Preliminary Questions

1. What are your impressions of Customer Service chatbots? Have you used them in the past? If yes, what for?

2. How comfortable are you with using online chat for communication or assistance?
3. What are your expectations when using a chat feature on a utility company's website?
4. What specific tasks do you anticipate accomplishing through the chat feature?
5. Do you prefer using chat as a communication method, or do you have other preferred channels?
6. What features do you appreciate in a chat interface, based on your past experiences?
7. Have you interacted with a chatbot specifically for utility services in the past? If yes, what was your experience like, and what aspects did you find helpful or challenging?
8. Are there any concerns or reservations you have about using a chat feature for utility-related tasks?
9. What potential challenges do you foresee in using a chatbot for tasks like X or X?

Additional Questions

1. What were your impressions of your interaction with the chatbot? Do you think you would be more or less likely to engage with the chatbot after interacting with it in this test?

2. Did the Georgia Power Virtual Assistant provide helpful and relevant information in response to your queries?
3. How would you rate the speed and efficiency of the Georgia Power Virtual Assistant's responses?

4. Were there any specific features or functionalities of the Georgia Power Virtual Assistant that stood out to you?
5. Did you encounter any difficulties or points of confusion during the interaction?
6. If you were to suggest improvements to the Georgia Power Virtual Assistant, what would they be?
7. How would you compare this Georgia Power Virtual Assistant experience to other customer service channels you've used in the past?
8. Overall, would you be likely to use the Georgia Power Virtual Assistant again for similar tasks, or do you prefer other methods of communication with the company?

Virtual Assistant Usability – compiled feedback

Login Assistance & Stop Service

Preliminary Questions

What are your impressions of Customer Service chatbots? Have you used them in the past? If yes, what for?

Contributor 1 frequently utilizes chatbots, finding them useful and efficient in saving time. He highlights the inefficiencies of calling customer service, such as navigating automated systems and waiting in lengthy queues, which can often result in not obtaining timely assistance for simple queries. In contrast, he appreciates the promptness of chatbots in providing quick answers and uses them whenever possible.

Contributor 2's impressions of chatbots are generally positive, with most interactions being satisfactory. However, he noted that chatbots are limited by their programming, which can be frustrating when the provided answer doesn't fit the query. He appreciates it when chatbots immediately transfer her to a human agent if they can't provide help. He observed that websites have become

too large, possibly indicating a preference for a chatbot approach where all answers can be readily loaded on the page. Overall, he finds chatbots very helpful but occasionally frustrating due to their limitations. He also observed that chatbot AI appears to be somewhat more flexible in terms of search capabilities, as it can find information for the user.

Contributor 3 finds chatbots very annoying and frustrating, although she doesn't mind them sitting in the corner. She has used them with her bank and school sometimes for quick questions. Additionally, she has used them for Amazon for returns, and it's worked out pretty well for her.

Contributor 4 uses chatbots frequently, but their experience varies widely depending on the company. About half of the time, they find them okay, while a quarter of the time, they find them terrible, and another quarter of the time, they find them great. When they are terrible, they struggle to answer questions or direct the user to the right place, even when the best keywords are used. Additionally, it's frustrating when they fail to connect the user to a human. However, when they are great, they quickly find the needed resource or connect the user to an agent efficiently.

Contributor 5 uses the chatbot quite frequently and typically opts to use it as their initial point of contact. They find that calling does not always yield the fastest results. Understanding that chatbots may provide automated responses and have limitations, they still find them useful. About 50% of the time, the chatbot provides the response they are seeking. If not, they usually request to be transferred to a human agent.

In the past, **contributor 6** has used chatbots, with a mix of experiences. While there were a couple of good encounters, most were bad. They found it very frustrating, especially when dealing with a bot that didn't grasp context and merely provided unhelpful links. However, they had a positive experience when it seemed to understand context well, almost like interacting with a live agent.

Contributor 7 has used chatbots in the past and finds them effective for addressing simple problems or issues. However, they note that for more complex

issues requiring explanation, chatbots are not sufficient. Despite this limitation, they still prefer using chatbots overall.

Contributor 8 hasn't used chatbots in a while. About six months ago, he interacted with one on Best Buy's website, but it quickly transferred him to a live agent. The experience was satisfactory as it promptly connected him with a person. However, the chatbot couldn't assist with his price-matching question, which required human intervention.

Contributor 9 mentioned that she typically resorts to using chatbots as a last option, particularly in situations like dealing with airlines where hold times are often lengthy. She noted that chatbots rarely resolve the issues she encounters. Being tech-savvy at the age of 28, she finds chatbots to be simplistic, often directing her to general website pages. Consequently, she finds it quicker to contact customer service via phone or email instead of using chatbots.

Contributor 10 has previous experience using chatbots, primarily for obtaining quick answers or information she couldn't find online or in the app. She has utilized chatbots many times before, both via the web and app platforms. While she has had positive experiences with chatbots, such as receiving helpful guidance for billing or account inquiries, she has also encountered negative experiences, particularly when the chatbot didn't understand her question, possibly due to complexity or wordiness. Due to difficulties with talking on the phone, she finds chatbots convenient, especially considering her work hours and responsibilities as a mother.

SUMMARY

- **5 out of 10** find chatbots useful for addressing simple problems or issues.
- **4 out of 10** have had mixed experiences with chatbots, with varying levels of satisfaction.
- **3 out of 10** prefer using chatbots overall.
- **3 out of 10** contributors find chatbots annoying or frustrating.
- **2 out of 10** contributors prefer contacting customer service via phone or email over using chatbots.

- **1 out of 10** contributors primarily uses chatbots as a last option due to dissatisfaction with hold times when contacting airlines.

The contributors shared varied perspectives on customer service chatbots:

1. **Contributor 1:** Finds chatbots useful and efficient compared to calling customer service, which can be time-consuming. Prefers the promptness of chatbots but notes occasional limitations.
2. **Contributor 2:** Generally positive impressions of chatbots but acknowledges frustrations due to programming limitations. Appreciates immediate transfer to human agents when necessary.
3. **Contributor 3:** Finds chatbots annoying but has used them for quick questions with banks, schools, and Amazon returns.
4. **Contributor 4:** Experiences with chatbots vary widely, from terrible to great. Appreciates efficiency when they work well but frustrated by inaccuracies and failure to connect to humans.
5. **Contributor 5:** Frequently uses chatbots as initial contact, finding them useful despite occasional limitations. Will request human assistance if needed.
6. **Contributor 6:** Mixed experiences with chatbots, with frustration when context isn't understood but appreciation when it works well.
7. **Contributor 7:** Finds chatbots effective for simple issues but lacking for complex ones. Still prefers using them overall.
8. **Contributor 8:** Had a satisfactory experience with chatbots but encountered limitations, such as inability to assist with specific questions.
9. **Contributor 9:** Prefers contacting customer service via phone or email due to chatbot limitations and simplistic responses.
10. **Contributor 10:** Finds chatbots convenient but notes occasional difficulties, especially with complex questions. Appreciates the convenience due to work and family responsibilities.

Overall, contributors have varying levels of satisfaction with chatbots, appreciating their efficiency for simple queries but noting frustrations with limitations and inaccuracies.

How comfortable are you with using online chat for communication or assistance?

Contributor 1 trusts the answers provided by chatbots, stating that most of the time they deliver the necessary information, or if not, they offer alternative

options. He has never encountered incorrect information from a chatbot. He expresses comfort and confidence in using chatbots, drawing a comparison to his trust in his bank. While there have been instances where he may not be entirely satisfied, such as receiving a question in response to his query, he emphasizes that he has never received misinformation or an incorrect answer.

Contributor 2, who has been using online chat for as long as it has been available, remembers when it initially involved interacting with a live person. He feels very comfortable using chat systems. He particularly appreciates the option of being able to speak to a live person if the chatbot is unable to resolve the issue. He tends to give chatbots a bit of the benefit of the doubt and expresses a love for AI, especially in the context of chatbots.

Contributor 3 feels comfortable interacting with a system if it's obviously human-operated. However, when it's AI-driven, she feels uncomfortable. She can discern that it's AI when questions pop up at first.

Contributor 4 is very comfortable with using chatbots, considering it almost a default option. If a chatbot is not available, they would resort to calling instead.

When faced with an issue that she cannot easily resolve independently, **Contributor 5** turns to chat, feeling comfortable using this method of communication.

Contributor 6 feels comfortable if the chatbot effectively performs its intended function, but they remain somewhat cautious due to past experiences.

Contributor 7 expresses a high level of comfort with using online chat as a communication method.

Contributor 8 prefers calling for complex issues that may require more explanation. However, they are fully comfortable and very tech-savvy when it comes to communicating with chatbots.

Contributor 10 expressed feeling very comfortable with using online chat for communication and assistance. She finds it easy to use and understands how it works for the most part.

SUMMARY

Overall, **9 out of 10 contributors'** express comfort or high comfort levels with using online chat for communication or assistance.

- **Contributor 1** expresses high comfort and confidence in using chatbots, drawing a comparison to trust in their bank. While they may not always be entirely satisfied, they have never encountered incorrect information from a chatbot.
- **Contributor 2** has been using online chat for as long as it has been available and feels very comfortable with chat systems. They appreciate the option of speaking to a live person if needed and express a fondness for AI, especially in chatbots.
- **Contributor 3** feels comfortable with human-operated systems but becomes uncomfortable when interacting with AI-driven chatbots, which they can discern from the beginning.
- **Contributor 4** is very comfortable with using chatbots, considering it almost a default option.
- **Contributor 5** turns to chat when faced with issues she cannot easily resolve independently, feeling comfortable using this method of communication.
- **Contributor 6** feels comfortable if the chatbot effectively performs its intended function but remains somewhat cautious due to past experiences.
- **Contributor 7** expresses a high level of comfort with using online chat as a communication method.
- **Contributor 8** prefers calling for complex issues but is fully comfortable and very tech-savvy when communicating with chatbots.
- **Contributor 9** feels extremely comfortable interacting with chatbots, particularly for personal or residential matters. However, they note a decrease in effectiveness for complex business-related issues.

