

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	

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>)

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. The manuscript is a survey where authors presented the role of AI and Chatbots in Omnichannel Customer Service. They first introduced the evolution of Customer Service from traditional thannels to omnichannela approach, then they present several technologies driving omnichannel Customer Service. The paper finally presented some case studies of successful implementations of AI and Chatbots in omnichannel support.</p> <p>2. Yes, the title of the paper suitable.</p> <p>3. The abstract presented the content of all the section of the paper.</p> <p>4. Yes. All sections are appropriate and give in detail the expected content.</p> <p>5. The offers valuable insights into the developing patterns, difficulties, and possibilities linked to AI and chatbots in Omnichannel customer service.</p> <p>6. The manuscript cites or makes reference to numerous sources (78 references), and most of them are recent.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The paper is written with good English and is suitable for scholarly publication and communication.</p>	
<p>Optional/General comments</p>		

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PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

Name:	Tahar Mehenni
Department, University & Country	University Mohamed Boudiaf M'sila, Algeria