

Abstract

The integration of new technologies in service industries is illustrating an increasingly important factor for creating a well-perceived customer's experience. Nowadays, it is the main goal of organisations to create a customer service experience which customers are satisfied with and to create loyalty amongst them. To do so, chatbots can be used because they are available permanently, providing quick answers, they can promote offers and increase cross- and upselling (McCall, 2017), they can make individual recommendations to the customer, increase convenience, save overall costs and maximise customer engagement and outreach (Jain, 2016). Likewise, incorporating chatbots can bring along great potential to open up new opportunities concerning customer service. However, chatbots also carry along many limitations, especially because they have been in commercial use only for a few years. (Fakhrudin, 2017) As the ÖAMTC is the central focus of this thesis, the priority was to unveil the advantages and disadvantages of German-operating chatbots in service industries. In addition, a comparative evaluation was done in order to be able to give insights into the usefulness of chatbots and to provide recommendations for incorporating a chatbot. Subsequently, this dissertation prepares a list of some of the ÖAMTC's enquiries including which ones could be standardised and which ones require human interaction.