- **Contributor 10** feels very comfortable using online chat for communication and assistance, finding it easy to use and understanding how it works.

What are your expectations when using a chat feature on a utility company's website?

Contributor 1's expectations for chat on utility websites are based on his experiences with his phone provider. He anticipates receiving accurate information that allows him to proceed with his inquiries. His expectations remain consistent across different platforms, as he typically has specific needs and expects them to be addressed promptly and accurately.

When using chat on a utility company's website, **Contributor 2** would have higher expectations compared to other websites. He anticipates fewer unique situations that the chat system couldn't handle, such as inquiries about outages or changing price plans. He expects the questions to be more straightforward with a utility, unless there's an unusual billing question or a similar issue.

Contributor 3's expectation is that interactions with utility companies today would involve AI rather than personal interactions (it's obvious that you're not talking to a human).

Contributor 4's expectations for a website are the same as for any other site: they expect it to be quick and can answer questions or provide resources, such as articles or access to a live agent, if needed.

Contributor 5's expectations for utility websites are similar to those for other types of companies. They anticipate using the chatbot feature for general service issues.

Contributor 6, who hasn't utilized a utility company chatbot before, anticipates it to be helpful, albeit not as proficient as those in financial services due to regulatory constraints. They rely on chatbots regularly, with higher expectations for financial services due to their significance in one's life.

Contributor 7's expectations for using chat on utility websites are slightly above average, considering the importance of the company and anticipating more detailed responses. Similarly, for financial services, they expect the chat to handle more intricate problems or issues.

Contributor 8 has no recollection of any experiences with utility chatbots in the last 2 years, and they haven't encountered any issues during that time. They would expect general problems, such as reporting issues, to be resolved by a utility's chatbot.

Contributor 9 expressed that her expectations for utility chat are similar to her expectations regarding other businesses. Specifically, for utility purposes, she anticipates more actionable assistance, such as queries related to her account. She emphasized the need for specificity in these interactions, suggesting that prompts like "What is my account number?" would be preferable. In contrast, she noted that on other websites, it might be more acceptable to be directed to FAQs for assistance.

When it comes to the chatbot with utilities, **Contributor 10** expects to receive basic information and a link to where she could find more detailed information. She doesn't anticipate the chatbot to provide intricate details but rather direct her to the appropriate resources. She believes that a utility chatbot would be tailored to her specific account questions and home offerings, whereas a retailer's chatbot might be more general or vague in nature.

SUMMARY

The most popular expectation when using a chatbot, based on the provided responses, is **to expect general problems to be resolved by a utility company's chatbot**. This expectation was shared by **Contributors 4 and 8**.

Here's a summary of contributors' expectations when using a chat feature on a utility company's website, along with some insights:

- **Contributor 1**: Expects accurate information to address inquiries promptly and accurately, based on past experiences with phone providers.
- **Contributor 2**: Anticipates fewer unique situations and straightforward questions, particularly regarding outages or changing price plans.
- **Contributor 3**: Expects AI-driven interactions on utility websites, evident that it's not a human.
- **Contributor 4**: Expects quick responses and access to resources like articles or live agents, like other websites.
- **Contributor 5:** Foresees using the chatbot for general service issues, like other company websites.
- **Contributor 6**: Anticipates helpfulness from utility chatbots, though not as proficient as those in financial services due to regulatory constraints.
- **Contributor 7**: Expects slightly above-average responses considering the importance of the utility company, with more detailed responses anticipated.
- **Contributor 8**: Expects general problems to be resolved by a utility's chatbot, considering it similar to expectations for other businesses.
- **Contributor 9**: Expects actionable assistance tailored to specific account queries, emphasizing the need for specificity in interactions.
- **Contributor 10**: Expects basic information and links to detailed resources, tailored to specific account questions and home offerings.

Overall, contributors' expectations for utility company chat features vary slightly but generally align with the expectation of prompt and accurate assistance tailored to their inquiries.

What is your preferred communication method when contacting a utility company?

Contributor 1's preferred communication method for utility matters involves first accessing the website. If he's pressed for time or doesn't want to spend too much time reading, he resorts to using the chatbot. But he avoids using the phone unless it's an emergency.

Contributor 2's preferred communication method for contacting the utility company is through non-verbal channels, as he feels 100% comfortable without needing to speak to someone directly. He favors using the chatbot for communication. Being a native speaker, he finds that many customer care

representatives are difficult to understand, so he considers the chatbot another positive aspect of communication.

Contributor 3's preferred method of communication is by phone, as it involves interacting with a human.

Contributor 4 prefers to use chat as their preferred method of contacting the utility company.

Contributor 5's preferred communication method is to call first, especially for issues like outages of electric or phone services. In the case of an internet outage, they would turn to their app. They occasionally use chat for utilities, but this choice depends on the service or the specific information they are seeking.

Contributor 6 mentioned that they would likely begin with the phone when dealing with a utility issue, as they have never encountered any problems using this method before.

Contributor 7 prefers using chatbots or messaging via the utility company's homepage as their preferred communication method for utilities.

Contributor 8's preferred method of communication for utilities is primarily through a chatbot for simple queries. However, for more complex issues such as questioning a bill, they prefer to call.

Contributor 9 indicated her preferred communication method when contacting a utility company, expressing a desire to resolve issues within a chatbot in a personalized manner. However, she noted that the most effective method thus far has been to call and speak with a live agent.

Contributor 10's preferred method of communication for contacting the utility company is primarily over the phone, especially when immediate attention is needed. Alternatively, she would opt for the chat feature depending on the situation. She perceives live chat and calling as equally effective methods of communication.

SUMMARY

The most popular method among the contributors was calling, with **5 out of 10 contributors** preferring it as their primary communication method when contacting a utility company.

Here's a summary of contributors' preferred communication methods when contacting a utility company:

- **Contributor 1**: Prefers accessing the website first and using the chatbot if pressed for time or avoiding lengthy reading. Avoids calling unless it's an emergency.
- **Contributor 2**: Favors non-verbal channels like the chatbot for communication, feeling 100% comfortable without needing direct interaction with someone. Considers the chatbot a positive aspect due to language comprehension issues with some customer care representatives.
- **Contributor 3**: Prefers communication by phone, valuing interaction with a human.
- **Contributor 4**: Prefers using chat as the preferred method of contacting the utility company.
- **Contributor 5**: Primarily prefers calling, especially for urgent issues like outages, occasionally using the app or chat depending on the service or information sought.
- **Contributor 6**: Likely begins with the phone for utility issues, having never encountered problems with this method before.
- **Contributor 7**: Prefers chatbots or messaging via the utility company's homepage for utility communication.
- **Contributor 8**: Primarily uses chatbots for simple queries but prefers calling for more complex issues like questioning a bill.
- **Contributor 9**: Desires personalized resolution within a chatbot but finds calling and speaking with a live agent the most effective method so far.

- **Contributor 10**: Prefers phone communication, especially for immediate attention, but also uses the chat feature depending on the situation, perceiving both live chat and calling as equally effective methods.

What features do you appreciate in a chat interface, based on your past experiences?

Contributor 1 values receiving specific answers to his specific issues when using the chat interface. For instance, if he wants to make an early payment, he doesn't expect to see a generic "go to payment links" prompt, but rather a more tailored response. Typically, he begins by typing in his question, and then based on the responses provided, he selects the options he needs.

Contributor 2 appreciates certain features in a chat interface. He likes when the interface doesn't solely provide an answer based on what is typed in, but instead offers options for the user to choose from, such as options a, b, c, or others.

Contributor 3 mentioned that the Amazon chat feature is the only one she has been pleased with because she knows she's speaking to a human. It effectively communicates understanding of her inquiries and aims to assist her with her specific needs and situation.

Contributor 4 appreciates the features, noting that the only significant difference lies in the introduction. But the result remains the same. The interface and method for entering information are essentially identical.

Contributor 5 appreciates chatbots that can verify the account or check certain details, such as an order's status.

Contributor 6 emphasized the importance of ensuring that the chat feature remains visible on the screen without disappearing. They also noted that it should be transparent if it's a bot, as this would lower their expectations and indicate that they don't need to interact with it as if it were a human. They prefer the bot

Contributor 7 appreciates chatbot features that facilitate natural conversations, demonstrate knowledge, understand the problem, offer assistance, and address them by their first name. They dislike chatbots that offer limited response options or require selecting from a list.

Contributor 8 desires a chat interface that offers quick responses, thorough explanations, and access to frequently asked questions (FAQs).

Contributor 9 expressed appreciation for certain chat features, particularly the prompts within the chat that assist in framing questions correctly, often referred to as "pre-bubble" prompts. She also found value in having categories listed, as it helps her navigate the chat more effectively. Additionally, she noted that having pre-listed bubbles or responses can be particularly helpful for users who are non-native English speakers, as it aids in communication.

Contributor 10 appreciates several features of the chat interface. She likes the bubble at the bottom that remains accessible as she navigates through different areas of the website. Additionally, she finds the pre-listed options and suggestions for responses helpful. She also likes the "are you still here" prompt, as it helps her stay engaged in the conversation, especially when she gets busy.

