

Assessing the Relationship of Service Quality Factors with Customer Satisfaction and Trust in SMEs

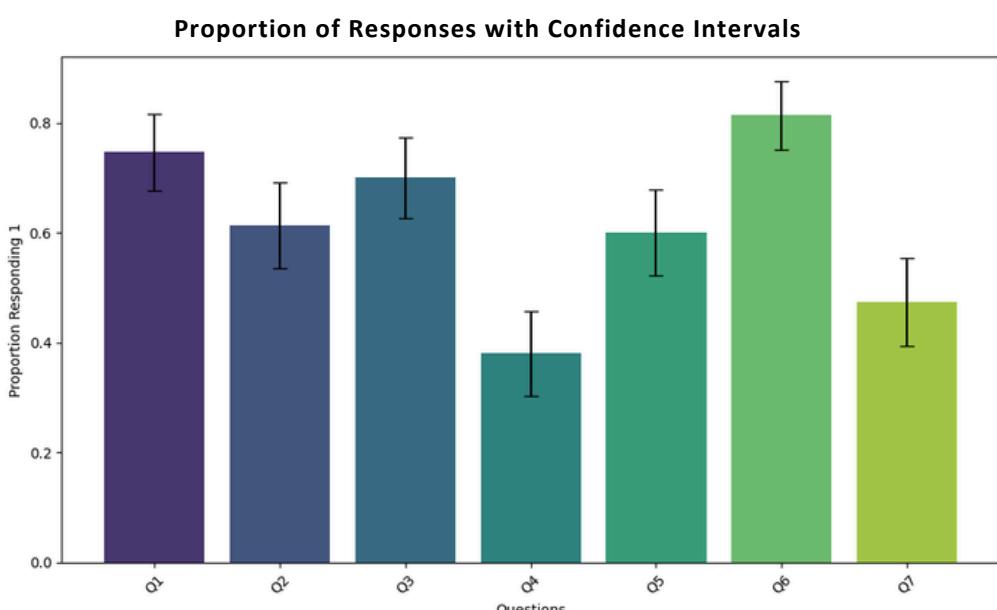
Problem and Objective

SMEs face rising customer expectations for 24/7 support and rapid responses but often lack resources for traditional human service.

Chatbots provide efficient automated support, yet challenges with accuracy and personalization can impact customer satisfaction and trust, affecting SME reputations.

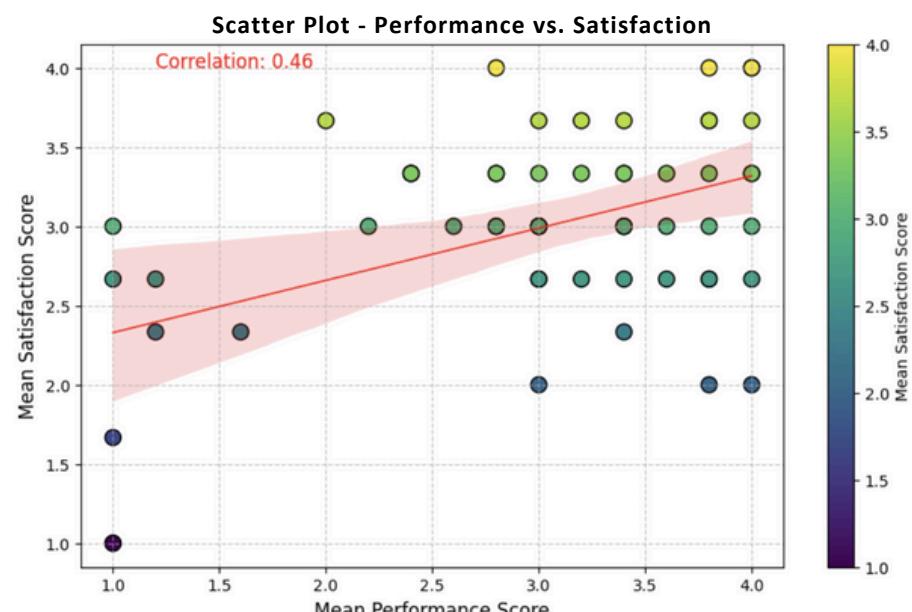
This study assesses how chatbot features such as personalization, accuracy, and quick response times impact customer satisfaction and trust in SMEs, providing insights for effective chatbot implementation that upholds customer satisfaction and trust.

Findings will guide SMEs in enhancing customer interactions while balancing efficiency and quality.



The graph shows response proportions marked as "1" for each question, with confidence intervals. Question 6 has the highest proportion (around 0.8), while Question 4 has the lowest (around 0.4).

Most responses, except for Q4 and Q7, are above 0.5, indicating a general tendency toward affirmative responses. The error bars suggest a moderate to high precision across questions.



The scatter plot shows a moderate positive correlation (0.46) between performance and satisfaction scores. Higher performance scores generally align with higher satisfaction.

The color gradient indicates satisfaction levels, with yellow representing higher scores. The trend line and shaded area represent the confidence interval for this relationship.

Data Collection Methods

- Surveys
- Interviews



Test Methods Used

- Hypothesis Testing
- Thematic Analysis



Concluding Findings



Personalisation boosts **satisfaction** but ranks below **responsiveness**.

SMEs should balance both for optimal support.

Chatbots **reduce perceived wait times** but need improvement in **issue resolution**.

Trust hinges on accuracy, with smooth human handoffs essential for complex issues.

Speed, 24/7 availability, and multilingual support are highly valued, and chatbots must improve complex query handling and escalation.

Recommendations



Quantitative Insights

Leverage budget-friendly CRM tools to offer personalised, history-based chatbot interactions.
Frequently update FAQs and response pathways to enhance chatbot accuracy in addressing customer issues.
Optimise chatbot coding and NLP for faster, more responsive customer interactions.

Qualitative Insights

Enhance NLP for precise, timely responses that strengthen customer trust.
Ensure seamless handoffs to human agents, maintaining context to avoid repetitive questions.
Clearly define chatbot capabilities and ensure accessible human support when needed.