

Women, Men, or Bots; Who is Better at Customer Service in the Digital Age?



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In a competitive world, it is not enough to sell a good product; one must provide a good customer experience, which is based, among other things, on good interaction with service providers. This study examines consumer preferences towards service providers and focuses on the question of whether male and female customers prefer and are satisfied with a service experience received from a male versus a female service provider, human versus bot. Men and women were found to report preferring a human service provider over a bot. However, no difference was found when they read a hypothetical service script and reported their satisfaction. On the other hand, it was found that men (but not women) were more satisfied with a female versus a male service provider and that the perception of the warmth of the service provider but not the perception of the service provider's competence mediated their satisfaction.

AI Can Help Counter Self-Threats



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Recently, we have been experiencing a revolution due to the introduction of tools based on artificial intelligence (AI) for public use. Ideas that used to be science fiction are now becoming accessible to all. Tools such as Chat GPT, Bard, and Dall-E allow users to interact with the AI models and use them to search for information, study new things, and generate text, computer code, images, music, and more. Despite its many advantages, studies indicate that people tend to express negative attitudes toward AI. This study identifies the conditions in which individuals express positive attitudes towards AI were identified. Specifically, when users experience low sense of control over the course of events, they tend to express positive attitudes towards AI-based products. This appreciation stems from the fact that individuals with a low sense of control believe that AI can help them regain control over their lives.