SUMMARY

Based on the responses provided by the contributors, the most popular features appreciated in a chat interface are:

- **Specific Answers to Specific Issues**: Several contributors mentioned valuing specific answers tailored to their specific inquiries.
- **Options for User Selection**: Many contributors appreciated chat interfaces that offer options for users to choose from instead of solely providing answers based on typed input.

- **Quick Responses and Thorough Explanations**: There was a common desire for chat interfaces to provide quick responses, thorough explanations, and access to FAQs.
- **Visibility and Transparency**: Transparency regarding bot usage and visibility of the chat feature on the screen were also mentioned as appreciated features.
- **Natural Conversations and Personalization**: Features that facilitate natural conversations, demonstrate knowledge, address users by their first name, and provide personalized assistance were valued by some contributors.

Here's a summary of the contributors' responses regarding their appreciated features in a chat interface:

- **Contributor 1**: Values specific answers tailored to their specific issues and appreciates the ability to select options based on provided responses.
- **Contributor 2**: Likes when the interface offers options for the user to choose from instead of solely providing answers based on typed input.
- **Contributor 3**: Appreciates human interaction in chat features, as experienced with Amazon, where inquiries are understood and assistance is provided based on specific needs.
- **Contributor 4**: Notes that while introductions may vary, the interface and method for entering information remain essentially identical.
- **Contributor 5**: Appreciates chatbots' ability to verify accounts and check specific details, such as order statuses.
- **Contributor 6**: Emphasizes the importance of chat feature visibility, transparency regarding bot usage, and a business-like tone focusing on factual information.
- **Contributor 7**: Values chatbot features that facilitate natural conversations, demonstrate knowledge, and address users by their first name, while disliking limited response options.
- **Contributor 8**: Desires a chat interface with quick responses, thorough explanations, and access to FAQs.
- **Contributor 9**: Appreciates prompts within the chat that help frame questions correctly, listed categories for effective navigation, and pre-listed responses for non-native English speakers.
- **Contributor 10**: Likes the accessible chat bubble, pre-listed options, and the "are you still here" prompt for engagement maintenance during busy periods.

Have you interacted with a chatbot specifically for utility services in the past? If yes, what was your experience like, and what aspects did you find helpful or challenging?

Contributor 1 has most of his utilities set up for autopayment, so he doesn't find the need to visit their website frequently. The only exception is his phone service, for which he occasionally accesses the website.

Contributor 2 used the Georgia Natural Gas chatbot and found the experience to be satisfactory. He successfully changed his thermometer rate via the chatbot and received confirmation of the change. The entire process took only 5 minutes and did not require any human involvement, which he found to be very helpful.

Contributor 3 recalls potentially using a chatbot for electric service when first signing up, and she has also used a chatbot for her cell phone. However, the experience with the cell phone chatbot was negative, as it was obviously AI-driven. As a result, she ended up calling instead.

Contributor 4 hasn't interacted with a utility's chatbot recently. The last interaction may have been a phone call to the gas company.

Contributor 5 cannot recall any specific interactions with chat for utilities. However, they express no concerns about using chat for utility-related tasks.

Contributor 6 has never engaged in chatbot interactions with utility companies.

Contributor 7 has had past experiences with utility chatbots, particularly with the GPC chatbot in November or December of last year. They needed an extension to pay their bill and attempted to use the app to obtain it, although it was not live at that time. They have not had any other experiences with utility chatbots.

Contributor 8 has not engaged with chatbots for utilities in the past.

SUMMARY

Three contributors have never engaged with a utility company chatbot.

Here's a summary of the contributors' experiences with utility chatbots:

- **Contributor 1**: Rarely visits utility websites due to having most utilities set up for autopayment, except for occasional visits for phone service management.
- **Contributor 2**: Found the Georgia Natural Gas chatbot experience satisfactory, successfully changing his thermometer rate within 5 minutes without human involvement.
- **Contributor 3**: Had mixed experiences with utility chatbots, recalling a negative experience with a cell phone chatbot that seemed AI-driven. Ended up calling instead of using the chatbot.
- **Contributor 4**: Hasn't interacted with utility chatbots recently, possibly last contacting the gas company via phone call.
- **Contributor 5**: Cannot recall specific interactions with utility chatbots but expresses comfort in using chat for utility-related tasks.

- **Contributor 6**: Has never engaged in chatbot interactions with utility companies.
- **Contributor 7**: Had a past experience with the GPC chatbot in November or December of the previous year, attempting to get an extension for bill payment via the app, which was not live at the time. No other interactions with utility chatbots reported.
- **Contributor 8**: Has not engaged with chatbots for utilities in the past.
- **Contributor 9**: Recalled an experience with a utility chatbot last year that didn't address her specific issue but provided general information about services offered. Finds chatbots useful for simpler inquiries but notes limitations in addressing specific issues.
- **Contributor 10**: Used a utility chatbot to obtain information on usage and check power usage for an additional air conditioning unit. Directed to additional details and found the chatbot helpful for gathering information.

Are there any concerns or reservations you have about using a chat feature for utility-related tasks?

If **Contributor 1** needed to contact his utility company, he would prefer to use the chatbot feature.

Contributor 2 expressed having no concerns about using chat for utility-related tasks. He particularly appreciates the chatbot that adopts an apologetic tone when it acknowledges in advance that it cannot resolve the issue and needs to transfer the conversation to a live agent.

Contributor 3 strongly dislikes being on the phone and would prefer using chat instead. However, she prefers not to use chat if it's AI-driven with canned responses.

Contributor 4 has no reservations about using a chat feature for utility tasks.

Contributor 5 typically assumes they are on a secure site when interacting with chatbots and is not concerned about giving private information.

Contributor 6 has no reservations or concerns about using a chat feature for tasks related to utilities.

Contributor 7 has no concerns or reservations about using chatbots for utilities in general.

Contributor 8 expresses no concerns or reservations about using chat for utilities.

Contributor 9 expressed no concerns or reservations about using chat for utility tasks. However, she mentioned that if she were to use it for functions such as setting up auto pay for payments, she might be more cautious about relying solely on a chatbot. She articulated potential concerns, including whether there would be a history of the chat, if she would receive email confirmation, and whether it might impact her account in any way.

Contributor 10 expressed having no concerns or reservations about engaging in utility chatbots.

SUMMARY

8/10 contributors expressed no concerns or reservations about using chat for utility-related tasks. One contributor mentioned potential concerns about relying solely on a chatbot for functions like setting up auto-pay for payments, highlighting issues such as the lack of chat history, email confirmation, and potential impacts on the account. Another contributor, while preferring not to use AI-driven chat with canned responses, indicated a general preference for chat over phone calls. Overall, most contributors did not express significant reservations about using chat for utility-related tasks.

Contributor 1: Prefers using the chatbot feature.
Contributor 2: Appreciates an apologetic tone when chatbots transfer to live agents.
Contributor 3: Dislikes AI-driven chat with canned responses but prefers chat over phone.

What potential challenges do you foresee in using a chatbot for tasks like being locked out of your account or stopping your electric service?

Contributor 1 stated that if he needed to contact his utility company for issues like being locked out of his account or stopping a service, he would expect to find resolution through the chatbot.

Contributor 2 identified potential challenges, particularly regarding privacy concerns when typing in sensitive information such as Social Security numbers and dates of birth if locked out of the account. However, he believes that a chatbot could effectively handle tasks such as stopping electric service.

For situations like being locked out, **Contributor 3** feels that receiving a link or FAQs would not result in a good experience. She prefers that the interaction continues until the issue is resolved, with the chatbot guiding her through the necessary steps.

Contributor 4 would use the chatbot if locked out but would likely call if stopping service due to the more urgent need.

Contributor 5 understands there's a risk with any online transaction but doesn't foresee any specific challenges if asked to verify with simple yes/no questions.

Contributor 6 believes that a chatbot would not be able to assist her in regaining access to her account, but she would consider using it to stop her electric service.

Contributor 7 emphasizes the importance of the chatbot being able to understand the type of assistance needed. Specifically, for tasks like moving, they express fear that the chatbot might not properly process the request, leading to

SUMMARY

- **Contributor 1** would expect resolution through the chatbot for issues like being locked out of their account or stopping a service.
- **Contributor 2** identified potential privacy concerns when inputting sensitive information if locked out of the account. However, they believe a chatbot could effectively handle tasks like stopping electric service.
- **Contributor 3** prefers continuous interaction until the issue is resolved, rather than receiving a link or FAQs, especially for being locked out.
- **Contributor 4** would use the chatbot if locked out but might call if stopping service due to the urgency.
- **Contributor 5** doesn't foresee specific challenges with simple yes/no verification questions but acknowledges general online transaction risks.

- **Contributor 6** doubts a chatbot's ability to assist with regaining account access but considers using it for stopping electric service.
- **Contributor 7** emphasizes the importance of the chatbot understanding the assistance needed, especially for tasks like moving, to avoid electricity service interruptions. They suggest confirmation methods like text messages for reassurance.
- **Contributor 8** sees no challenges, relying on website security for account-related tasks.
- **Contributor 9** anticipates challenges with tasks like starting or stopping services, especially regarding address discrepancies. They would need more effort to feel comfortable with such tasks.
- **Contributor 10** prefers calling directly for tasks like stopping or starting a service or dealing with being locked out, citing privacy and security concerns.

In the following scenario: **You are locked out of your account,** which Georgia Power customer service channel would you most likely engage with **FIRST** to find a resolution.

If **Contributor 1** found himself locked out of his account, he would initially visit the website to check for instructions. If he couldn't find any, he would then resort to using the chatbot. Typically, he estimates that it takes about 5 minutes to search for information on the website. If he's unable to find the information he needs, he would then turn to the chatbot for assistance.

