

Robotic Desktop Automation in Customer Service – an RCT study on the impact of AI at the workplace

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At a large telecommunication provider in Germany, we studied the effects of the implementation of a smart technology – the "Personal Interactive Assistant" PIA – that aids workers in a customer services department to answer the complex questions that customers have. The PIA-technology is an Attended or Robotic Desktop Automation (RPA) that provides client advisors with interactive support during customer calls. We applied a randomized control trial that enables us to identify the causal effects of PIA. The aim of our study is to estimate the changes in performance and several aspects of quality of working life and job satisfaction that result from the use of the technology. We present empirical results from our field experiment.