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An Investigation of the Impact of Online Customer Service Burnout on Customer Experience in Malaysia

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Abstract: The article presented here involves examining the impact of online customer service burnout on customer experience, and also then to show how customer service burnout can be alleviated using the credible neural network and thus improving customer experience overall. A quantitative method was used which involved using a questionnaire to collect data from a sample of 384 respondents. The data that was collected were analyzed using SPSS. The hypothesis testing showed that H1, H2, H3, and H4 are accepted. The results showed that online customer service burnout did have a negative effect on customer experience and more importantly, the results highlighted the use of credible neural networks can reduce mental burnout among customer service representatives, thus contributing to a more positive customer experience. These results suggest that mental burnout of online customer service representatives which results in the deterioration of the customer service experience can be alleviated by credible neural networks. This is because these systems can reduce customer waiting times, handle large data volumes, reduce additional employee training, and reduce overall working time. These important attributes of the credible neural networks can generate lower mental burnout among customer service representatives and this will enable them to serve the customers much more efficiently thus improving customer experience. It was thus recommended for organisations implement credible neural networks to help supplement and support the work of customer service representatives working online remotely so that their performance can be enhanced and the customer experience can be improved. Credible neural network systems will be very beneficial to the employees by allowing them to carry out their work with less mental fatigue and this enables them to excel to higher levels, thus providing a superior customer experience.

Keywords: Online Customer Service Burnout; Customer Experience in Malaysia; Credible Neural Network; SPSS.

1. Introduction

The topic that will be examined in this article involves a study about the impact of online customer service burnout on customer experience. More significantly, the research is about determining how the problem of customer service burnout can be solved by using the credible neural network and hence improving customer experience. The work that is carried out by online customer service representatives can be quite tedious. These customer service representatives are usually tasked with all kinds of activities and duties which are required to be carried out in an online environment (Gallacher & Hossain, 2020). When such customer service representatives are made to work under remote working conditions, there is always the possibility of mental burnout taking place and this does have a negative implication on the customer experience (Bhat et al., 2017).

It is a fact that organisations depend greatly on the customers for revenue and therefore, the staff of the organisation needs to be at all times competent, effective and efficient in providing their customers with quality services (Shareena et al., 2020). Therefore, such organisations are unable to afford customer service representatives who are working online to experience mental burnout while working in a remote working mode (Mostafa, 2021). This is because it will negatively affect the customer experience and would lower customer satisfaction thus affecting the profitability of the organisation. This study aims to examine how this mental burnout can be addressed via the credible neural network process (Braukmann et al., 2018).

2. Literature Review

2.1. Effects of Remote Working on Employee's Mental Health

The concept of remote working was made popular in the year 2020 due to the Covid 19 pandemic. As a result of this pandemic, a variety of different measures were taken in order to curb the spread of the virus (Hamouche, 2020). The landscape of the workplace was changed drastically and as opposed to shutting down the business entirely, the employees of various organisations were allowed to work remotely and this also was the case for online customer service representatives (Braukmann et al., 2018). The workplace became more automated, digitised, and flexible in order to accommodate the various new standard operating procedures implemented. Smart technologies assisted in enhancing the ability of employees to work remotely (Bhat et al., 2017).

Nevertheless, there were significant concerns that came about concerning these employees that were made to work remotely and these challenges came in the form of the inability to manage their work and balance their family commitments in an efficient way (Grant et al., 2019). Besides, some employees were experiencing post-pandemic stress and the remote working setup isolated them in a way that made them experience mental burnout much faster (Hamouche, 2020). In other words, the situation brought about by the pandemic as well as the remote working environment resulted in the employees experiencing all kinds of challenges that altered their psychological well-being and manifested in what is termed as mental burnout (Charalampous et al., 2019). Such a mental burnout on the customer service employees working online produced a very bad customer experience.

