Satisfaction is not enough: the concept of customer delight and its relevance in the AI context.

Abstract:

Artificial intelligence (AI) technologies are increasingly present in consumers' everyday life, with increasing AI applications developed by companies. Previous literature has claimed a positive effect of AI technologies on customer satisfaction. However, this may not be enough. The service literature concludes that satisfaction may reduce its returns over time and companies should then focus on the more intense and consequential feeling of customer delight. Although applied in several contexts in the past, customer delight has never been studied in the AI context, leaving unclear the extent to which companies can rely on extant literature to understand how customer delight functions with AI technologies. Through a qualitative study, this work aims to fill this gap. Data show that in the AI context, 10 facets define delightful experiences, namely problem-solving, transparency, proactivity, anthropomorphism, personalization, empowerment, sociability, social image, and positive affect.

Keywords: Artificial intelligence, customer delight, emotion

Track: Innovation Management & New Product Development