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

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.

	1	2	3	4	5	
Not Likely	○	○	○	◉	○	Extremely Likely

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?

Implementation of operational issues, Onboarding of new customers, Documentation, Brainstorming,
Generate content for new products (code, text, images)

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?

	1	2	3	4	5	
Not Likely	○	◉	○	○	○	Extremely Likely

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?

Time to deal with it adequately, Implementation of complete solutions for all departments of the
company, Data protection, Acceptance on the customer side (human vs. machine), Rapid development of
AI (we are currently not sufficiently agile)

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?

	1	2	3	4	5	
Not Likely	○	○	○	○	◉	Extremely Likely

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?

I cannot answer this question, as we are not currently working with AI in the areas mentioned. But I think
one possible use case would be to analyze the use of our software by our existing customers and use
this to create potential new products that can be monetized.

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?

	1	2	3	4	5	
Not Likely	○	○	◉	○	○	Extremely Likely

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?

I think it depends on the target group. Our target groups attach great importance to personal contact, for
example. AI could play a supporting role here. If the AI supports our customers in working with our
software in the best possible way, our customers are happy with the product and we have more
resources to build real customer relationships.

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? *

	1	2	3	4	5	
Not Likely	○	○	○	○	◉	Extremely Likely

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? *

I think an AI could relieve us of administrative work in many areas and at the same time support us with creative topics. Above all, we need time for this. First of all, we should research what possibilities AI tools currently offer so that we can weigh up which tasks and processes should be taken over by an AI in the future. On this basis, we can then decide which additional resources are required (experts, etc.)

Any feedback or further suggestion?

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