It is seen that a large number of employees around the world had the opportunity to experience remote work in the year 2020, and it was said that around 81% of the workforce across the world had worked from home (Gallacher & Hossain, 2020). At present, these numbers have reduced but there is always the prospect of future pandemics and future lockdowns that will result in them having to revert to their work-from-home measures and this is indeed a research matter that needs to be addressed for the present and the future as well (Grant et al., 2019). This will ensure that if remote working is implemented on a large scale in the future once again, it will thus be possible to come up with effective solutions and improvements concerning the problem of mental burnout of employees, in particular, online customer service representatives. It becomes important to understand the role of technology in addressing this problem so as to provide a better customer experience (Braukmann et al., 2018).

The employee's psychological well-being is something that is very important and needs to be maintained because an employee that has bad mental health will experience mental burnout eventually and this will affect the customer satisfaction. This then compromises customer experience significantly (Bhat et al., 2017). Therefore, the well-being of employees must be safeguarded in the online work-from-home environment (Shareena et al., 2020). The fact is that an employee that is made to work remotely may not have the ability to manage normal stress in life, and at the same time be unable to work productively online (Grant et al., 2019). Certain studies have shown that employees who tend to experience mental burnout working from home are the ones who are not used to working from home and are unable to acclimatise themselves well enough (Braukmann et al., 2018).

On the other, some studies find that even the most efficient employee that has worked from home in the past without any problems may experience mental burnout as a result of psychological detachment from the workplace for long periods (Mostafa, 2021). Being mentally disconnected from the physical workplace and their colleagues can result in stress on part of the employee and this can affect them negatively in the long term. Charalampous et al., (2019) find that the psychological well-being of employees working remotely online depends greatly on the social aspect and level of human interaction that is usually absent in the remote working environment.

Braukmann et al., (2018) have shown that employees working remotely tend to work more hours than they do in the physical workplace and also the fact that their work has started to become more intense. It has resulted in the need for them to always be available, to work late, and also to work during break time. All of this is said to contribute to the problem of mental burnout among these employees working online remotely and they become emotionally and mentally exhausted and thus affecting their ability to serve customers better (Hamouche, 2020). Gallacher & Hossain, (2020) have pointed out that the main significant challenge associated with online working in the capacity of a customer service representative is the problem concerning social isolation.

One of the reasons why employees tend to experience mental burnout is because the employer is unable to ensure adequate social support for the employees working from home (Hamouche, 2020). Even though several technical applications are available for them to facilitate the process such as Zoom, Google Hangout, and Microsoft Teams, nevertheless, these remote workers continue to experience social isolation because communicating on these applications is simply not the same as face-to-face (Mostafa, 2021). It is thus important to alleviate feelings of social isolation during the work-from-home process (Anjum, et al., 2018). It is quite difficult for employees to collaborate in an online working environment and despite measures taken, there will still feel socially isolated (Bhat et al., 2017).

Yet another challenge that is said to affect the mental status of employees working remotely is the availability of resources to work remotely (Mostafa, 2021). Employers sometimes are unable to ensure that the workforce uses the latest technology and software which is capable of encouraging them to work effectively remotely without having to compromise their mental status and health and well-being (Mostafa, 2021). Some of these employers are unable to train their employees adequately to use such technologies and provide them with the necessary technical support (Herr, et al., 2018). It also becomes a challenge to ensure that the communication lines are always open and the employees can access available resources to be used (Hamouche, 2020).

Another common challenge that is cited as being a factor that results in mental burnout among employees is the fact that they are unable to switch off from work (Rasool, et al., 2019). Within an online workspace, it is quite difficult for employees to take an initiative to maintain their well-being (Charalampous et al., 2019). Even though the online working environment can be very private and comfortable, nevertheless, they may continue to experience the inability to switch off entirely from work and this would result in them having to tend to their continuously (Gallacher & Hossain, 2020). For example, even during breaks, the employees will be tempted to check emails, receive calls and interact with the customers. Therefore, this inability to take a break from work has a detrimental effect on their mental health and this badly affects the customer experience (Bhat et al., 2017).

