

Using AI to Improve Customer Experience and Customer Journey Orchestration

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Abstract

With Industrial Revolution 4.0, organizations and customers have experienced digital waves in how they transact business. Every business needs to improve customer experiences to retain customers. By using multiple channels to reach out and interact with their target markets, AI has empowered service providers. This qualitative study's goal is to evaluate the potential of predictive analytics, a subfield of artificial intelligence, linked with the sustainable development goal of Industry, Innovation and Infrastructure, to assist websites in integrating vast amounts of data, allowing users to learn more and compare related products while also identifying the most alluring features for the customer at the awareness stage. Additionally, it will consider ways to improve AI to understand customer purchasing trends and offer recommendations in accordance with them. AI may also monitor consumer behaviour for signs of dissatisfaction so that the appropriate reaction can be provided to a specific customer.

Keywords: Artificial Intelligence, Predictive Analytics, Customer Service, Customer Experience (CX), Customer Journey, Customer Relationship Management (CRM), Industry, Innovation

give its clients the greatest and most enjoyable experience possible. Businesses have discovered the importance of carving out a niche in their service offerings and customer service due to rising competition and market saturation. The two main methods of providing excellent customer service are customer relationship management and customer communication management.

Customers of the Millennial generation are raised in the digital age, where they have an abundance of options (Madara, Maheshwari & Selvan, 2018). Marketers are under pressure from the necessity to develop means of communicating with customers in specialized and practical ways due to the expanding population of digitally educated consumers. The use of mobile applications rose as smartphones became more common (Madara, Maheshwari & Selvan, 2018). Artificial intelligence (AI) was introduced as part of industrial revolution 4.0 to streamline the process of customer-driven manufacturing. AI-based digital solutions for information accessibility and customer engagement aim to improve the customer experience and, in turn, increase customer retention. With the development of technology, customer engagement, and communication have undergone a significant shift. Letters, the phone, the internet, and now AI have replaced face-to-face connection as the principal means of communicating with customers.

Introduction

The strategic goal of the companies is to retain consumers in an environment of increased competition by providing excellent customer service. Based on this core tenet, interacting with clients and providing them with a memorable experience is essential to attracting and keeping them. Every industry in today's market aspires to

Customer satisfaction hinges on their interactions with the enterprises they patronize. In order to stay current with evolving trends, optimize their systems, and meet the demands of a digitally conscious customer base, companies need to adapt to technological advancements. The predominant factor influencing a consumer's contentment with how their inquiries are addressed by customer service lies in emotionally attuned and

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empathetic communication. This holds true even in the face of evolving customer interaction and communication channels. While Artificial Intelligence (AI) enables businesses to reach a wider audience and deeply infiltrate the consumer market, it has also expanded consumers' options, accessibility, convenience, and personalized service. As both consumers and enterprises navigate an era driven by technology, the significance of human touch remains, marked by emotional intelligence and empathic communication experiences. Consumers remain skeptical of businesses' abilities to deliver these encounters, despite marketers' assertions that replicating personal human engagement with clients using digital technologies presents a formidable challenge (Hyland, 2018).

Literature Review

Artificial intelligence (AI) stands as a sophisticated technological system with the capability to often replicate human intelligence, encompassing traits traditionally associated with human attributes such as learning, communication, and collaboration. AI possesses the capacity to execute intricate tasks akin to human capabilities, acquiring insights from data, identifying patterns, and rendering decisions through manual human input. Moreover, the realm of AI is currently undergoing rapid expansion as an increasing number of scholars delve into the implications of this technology for the marketing domain. Industry specialists are exploring avenues through which AI could elevate the consumer shopping experience, ultimately fostering customer loyalty and, consequently, augmenting revenue.

Jeffs (2018) illustrates the necessity of AI adoption in businesses using quantitative analysis. In a study of 362 companies, merely 8% of the customers surveyed concurred with their CEOs' evaluations regarding the delivery of an exceptional customer experience. This highlights a substantial disparity in the ability to provide customers with outstanding experiences, wherein a prominent contributing factor is the inability to accurately discern customers' authentic preferences. This is precisely the context in which AI should be employed.

AI is more than simply a stand-alone piece of technology; it can perform complex jobs with some intelligence akin to human beings and frequently can offer services that humans offer (Prentice & Nguyen, 2020). As a result, service quality must also be used to measure AI

performance. Hayes and MacLeod (2016) have proved that a customer is more likely to be engrossed in a contact with a company if it can provide a memorable, worthwhile, and interactive experience.

An AI service-created memorable experience tends to boost social, emotional, mental, and physical engagement with the company and induce a flow state, which is linked to overall involvement, holistic sensations, and exciting and uncommon interactions (Brunner-Sperdin, Peters & Strobl, 2012).

Customers are more likely to feel identified with a firm when AI quality is high because they are typically content with the service it provides, have their self-definitional demands met, and hypothesize a positive identity toward their brand (Kuenzel & Halliday, 2010). AI can assist customers in making decisions by providing automatic suggestions that include accurate and up-to-date information using customer data (West et al., 2018). The ability of an AI system to make timely, dependable, and flexible recommendations that are tailored to the needs and preferences of the client, aiding them in their planning and decision-making, is another facet of its excellence.

