

The Emergence of the Intelligent Agent: Using Chatbot & Virtual Assistants to Revolutionize Customer Service

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Abstract: *In the past few years, chatbots and virtual assistants have improved customer service. In this paper how chatbots can help customer participation in online marketing chatbots provide instant responses to inquiries and fast query resolution. The Paper also examines how chatbots respond quickly, accurately process natural human language, automate personalized experiences, and offer new opportunities to the organization. This paper also examines how chatbots respond quickly, accurately process natural human language, automate personalized experiences, and provide new opportunities to the organization.*

Chatbots can be a vital tool for increasing customer engagement and conversations in the following ways: sending proactive messages about order status, tracking numbers or payment issues, and collecting customer feedback after the conversation.

Keywords: chatbots