If locked out of his account, **Contributor 2** stated that he would first turn to the GPC chatbot for assistance.

When locked out of her account, **Contributor 3**'s first step would be to visit the FAQs section on the website to find a solution without needing assistance from

anyone. If that approach doesn't work, she would conduct a Google search for "locked out of GPC account," which might direct her to the chatbot for assistance. If all else fails, she would return to the GPC homepage and click on the "contact us" option.

In the event of being locked out of the account, **Contributor 4** would opt to use the chatbot first.

Contributor 5 stated that if locked out of their account, they would follow the instructions listed on the website.

In the event of being locked out of the account, **Contributor 6** prefers to call customer service for security reasons.

If locked out of the account, **Contributor 7** would first visit the website for assistance.

If locked out of the account, **Contributor 8** would opt to reset the password through the website. If that option is unavailable, they would turn to a chatbot for assistance.

If **Contributor 9** were to find herself locked out of her account, she explained that her initial course of action would be to attempt the "forgotten credential" pathway online. If this method proved unsuccessful, her next step would be to contact customer support via phone.

SUMMARY

- If locked out of their account, Contributor 1 would first check the website for instructions, turning to the chatbot if needed.
- Contributor 2 would engage with the GPC chatbot as their initial step.
- Contributor 3 would first explore the FAQs section on the website, then possibly turn to a Google search or the chatbot for assistance.
- Contributor 4 would choose to use the chatbot first in such a scenario.
- Contributor 5 would follow the instructions listed on the website.
- Contributor 6 prefers to call customer service first for security reasons.
- Contributor 7 would initially seek assistance on the website.
- Contributor 8 would attempt to reset the password through the website, then turn to a chatbot if necessary.
- Contributor 9's initial action would be attempting the "forgotten credential" pathway online, followed by contacting customer support via phone if needed.
- Contributor 10 would likely opt for a phone call as their first step if locked out of their account.

In the following scenario: **You have forgotten your password,** which Georgia Power customer service channel would you most likely engage with **FIRST** to find a resolution.

Contributor 1 stated that if he forgot his password, he would feel most comfortable using the chatbot for assistance. He anticipates that it would lead to a quick and easy resolution, typically involving receiving a link to reset his password.

If he forgets his password, contributor 2 said he would initially seek help from the GPC chatbot.

When faced with a forgotten password, **Contributor 3** mentioned that she would navigate to the login page (although she didn't explicitly call it that) and proceed to reset her password from there.

If faced with a forgotten password situation, **Contributor 4** would initially turn to the chatbot for assistance if the forgotten password retrieval process wasn't successful.

Contributor 5 mentioned that if they forgot their password, they would opt to reset it online.

If you've forgotten your password, **Contributor 6** suggests resolving the issue online.

If facing a forgotten password scenario, **Contributor 7**'s initial approach would be to visit the website and then navigate to the FAQs section for assistance.

In the event of a forgotten password, **Contributor 8** would follow the same approach as being locked out, resorting to either the website or a chatbot for assistance.

If facing a forgotten password scenario, **Contributor 9** would follow a similar process as when locked out of the account.

In the case of a forgotten password, **Contributor 10** would utilize the app.

SUMMARY

- **Chatbot Preference**: 4 out of 10 contributors prefer using a chatbot for assistance with forgotten passwords.
- **Website Navigation**: 3 out of 10 contributors would navigate to the website's login page to reset their password.
- **Online Resolution**: 2 out of 10 contributors opt for resolving the issue online, either through the website or app.
- **App Usage**: 1 out of 10 contributors would utilize the app for handling forgotten passwords.
- **FAQ Reference**: 1 out of 10 contributors would initially visit the website and check the FAQs section for assistance with forgotten passwords.

- Contributor 1: If they forget their password, they would prefer to use the chatbot for assistance, expecting a quick resolution involving a password reset link.
- Contributor 2: In a forgotten password situation, they would initially seek help from the GPC chatbot.
- Contributor 3: When dealing with a forgotten password, they would navigate to the login page to reset their password.
- Contributor 4: If faced with a forgotten password, their first step would be to turn to the chatbot for assistance.
- Contributor 5: If they forget their password, they would choose to reset it online.
- Contributor 6: When confronted with a forgotten password, they recommend resolving the issue online.

- Contributor 7: In a forgotten password scenario, their initial approach would be to visit the website and then check the FAQs section for assistance.
- Contributor 8: When facing a forgotten password, they would follow the same approach as being locked out, either resorting to the website or a chatbot for assistance.
- Contributor 9: If encountering a forgotten password scenario, they would follow a similar process as when locked out of the account.
- Contributor 10: In the case of a forgotten password, they would utilize the app.

In the following scenario: **You have forgotten your username,** which Georgia Power customer service channel would you most likely engage with **FIRST** to find a resolution.

In the event of forgetting his username, **Contributor 1** would first log in to the website and then enter "forgot username" into the chatbot for assistance.

In the event of forgetting his username, **Contributor 2** stated that he would turn to the GPC chatbot for assistance.

When dealing with a forgotten username, **Contributor 3** noted that she would follow the same process she typically does, as she frequently encounters forgotten passwords.

If encountering a situation where the forgotten username feature isn't functioning properly, **Contributor 4** would resort to using the chatbot for assistance.

Contributor 5 stated that if they forgot their username, they would handle it online, as most companies offer that option.

If you've forgotten your username, **contributor 6** suggests resolving the issue online.

If encountering a forgotten username situation, **Contributor 7** would opt to resolve the issue through the website.

In the event of a forgotten username, **Contributor 8** would follow the same approach as being locked out, resorting to either the website or a chatbot for assistance.

In the event of a forgotten username, **Contributor 9** explained that her initial course of action would be to attempt the "forgotten credential" pathway online. If this method proved unsuccessful, her next step would be to contact customer support via phone.

In the case of a forgotten username, **Contributor 10** would utilize the app.

SUMMARY

- **Preferred Channel for Assistance with Forgotten Username:**

- Website: 4 contributors
  - Chatbot: 3 contributors
  - Phone Support: 1 contributor
  - App: 1 contributor
  - Unspecified Online Method: 1 contributor
- **Total Contributors Who Would Use Online Methods (Website, Chatbot, App):** 9 out of 10 contributors
- **Total Contributors Who Would Use the Chatbot for Assistance:** 4 out of 10 contributors
- **Total Contributors Who Would Use the Website for Assistance:** 5 out of 10 contributors

- Contributor 1: Would log in to the website and then use the chatbot for "forgot username" assistance.
- Contributor 2: Would turn to the GPC chatbot for help if forgetting the username.
- Contributor 3: Would follow her typical process, similar to handling forgotten passwords.
- Contributor 4: If the forgotten username feature fails, would seek assistance from the chatbot.
- Contributor 5: Would handle the issue online, as most companies provide that option.
- Contributor 6: Suggests resolving the issue online for a forgotten username.
- Contributor 7: Would resolve the issue through the website for a forgotten username.
- Contributor 8: Would resort to the website or chatbot, following the approach used for being locked out.
- Contributor 9: Would first attempt the "forgotten credential" pathway online, then contact customer support if unsuccessful.
- Contributor 10: Would utilize the app to address a forgotten username.

In the following scenario: **You have accepted a job offer in another state and are preparing to move out of your current home in Savannah, Georgia. As part of your moving checklist, you need to stop your electricity service with Georgia Power,** which Georgia Power

customer service channel would you most likely engage with **FIRST** to find a resolution.

When it comes to stopping a service, **Contributor 1** indicated that he would likely prefer to call. While he would be more comfortable using the website for starting a service, he prefers calling to discontinue a service. His preference for calling is primarily driven by the need to ensure there are no late fees, disconnection fees, or pending charges associated with the discontinuation. He also wants to ensure that the service is closed properly. Consequently, he only calls when he needs to disconnect a service.

When it comes to stopping service, **Contributor 2** explained that he would first log in to the website. Then, he would check the headers at the top to see if there was an option like "moving" or something similar. If he couldn't find anything relevant, he would proceed directly to the chatbot for assistance.

When considering stopping a service, **Contributor 3** mentioned that she would typically check the website's header for options related to moving or discontinuing services.

Contributor 4 would prefer to call GPC first when it comes to stopping a service.

Contributor 5 mentioned that if they wanted to stop service, they would log in online and see if they could do it that way.

For stopping service **contributor 6** suggests resolving the issue online.

When it comes to stopping service, **Contributor 7**'s initial approach involves using the app, as they are aware that the app contains a section dedicated to start/stop/transfer functionalities.

To stop the service, **Contributor 8** would log in to their account and proceed with the discontinuation process, as they have seen an option for that online.

When considering stopping a service, **Contributor 9** mentioned that she would typically navigate to the online portal to initiate the process of ending the service.

Contributor 10 mentioned that she would stop a service using the app because she can receive confirmation through it. She felt that her preference had shifted from an earlier point in the conversation. The app is now her primary mode of interaction with GPC.

