

## Review Form 1.7

Journal Name:	<b>Journal of Engineering Research and Reports</b>
Manuscript Number:	<b>Ms_JERR_117352</b>
Title of the Manuscript:	<b>The Role of AI and Chatbots in Omnichannel Customer Service</b>
Type of the Article	<b>Review Paper</b>

### **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> )

## Review Form 1.7

### 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><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Considering the topic of chatbots which is clearly indicating the importance in this digital Era. The paper is well conceptualized on the current trend having ample of literature review done the rapid advancement in the field of artificial intelligence (AI) has offered tremendous opportunities to different organizations engaged in serving customers.</p> <p>One suggestion in the title could be The role of AI enabled chatbots in Omnichannel Customer Service.</p> <p>Somewhat explanation about what is chatbots could be added to make it for readers to understand</p> <p>It's well said that With Alexas and Siris and the likes already ruling the consumer markets with their ability of mass customization, consumers can get familiarized to other digital innovations in the area of marketing too. What is required is that marketers mould these innovations to become more sensitive to their consumers' needs, preferences and circumstances.</p> <p>Jain, M., &amp; Khurana, J. (2022). An Investigation into the relationship between AI enabled Chabot Interface and Online buying behavior of Consumers in Delhi NCR Region. <i>Asian Journal of Management</i>, 13(1), 11-16.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>Yes language is appropriate for scholarly communications. Clarity in words are there, Tone is formal in nature</p>	
<p><b>Optional/General</b> comments</p>	<p>Overall the manuscript is well framed and structured . But author could have used SLR Or bibliometric analysis to cover more wider aspect on this current trending topic</p>	

### 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><b>Are there ethical issues in this manuscript?</b></p>	<p><u>(If yes, Kindly please write down the ethical issues here in details)</u></p>	

### Reviewer Details:

Name:	Jhanvi khurana
Department, University & Country	University of Delhi, India