

Table 3. A list of the most popular researched topics relating to the use of artificially intelligent chatbot technologies

Research area	Definition
Anthropomorphic chatbot (Adam et al., 2021; Sheehan et al., 2020)	An anthropomorphic chatbot uses humanlike features including conversational tones, names, avatars, et cetera, to respond to online customers' queries.
Artificial intelligence chatbot (or AI chatbot) (Chen et al., 2021; Luo et al., 2019)	An AI chatbot is a natural language processing program (i.e. a website or app) that simulates human conversations. This automated technology is equipped with sophisticated speech recognition and is used to respond to customers' queries.
Conversational chatbot agents (conversational entities, conversational interfaces, conversational recommender systems or dialogue systems) (Grimes et al., 2021; Schuetzler et al., 2020)	Conversational chatbot solutions are AI-powered virtual agents that respond to online queries. They are designed to communicate like human customer services agents. These interactive technologies are capable of understanding the meanings of words and of engaging in natural conversations.
Customer experience with chatbots (Hoyer et al., 2020; Jiménez-Barreto et al., 2021)	This notion refers to the online users' personal experiences with conversational chatbot technologies. The online customers' experiences with chatbots can be improved if they perceive them as convenient in terms of their efficiency, functionality and responsiveness during their service delivery.
Chatbot customer service (Ngai et al., 2021; Schanke et al., 2021)	This notion refers to the provision of online customer services that are delivered through pragmatic, semantic and syntactic conversational capabilities of chatbot technologies.
Customer satisfaction with chatbots (Eren, 2021; Orden-Mejía and Huertas, 2021).	This notion refers to the customers' satisfaction levels with the chatbots' responsive communications, in terms of their accuracy, reliability, adequacy, sufficiency and timeliness of quality information (chatbots are expected to deliver service quality to their consumers).
Customer value (or the customers' perceived value) of chatbots (Lalicic and Weismayer, 2021; Riikinen et al., 2018).	This notion refers to the customers' overall assessment about the utility of conversational chatbots. The consumers' perceptions can be based on how interactive technologies respond to their queries. The consumers' perceived value of chatbots may be considered as an antecedent of their satisfaction with them.
Service robots (robot advisors) (Blut et al., 2021; Belanche et al., 2021)	This notion refers to the service equipment or software that can perform useful tasks (including responding to online queries) for humans. They may be considered as adaptable technologies that could interact, communicate and deliver services to customers.

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