

Review Form 1.7

Journal Name:	Journal of Engineering Research and Reports
Manuscript Number:	Ms_JERR_117352
Title of the Manuscript:	The Role of AI and Chatbots in Omnichannel Customer Service
Type of the Article	Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journaljerr.com/index.php/JERR/editorial-policy>)

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PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. Yes</p> <p>2. Yes</p> <p>3. The abstract is clear and concise, effectively summarizing the study's scope. However, the introduction could benefit from a more focused discussion on specific examples of AI and chatbots enhancing customer service.</p> <p>4. You've touched upon the ethical concerns and the potential for bias in AI systems. It would be beneficial to delve deeper into these topics, perhaps by providing case studies or recent research findings that highlight the challenges and solutions.</p> <p>5. The paper could explore potential future developments in AI and chatbots. Consider discussing emerging technologies, such as voice recognition advancements or AI's role in predictive customer service, to give readers insight into what the future may hold.</p> <p>6. The paper frequently references various sources, which is excellent. Ensure that all claims are supported by credible evidences.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	Yes	
<p>Optional/General comments</p>	Your work is informative and thought-provoking, offering valuable insights into the integration of AI and chatbots in customer service. With some refinement and additional depth in certain areas, it has the potential to be an excellent resource for those interested in the intersection of technology and customer experience.	

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Are there ethical issues in this manuscript?</p>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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