Master Thesis: Interview for Professional Service Department

Dear Interviewee,

Firstly, I would like to express my utmost gratitude for taking time to participate in this interview, which is an important step of my master's thesis.

The aim of this interview is to gain a comprehensive understanding of your department needs, challenges and potential areas where AI can be used to bring positive impact. Your unbiased and honest insights are important and will contribute notably to this research success.

To guarantee that the data gathered is as impartial and insightful as possible, I respectfully ask for the following:

Be Specific: Please provide specific examples or scenarios where you believe AI could be beneficial.

Current Pain Points: Please describe any current challenges, inefficiencies, or struggles you are facing or process within your workflow that might be done using AI tool. This will assist us in pinpointing areas where AI solutions could bring improvements.

Concerns and Limitations: We welcome identification of challenges and obstacles as it is essential for effective incorporation of AI in your workflow.

Honesty is Key: Honesty is crucial in this situation. Your honest insights within your workflow will aid us in selecting the most effective AI solution for your specific needs.

I assure you that this data collected through interview will be treated with confidentiality. Your insight will play an important part in pinpointing potential areas where AI can be used to bring positive impact.

Once again, Thank you very much for your participation. Your knowledge and expertise within your field are invaluable for this research topic.

If you have any queries or require further/any clarification, please do not hesitate to reach out.

Warm regards,

Shuvam Singh

1. On a scale of 1 to 5, where 1 indicates not likely at all and 5 indicates extremely   *
   likely, What potential impact do you see for AI in your field of work.

   Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Extremely Likely

2. Expanding on above Likert scale question, In what specific area of customer   *
   success can AI be integrated to solve a problem or to automate a repetitive or
   particular task or process, which will allow your team to focus more on personal
   interactions with customers?

   _____

   _____

   _____

   _____

   _____

3. On a scale of 1 to 5, where 1 indicates not likely at all and 5 indicates extremely   *
   likely, how comfortable are you with integrating AI technologies into the customer
   success department?

   Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Extremely Likely

4. Elaborating in above Likert scale question, What challenges and obstacles do   *
    you see in integrating AI tools to enhance your performance in customer success
    department?

    _____

    _____

    _____

    _____

    _____

5. On a scale of 1 to 5, where 1 indicates not likely at all and 5 indicates extremely   *
    likely, how valuable are AI driven data analysis tools for identifying trend,
    behaviors and issues of customers?

    Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Extremely Likely

6. Expanding in above Likert scale question, In terms of data analytics and   *
    customer insights, how can AI help to predict consumer behaviour, needs or
    issues?

    _____

    _____

    _____

    _____

    _____

7. On a scale of 1 to 5, where 1 indicates not likely at all and 5 indicates extremely *
   likely, how effective do you think AI tools are to improve customer satisfaction
   and retention, resulting in brand loyalty?

   Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Extremely Likely

8. Expanding in above Likert scale question, How do you think AI can help to *
   improve customer satisfaction and retention, resulting in brand loyalty? Are there
   tools that do this?

   _____

   _____

   _____

   _____

   _____

9. On a scale of 1 to 5, where 1 indicates not likely at all and 5 indicates extremely *
   likely, how effective do you think integrating AI technologies into the customer
   success department would be?

   Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Extremely Likely

10. Expanding in above Likert scale question, How effective do you think AI tool   *
would be for your current workflow, and what support or resources would you
need to facilitate the adoption and use?

_____

_____

_____

_____

_____

11. Any feedback or further suggestion?

_____

_____

_____

_____

_____

This content is neither created nor endorsed by Google.

Google Forms