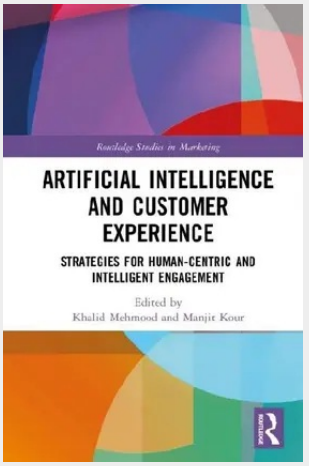
Mehmood / Kour

Artificial Intelligence and Customer Experience

Strategies for Human-Centric and Intelligent Engagement

Examining how artificial intelligence is affecting business and customer interactions, this book offers a blend of academic and practical expertise on how emerging technologies can create meaningful engagement while businesses maintain their human-centric approach. Spanning the development of AI-powered personalization, predictive analytics, chatbots, and virtual assistants, this book demonstrates how companies can leverage these technologies to create brighter, quicker, and more people-focused customer experiences. In addition to the opportunities, it also examines ethical issues, implementation difficulties, and the skills necessary to be ready for an AI-driven future. Contributors explain not only what AI can do but also demonstrates how organizations across various industries are leveraging AI to boost engagement, loyalty, and efficiency. With case studies, practical frameworks, and forward-looking analysis, the book will be useful in providing actionable takeaways for the fast-changing world of customer experience. This book will be of interest to scholars of digital marketing and consumer research. It will also be of interest to practitioners and MBA students.

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