So, as I mentioned in the introduction, chatbots are increasingly used by companies to reduce their customer service workload, ultimately aiming for higher profit margins. This is partly because chatbots are available 24/7. So, what we're looking at now is whether such a chatbot is actually effective and whether people like using it or prefer to call directly instead. We're examining various factors that we consider key factors.

We're specifically looking at how satisfied users are with using customer service. Are they being helped adequately? How easy is it to access? Do you, for instance, share personal information with a chatbot or not? These are the considerations we are researching.

It's not about coding at all; it's purely research. So, yes, I'm starting with some initial data, like names that I can fill in myself—so it's not really much. Age? 26.

And whether you have ever used a customer service chatbot? Yes. That's essentially the information I need. Can we move on? No? Okay.

We'll start with information quality—how good is the quality of the information that a chatbot provides? I have a few questions on that. The first one is how you feel when a chatbot provides too little or too much information.

What would you do in such a situation? Would you continue with other questions, stop there, or contact customer service? Or how do you deal with a chatbot that provides too little or too much information? I tend to give up quickly. Usually, it provides too little information. I've never experienced a chatbot providing too much information.

But I give up quickly, or I type "chat with a representative" because I've found that this often gets you to a human representative from the chatbot. Or I start looking for a phone number. For instance, the other day with Vodafone Ziggo—though that wasn't an issue of too little information—something was wrong with my invoice. When I opened the chatbot, the chat was unavailable. I thought, "Why is the chatbot unavailable?" So, I ended up searching for a phone number and eventually called.

It was fine. But, yes, I give up quickly. So, you mentioned a scenario in which a chatbot provided low-quality or insufficient information. Yes.

Like when it wasn't even available. That was really frustrating.

And a few other times, I can't remember which company it was, but I didn't manage to get anywhere. Then I just typed, "I want to chat with a representative," which usually works.

In most cases, you first get standard information and if it’s not enough, they pass you on to a human representative. Yes.

That's generally how it goes. Has there been a time when a chatbot provided really accurate information and you thought, "Now I'm actually helped"? I can't really recall, but I suppose I didn't remember because it was so efficient that it didn't stick in my mind—like, "Oh, great, I got my answer." But, on the other hand, maybe if you're from an older generation or just really lazy and don’t want to browse the whole website, then a chatbot is more convenient.

As for me, I usually Google what could be wrong with my invoice before I even think about asking a chatbot. So, when you’re directed to a chatbot instead of searching for yourself. Yes, my experience so far has been more like, "Oh, a chatbot. It never really gives me the answer I want," so I search myself first. Only when I really can’t figure it out, I will go to the chatbot.

And then eventually request a chat with a representative. Yes. Sometimes a chatbot keeps repeating the same information, and you can’t get past that point. I think to myself, "I just said something different; I'm asking something else, and you’re giving me the same response."

For example, when I had an issue with an invoice, I asked, "Can you explain this?" And the response was, "You can download your invoices here." Well, I obviously already downloaded it, or I wouldn't have noticed the problem. So, you end up in a loop—always the same answer. It tells you to check this page, then that page, while you just need an actual answer to your question.

And that information isn't available, so the chatbot just gives you generic answers. I know how to download my invoice; I’m not dumb. I don’t understand what’s on it.

Alright, now we've covered the information part. Let's move on to trust. How important is it for you that a chatbot is transparent? That you understand how it works, and how it's structured? Is it important to know how it handles data?

I wouldn’t actively look for that information. I would appreciate it if, when you start a chat, it says, "You’re chatting with a chatbot," or "This is automated." It’s good to set those expectations.

If I have to enter personal information like my postcode, house number, or email address, I don’t mind. I don’t really worry about it, although maybe I should.

If I knew that the chatbot used encryption and my data was safe, it wouldn't really change my satisfaction. I'd probably read it, but I wouldn’t have a strong opinion.

If it’s a company I'm already a customer of, they already have my data—my IBAN, all my information. So, I don’t see why it would matter.

If it were a website I had never used before, I wouldn’t be quick to provide my postcode just to get more product information. I’d think, "Why do they need that now?"

Would you prefer responses that are more human-like or robotic when using a chatbot? I prefer a robotic response because, if you know it’s a bot, then it’s awkward when it tries to say things like, "Oh, that’s unfortunate." It’s better to just be straightforward. It saves me time.