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*Analytical study on
the artificial intelligence-based technologies
empowering the customer experience*

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Abstract:

The market is becoming increasingly competitive, expanding the options available to consumers. Understanding and meeting the precise wants of the customer is currently the greatest challenge for any organisation seeking to retain current clients and attract new ones. It is crucial to meet and surpass consumer expectations in order to achieve customer satisfaction through enhanced customer experiences. Future technologies, such as artificial intelligence, will provide a variety of opportunities for gaining a deeper comprehension of evolving customer habits and behaviour. On the other hand, relatively little academic study has been undertaken on the aspects that significantly impact the customer experience or the growing importance of AI in this field. This study aims to comprehend how the implementation of artificial intelligence affects the user experience. This article may be valuable for managers and practitioners who desire a seamless transition throughout their entire organization. The purpose of this article is to outline a plan for addressing challenges that may develop while implementing an AI-driven strategy to improve the overall customer experience.

Keywords:

Artificial Intelligence, Customer Experience, Quality of Service, Personalization