2.2. Job Demands – Resources Model Framework

An ideal theoretical framework that can be used as a means of laying the basis for the analysis in this paper is the job demands-resources model. In essence, job demands as well as resources affect the well-being of employees. In other words, the job demands of the online working environment and the availability of resources can affect the level of work engagement as well as the mental burnout of the employee (Charalampous et al., 2019). It can also have a negative implication on individual work performance thus affecting the customer experience as well. The job demands of the customer service representative working remotely in an online environment can serve as a challenge to the customer service representative and might hinder their ability to achieve personal growth and accomplishment, thus resulting in them experiencing mental burnout (Hamouche, 2020). The demands of the job in the online working environment, such as time pressures, sales goals, and customer volumes can result in challenges related to stress and this, in turn, can result in lower work engagement, reactive coping behaviours as well as increasing mental burnout (Mostafa, 2021). Problems like these can result in demotivation as well as resulting in physiological and mental symptoms, emotional exhaustion as well as withdrawal behaviour, thus resulting in the employee performance below par and hence causing a bad customer experience (Braukmann et al., 2018).

Job resources are the kind of resources that are in existence organisationally and these can include rewards and compensation, career development opportunities as well as job control. Besides, it can also exist socially and this comes in the form of teambuilding, support by supervisors and co-workers as well as overall team climate (Gallacher & Hossain, 2020). Besides, these job resources can also exist functionally and can affect levels of the task, autonomy as well as role clarity (Chung, 2018). All of these resources affect the emotional and psychological well-being of the customer service representative and can play a role in helping them reach performance goals and to also promote a better customer experience (Charalampous et al., 2019).

These job resources can reduce the negative effect of job demands in the online working environment and the absence of such job resources, there can be a possibility of mental burnout (Sonnentag, 2018). The presence of a lack of job resources in the form of low support, lack of customer service intensive training and low customer orientation can affect the customer service representative emotionally and affect their performance as well (Mostafa, 2021). The absence of such resources can result in emotional exhaustion, mental burnout and this making the customer service experience to become compromised (Hamouche, 2020).

2.3. Employee Mental Burnout Effect on Customer Experience

The phenomenon of mental burnout is usually manifested as a certain level of stress experienced by the employee and coupled with the depletion of both physical and emotional energy (Anjum, et al., 2018). This results in physical fatigue, distress, frustration as well as a lack of overall effectiveness in working (Gallacher & Hossain, 2020). The presence of mental burnout among customer service representatives in an online environment can result in a set of customer service representatives that are emotionally exhausted and who are likely to exhibit lower job satisfaction, lack of organisational commitment. All of this makes them perform badly and results in a bad customer experience (Hamouche, 2020).

Cynicism would come about as a result of personal disengagement, a lack of apathy towards what is taking place at the workplace and also inefficiency in handling customers (Braukmann et al., 2018). Customer service representatives who experience mental burnout are likely to utilise a higher level of physical and emotional energy to perform customer service representative tasks, they are likely to feel very frustrated and experience a certain level of personal conflict (Mostafa, 2021). Mental fatigue is very detrimental to work-related outcomes and can result in a better customer experience (Chung, 2018). This is because an employee working in the customer service representative department of the organisation will be unable to service the customers efficiently enough (Charalampous et al., 2019). Such employees show a lack of organisational commitment and performance and this results in them performing badly and hence would result in customer dissatisfaction (Hamouche, 2020). The outcome of this is a bad customer experience (Anjum, et al., 2018).

Therefore, it is important to reduce emotional exhaustion to prevent mental burnout which can result in significant detriment to the customer experience (Herr, et al., 2018). When proper measures are taken to prevent employee burnout from taking place, the employees would start to experience a lower level of physical fatigue, they will not have feelings of frustration, they will not be distressed, they will have higher levels of satisfaction, higher levels of organisational commitment and this can overall improve their quality of work. The customer then benefits from this and has a positive customer experience (Braukmann et al., 2018).