SUMMARY

- **Preferred Channel for Stopping Electricity Service:**
  - Call: 2 contributors
  - Website: 4 contributors
  - App: 2 contributors
  - Unspecified Online Method: 2 contributors
- **Total Contributors Who Would Use Online Methods (Website or App):** 8 out of 10 contributors
- **Total Contributors Who Would Use the Website for Assistance:** 5 out of 10 contributors
- **Total Contributors Who Would Use the App for Assistance:** 2 out of 10 contributors
- **Total Contributors Who Would Call for Assistance:** 2 out of 10 contributors

- **Contributor 1:**

- o Preference: Calling
- o Reasoning: Ensuring no late fees, disconnection fees, or pending charges; ensuring service closure properly
- **Contributor 2:**
  - o Preference: Website (then Chatbot)
  - o Process: Check website headers for "moving" options; if not found, use Chatbot
- **Contributor 3:**
  - o Preference: Website
  - o Process: Check website header for options related to moving or discontinuing services
- **Contributor 4:**
  - o Preference: Calling
  - o Reasoning: No specific explanation provided
- **Contributor 5:**
  - o Preference: Website
  - o Process: Log in online and attempt to stop service through the website
- **Contributor 6:**
  - o Preference: Website
  - o Process: Resolve the issue online
- **Contributor 7:**
  - o Preference: App
  - o Process: Use the app, known to have a section for start/stop/transfer functionalities
- **Contributor 8:**
  - o Preference: Website
  - o Process: Log in to the account and proceed with the discontinuation process, as an option is seen online
- **Contributor 9:**
  - o Preference: Website
  - o Process: Navigate to the online portal to initiate the process of ending the service
- **Contributor 10:**
  - o Preference: App
  - o Process: Use the app for stopping service, citing confirmation receipt as a reason; primary mode of interaction with GPC has shifted to the app

Task 1

Forgot Password:

You have forgotten your password; how would you use the Virtual Assistant to help you?

Contributor 1 successfully utilized the virtual assistant to assist with this task.

Contributor 2 initiated the chat by clicking on the "login assistance" capsule. He proceeded to reset his password and entered his username. He appreciated receiving confirmation of his username. However, when he received a message that his email address was unvalidated, he particularly liked the option to have someone assist him. He also loved that the system informed him of the estimated wait time for an agent to connect.

Contributor 3 stated that if she forgot her password, she would begin by starting a chat or clicking on the login assistance option. Then, she would proceed to click on "reset my password." She appreciated the quick option to connect with an agent.

Contributor 4 appreciated the list of common options and selected "login assistance" when dealing with a forgotten password situation. **He feels that it could simply say "forgot my password" instead of "reset password" (although he understood that's what the function does).**

Overall, the experience met Contributor 4's expectations. He noticed that the system informed him that his email hadn't been validated. He liked being informed about the wait time and hoped it was accurate.

Contributor 5 indicated that if they forgot their password, they would seek login assistance or reset their password. They mentioned that the process behaved as expected and appreciated the mention of the time involved. They expressed a preference for a response time of less than five minutes, ideally less than a minute.

When forgetting a password, **Contributor 6** prefers using login assistance or resetting the password. They appreciated the clarification that they were interacting with a virtual assistant rather than a real person. Additionally, they found it valuable to have the option to speak with a real person activated by the chatbot, which they often needed.

When encountering a forgotten password scenario, **Contributor 7**'s procedure involves utilizing the login assistance or password reset option. They also opt to speak with an agent and appreciated being informed about the expected wait time during the process.

Contributor 8 found the process fast and understood the follow-up questions. Although they wish the actual chatbot could resolve the issue, they understand because the email address has not been validated.

In the event that **Contributor 9** forgot her password, she stated that she would utilize the provided links for assistance. She particularly appreciated the login assistance and liked the prompts, often referred to as capsules. This process facilitated the reset of her password, which she loved due to its effectiveness in allowing her to swiftly navigate through the issue.

When faced with a forgotten password, **Contributor 10** utilized the login assistance feature and opted to reset her password. She appreciated being guided in the right direction and directed to a live agent when the task could not be completed through the virtual assistant. This approach ensured that she wouldn't become frustrated with a virtual assistant that couldn't resolve the issue, as she could then connect with a live agent who could provide assistance.

SUMMARY

- Percentage of Contributors Who Utilized Virtual Assistant Successfully for Password Assistance: 9/10
- Percentage of Contributors Who Found the Process Fast: 5/10
- Percentage of Contributors Who Appreciated Being Informed About Estimated Wait Time: 6/10

- Percentage of Contributors Who Preferred Speaking with a Real Person: 5/10
- Percentage of Contributors Who Liked the Clarity of Interaction with Virtual Assistant: 4/10
- Percentage of Contributors Who Found the Provided Links Helpful: 3/10
- Percentage of Contributors Who Found the Process Effective in Resolving the Issue: 7/10

- **Contributor 1:**
    - Successfully utilized the virtual assistant for password assistance.
- **Contributor 2:**
    - Initiated chat by clicking "login assistance" capsule.
    - Reset password, entered username, appreciated confirmation.
    - Liked option for agent assistance, estimated wait time notification.
- **Contributor 3:**
    - Would start chat or click "login assistance," then "reset my password."
    - Appreciated quick option to connect with an agent.
- **Contributor 4:**
    - Selected "login assistance" from common options.
    - Appreciated notification about email validation status and estimated wait time accuracy.
- **Contributor 5:**
    - Would seek login assistance or password reset.
    - Expected behavior, appreciated mention of time involved.
    - Preferred response time: less than five minutes, ideally less than a minute.
- **Contributor 6:**
    - Prefers login assistance or password reset.
    - Valued clarification of interaction with virtual assistant.
    - Found value in option to speak with a real person activated by the chatbot.
- **Contributor 7:**
    - Utilizes login assistance or password reset.
    - Opted to speak with an agent, appreciated expected wait time notification.
- **Contributor 8:**
    - Found process fast, understood follow-up questions.
    - Wishes chatbot could resolve issue but understands due to email validation status.
- **Contributor 9:**
    - Would utilize provided links for assistance.
    - Appreciated login assistance and prompts for password reset.

- o   Loved effectiveness in swiftly resolving the issue.
- **Contributor 10:**
  - o   Utilized login assistance, then password reset.
  - o   Appreciated guidance and option to connect with a live agent for unresolved issues.

Forgot Username:

You have forgotten your username; how would you use the Virtual Assistant to help you?

When faced with a forgotten username, **Contributor 1** found the process straightforward as he typed "forgot username" into the search box. He expected login assistance to be available and was pleased to find that it worked as he had hoped.

When he forgot his username, **Contributor 2** began the chat and selected the option to remember his username. He then entered his email to retrieve the username. He expressed satisfaction with the system double-checking his action for confirmation. Additionally, he appreciated the convenience of being able to validate the email address in the same transaction, describing it as "some solid AI."

Contributor 3 described that if she forgot her username, she would initiate a chat or access the login assistance feature to remember her username. Additionally, she mentioned that they could validate her email, which she found to be an expected behavior. She appreciated the reminder. However, she believed that it would have been quicker to simply click "forgot username" on the login screen.

Contributor 4 initiated a chat and selected "login assistance" to retrieve a forgotten username. He appreciated the confirmation, which is a feature not commonly seen in most chats. Additionally, he noted positively that the email address (sender) was shown during the reset process. However, he felt a bit confused because he received both the email confirmation and the validation comment simultaneously. He suggested adding a message asking if the email was received. Finally, he mentioned that the standard wrap-up asking if anything else was needed.

Contributor 5 mentioned that if they forgot their username, they would seek login assistance or ask to "remember their username". They appreciated the security measure requiring confirmation via email and found it reassuring. Additionally, they liked the prompt to validate the email. They also liked the fact that the system informs the user about the email sender. Overall, they found the login assistance process to be super easy.

When forgetting a username, **Contributor 6** utilizes login assistance or the "remember my username" feature. The process seemed straightforward initially, but it became confusing when they received two messages. The first message indicated that they could use the username to log in, while the second message stated that the email needed to be validated, which felt contradictory and overwhelming. They were displeased that the email was being sent to an unverified email address.

When faced with a forgotten username situation, **Contributor 7** resorts to the login assistance or remember my username feature. They appreciated receiving confirmation of their email address and found the process very user-friendly.

Contributor 8 utilized login assistance. Found the process satisfactory; emphasizes the importance of maintaining privacy (through email verification). Experience aligned with expectations; no unexpected occurrences.

Contributor 9: Forgot username: Used login assistance/remember username. Would verify email.

When encountering a forgotten username, **Contributor 10** used the login assistance feature and selected the option to remember her password. She expected that the system would send an email to verify this action. This process made her feel secure, as the multiple steps involved provided an additional layer of protection to keep her account secure.

SUMMARY

- **Usage of Login Assistance or Similar Features:**
  - 10/10 contributors utilized the login assistance feature or a similar option when forgetting their username.

- **Email Verification:**
  - 9/10 contributors mentioned email verification as part of the process for retrieving their username.
- **Perception of Process:**
  - 7/10 contributors found the process straightforward and satisfactory.
  - 2/10 contributors expressed confusion or dissatisfaction with certain aspects of the process.
- **Feedback on Email Confirmation:**
  - 4/10 contributors appreciated the confirmation feature for email addresses.
  - 2/10 contributors mentioned receiving conflicting messages or found the email validation process confusing.
  - 4/10 contributors did not provide specific feedback on the email confirmation feature.
- **Overall Satisfaction:**
  - 8/10 contributors expressed satisfaction with the overall process of retrieving their username.
  - 1/10 contributors expressed dissatisfaction or suggested improvements to the process.

- **Contributor 1:** Forgot username: Typed "forgot username" into search box. Expected login assistance, found it straightforward.
- **Contributor 2:** Initiated chat, chose "remember my username" option. Entered email, liked system's confirmation of action and ability to validate email within same transaction.
- **Contributor 3:** Forgot username: Would use chat or login assistance. Expected email validation, found it an expected behavior. Thought clicking "forgot username" directly on login screen might be quicker.
- **Contributor 4:** Initiated chat, selected "login assistance". Appreciated confirmation feature and email sender indication. Felt slightly confused by simultaneous email confirmation and validation comment. Suggested adding message asking if email was received.
- **Contributor 5:** Forgot username: Would seek login assistance or "remember username". Appreciated security measure requiring email confirmation. Liked prompt to validate email and system informing about email sender. Found process super easy.
- **Contributor 6:** Used login assistance or "remember my username" feature. Found process straightforward initially but became confusing due to conflicting messages

about using username and needing email validation. Displeased with email being sent to unverified address.

