


Chapter 2

Enhancing Customer Experiences With Service Robots: The Role of Consumer Behavior, Customer Orientation, and Emotional Intelligence

Shanmugan Joghee

 <http://orcid.org/0000-0002-4328-5902>

Skyline University, UAE

Swamynathan Ramakrishnan

 <http://orcid.org/0000-0002-1818-0471>

Amity University, Dubai, UAE

Sajal Kabiraj

 <http://orcid.org/0000-0002-9567-6665>

Häme University of Applied Sciences, Finland

Haitham Alzoubi

Skyline University, UAE

ABSTRACT

Due to the 4th Industrial Revolution, Artificial Intelligence and other internet technologies such as RAISA (Robots, Artificial Intelligence, and Service Automation) have been adopted in various industries, including the hospitality and tourism industry. As the industry traditionally offers services through a manual labor force, more companies adopt RAISA through a commercial service in the form of chatbots, delivery

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robots, robot concierge, conveyor restaurants, self-service information/check-in/check-out kiosks, and many others. This book chapter explores the dynamic interplay between consumer behavior, customer orientation, emotional intelligence, and the integration of service robots into the customer service landscape. It delves into the transformative potential of service robots in various industries and the profound impact they have on customer satisfaction. In this chapter used holistic approach to examining the intersection of technology and human empathy in the context of customer experiences, offering insights into how service robots can enhance, rather than replace, human interactions within the customer service industry. The chapter also examines how understanding consumer behavior, cultivating customer orientation, and leveraging emotional intelligence can maximize the effectiveness of service robots in enhancing customer experiences. The integration of these components is crucial in achieving a harmonious synergy between technology and human interaction, ultimately shaping the future of customer service.

1. SUMMARY

Service robots are becoming revolutionary technologies in the customer service industry that might completely change the way companies interact with their clients. With a focus on three crucial areas—consumer behavior, customer orientation, and emotional intelligence—this chapter explores the intricate and ever-changing interaction between service robots and client experiences. It investigates how these elements improve customer experiences and looks at how companies might use service robots to make interactions more individualized and fulfilling. The first section of the chapter explores consumer behavior as a fundamental aspect of comprehending how customers view and interact with service robots. The dynamic nature of consumer behavior is attributed to a multitude of factors, including cultural, social, and psychological elements. The main drivers and issues influencing the uptake and acceptance of service robots are covered in this chapter. It emphasizes how important it is for companies to have a thorough grasp of customer behavior to successfully build and implement service robots. It is essential to comprehend consumer preferences, motives, and anxieties to customize robot-assisted services that appeal to certain people.

For an organization to cultivate a customer-centric culture, the idea of client orientation is essential. The chapter examines how service delivery might be revolutionized by strategically aligning service robots with customer-oriented ideals. Businesses can prioritize customer wants and expectations in their plans by following the guidance provided by customer orientation. It goes over how companies may use service robots to improve overall service quality, efficiency, and personalization

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