2.4. Credible Neural Network

Neural networks are described as a subset of machine learning and are regarded to be at the center of deep learning algorithms. The structure of these neural networks is said to be inspired by the human brain and it mimics the way that biological neuron signal to one another (Valendin et al., 2022). These neural networks consist of nodes of layers, they contain an input layer, one or more hidden layers as well as an output layer (Hamouche, 2020). Every artificial neuron connects to another and possesses an associated weight and threshold. These neural networks place reliance on training data to be capable of learning and improving the precision of a certain period. When these learning algorithms are fine-tuned for precision, they become very powerful tools that permit the classification and clustering of data at a very high velocity (Dew & Ansari, 2018). Tasks within speech recognition or even image recognition will take a matter of minutes as opposed to hours when compared to the manual identification process by humans (Charalampous et al., 2019).

Certain research papers address the topic of credible neural networks and how such networks can improve customer service. Such a technology is capable of providing round-the-clock customer support for the organisation. It can be quite aggravating when a consumer has a very important question and does not receive an answer on the spot. For this to be accomplished, there needs to be a customer service representative online at all times in order to answer such questions. The inability of the customer service representative to respond fast enough can affect the customer experience (Hamouche, 2020). The presence of hourly constraints might result in the customer having to wait hours or days without any feedback given to them. This can cause a detriment to the satisfaction experienced by these customers. Therefore, many organisations make it a point to have these customer service representatives on standby all the time and it is this that can result in significant mental burnout (Braukmann et al., 2018).

It is also claimed that the presence of these neural networks can result in reduced personal costs. It is expensive to train customer service representatives and then to make them work online after that (Toth et al., 2017). This can indeed affect the bottom line of the organisation especially if the employees are experiencing mental burnout and are unable to continue working productively and they may even leave the company (Hamouche, 2020). Hiring new employees to replace those who have experienced mental burnout will take time and new employees will be required to have enough time to adjust. All of this will result in slower performance and lower customer service quality in the organisation. Besides, these neural networks can provide vital customer service support to the customer service executive online thus reducing waiting time (Charalampous et al., 2019).

Where the human customer service representative is unable to perform, the artificial intelligence system will fill in the gaps. The names, addresses, contact information, reference numbers, or other information supplied by the customers can be collected by the neural networks and then predictive approaches can be used to guide the customer as well as the customer service representative to recommend appropriate

solutions to them (Valendin et al., 2022). The customer service representative will oversee the acquisition of important customer input. The artificial intelligence bots will take all the information, simplify following the requirements of the customer and provide a suitable solution. This results in the smooth delivery of service and thus lowers mental burnout on part of the employee, thus allowing the employee to perform better, and then contributing to better customer experience (Hamouche, 2020). Therefore, there is certain proof that might substantiate the claim that such neural networks can alleviate the problems of mental burnout among customer service representatives, hence improving customer experience (Toth et al., 2017).

Although the use of such neural networks may not apply to very unusual and sophisticated questions, nevertheless, its presence can still complement the presence of the customer service representatives in a significant way thus possibly alleviating the problem of mental burnout among these employees (Valendin et al., 2022). This is the research problem that will be examined in this article and it will determine whether the presence of credible neural networks in the organisation can assist in truly alleviating the problem of mental burnout among online customer service representatives working remotely (Charalampous et al., 2019).

The research findings will highlight the need for employers to ensure that the employees working remotely in the position of online customer service representatives can lead healthy and well-balanced lives and are prevented from experiencing mental burnout. Therefore, it becomes essential to investigate the kinds of technologies that can assist with this process and one of the main technologies that researchers have made claims as to its efficacy in assisting with this is the credible neural network process. There are indeed many studies that are available generally on the concept of remote working and its effect on the mental status of employees. However, research on this matter is still in the growth phase and more research is needed to fill up various gaps in the literature, especially when it comes to examining the role of the credible neural network in assisting with elevating the mental burnout of such employees who were made to work remotely in the circumstances.

