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The Observed Impact of Key Factors on Consumer Satisfaction with Chatbots in SMEs

AFFILIATIONS



Chatbots are essential tools for SMEs to provide quick, accessible customer support. This study examines how Information Quality, System Design, Conversation Style, and Data Security influence consumer satisfaction with chatbots, helping SMEs identify areas to enhance user experience.

OBJECTIVE

This study aims to determine the specific factors that most influence consumer satisfaction with chatbots used by SMEs. By focusing on Information Quality, System Design, Conversation Style, and Data Security, the research offers insights into which aspects SMEs should prioritize to improve user satisfaction and engagement.

RESEARCH QUESTION

What is the observed impact of key factors—**information quality, system design, conversation style, and data security**—on **consumer satisfaction with chatbots in SMEs**?

PRACTICAL IMPLICATIONS FOR SMES

Boost Customer Satisfaction: Focus on high-quality information to provide accurate and helpful responses, increasing customer loyalty.

Cut Support Costs: Design systems to handle basic queries automatically, saving on staffing costs.

Strengthen Trust: Prioritize data security to assure customers of their privacy, building long-term trust.

Improve Engagement: Adjust conversation style based on query complexity to create a more engaging, personalized experience.

METHODOLOGY

Approach: This research uses quantitative surveys and qualitative interviews to measure the influence of each factor on user satisfaction.

