

Evaluating Customer Experience and Adoption of Chatbots in Indian Banks based in Mumbai

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Abstract: This study analyzes customer experience and adoption of chatbots at Indian banks. Data was gathered primarily from 120 customers of Indian banks in Mumbai. The paper focuses on the impact of the perception of ease of use, the perception of usefulness, and customer satisfaction on customer intention to adopt chatbots. It has been shown that the mentioned variables have a significant and positive effect on customer intention to adopt chatbots. No significant difference could be observed across gender or age segments.

Keywords: Chatbots, Adoption Intention, Technology Acceptance Model, Digital Banking, AI in Banking

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