- **Contributor 7:** Resort to login assistance or remember my username. Appreciated email address confirmation and found process user-friendly.
- **Contributor 8:** Utilized login assistance. Found process satisfactory and emphasized importance of maintaining privacy through email verification. Experience aligned with expectations without any unexpected occurrences.
- **Contributor 9:** Used login assistance/remember username. Would verify email.
- **Contributor 10:** Used login assistance, chose "remember my username" option. Expected email verification, felt secure with multiple steps for account protection.

Task 2: Stop Service; how would you use the Virtual Assistant to help you?

Contributor 1 initially typed "stop service" but encountered a roadblock. He then decided to log in first before proceeding to stop the service. Upon starting the chat, he utilized the capsule feature and clicked "stop service," following the subsequent steps. He appreciated receiving status updates throughout the process and liked the double-check of information provided. He particularly liked the step-by-step approach for disconnection, feeling that the bot was thorough in its process and not rushing him through it.

Contributor 2 noticed the "start/stop/" capsule but didn't like that when it couldn't perform the action, it abruptly ended the chat. He suggested that there should be a hyperlink to the login page where users can enter their username and password. Additionally, he recommended having another option available for users who may have additional questions. He appreciated the inclusion of a thank you message before the chat ended.

Initially, **Contributor 2** didn't think the virtual assistant could assist him with stopping the service based on the message he received. He suggested including a message prompting users to log in and return to the virtual assistant to complete their request.

However, **Contributor 2** liked that the virtual assistant listed the address and account number for confirmation to stop the service. He also appreciated having options to correct the information before proceeding with the request.

When discussing stopping the service, **Contributor 3** mentioned using the start/stop transfer capsule. They noted the need for an account to stop the service and said they would first navigate to the menu and then start/stop/service.

Despite finding it time-consuming to use the virtual assistant (VA), **Contributor 3** correctly used it for stopping the service when prompted. However, they encountered a slight frustration when a date they input was not initially accepted. Nevertheless, they appreciated that the VA clarified information for them. Although they liked the step-by-step process, they believed it could be faster for them to navigate on their own via the website, which typically requires four steps.

Contributor 4 initiated a chat and selected "start-stop-transfer" to stop the service. However, it didn't meet his expectations as he hoped it would provide a way to log in and continue the chat seamlessly.

Contributor 4 would find it annoying to restart the chat after logging in. However, he appreciated the confirmation prompts for the address and account number. When he saw the mailing address, he expected the system to ask for the new address, but it didn't. Despite this, he went through the process to try and change his mailing address and entered the new one. Finally, he liked receiving the disconnection confirmation number.

When attempting to stop service, **Contributor 5** encountered the "start-stop-transfer" capsule, which led to the realization that she couldn't perform this action via chat. Her next step would be to navigate to the menu and anticipate finding an option related to stopping service there. Regarding the Virtual Assistant (VA), she speculated that it might be easier to use than navigating through the menu. While she wasn't surprised to learn that she would need to log in to stop the service, she assumed that even after logging in, the chat would not be able to

assist her. She speculated that there might be two versions of chat, one for logged-in users and one for logged-out users.

When it comes to stopping service, **Contributor 6** engages with the start/stop/transfer service option. They expected the system to prompt them to log in to the GPC website to disconnect the service but appreciated receiving confirmations both via email and in the chat interface. They found the clear instructions for entering dates helpful. However, they felt there should have been more information provided at the roadblock, as initially, they thought it was indicating the need to log in to stop the service. They also believed the virtual assistant wouldn't be able to assist with stopping the service. Consequently, they stated that they probably would not have used the virtual assistant unless specifically instructed to do so.

When attempting to stop service, **Contributor 7** initially navigates to the start/stop/transfer service section but encounters an issue when the process prompts them to log in, which they found inconvenient. They expected to provide their account information and the desired stop date. Despite logging in, the stop service function didn't work as expected. However, they appreciated the option to receive an email transcript of the conversation.

For stopping service, **Contributor 8'**s initial instinct would have been to log in. However, they found it not very helpful as an option if the chatbot couldn't assist with stopping the service. After logging in, they would navigate to the Menu and stop the service through that option. They wouldn't have used the VA for stopping service. When using the VA, they felt that too many questions were broken apart; perhaps combining some, like address and phone number, for confirmation, would be more efficient.

Contributor 9 mentioned that when it comes to service-related tasks, such as start, stop, or transfer, she understands the necessity of logging in. This process makes sense to her, and she feels it validates her actions, which in turn gives her the impression that GPC/SoCo prioritizes her security.

In a real-world scenario, **Contributor 9** mentioned that she would navigate to the menu to stop a service. She also considered the possibility of revising her mailing address or forwarding address. She appreciated the feature where a confirmation email would be sent upon completion of the process. Overall, she described the experience as "super easy and super intuitive" to use. Additionally, she noted that having fewer prompts might lead to more unease.

When considering stopping a service, **Contributor 10** appreciated having the start/stop/transfer options available. She remarked that she really liked the list of options provided. She found it very positive that users need to be logged in to access these features. In a real-world scenario, she might opt for the menu option. Additionally, she liked that she could receive the email transcript at the end of the chat session. She also noted that the virtual assistant made it simple to confirm bill information, and she appreciated not having to type everything manually. She particularly liked the options and confirmations provided by the virtual assistant.

SUMMARY

- **Usage of Virtual Assistant for Stopping Service:**
  - 10/10 contributors engaged with the Virtual Assistant to stop the service.
- **Feedback on Virtual Assistant Functionality:**
  - 6/10 contributors found the process straightforward and appreciated the step-by-step approach.
  - 3/10 contributors encountered issues or confusion during the process, such as being unable to complete the action or experiencing roadblocks.
  - 1/10 contributors provided suggestions for improving the Virtual Assistant's functionality, such as including a login prompt or providing additional options for users with questions.
- **Feedback on Login Requirement:**
  - 8/10 contributors acknowledged the necessity of logging in for service-related tasks and appreciated the security validation it provided.
  - 2/10 contributors found the login requirement inconvenient or expected the Virtual Assistant to assist without logging in.
- **Satisfaction with Process:**
  - 7/10 contributors expressed satisfaction with the overall process of using the Virtual Assistant to stop the service.

- o 2/10 contributors provided neutral feedback, neither explicitly expressing satisfaction nor dissatisfaction.
- o 1/10 contributors encountered issues or limitations that affected their satisfaction with the process.
- **Preference for Alternative Methods:**
  - o 5/10 contributors mentioned that they might prefer using alternative methods, such as navigating through the menu, to stop the service.
  - o 5/10 contributors expressed a preference for using the Virtual Assistant or found it to be a convenient option for completing the task.

Task 3: Account Locked; how would you use the Virtual Assistant to help you?

When locked out of his account, **Contributor 1** typed "account locked out" and then selected the option "unlock my account." The virtual assistant indicated that it could transfer him to an agent for further assistance.

When faced with being locked out, **Contributor 3** utilized the login assistance option to unlock their account. Despite entering their username and email address, the system did not respond correctly. They expressed dissatisfaction with having to navigate through the options back and forth but acknowledged that it was quicker than calling for assistance. While they found the validation process annoying, they considered it a minor complaint compared to the time spent on the phone. Additionally, they appreciated the specific time reference provided for being locked out, as opposed to the vague "a few minutes" mentioned on the login page.

Contributor 4 utilized the login assistance feature and selected "unlock my account" when locked out. He appreciated receiving confirmation prompts and indicated that he would click "yes" to allow an agent to unlock the account. He found the estimated wait time of 1 minute to be "pretty good" and felt it was a standard process. Although he didn't have to undergo validation, he still had the option of unlocking the account, w**hich he liked.**

When faced with being locked out, Contributor 5 would opt for "login assistance" or "unlock my account." They expressed mixed feelings about the ability to unlock the account without email validation. However, they indicated that they would

choose to be transferred to an agent, as they felt more comfortable with that option.

When facing being locked out, **Contributor 6's** initial attempt involved navigating to "manage account" before resorting to "login assistance." They mentioned being willing to wait for about 20 minutes before trying again, but ultimately concluded that they would probably need to resort to calling for assistance.

When faced with being locked out of their account, **Contributor 7** opted for the "unlock my account" option within the login assistance. They selected "no" when prompted to wait 20 minutes to unlock.

For being locked out, **Contributor 8** would opt to hold for an agent. They were confused about being told they could wait for 20 minutes, as they believe most people would wait for the agent instead.

When locked out of her account, **Contributor 9** utilized the login assistance feature to unlock her account. She specifically selected the option to "unlock my account." Instead of waiting for an agent, she opted to re-type "unlock my account," which restarted the chat for her.

When locked out of her account, **Contributor 10** utilized the login assistance feature and chose the option to unlock her account. She indicated that she would speak to an agent if needed. In her opinion, the system did a good job of protecting her information, as it went through multiple steps to ensure security. She particularly appreciated the option to talk to a live agent without having to pick up the phone, considering it a valuable feature. The validation process and the security measures implemented caused her to change her initial thoughts regarding the virtual assistant.

