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| Journal Name: | **Asian Research Journal of Arts & Social Sciences** |
| Manuscript Number: | **Ms\_ARJASS\_132404** |
| Title of the Manuscript: | **How Conversational AI and Chatbots Are Improving the Jordanian Customer Experience** |
| Type of the Article |  |

PART 1: Comments

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|  | **Reviewer’s comment****Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** *(Please correct the manuscript and highlight that part**in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | **-While studies in developed markets highlight the benefits of these technologies, there is limited research on their impact in emerging markets like Jordan.*** **The study addresses the lack of understanding about how chatbot interaction quality, usage frequency, and conversational AI influence customer experience in Jordan.**
* **The study focuses predominantly on the positive impacts of chatbots and conversational AI, with limited**

**discussion of potential drawbacks or challenges, such as privacy concerns, technical limitations, or customer resistance. A more balanced discussion would enhance the study's credibility.** |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | **Yes** |  |
| **Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.** | **Please add more points in abstract** |  |
| **Is the manuscript scientifically, correct? Please write****here.** | Yes |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | Yes |  |
| **Is the language/English quality of the article suitable****for scholarly communications?** | Yes |  |
| **Optional/General** comments | **Give numbering, Title size** |  |

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| **PART 2:**  |
|  | **Reviewer’s comment** | **Author’s comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?**  | *(If yes, Kindly please write down the ethical issues here in details)* |  |

**Reviewer Details:**

**Dip Bharatbhai Patel, University Of North America, USA**