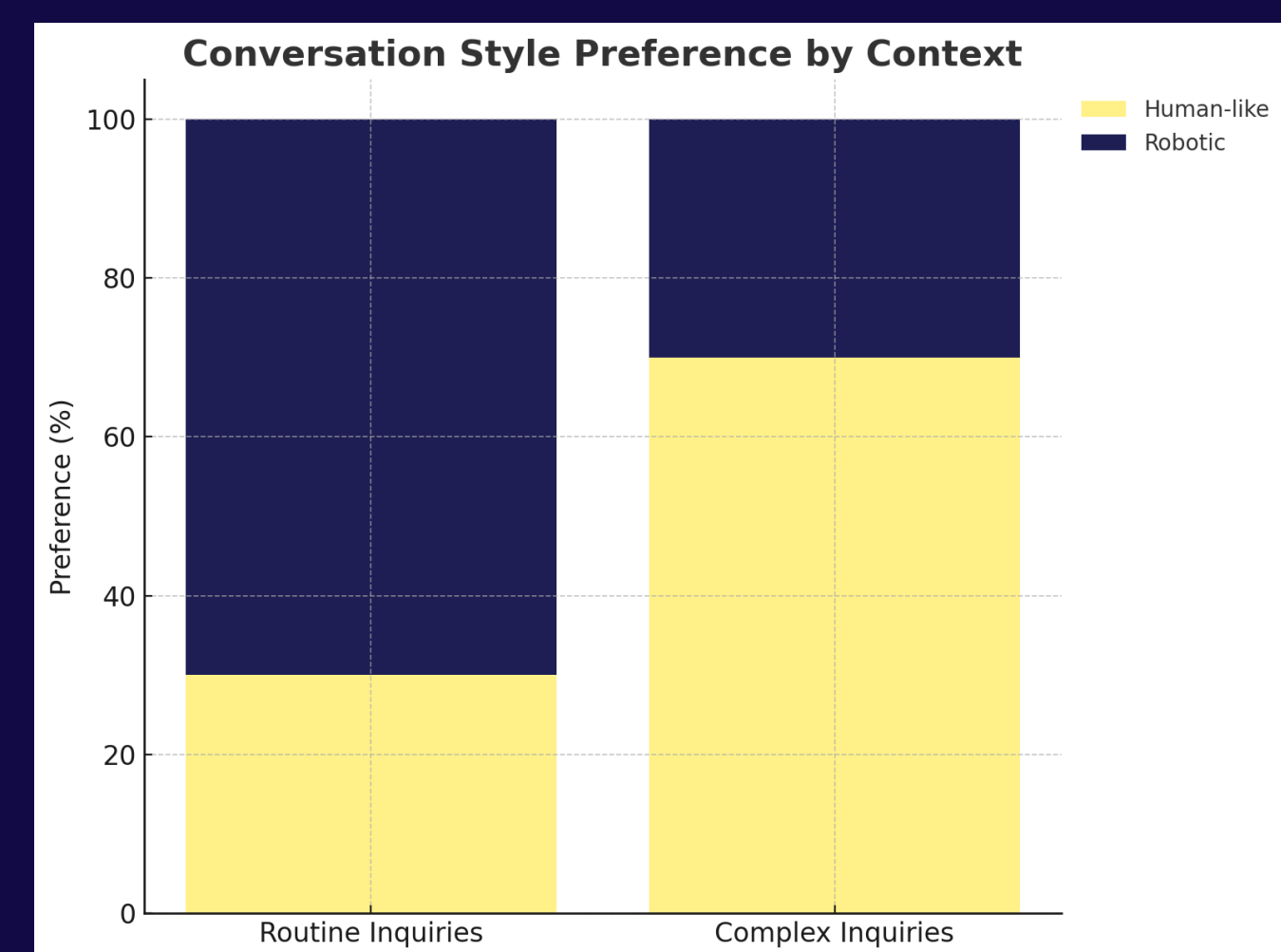
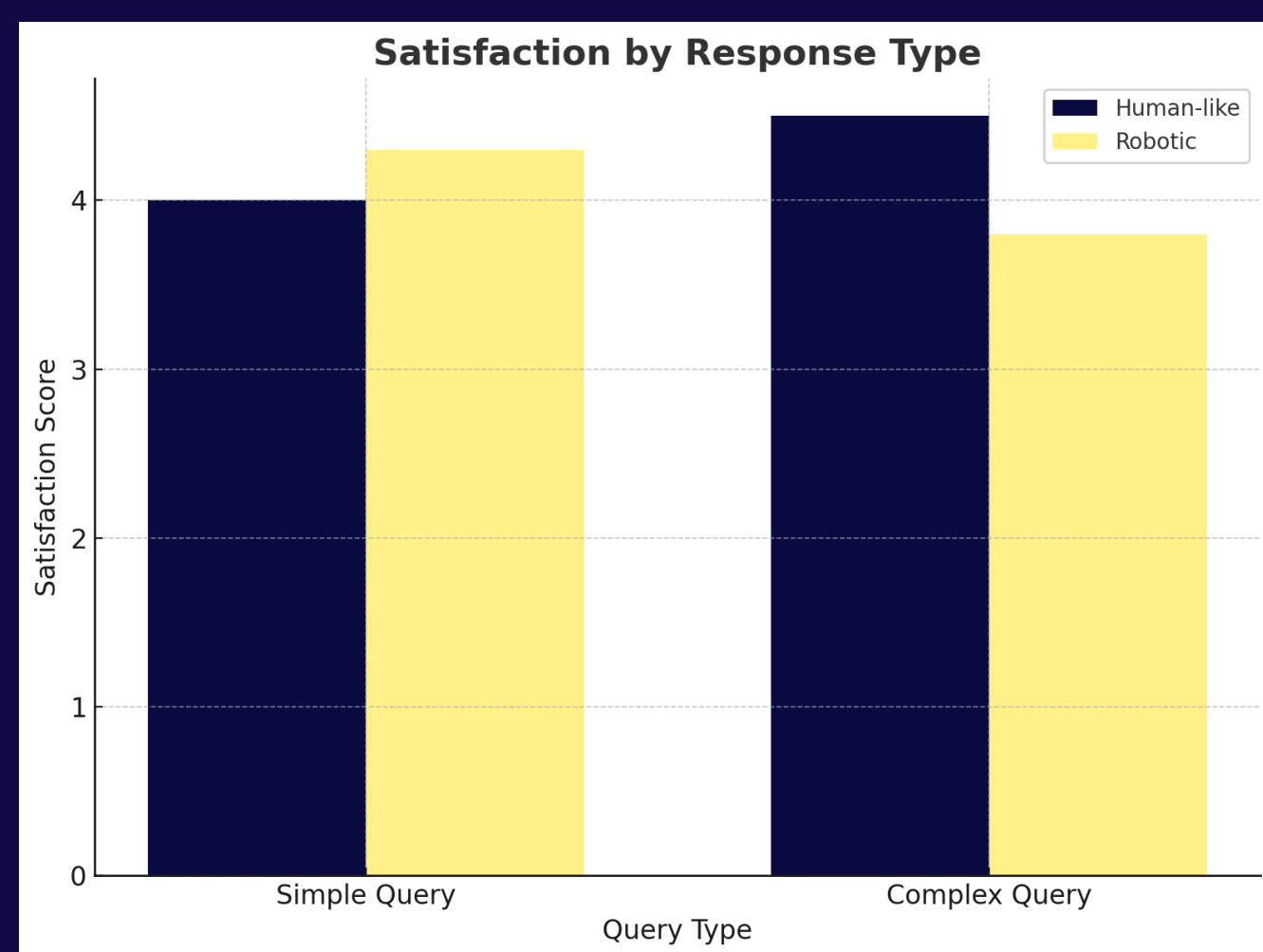
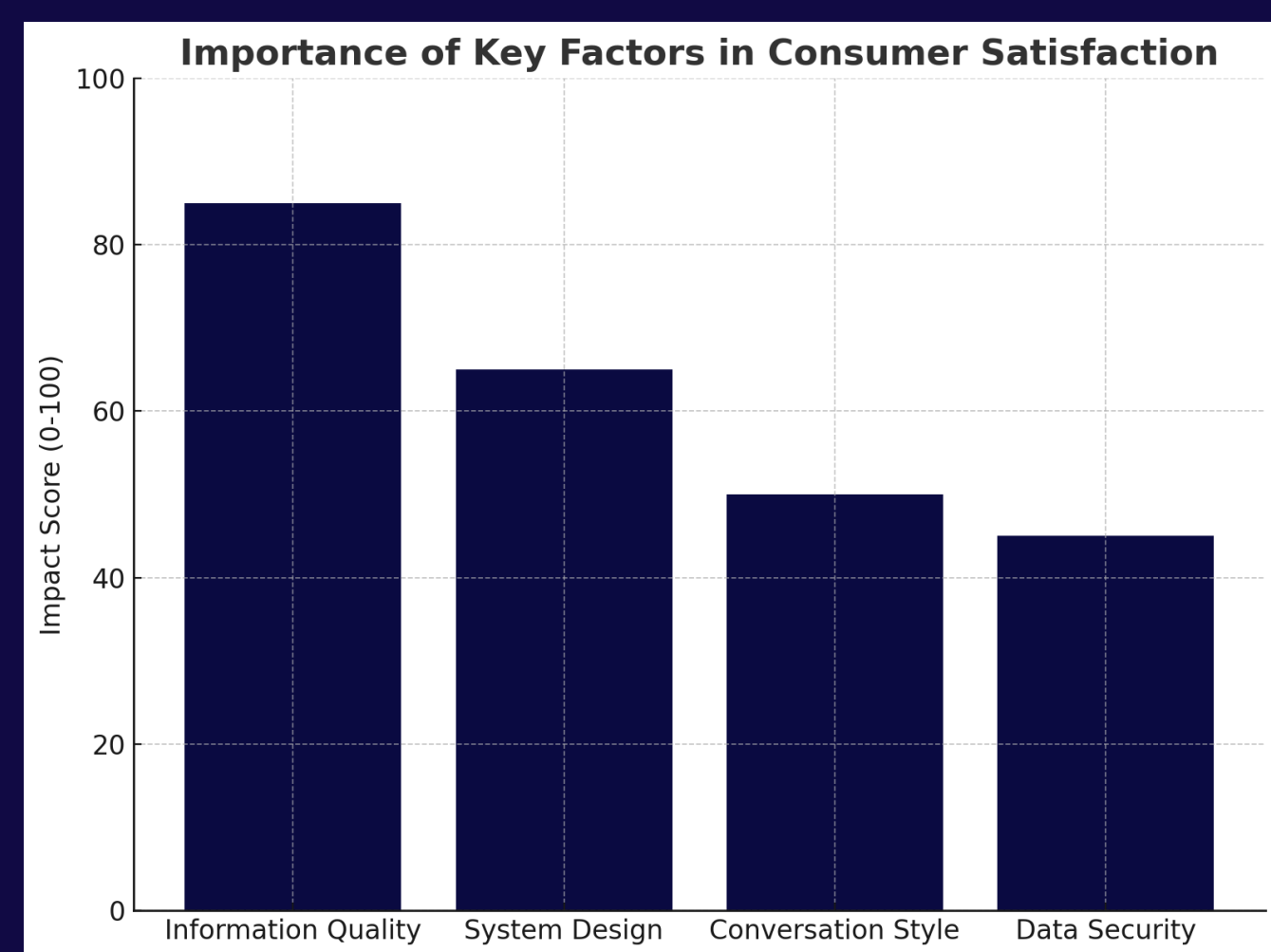
Data Collection: Survey responses collected from Qualtrics assessing satisfaction with a chatbot in customer service. Also, interviews were conducted for expanding data collection.

Analysis: Statistical tests to identify significant impacts of each factor on overall satisfaction.

ANALYSIS

Information Quality: Primary factor impacting satisfaction.

Supporting Factors: System Design, Conversation Style, and Data Security contribute to an improved user experience but have secondary influence.



CONCLUSION

Findings: Information quality is the primary driver of satisfaction, supported by system design, conversation style, and data security.

Recommendations for SMEs:

Focus on Information Quality: Prioritize accuracy and relevance in chatbot responses.

Enhance System Design: Improve navigation and speed for a better user experience.

Optimize Conversation Style: Adapt based on query type (human-like for complex, robotic for simple).

Ensure Data Security: Build trust with clear privacy policies and compliance measures.

RESULTS & FINDINGS

Information Quality: Most significant factor, directly impacting trust and satisfaction.

System Design: Enhances ease of use and provides a seamless experience.

Conversation Style: Preference varies by context—human-like for complex inquiries, robotic for simple tasks.

Data Security: Essential for trust, particularly in privacy-sensitive interactions.

Top Consumer Priorities in Chatbot Use

