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Tesis

Improving Customer Service Through the Use of Chatbot at Enma Spa Huancayo, Peru

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Improving Customer Service Through the Use of Chatbot at Enma Spa Huancayo, Peru

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Abstract. This paper shows the implementation of EnmitaBot (chatbot) in the Spa and personal care micro-enterprise, based on the identification of problems through interviews, in order to improve customer service. The platform used was ManyChat, which was developed with a ten-step process from identifying the problem to testing with customers. The key dimensions used to measure chatbot performance were knowledge and personalization. The measurement was carried out from frequent customer surveys, obtaining a Net Promoter Score (NPS) result of 71% and on the Likert scale of 4.03, achieving a high correlation between these two indicators. Measurements by questions and dimensions are presented, and the significant correlation between responses on the Likert scale and NPS is highlighted. The dimensions used to measure were; response time, knowledge and database, personalization, intuition and understanding, natural interaction and language; obtaining the highest NPS in knowledge and database with 72.25% and in personalization with 72.33%. Regarding the lowest NPS obtained, Intuition and comprehension were 63.00% and natural interaction and language with 69.00%.

Keywords: Chat implementation · ManyChat Platform · Customer Service Enhancement · NPS (Net Promoter Score) Measurement

1 Introduction

In recent years, the advancement of artificial intelligence has revolutionized numerous business areas globally, especially in terms of optimizing services and improving the customer experience [1, 2]. This progress has led to the widespread adoption of technologies such as chatbots, artificial intelligence systems designed to interact with users in a human-like manner, offering accurate and relevant answers in real-time [3, 4].

In this context, start-ups and small companies, such as Enma Spa in Huancayo, Peru, face challenges in customer service. The growth of this micro-enterprise dedicated to personal care and beauty has been accompanied by problems identified through an interview with the administrator, who reported that the problems were recurrent, affecting approximately 50% of the queries that were not attended to on time and adequately, a significant level of dissatisfaction was also identified among those who did get answers. as the quality of these did not meet their expectations. It was also found that dissatisfied customers were unaware of the scope of work carried out in the company. It should be