
Stakeholder Analysis for Chatbot Implementation

1. SME Owners and Managers (High Interest, High Influence)

For SME owners and managers, the **chatbot's purpose** is to enhance customer service, reduce operational costs, and support business growth. The chatbot aligns with their goals of **innovation**, improving customer interactions, and gaining a competitive edge. In terms of **corporate governance**, they must ensure data privacy and compliance with relevant regulations, like GDPR. Strategically, owners and managers will use the chatbot to **automate routine tasks**, improve customer engagement, and free up human resources for more complex functions.

2. Employees (High Interest, Moderate Influence)

Employees benefit from the chatbot by reducing their workload on repetitive tasks like answering FAQs or handling basic customer service inquiries. This allows them to focus on more strategic work. They value **efficiency** and **support**, and the chatbot helps them achieve higher productivity. From a **social responsibility** perspective, employees need to be trained to work alongside the chatbot, ensuring job roles evolve without displacing workers. Strategically, employees will focus on using the chatbot to **increase service efficiency** and **enhance customer satisfaction**.

3. Customers (High Interest, Low Influence)

Customers expect the chatbot to provide **fast** and **reliable** responses. Their primary interest lies in **convenience** and **24/7 support**, allowing them to resolve issues or access information without delays. From a **governance** perspective, the chatbot must maintain **customer privacy** and **data security**. Strategically, the chatbot will help businesses build **customer loyalty** by providing **instant support** and **seamless user experiences**.

4. Competitors (Moderate Interest, High Influence)

Competitors will be impacted as the chatbot provides a **competitive advantage** by offering faster, more efficient customer interactions. To ensure **fair competition**, SMEs must avoid using unethical methods like false claims about chatbot

capabilities. Strategically, SMEs need to **monitor competitors' chatbot implementations** and **improve their own** features to stay ahead.

5. Suppliers (Moderate Interest, Moderate Influence)

Suppliers may interact with the chatbot for order processing, inquiries, and communication. The **mission** of suppliers is to maintain seamless, efficient partnerships. From a governance perspective, **ethical communication** and **data sharing** via the chatbot should be ensured. Strategically, the chatbot can help **streamline communications** with suppliers, improving response times and coordination.

6. Government (Low Interest, High Influence)

The government's role is to ensure the chatbot complies with **data protection** and **consumer rights regulations**. SMEs must adhere to legal requirements, including **GDPR** and **data security laws**. Strategically, they should stay informed about regulations related to AI and chatbot technologies and ensure **regulatory compliance** to avoid penalties while leveraging government support for tech adoption.

STAKEHOLDER MATRIX

