

Instructional Scenario

AI-Powered Customer-Service Chatbots



Course/Duty Area: Artificial Intelligence Fundamentals/Solving Problems with AI

Scenario: Your company is looking to improve its customer service efficiency by implementing an AI-powered chatbot to handle customer inquiries. You have been tasked with researching different chatbot providers and evaluating their effectiveness in handling customer needs. Your team must decide which chatbot offers the best balance of cost, reliability, and customer satisfaction. The decision needs to be made within three months to ensure seamless integration into the company's system.

Big Question: How can AI-driven customer service solutions improve efficiency, and what factors should be considered when choosing an AI chatbot?

Focused Questions:

- What are the advantages and disadvantages of using AI chatbots in customer service?
- How do AI chatbots impact employment and customer satisfaction?
- What are the cost considerations for implementing AI chatbots?
- How can companies ensure AI chatbots handle diverse customer needs effectively?

Student Project or Outcome: Students will research AI chatbot providers, comparing at least two options based on features, cost, and customer feedback. They will create a recommendation report outlining findings and justifications.

Project-Based Assessment: Students will present their findings in a structured presentation, including data analysis, pros and cons, and a final recommendation.

Teacher Resources:

AI Chatbot Providers:

- [ChatGPT by OpenAI](#)
- [Google Dialogflow](#)
- [IBM Watson Assistant](#)

Articles & Case Studies:

- [How AI Chatbots Improve Customer Service](#)
- [AI Chatbot Success Stories](#)

Lesson Plans & Videos:

- [AI and Customer Service – TED Talk](#)
- [EdX Course: AI for Business](#)

AI Ethics & Employment:

Scenario submitted by Jocelyn Forest, Southern Virginia Higher Education Center 2025

- [AI's Impact on Jobs](#)
- [Ethical AI Guidelines](#)

Note: This instructional scenario was created with the help of AI.