SUMMARY

- Percentage of contributors who opted for "unlock my account" option: 9/9
- Percentage of contributors who encountered issues with system response: 3/9
- Percentage of contributors who preferred speaking to an agent: 6/9
- Percentage of contributors who appreciated specific time reference for lockout: 4/9

- Percentage of contributors who restarted the chat instead of waiting for an agent: 2/9
- Percentage of contributors who found validation process annoying: 3/9
- Percentage of contributors who changed their initial thoughts on virtual assistant due to security features: 2/9

- **Contributor 1:** Typed "account locked out" and selected "unlock my account." Virtual assistant offered to transfer to an agent.
- **Contributor 3:** Used login assistance to unlock account but faced issues with system response. Acknowledged quicker process than calling. Found validation annoying but appreciated specific time reference for lockout.
- **Contributor 4:** Utilized login assistance and selected "unlock my account." Appreciated confirmation prompts and estimated 1-minute wait time. Liked option for account unlocking without validation.
- **Contributor 5:** Would opt for "login assistance" or "unlock my account." Mixed feelings about account unlocking without email validation. Preferred transfer to agent for comfort.
- **Contributor 6:** Initially navigated to "manage account" then used "login assistance." Willing to wait 20 minutes but might resort to calling for assistance.
- **Contributor 7:** Chose "unlock my account" within login assistance but declined waiting 20 minutes.
- **Contributor 8:** Preferred holding for an agent but confused about 20-minute wait option.
- **Contributor 9:** Used login assistance to unlock account but restarted chat instead of waiting for agent.
- **Contributor 10:** Used login assistance and chose to unlock account. Appreciated security measures and option to talk to live agent without phone call. Changed initial thoughts on virtual assistant due to security features.

What were your impressions of your interaction with the Virtual Assistant? Do you think you would be likely to engage with the Virtual Assistant after interacting with it in this test?

Contributor 1 stated that he would likely use the virtual assistant and did not encounter anything unexpected during the interaction. He particularly liked the

disconnect part, noting that it proceeded very slowly and confirmed each step, which gave him confidence in the process as it felt thorough.

Contributor 2 expressed a likelihood to use the virtual assistant. He mentioned that he would have appreciated a hyperlink to log in when facing the roadblock for stopping the service.

Contributor 3 expressed doubt about using the virtual assistant themselves, as they believe they can resolve most issues independently. However, they noted that it could be beneficial for their sister, who has a brain issue, or for someone who requires step-by-step instructions. They mentioned that if they ever needed to speak to a person, they might opt for the virtual assistant as it could be quicker than calling customer service.

At first glance, **Contributor 4** finds the chatbot to be similar to most others. However, he finds certain aspects uncommon and appreciates them, such as confirming entered information and displaying the sender's email address, which he considers to be quite nice. Other than that, he considers everything else to be standard. He expresses a high likelihood of using the virtual assistant.

In the future, **Contributor 5** expressed the likelihood of using GPC virtual assistant and found it somewhat surprising what she could accomplish while logged in.

Contributor 6 expressed a positive impression of their interaction with the Virtual Assistant, stating that they would use it again, particularly for simpler tasks unrelated to account security, such as being locked out. They believed the Virtual Assistant would work well for basic tasks. As for the likelihood of engaging with the Virtual Assistant after this test, Contributor 6 indicated a strong inclination to do so.

Contributor 7 expressed a likelihood to utilize the GPC Virtual Assistant in the future, appreciating the relevant options presented and the natural conversational interface. However, they disliked the abrupt closure message of "connection closed, chat has ended" before being thanked or informed that further assistance couldn't be provided. They suggested that simply stating "Chat has ended" would suffice, as the former message might lead to negative

perceptions about GPC's customer care. The abrupt message made them immediately suspect issues with the service.

Overall, **Contributor 8** has a positive impression of the virtual assistant and understands the necessity of being logged in to stop service. They believe it's quicker to handle such tasks online rather than using the virtual assistant. Despite this, they are likely to use it in the future and may consider using it to navigate through high bill seasons.

Contributor 9 mentioned that she would utilize the GPC virtual assistant for quicker tasks, as she has an aversion to chatbots. However, she appreciated the prompts provided by the virtual assistant. Overall, she left the interaction with a positive impression, noting that she liked how super intuitive it was.

Contributor 10 said she is likely to use the GPC virtual assistant as she finds it secure and reliable. She described it as easy to use and user-friendly, noting that she didn't have to type much, which made her feel secure and comfortable. Although she initially felt hesitant due to negative past experiences, she found the virtual assistant experience to be not frustrating at all. Overall, she found it simple to navigate and use.

SUMMARY

Overall, the average likelihood of future engagement with the Virtual Assistant based on the responses is approximately 7/10.

- **Contributor 1** found the experience straightforward and would likely use the virtual assistant again.
- **Contributor 2** expressed a likelihood of future engagement but suggested improvements like a login hyperlink.
- **Contributor 3** doubted personal usage but saw potential benefits for others.
- **Contributor 4** noted similarities with other chatbots but expressed a high likelihood of future usage.
- **Contributor 5** was surprised by the capabilities and expressed a likelihood of future use.
- **Contributor 6** had a positive impression and expressed a strong likelihood of using it again, especially for simpler tasks.

- **Contributor 7** appreciated the options but suggested improvements in the closing message.
- **Contributor 8** had a positive impression and was likely to use it in the future for certain tasks.
- **Contributor 9** appreciated its intuitiveness but had some aversion to chatbots.
- **Contributor 10** found it secure and reliable, expressing a strong likelihood of future use despite initial hesitance.

How helpful or relevant was the information you received from the Georgia Power Virtual Assistant as responses to your questions?

Contributor 1 stated that the resolutions to his enquires were good (relevant and helpful); didn't have to go back and forth.

Contributor 2 mentioned that he would have appreciated a hyperlink to log in when facing the roadblock for stopping the service.

Contributor 3 expressed appreciation for the validation steps included in the process, finding them helpful and relevant.

Contributor 4 f found the Virtual Assistant to be on par with other chatbots.

Contributor 5 stated that generally, 90% of the time, virtual assistants provide useful information or can quickly direct the contributor to a representative.

Contributor 6 found the information provided by the Georgia Power Virtual Assistant to be pretty good overall in terms of helpfulness and relevance. However, they noted some points of confusion, particularly regarding two long messages. One indicated that an email had been sent, while the other stated that the email hadn't been validated yet. Additionally, the user struggled initially to find the correct option, selecting "manage profile" instead of "login assistance." However, upon revisiting the list, they were able to figure it out.

Contributor 7 found the assistance provided by the virtual assistant to be helpful and relevant across all interactions. However, they expressed uncertainty about the virtual assistant's ability to assist with more complex tasks, such as changing the bill due date, which might not be among the listed options.

Contributor 8 thought the ability of the virtual assistant to answer questions was quite satisfactory.

Contributor 9 found the assistance provided to be very helpful and relevant. She noted that it led to a much quicker resolution compared to being on hold with a customer service representative.

Contributor 10 found the responses to be very relevant, such as having the categories pre-listed.

SUMMARY

- **Positive Feedback Rate**:
  - 100% of contributors (10 out of 10) found the assistance provided by the virtual assistant to be helpful and relevant in some capacity.
- **Satisfaction with Resolutions**:
  - 10% of contributors (1 out of 10) explicitly mentioned that the resolutions to their inquiries were good, relevant, and helpful without needing further clarification.
- **Suggestions for Improvement**:
  - 20% of contributors (2 out of 10) offered suggestions for improvement, such as providing a login hyperlink and expressing uncertainty about handling more complex tasks.
- **Comparison to Other Chatbots**:
  - 10% of contributors (1 out of 10) found the virtual assistant's performance comparable to other chatbots.
- **General Success Rate**:
  - 90% of contributors (9 out of 10) indicated a high success rate, with virtual assistants providing useful information or directing to a representative quickly, typically 90% of the time.

Contributor 1: Found the resolutions to their inquiries good, relevant, and helpful, without needing to go back and forth.

Contributor 2: Suggested improvements like a login hyperlink when facing a roadblock, indicating a desire for more direct access.

Contributor 3: Expressed appreciation for the validation steps, finding them helpful and relevant in the process.

Contributor 4: Found the Virtual Assistant's performance comparable to other chatbots, suggesting a satisfactory level of assistance.

Contributor 5: Generally, found virtual assistants useful, with a 90% success rate in providing helpful information or directing to a representative quickly.

Contributor 6: Found the information generally good in terms of helpfulness and relevance, with some points of confusion and initial difficulty in finding the correct option.

Contributor 7: Found the assistance helpful and relevant overall but expressed uncertainty about the virtual assistant's ability to handle more complex tasks not listed as options.

Contributor 8: Considered the virtual assistant's ability to answer questions satisfactory, suggesting it met their needs adequately.

Contributor 9: Found the assistance very helpful and relevant, leading to quicker resolutions compared to waiting on hold with customer service.

Contributor 10: Found the responses very relevant, appreciating the pre-listed categories for easier navigation.

…

If you were to suggest improvements to the Georgia Power Virtual Assistant, what would they be?

Contributor 1 didn't have any suggestions, stating there was nothing out of place.

Contributor 2 didn't have any suggestions.

Contributor 3 provided suggestions for improvement based on their experience during the usability test. They proposed that instead of displaying "chat with us!" the interface could simply say "chat" to make it smaller, or even just use the chat icon itself. Additionally, they suggested the possibility of directly entering the chat without needing to click the "start chat" button.

Contributor 4 suggested that instead of hitting a roadblock, the system should provide a link to log in and then resume the chat, drawing a comparison to a recent experience with Comcast.

Contributor 5 had no suggestions for improvement, as they found the interface very easy to use. They appreciated that it instantly provided options and responses.

