

Dear \_\_\_\_\_

We, Jarro Teunissen, Stijn van der Pas, Ron Lev Tabuchov, and Vladislav Stoimenov, invite you to participate in a research study about the impact of key factors on the satisfaction of consumers using a chatbot.

## IMPACT OF KEY FACTORS ON CHATBOT CONSUMER SATISFACTION

This study will run for 8 weeks and is conducted under the supervision of Breda University of Applied Sciences.

### Purpose of the Research

The goal of this research is to understand how the factors influence consumer satisfaction when interacting with a chatbot. We are asking you to participate in this study to gather data that will contribute to our report.

### Methodology

You will be asked to participate in an interview, which will take no longer than 10 minutes. The interview will take place at a location of your choice, and the conversation will be recorded. We will conduct similar interviews with other participants.

### Participation Requirements

To be eligible, you must have previously used any type of chatbot.

### Advantages and Disadvantages

By participating, you will gain access to the results of our research. However, there are no significant advantages or disadvantages associated with participating.

### Risks

There are no potential risks in participating in the interview. Your responses will be anonymous, ensuring your privacy and safety.

### Costs

There are no costs associated with participating in this research.

## Data Management and Confidentiality

All data collected will be anonymized, and your personal information will not be linked to the results. Only the researchers will have access to the gathered data.

## Voluntary Participation

Participation in this study is voluntary. You may withdraw at any time without needing to provide an explanation or facing any negative consequences.

## Results

The results of this study will not be directly published. They will be delivered to our lecturers for grading. Upon request, we can send you a summary or the full report.

## Complaints

If you have any concerns or complaints about this study, please contact one of the researchers at [231667@buas.nl](mailto:231667@buas.nl). If the issue is not resolved, you may reach out to the Breda University of Applied Sciences.

## Research Approval

This research has not yet been approved but will be submitted for evaluation by our lecturers.

## Consent

By agreeing to participate in this study, you will be asked to sign a consent form.

## Contact Information

For further information, please contact one of the researchers at [231667@buas.nl](mailto:231667@buas.nl).

## Closing

Thank you for considering participation in this important research. We look forward to your contribution.

Best regards,

Jarro Teunissen, Stijn van der Pas, Ron Lev Tabuchov, Vladislav Stoimenov

Students Data Science & AI  
Breda University of Applied Sciences