

## **Abstract**

The aim of this bachelor thesis is to map the user experience of using AI customer support in customer service. This form of customer support in the context of the current AI boom is a hot topic that is perceived very differently by different demographic groups. This thesis focuses on the current use of AI technical support in the Czech Republic and its perception by the public.

The theoretical part of the paper starts with a basic explanation of the terms used in the text. It then presents a brief history of the development of chatbots and maps their gradual implementation into customer service. It also discusses the limitations that occur when using artificial intelligence in customer service.

The practical part of the thesis is carried out in the form of quantitative and qualitative research aimed at gaining a deeper understanding of the attitudes of the different participants towards this issue. Specifically, a questionnaire survey and a focus group were conducted. After introducing the methodology, the thesis proceeds by analysing the results of these surveys and answering the predetermined research questions.