CHALLENGES:

While attempts have already been made to understand customer Experience via storytelling in service research as stated by Gentile and others in 2007, the methods that were explained by Mr. Cruz largely remain within the confines of interviews conducted by researchers. Benoit and others in 2017 found that such qualitative approaches, interviews and surveys, constitute a minority of service research as they are more resource, time, and cost-intensive compared to more efficient but potentially less informative quantitative methods.

2nd slide

Benoit and others suggest that these methods should be combined to achieve more effective method in gathering customer experience. This will lead us to our proposed solution.

Significance:

According to sidaoui and others 2020, this was the survey that they made, it has been proven that chatbot interviews are effective and well natural on using the natural flow of Conversation. The chatbot interview has all the traits of a survey and a traditional interview combined. Meaning its proven effective. From this, the potential of chatbot interviews as an effective and efficient data collection approach of Customer Experience can be observed here in the table.

Therefore, in this proposed solution, we, the researchers will determine what the customers have to say on the Courier Delivery Services in the Philippines. The researchers will find out the consumer’s preferred delivery address, preferred delivery time, and hopefully their opinion as well on the flexibility of the courier to handle the delivery in terms of time and place. The methods for this proposed solution will be explained by Mr. Bautista.