Below are some of the research hypotheses associated with this study:

H1: There is a positive relationship between credible neural networks in reducing customer waiting times and hence providing better customer experience by online customer representatives in Malaysia

H2: There is a positive relationship between credible neural networks in handling large data volumes and hence providing better customer experience by online customer representatives in Malaysia

H3: There is a positive relationship between credible neural networks in reducing additional employee training and hence providing better customer experience by online customer representatives in Malaysia

H4: There is a positive relationship between credible neural networks in reducing overall working time and hence providing better customer experience by online customer representatives in Malaysia

H5: There is a positive relationship between credible neural networks in enhancing work flexibility of employees and hence providing better customer experience by online customer representatives in Malaysia

3. Methodology

The first methodology aspect discussed here involves the design of the research. This study was done by adhering to the quantitative research methodology. The aim was to understand the factors that enable credible neural networks to alleviate the problem of mental fatigue among online customer service representatives working remotely. Because the researcher wanted to establish the quantitative relationship between the independent and dependent variables, the quantitative research design using analysis of numerical data was deemed ideal (Creswell & Creswell, 2017). Such a research method design enabled access to a large amount of statistical data which when analyzed will produce trends and observations within the data which can provide a solution to the research problem (Sekaran & Bougie, 2019).

The research approach used here is a survey approach done on the Internet. The survey was conducted with the use of a questionnaire that contained a set of questions that the researcher considered to be important. Apart from demographic questions, the researcher included five-point Likert scale statements for all the research variables. An electronic questionnaire was created and uploaded onto the Internet, the live link of the questionnaire was disseminated to the sample and a random collection of data was commenced. The electronic questionnaire used for the online survey was chosen because of its effectiveness, ease of data collection as well as convenience. Therefore, an Internet-based survey approach was the research approach used here to collect the research data.

As for the research target population, the population consisted of individuals who have worked in the position of an online customer service representative and work remotely in the past or the present. Choosing this particular research target population will enable the researcher to test how these individuals would perceive the features and attributes of neural networks and whether they believe that it will make them perform more efficiently and more importantly, reduce mental burnout. The validity of the data was controlled adequately by the researcher taking steps to ensure that a set of criteria were established for participation. This means that the persons participating in the ultimate research sample are those who have experience in the sphere of online customer service representative job positions, who work remotely in the present or past, and have faced such challenges in the past. They will be able to provide valid data about how credible neural networks can improve their performance thus enabling them to provide a better customer experience. As for the size of the sample, the sample used here will comprise 384 participants and the choice of such a research sample size is in line with the recommendations made by Krejcie & Morgan, (1970). This figure was chosen because according to Krejcie & Morgan, (1970), when the research population is above 1 million, an appropriate sample of 34 participants. Presently, there are 3.63 million Malaysians who are employed in the position of customer and sales representatives in Malaysia (Statista, 2022). The data obtained will be quantitative and thus processed with the help of SPSS. The results of the SPSS tests are presented in the following section.

4. Findings and Results

The SPSS test findings will now be presented, analyzed and discussed. The emphasis is on describing and discussing the

frequencies test results, the normality test results, the correlation test results and the multiple regression test results.

Table 1. The frequencies test results

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between 21 to 30	6	1.6	1.6	1.6
	Between 31-40	94	24.5	24.5	26.0
	Between 41-50	217	56.5	56.5	82.6
	Above 50	67	17.4	17.4	100.0
	Total	384	100.0	100.0	
GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	233	60.7	60.7	60.7
	Female	151	39.3	39.3	100.0
	Total	384	100.0	100.0	
EDUCATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School	49	12.8	12.8	12.8
	Foundation / Diploma	117	30.5	30.5	43.2
	Degree Undergraduate	80	20.8	20.8	64.1
	Postgraduate	39	10.2	10.2	74.2
	PhD	99	25.8	25.8	100.0
	Total	384	100.0	100.0	
WORKEXPERIENCE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 1 year	134	34.9	34.9	34.9
	Between 1-3 years	151	39.3	39.3	74.2
	Between 3-5 years	87	22.7	22.7	96.9
	Above 5 years	12	3.1	3.1	100.0
	Total	384	100.0	100.0	

