Enhancing service interactions with conversational agents

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Propositions

1. 'Adding human-like communicative behaviors to the design of conversational agents to enhance relational outcomes is not a one-size-fits-all solution.'

2. 'Extending anthropomorphism theory so that it better describes the conditions under which the use of human-like communicative behaviors in conversational agents improves relational outcomes should be a priority for service researchers.'

3. 'Research on conversational agents should look for patterns in users' needs for human-like communicative behaviors in the different phases of the service encounter and across different service contexts.'

4. 'More human-like communicative behaviors in the design of conversational agents is not always better, as it can negatively influence the user's task performance or trigger unwanted personas and unrealistic expectations.'

5. 'The appearance of conversational agents sets the stage for users' expectations about the conversational agents' communicative capabilities.'

6. 'Using research methods in which users of technology are given the position of 'experts of experience' fuels a more sustainable way of service innovation.'

7. 'Besides recognition of the explicit content of user communication, recognition of the implicit needs expressed in user communication is the next step in human-machine communication.'

8. 'Research on conversational agents forces us to look at characteristics of human interaction that we have never paid attention to before.'

9. 'Conversational agents act as powerful agents of social connection by just adding vigor.'