



Master Theses Offer

Revolutionizing Customer Service with Generative Chatbots

Context

In an era where digital customer service is paramount, the evolution of chatbots has transformed how businesses interact with customers. From rule-based to generative models, chatbots are on the brink of bridging the human-computer communication gap. This project delves into the transformative potential of generative chatbots, employing advanced natural language processing to offer nuanced, dynamic customer interactions beyond pre-defined responses.

About the project

Our research focuses on understanding and optimizing generative chatbot interactions in customer service. We aim to compare generative chatbots with traditional models and human agents, identifying strategies for effective communication and enhanced customer satisfaction. Through empirical studies, we will explore the implications of chatbot anthropomorphism and communication styles, offering insights into future digital marketing practices.

Major tasks include, but are not limited to

- Comprehensive review and synthesis of existing literature on chatbot technology and its applications in customer service.

- Development of a research question focusing on the comparative effectiveness of generative chatbots versus traditional chatbots and human agents.
- Design and execution of empirical studies, including online experiments with participants interacting with different types of chatbots.
- Analysis of experimental data to understand the impact of chatbot communication style on customer satisfaction and engagement.

Requirements

Seeking a dedicated and analytical student with a passion for digital innovation. Proficiency in data analysis, keen interest in generative AI and chatbot technology, and the ability to work independently are essential.

Start:	Anytime, as soon as possible
Methodology:	Experimental Research
Duration:	6 months

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