The frequencies for the AGE variable provide that survey participants who are between 21 to 30 are 1.6%, survey participants between 31-40 are 24.5% and those between 41-50 are 56.5%. Besides, it is found that participants who are above 50 are 17.4%. As for GENDER, the findings have shown here that males are 60.7% and females are 39.3%. Analysing the EDUCATION variable shows that participants that have Secondary School level of study are 12.8% persons with Foundation / Diploma are 30.5%, those having a Degree Undergraduate are 20.8, Postgraduate students are 10.2 and persons who are holding other kinds of qualifications are 25.8%. As for the WORK EXPERIENCE variable, the findings show that respondents having experience below 1 year are 34.9%, those with experience between 1-3 years are 39.3%, those having experience between 3-5 years are 22.7% and those with experience above 5 years are 3.1%.

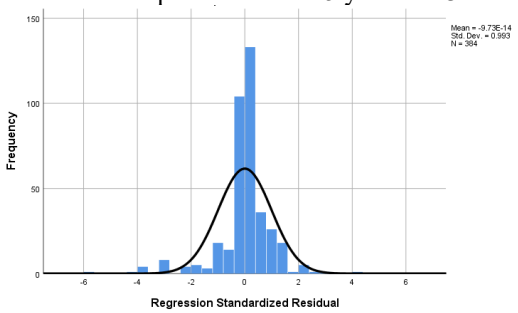

Fig 1. Regression standardized residual

The normality histogram above is used to analyse whether or not there is normality in the data collected from the research population. The histogram above is analysed by observing the curve of the line in the histogram. Since there is a bell-shaped of curve, this is indicative of there being data normality. It means that the research population from which the data was collected is distributed in a normal fashion.

The first Pearson's correlation analysis is about analysing the correlation between the variable of Reducing Customer Waiting Times and Customer Experience. The coefficient for this relationship is 0.951 and it means there is a very strong linear correlation between both of the research variables. From this, it is suggested that credible neural networks can reduce customer waiting time and thus improve the customer experience by online customer service representatives working remotely.

The second Pearson's correlation analysis is about analysing the correlation between the variable of Handling Large Data Volumes and Customer Experience. The coefficient acquired for this relationship is 0.793 and it shows there is a strong linear correlation between the research variables. This suggests that credible neural networks can assist in handling large data volumes and thus improve the customer experience by online customer service representatives working remotely.

The third Pearson's correlation analysis is about analysing the correlation between the variable of Reducing Additional Employee Training and Customer Experience. The coefficient that was generated for this relationship is 0.866 and this means there is a strong linear correlation between the research variables. It shows that credible neural networks can assist in reducing additional employee training and thus improve the customer experience by online customer service representatives working remotely.

The fourth Pearson's correlation analysis is about analysing the correlation between the variable of Reducing Overall Working Time and Customer Experience. The coefficient for this relationship is 0.836. It shows there is a strong linear correlation between the variables and it means that credible neural networks can assist in reducing overall working time and thus improve the customer experience by online customer service representatives working remotely.