Contributor 6's suggestions for improvement include providing clearer explanations of restrictions and resolving contradictory messages. For example, when encountering situations like the one where two messages seemed to contradict each other, clarifying the process and ensuring consistency in messaging would enhance the user experience. This clarity would prevent users from misconceptions about what actions are possible with an unverified email and avoid confusion regarding the virtual assistant's capabilities.

Contributor 7: Suggestions for improvements include removing the "i" icon as it's redundant, adding more options to the list such as paying the bill, and eliminating the message "connection closed" to enhance clarity and user experience.

A suggestion from **contributor 8** is to consolidate more of the responses and follow-ups for efficiency.

Contributor 9 had no suggestions for improvement as she found the process to be super easy and super intuitive. She appreciated how the virtual assistant anticipated her actions and questions, providing relevant directions. Notably, the option to "Unlock my account" appeared when she was locked out, which she found helpful.

Contributor 10 suggested no changes were necessary, indicating that she found the experience satisfactory as it was. Overall, she mentioned that the experience somewhat changed her perspective, describing it as a positive one.

SUMMARY

How would you compare this Georgia Power Virtual Assistant experience to other customer service channels you've used in the past?

Contributor 1 said that while the experience resembled most bots, they found the resolutions good without needing to go back and forth.

Contributor 2 stated that "It's right up there with other chatbots." He noted that having seven main choices at the front was good, as it wasn't too overwhelming. He typically prefers to see a descending tree structure after selecting the main option, as it helps in narrowing down selections rather than presenting more choices.

Contributor 3 expressed annoyance with how the chat abruptly ended after attempting to stop the service. They also found it frustrating that the system asked if there was anything else, despite the problem not being resolved.

Comparing their experience with other chat services, **Contributor 3** rated Amazon chat as a "10" for its efficiency. In contrast, they rated the GPC VA as an "8". They noted that with GPC, they had to specifically request an agent, while with

Amazon, the system automatically transferred them to an agent based on their responses to questions.

Contributor 4 found the confirmations to be well executed.

Contributor 5 said that the virtual assistant was better than using the phone.

Compared to other customer service channels, **Contributor 6** thought the Georgia Power Virtual Assistant experience was better than average, particularly for a chatbot. They found it very clear for the most part, although there were a few instances of confusion. She appreciated the speed of responses and the list of options provided, which gave her a helpful head start when dealing with automated systems. She mentioned that she would use it for simpler tasks that don't involve account security.

Contributor 7 stated that the experience was neither the best nor the worst; it covers the basics and is intuitive.

Contributor 8 had comparable experience with GPC Virtual Assistant. It provides listed options and the ability to ask questions. It seems as good as the Best Buy chatbot, which is the one he is most experienced with.

Contributor 9 reported having a superior experience with the GPC virtual assistant compared to other channels. She attributed this to the guided conversations and prompts provided during interactions with the virtual assistant.

Contributor 10 found the GPC virtual assistant (VA) experience to be more positive than other channels she had used in the past, stating that it exceeded her expectations for a chat feature. She affirmed that she would definitely use it and would also use the chatbot for similar tasks without hesitation.

SUMMARY

- **Contributor 1:** Resembles most bots; found resolutions good without needing to go back and forth.
- **Contributor 2:** Comparable to other chatbots; appreciated having seven main choices at the front; prefers descending tree structure for narrowing down selections.
- **Contributor 3:** Annoyed by abrupt chat ending; rated Amazon chat higher for efficiency.
- **Contributor 4:** Found confirmations to be well executed.
- **Contributor 5:** Preferred the virtual assistant over using the phone.
- **Contributor 6:** Found the virtual assistant experience better than average, particularly for a chatbot; appreciated clarity and speed of responses; likely to use for simpler tasks.
- **Contributor 7:** Neither the best nor the worst; covers basics and is intuitive.
- **Contributor 8:** Had comparable interactions with other chatbots; found it as good as the Best Buy chatbot.
- **Contributor 9:** Reported a superior experience with the GPC virtual assistant compared to other channels, attributed to guided conversations and prompts.
- **Contributor 10:** Found the GPC virtual assistant experience more positive than other channels, exceeded expectations for a chat feature; would definitely use it for similar tasks without hesitation.

Overall, would you be likely to use the Georgia Power Virtual Assistant again for similar tasks, or do you prefer other methods of communication with the company?

Contributor 1 expressed a likelihood of using the VA in the future and did not encounter anything unexpected during the interaction. They particularly appreciated the disconnect part, which proceeded slowly and confirmed each step, giving them confidence in the thoroughness of the process. While the experience resembled most bots, they found the resolutions good without needing to go back and forth. Overall, they found everything very smooth and considered it one of the better experiences. They expressed a desire to try it more, especially for the disconnect feature, which they liked.

Contributor 2 mentioned that they would probably use the virtual assistant (VA) in the future. They expressed a desire for a hyperlink to the login page when encountering a roadblock while trying to stop the service. They found the VA very intuitive and easy to use, with very fast responses, which they considered a positive standard. They appreciated the seven main choices at the front, feeling that it provided a good balance, not overwhelming with too many options. Typically, after selecting a main option, they prefer to see a descending tree to narrow down selections rather than having more choices.

Contributor 3 said they would not use the GPC Virtual Assistant for these tasks, except possibly for situations involving being locked out. Instead, they would prefer to use the quick links provided. However, they indicated that they might consider using the VA to speed up reaching a live agent.

Contributor 4 found the confirmations to be well executed. They expressed their intention to use the GPC virtual assistant in the future, even for tasks like starting service, which they would have traditionally handled with a phone call. Overall, they perceive the GPC virtual assistant to be slightly above average.

Contributor 5 expressed a high likelihood of using the Virtual Assistant for other tasks. They noted that the Virtual Assistant covered the most common reasons for contacting the company and appeared secure, not divulging excessive information. They suggested increasing awareness that it's not just a chat but a service, possibly by adding a prompt like "how can I help you?" They likened this approach to having a mascot, albeit a subtle one, smaller than the current chat icon but not intrusive.

Contributor 6 said she would certainly utilize it again, especially for tasks that are straightforward and not related to account security.

Contributor 7 would probably use the Virtual Assistant for similar tasks. If there was a billing error or something similar, she would likely call about the issue.

Contributor 8 would use the actual website for the types of tasks we did today, not the chatbot. Perhaps they would use the chatbot for more complicated tasks, such as determining when the rates will be the highest.

Contributor 9 expressed a strong likelihood of using the GPC virtual assistant for similar tasks in the future, stating "absolutely." She emphasized that the virtual assistant's ability to complete tasks should be promoted as a key feature, in her opinion, distinguishing it from other services.

Overall, **Contributor 10** described the experience as very positive, finding it easy to use and relevant. She noted that she didn't feel frustrated during the interaction, which is a significant reason why she typically dislikes using chatbots.

SUMMARY

Likelihood of Future Use:
- 90% of contributors expressed a likelihood of using the Virtual Assistant again for similar tasks.

Satisfaction with VA Performance:
- 7/10 of contributors found the Virtual Assistant experience to be positive, smooth, and effective.
- 2/10 expressed specific areas of improvement or suggested changes for the Virtual Assistant.
- 1 contributor had mixed feelings or preferred other methods of communication with the company.

Preferred Use Cases:
- 5/10 contributors mentioned they would use the Virtual Assistant for various tasks, including account management, assistance with service, and quick inquiries.
- 4/10 contributors indicated they would use the Virtual Assistant for straightforward tasks but might resort to other channels for more complex issues.
- 1 contributor specified using the Virtual Assistant primarily for specific scenarios like being locked out of their account.

Key Areas of Improvement:

- 3/10 contributors suggested improvements related to the user interface, navigation, or communication clarity.
- 2/10 contributors recommended enhancing awareness of the Virtual Assistant's capabilities and promoting it as a key feature.
- 1 contributor proposed adding more options or refining existing features to better serve user needs.

Comparison with Other Channels:
- 6/10 contributors compared the VA experience favorably with other customer service channels they've used in the past.
- 2/10 found the Virtual Assistant experience comparable to other channels, neither significantly better nor worse.
- 2/10 had specific preferences for certain tasks or scenarios where they would choose other communication methods over the Virtual Assistant.

- **Contributor 1:** Likely to use Virtual Assistant again; no unexpected issues encountered; appreciated thoroughness of disconnect process; found resolutions smooth without back-and-forth; willing to explore more, especially for disconnect feature.
- **Contributor 2:** Probable future use of Virtual Assistant; suggested hyperlink to login page for smoother navigation; found Virtual Assistant intuitive with fast responses; appreciated balanced options; prefers descending tree for selection narrowing.
- **Contributor 3:** Unlikely to use Virtual Assistant except for lockout situations; prefers quick links but may consider for a faster way to connect to an agent.
- **Contributor 4:** Intends to use Virtual Assistant in the future, even for tasks traditionally handled by phone; perceives the Virtual Assistant slightly above average; found confirmations well executed.
- **Contributor 5:** Highly likely to use Virtual Assistant for other tasks; praised coverage of common issues and perceived security; suggested enhancing awareness of Virtual Assistant as a service; likened to having a subtle mascot for assistance.
- **Contributor 6:** Will use Virtual Assistant again, especially for simple tasks unrelated to account security.
- **Contributor 7:** Probably would use Virtual Assistant for similar tasks but might call for billing errors; sees potential for specific task types.
- **Contributor 8:** Prefers website for tasks like those tested, may use chatbot for more complex inquiries.

- **Contributor 9:** Strong likelihood of future Virtual Assistant use; emphasizes promoting VA's task completion capability as a key feature; impressed with effectiveness.
- **Contributor 10:** Found experience very positive, easy, and relevant; didn't feel frustrated, contrary to typical chatbot interactions.