

Boots Chatbot: AI Virtual Customer Assistance Service

Authors : Ruba Bajri, Danah Bukhari, Ruba Tuhaif

Abstract : This report delves into the application called chatbot and specifically the Boots chatbot, this tool uses artificial intelligence to assist customers with any inquiries about Boots products and services, any issues they're facing , or even just helping customers without the unnecessary wait time that comes with waiting for a customer representative. -powered chatbots are very innovative and have impacted the Boots business very positively by satisfying their customers' needs in real time. By using artificial intelligence, specifically advancements in natural language processing, chatbots are becoming more intuitive and understanding of what the customer needs. The report shows us the significance of the Boots chatbot and how it enhances customer service and support as they have instant answers to questions, help customers navigate the services, and can even personalize recommendations for the customers based on allergies or any past medical history all in real time as it's available 24/7. This is useful to everyone as customers can have their common questions answered immediately while leaving the more complex issues and matters to the human agents. We also reviewed the results of a survey conducted to assess public opinions on the chatbot which has provided us insight into the customer satisfaction levels, furthermore identifying any areas for potential improvement. AI chatbots are changing customer service for the better and improving customer experiences by making it more effective and efficient than ever.

Keywords : boots chatbot, natural language processing, artificial intelligence, AI chatbots

Conference Title : ICAIA 2026 : International Conference on Artificial Intelligence and Applications

Conference Location : Kuala Lumpur, Malaysia

Conference Dates : February 11-12, 2026