Table 2. The Pearson's correlation analysis Results

Correlations							
		Customer Experience	Reducing Customer Waiting Times	Handling Large Data Volumes	Reducing Additional Employee Training	Reducing Overall Working Time	Enhancing Work Flexibility
Customer Experience	Pearson Correlation	1	.951**	.793**	.866**	.836**	.004
	Sig. (2-tailed)		.000	.000	.000	.000	.935
	N	384	384	384	384	384	384
Reducing Customer Waiting Times	Pearson Correlation	.951**	1	.864**	.848**	.855**	.035
	Sig. (2-tailed)	.000		.000	.000	.000	.490
	N	384	384	384	384	384	384
Handling Large Data Volumes	Pearson Correlation	.793**	.864**	1	.883**	.806**	.036
	Sig. (2-tailed)	.000	.000		.000	.000	.481
	N	384	384	384	384	384	384
Reducing Additional Employee Training	Pearson Correlation	.866**	.848**	.883**	1	.918**	.014
	Sig. (2-tailed)	.000	.000	.000		.000	.784
	N	384	384	384	384	384	384
Reducing Overall Working Time	Pearson Correlation	.836**	.855**	.806**	.918**	1	.011
	Sig. (2-tailed)	.000	.000	.000	.000		.828
	N	384	384	384	384	384	384
Enhancing Work Flexibility	Pearson Correlation	.004	.035	.036	.014	.011	1
	Sig. (2-tailed)	.935	.490	.481	.784	.828	
	N	384	384	384	384	384	384
**. Correlation is significant at the 0.01 level (2-tailed).							

The fifth Pearson's correlation analysis is about analysing the correlation between the variable of Enhancing Work Flexibility and Customer Experience. The coefficient which the researcher obtains here is 0.004. This indicates an almost non-existent and negligible correlation between the variables. This means that credible neural networks have an almost negligible effect on enhancing work flexibility to improve the customer experience by online customer service representatives working remotely.

Table 3. The R square results

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.972 a	.945	.944	.08510	1.099
a. Predictors: (Constant), Enhancing Work Flexibility, Reducing Overall Working Time, Handling Large Data Volumes, Reducing Customer Waiting Times, Reducing Additional Employee Training					
b. Dependent Variable: Customer Experience					

Analysing the R square results in the table above shows the statistics value of 0.945. It translates to mean that 94.5% of the total variation of the Customer Experience dependent variable within this regression model can be explained by all independent variables. The next analysis focuses on the Durbin Watson value. This value is 1.099. Since the Durbin Watson value is between 1 and 3, this indicates there is no autocorrelation problem among the residuals.

Table 4. The ANOVA analysis results

ANOVA a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.679	5	9.336	1289.217	.000 b
	Residual	2.737	378	.007		
	Total	49.416	383			
a. Dependent Variable: Customer Experience						
b. Predictors: (Constant), Enhancing Work Flexibility, Reducing Overall Working Time, Handling Large Data Volumes, Reducing Customer Waiting Times, Reducing Additional Employee Training						

The ANOVA table is analysed concerning the significance value. Generally, the significance value that is below 0.05 means that the model is fit for use for further analysis. The significance values here is 0.000. Since it is lower than 0.05, it means that the regression model is indeed good.

Table 5. The statistical significance analysis results

Coefficients a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.018	.084		.212	.833
	Reducing Customer Waiting Times	1.089	.031	.998	35.045	.000
	Handling Large Data Volumes	-.411	.031	-.391	-13.080	.000
	Reducing Additional Employee Training	.585	.039	.582	15.108	.000
	Reducing Overall Working Time	-.245	.035	-.236	-7.024	.000
	Enhancing Work Flexibility	-.022	.012	-.022	-1.854	.065
a. Dependent Variable: Customer Experience						

The analysis aims to determine the statistical significance of the variables and whether they predict the dependent variable of Customer Experience. For there to be statistical significance, the significance value must be below 0.05. In the table above, the significance values are provided for Reducing Customer Waiting Times (p= 0.000), Handling Large Data Volumes (p= 0.000), Reducing Additional Employee Training (p= 0.000), and Reducing Overall Working Time (p= 0.000) and Enhancing Work Flexibility (p= 0.065). The findings show that all the independent variables except Enhancing Work Flexibility statistically significantly predict Customer Experience.

