

## ROLE OF ARTIFICIAL INTELLIGENCE IN CUSTOMER ENGAGEMENT

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### ABSTRACT

*Technologies like smartphones, the Internet, and personal computers (PCs) cause fundamental changes in company strategies and business models. Such developments sometimes increase the knowledge base of companies in handling client requirements and providing services. They actively influence nearly every facet of human existence daily, and they accomplish this via personalisation. The implementation of artificial intelligence (AI) has the potential to bring about a revolutionary change in the manner in which companies engage with their employees and clients. The purpose of this article is to investigate the role that artificial intelligence (AI) plays in assisting personalised engagement marketing, which is a strategy that offers clients the ability to develop, communicate, and receive personalised products. This article serves as one method of examining the business implications of artificial intelligence. This study has investigated the potential application of AI in formulating a customised approach to consumer engagement marketing. Organisations may employ AI to leverage client data in order to provide customised products and services. By leveraging artificial intelligence, managers have the ability to improve the customer value proposition continuously and acquire knowledge in real-time. This technique of carefully selected things that increase customer value helps retain customers and gain a competitive edge.*

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**Keywords:** Artificial Intelligence, Marketing, Customer, Engagement.

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### Introduction

The discipline of Artificial Intelligence (AI) was established in 1955. The emergence of modern artificial intelligence has been facilitated by advancements in theoretical knowledge, computer technology, and access to vast quantities of data (Russell and Norvig, 2003). AI is now extensively utilised in a diverse array of industries, such as the military, the arts, cybersecurity, healthcare, advertising, and IT. Techniques are employed by artificial intelligence to resolve issues and circumstances. The most basic definition of intelligence is the capacity to understand the present by leveraging one's prior knowledge. Machine learning algorithms are capable of acquiring new knowledge through the evaluation of historical data. They have the choice of either learning from their own successes or independently devising algorithms as a means of evolution (Katsikeas et al. 2016). Modern culture has been significantly influenced by the numerous indirect applications of artificial intelligence (AI) and machine learning. Numerous daily duties have been simplified by artificial intelligence (AI), such as the capacity to read multiple emails simultaneously, receive driving instructions with music or movie recommendations, and perform a variety of other tasks.

It is imperative to provide a comprehensive elucidation of this premise prior to its inclusion in the current corpus of literature on customer management. One of the objectives in this section is to delve more thoroughly into the definition of Customer Engagement.

Some customers are internal, such as proprietors, employees, or representatives, while others are external, such as enterprises, consumers, governments, resellers, or other countries. Customers may be either internal or external. Additionally, they could be categorised as either current or potential.

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Likewise, there are numerous methods by which engagement can be achieved. The term "customer" refers to the entity that is the subject of the investigation, while the term "engagement" refers to the behaviour of the entity that is being explored (for example, thinking, feeling, and conation). As an illustration, the concept of customer engagement (CE) can comprise cognitive, emotive, and behavioural interaction among existing and potential internal and external customers in multi-channel and multi-touchpoint offline and online contexts across industries and sectors. When the terms "customer" and "engagement" are evaluated combined, this results in a more expansive understanding of customer engagement (CE). In spite of this, CE must be adapted to the specific objectives and parameters of the research project in order for it to be useful for research.

### Review of Literature

There is a lot of information from a range of sources that is provided in the literature on the junction of artificial intelligence and marketing. This information sheds light on the revolutionary effect that AI will have on marketing strategies and results.

In their seminal work "Marketing Management" (15th edition, 2015), renowned business gurus Philip Kotler and Kevin Lane Keller discuss the paradigm shift in marketing tactics brought about by AI. They assert that marketers may now respond swiftly to shifting market conditions and make data-driven decisions thanks to the transition from rule-based apps to adaptive algorithms. Segmentation, analytics, and messaging, personalisation, and predictive behaviours are some of the ways that marketers intend to employ AI in the future of marketing (Columbus2019). Existing research primarily concentrates on the application of AI in marketing, specifically the automation of data collection, analysis, and utilisation, the facilitation of the use of big data, and the utilisation of artificial intelligence tools such as business intelligence, chatbots, sentiment analysis, and process automation to engage with customers, analyse their behaviour, and make predictions (Pitt et al., 2022; Chung et al., 2018; Chan and Ip, 2011; Chen and Chen, 2008; Li, 2007).

### Conclusion

The emergence of AI has had a profound impact on every industry worldwide. Its rapid expansion in the near future will underscore its significance in shaping the world. This research is based on several previous studies that have demonstrated how AI can enhance marketing by enhancing its practical qualities in a variety of ways. This research anticipates the future and the potential impact of artificial intelligence on marketing and other business-related sectors.

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