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USER SATISFACTION WITH THE COMMUNICATION QUALITY OF “REGITRA” AND “LIETUVOS PAŠTAS” ARTIFICIAL INTELLIGENCE CHATBOTS

Abstract.

AI-powered tools are not only used in the e-commerce sector but also in the public sector. Chatbots have gained popularity as effective tools for marketing and customer service (Colifa, 2020). Two major categories of chatbots are AI-powered or mechanical. Mechanical type of chatbots are dominating in Lithuanian public sector websites. Only the chatbots “Lietuvos pastas” and “Regitra” are AI-based. The research aims to identify aspects of customer satisfaction level towards the quality of communication features, as well as to pinpoint the areas that customers don't like. To accomplish these aims, the surveys and pilot interviews were conducted and targeted to the users of selected chatbots. During the research, positive interest was seen in polite style of chatbot communication. Negative areas were also identified, such as the requirement to confirm website cookies for starting using the chatbot service and in some cases the links were provided which lacked comprehensive information. These features had an adverse effect to the customer satisfaction and would require improvement.

Key words: *AI based chatbots, chatbots for public websites, adverse effect of chatbot service, positive features of chatbot, chatbot users survey.*

POSTERS

USER SATISFACTION WITH THE COMMUNICATION QUALITY OF "REGITRA" AND "LIETUVOS PAŠTAS" ARTIFICIAL INTELLIGENCE CHATBOTS

Jorė Bendinskaitė
Marketingo technologijos

AI-powered tools are not only used in the e-commerce sector but also in the public sector. Chatbots have gained popularity as effective tools for marketing and customer service (Collfa, 2020). Two major categories of chatbots are AI-powered or mechanical. Mechanical type of chatbots are dominating in Lithuanian public sector websites. Only the "Lietuvos paštas" and "Regitra" chatbots are AI-based. The research aims to identify aspects of customer satisfaction with the quality of communication features, as well as to pinpoint areas that customers don't like. To accomplish this aim, surveys and pilot interviews were conducted with users of selected chatbots. During the research, positive interest was seen in polite chatbot communication. Negative areas were also identified, such as the requirement to confirm website cookies; if users want to use chatbots and in some cases provided links but lacked comprehensive information. This adversely affected customer satisfaction and requires improvement.



RESEARCH RESULTS:

Polliteness

The strongest aspect of "Regitra" and "Lietuvos paštas" chatbots, as indicated in both research studies, is their polite communication.

Website cookies

Users expressed dissatisfaction with the requirement to confirm website cookies when using the chatbots, a concern shared by both "Regitra" and "Lietuvos paštas."

Warmth of conversation

Dissatisfaction with the warmth of conversation during interactions with chatbots. However, this appears to be a matter of habit, with users acknowledging this aspect as an evolving dimension of human-computer interaction.

Satisfaction

Chatbots sometimes malfunctioned, necessitating the rewriting of questions or the inclusion of more details to obtain the desired information. In certain instances, users were provided with links but lacked comprehensive information, which adversely affected customer satisfaction.

AIM OF RESEARCH

To conduct an analysis of the artificial intelligence chatbots employed by "Regitra" and "Lietuvos paštas" and identify the specific aspects of these chatbots that contribute to customer satisfaction with the quality of communication, as well as to pinpoint areas that do not meet customer expectations.

OBJECTIVES

1. Assess the strengths and weaknesses of "Regitra" and "Lietuvos paštas" AI chatbots.
2. Investigate whether demographic factors have any influence on user satisfaction with chatbot quality.
3. Pinpoint areas in chatbot interactions that require improvement.
4. Uncover sources of user frustration in their interactions with chatbots.
5. Analyze how chatbot communication is characterized and does that contributes to customer satisfaction.

METHODOLOGY

Mixed-method research:

1. Quality research: experiment and interviews; content Analysis.
2. Quantitative research: surveys; descriptive statistics.

SERVQUAL methodology.

CHATBOTS HISTORY AND RESEARCH

The remarkable growth of AI is evident in the fact that this AI tool has already catered to approximately 1.4 billion individuals. First AI chatbot, "ELZA," which was developed in 1966. Public sector organizations are adopting chatbots for effective communication with clients.

Regitra chatbot:



Lietuvos paštas chatbot:

