agenda and an empirical online survey. The SLR identifies several gaps in the literature, highlighting the need to find a CX measurement suitable for this context disrupted by new technology. The empirical study demonstrates that add humanness social cues to text based chatbots enhances CX, with internal cues being more valued than external ones. It also finds that not all CX dimensions are equally important in this context.

Keywords: Customer experience, artificial intelligence, chatbots

Track: Relationship Marketing