

## **Executive Memo: Chatbot Quality Review**

**To:** Product & Leadership Team

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### **Summary**

We reviewed 50 recent chatbot conversations to understand customer complaints. The chatbot is not broken, but sometimes gives answers it should not give. Most issues are caused by guidance and controls, not the chatbot itself. These issues explain why customers are reporting problems despite the chatbot appearing confident.

### **Problems Identified**

1. The chatbot sometimes makes up details like refund timelines.
2. It sometimes fails to use available policy information.
3. It sometimes claims actions like refunds or cancellations that it cannot perform.

### **Critical Risk**

False action messages are the most serious risk. They can cause customer disputes, financial loss, and trust issues.

### **Recommended Fixes**

1. Stop the chatbot from claiming actions are completed.
2. Make it strictly follow policy documents.
3. Automatically monitor risky responses.

### **Conclusion**

With better controls and monitoring, the chatbot can remain useful while reducing customer complaints.