Based on the analysis above, the following outcome is provided for the hypothesis testing:

H1: There is a positive relationship between credible neural networks in reducing customer waiting times and hence providing better customer experience by online customer representatives in Malaysia (HYPOTHESIS ACCEPTED (p <0.05)

H2: There is a positive relationship between credible neural networks in handling large data volumes and hence providing better customer experience by online customer representatives in Malaysia (HYPOTHESIS ACCEPTED (p <0.05)

H3: There is a positive relationship between credible neural networks in reducing additional employee training and hence providing better customer experience by online customer representatives in Malaysia (HYPOTHESIS ACCEPTED (p <0.05)

H4: There is a positive relationship between credible neural networks in reducing overall working time and hence providing better customer experience by online customer representatives in Malaysia (HYPOTHESIS ACCEPTED (p <0.05)

H5: There is a positive relationship between credible neural networks in enhancing work flexibility of employees and hence providing better customer experience by online customer representatives in Malaysia (HYPOTHESIS REJECTED (p >0.05)

5. Conclusion and Recommendations

The results obtained from this quantitative analysis were about the topic of how credible neural networks are capable of reducing mental burnout among customer service representatives working remotely online, and thus enabling them to provide a positive customer experience. In this quantitative research, several independent variables were chosen to test whether or not they can affect the dependent variable which is mental burnout. These independent variables comprise reducing customer waiting times, handling large data volumes, reducing additional employee training, reducing overall working time and enhancing the work flexibility of employees.

The output of the analysis here seems to provide important findings that highlight the importance of credible neural networks in enhancing the customer experience by bringing about lower mental burnout among customer service representatives that work online remotely. The hypothesis testing which is conducted using the significance values obtained from the multiple regression test provided very precise indications that credible neural networks did indeed have the effect of improving the customer experience by elevating the problem of mental burnout among these employees. There are certain aspects of the credible neural networks which were credited with improving the customer experience by alleviating mental burnout among employees, and these included a reduction in customer waiting times, the ability to handle large data volumes, the ability to reduce additional employee training, and also the ability to reduce overall working time. However, it was found that such networks did not have the effect of enhancing the work flexibility of employees.

Despite this, it is overwhelmingly apparent from the results that credible neural networks seem to have a positive effect on improving the customer experience by customer service representatives working online and this is through alleviating the problem of mental burnout. As this study has found, the implementation of these credible neural networks can supplement the work of online customer service representatives by making them work more productively with lower mental burnout and this is through reducing customer waiting times, enabling them to handle large data volumes, reducing their need for additional employee training and also reducing overall working time. All of these factors make credible neural networks a very ideal way lowering the stress and burnout of the employees, making them more efficient and competent, and thus providing a superior customer experience. For the future, the use of credible neural networks would ideally lower the propensity for mental burnouts among online customer service representatives, hence making their work in the future highly digitized world to become more efficient, streamlined and value adding for customers (Anjum, et al., 2018).

Therefore, it can be recommended here for organisations to implement these credible neural networks as a means of supplementing and supporting the work done by their customer service representatives that are working online remotely. As this research has shown, the use of such a system will be very beneficial to the employees and would result in them being able to carry out their tasks and duties more efficiently, under less pressure and more productively. All of this contributed to better customer experience.

One limitation of this research is that reliance is placed

solely on quantitative data for the analysis. Although the research was conducted successfully using such quantitative data, nevertheless, there are some limitations to using such data. One of them is that the research is not as deep as it should be. The findings of the quantitative study will be regarded as quite shallow and not enable the researcher to dig deeper into the research problem and investigate at a higher level. Qualitative data obtained from the interview process will address such a limitation. Secondly, the limitation of the research topic is also worth mentioning. The topic did not involve a particular organisation or industry for analysis. The general nature of the research topic is a limitation because choosing a particular industry or a special organisation would make the findings narrower and more precise.

As for the recommendation for future study, it will be important to conduct a new study using the qualitative research approach. Carrying out a study using rich textual data obtained from an interview process will enable a higher level of investigation and research that will produce better findings. The study for the future must also focus on one particular industry to make the topic more specific. It will be interesting for an investigation to be done on the hospitality industry which is regarded as a very important industry where there is a high level of contact between employees and customers, thus presenting an ideal opportunity for the introduction of credible neural networks in the customer representative division of such organizations. This can help bring great productivity and profitability to the hospitality industry players by enhancing the customer experience.

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