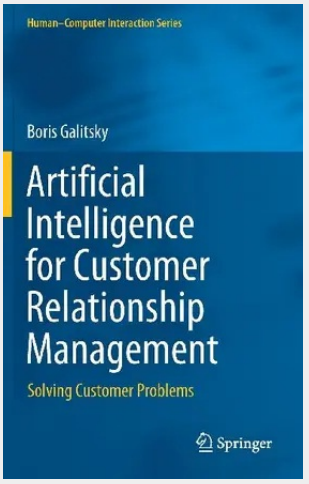
Galitsky

Artificial Intelligence for Customer Relationship Management

Solving Customer Problems



The second volume of this research monograph describes a number of applications of Artificial Intelligence in the field of Customer Relationship Management with the focus of solving customer problems. We design a system that tries to understand the customer complaint, his mood, and what can be done to resolve an issue with the product or service.

To solve a customer problem efficiently, we maintain a dialogue with the customer so that the problem can be clarified and multiple ways to fix it can be sought. We introduce dialogue management based on discourse analysis: a systematic linguistic way to handle the thought process of the author of the content to be delivered. We analyze user sentiments and personal traits to tailor dialogue management to individual customers. We also design a number of dialogue scenarios for CRM with replies following certain patterns and propose virtual and social dialogues for various modalities of communication with a customer.

After we learn to detect fake content, deception and hypocrisy, we examine the domain of customer complaints. We simulate mental states, attitudes and emotions of a complainant and try to predict his behavior. Having suggested graph-based formal representations of complaint scenarios, we machine-learn them to identify the best action the customer support organization can chose to retain the complainant as a customer.

The second volume of this research monograph describes a number of applications of Artificial Intelligence in the field of Customer Relationship Management with the focus of solving customer problems. We design a system that tries to understand the customer complaint, his mood, and what can be done to resolve an issue with the product or service. To solve a customer problem efficiently, we maintain a dialogue with the customer so that the problem can be clarified and multiple ways to fix it can be sought. We introduce dialogue management based on discourse analysis: a systematic linguistic way to handle the thought process of the author of the content to be delivered. We analyze user sentiments and personal traits to tailor dialogue management to individual customers. We also design a number of dialogue scenarios for CRM with replies following certain patterns and propose virtual and social dialogues for various modalities of communication with a customer.After we learn to detect fake content, deception and hypocrisy, we examine the domain of customer complaints. We simulate mental states, attitudes and emotions of a complainant and try to predict his behavior. Having suggested graph-based formal representations of complaint scenarios, we machine-learn them to identify the best action the customer support organization can chose to retain the complainant as a customer.

171,19 €
159,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783030616403
Medium: Buch
ISBN: 978-3-030-61640-3
Verlag: Springer
Erscheinungstermin: 24.12.2020
Sprache(n): Englisch
Auflage: 1. Auflage 2021
Serie: Human-Computer Interaction Series
Produktform: Gebunden
Gewicht: 835 g
Seiten: 463
Format (B x H): 160 x 241 mm