SUMMARY

In the article „Pros Of ChatGPT For Customer Experience“, the author, Blake Morgan, claims that ChatGPT is going to revolutionize customer service and transform outdated chatbots. The author explains that unlike previous chatbots, ChatGPT can „answer questions, hold conversations, and offer opinions“ because it remembers previous queries which enables it to improve interactions. The impact of this personalized service will certainly be felt in customer experience. Morgan goes on to elaborate on three main advantages of ChatGPT in this area, namely its competence in comprehending natural language, its impact on marketing and its conversational adaptability. More specifically, ChatGPT can answer any question regardless of phrasing unlike previous versions of chatbots which require specific wording. Secondly, ChatGPT can create personalized emails and analyze customer feedback, thus providing an important marketing tool. Lastly, ChatGPT navigates conversations in a human-like manner, improving and evolving as the conversation proceeds. Considering the aforementioned points, the author concludes that ChatGPT is unquestionably the future of customer service.