

AI AND VULNERABLE COMPLAINANTS

ASSISTING ESL CONSUMERS



DR CHRISTINE ARMSTRONG



Understanding the role of AI technology in improving equity in complaint management processes.

Marketing academic, consultant and director of the Master of Business Administration, Christine's research focus is on consumer complaints behaviour and management. Her expertise encompasses the use of AI in complaints processes, assisting vulnerable complainants, managing complaints on social media platforms, and the role of humour in complaint management. Additionally, she investigates observable complaint behaviour and the return on investment of effective complaint management. Christine's research provides industry practitioners with easy-to-implement strategies to improve their complaint management practices.

COMPETITIVE ADVANTAGE

- Technology driven approach
- Focused on industry needs
- Identifying research gaps that benefit vulnerable consumers.

PARTNERS

- NSW Ombudsman
- Society of Consumer Affairs Professionals (Australia)
- School of Law and Justice, University of Newcastle.

SUCCESSFUL RESEARCH APPLICATION

- Partnering with government organisations to investigate AI solutions
- Real-world applications
- Industry buy-in and demand
- Direct interaction with complaint handlers.

MORE INFORMATION

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