When a customer's consciousness is in perfect harmony with an organization, they have a positive experience and feel happy. This is what flow experience during a service interaction brings (Csikszentmihalyi, 2014). Customers identify with the company more strongly the more flow they encounter (Dutton et al., 1994). Customers are therefore anticipated to feel completely involved and enjoy the activities that frequently lead to them developing better brand identification when flow happens [8]. If a company offers AI technology that can reduce customer wait times and offer immediate support, customers will identify with the company. The AI system's promptness encourages consumer identification and boosts customer advocacy (Nguyen, 2020).

The function of AI in the customer experience was described by Oracle (2017). "AI brings consumer data to life," the statement reads. "It employs machine intelligence to filter through, analyze, learn from, and interpret huge data in ways we mere humans aren't able to".

Legget (2017) pointed out that customer support represents a primary domain for investing in and implementing AI systems, as evidenced by the

quantitative findings in “Forrester’s 2016 Global Status of AI Online Survey.” Legget contends that numerous businesses presently employ AI to elevate personalized consumer experiences. As an illustration, 50% of customers presently participate in automated chats through intelligent assistants like Siri, Cortana, and Alexa.

The authors of EY (2018) stated that other firms can profit from intelligent virtual assistants (IVAs) (p. 6). Customer experience, they claimed, “no longer revolves around pushing the material to the customer at the appropriate moment through the appropriate channel.” Instead, it involves being able to relieve customers’ pain spots throughout the buying process. This is where IVAs are useful because they give “highly tailored, highly intuitive, and highly convenient on-demand experiences that clients desire” using real-time behavioural data.

Greater customer expectation capabilities, such as automated, daylong, convenient, highly personalized, and uninterrupted offerings from service providers, are what consumers desire from marketers. Greater convenience-oriented web-based client services are quickly taking over. In order to meet the rising expectations of tech-savvy customers and to stay ahead of the harsh competition, marketers started focusing their resources on integrating technology and analytics to deliver a top-notch customer experience. The customer experience that has been digitalized has thus become the key to success for businesses across all industries [10]. AI is a rapidly evolving train that is entering our homes and places of employment. It will eventually control every device we use and integrate itself into our daily lives. We should all take care to only use such technology to comfort humans, not to replace them, including the people who create it (Daqar & Smoudy, 2019).

In this article, we’ll emphasize how integrating AI into the customer experience provides numerous advantages for the business. We’ll examine how a branch of artificial intelligence called predictive analytics may assist websites in integrating vast volumes of data, giving consumers the opportunity to learn more and compare similar items while also detecting the interesting elements for the customer at the awareness stage. This essay will look at approaches to make AI smarter so that it can recognize client buying patterns and make recommendations in line with them. AI may also monitor consumer behaviour and identify

any signs of dissatisfaction so that it may provide the appropriate reaction to a specific client. Last but not least, we’ll examine how AI engages in a two-way conversation to give the proper level of customer service.

Methodology

The following tables give a brief of the research methodology:

Table 1: Research Methodology of Quantitative Research

Type of Research	Quantitative Research
Scope of Research	Scope limited to 3 AI tools, namely Virtual Assistants, Chatbots & Recommendation Engines
Design of Survey Questionnaire	Close Ended
Sampling	Non-Probabilistic
Data Collection	Primary Data Collection
Data Collection Tool	Google Form
Data Analysis Techniques	Descriptive & Associative
Hypothesis Test	Parametric Test (ANOVA)

Table 2: Research Methodology of Qualitative Research

Type of Research	Qualitative Research
Scope of Research	Scope limited to 3 AI tools, namely Virtual Assistants, Chatbots & Recommendation Engines
Design of Survey Questionnaire	Open Ended
Sampling	Non-Probabilistic
Data Collection	Primary Data Collection
Data Collection Tool	Telephonic Interview
Data Analysis Techniques	Thematic

The research was conducted using primary data collection. Based on the studied literature and to cover all the areas of interest for this study, a structured computerized questionnaire with closed-ended questions was created for quantitative research. A Google Form was used to collect data on how AI interacts with people in a two-way dialogue to provide the right amount of customer support. Some of the responses were measured on a five-point Likert scale with “strongly agree” denoted by a score of 5 and “strongly disagree” denoted by a score of 1. For other questions, multiple checkbox options were given

to the respondents. The convenience sampling approach was used to pick the sample. The research's sample size is made up of 100 respondents from various backgrounds. Non-probability sampling includes convenience sampling. It takes the least amount of time and money to complete computations and come to useful findings, and it eliminates the need for the researcher to go to the sites where the sample data will be collected.

Based on replies from strategic decision-makers in the realm of digital innovation, qualitative research serves this aim. On the phone, two banking and retail industry executives were questioned. They were chosen mostly based on the time and success of AI deployment in their company.

Table 3: Profile of the Interviewees

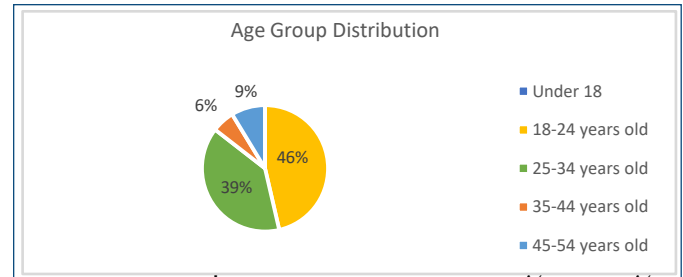
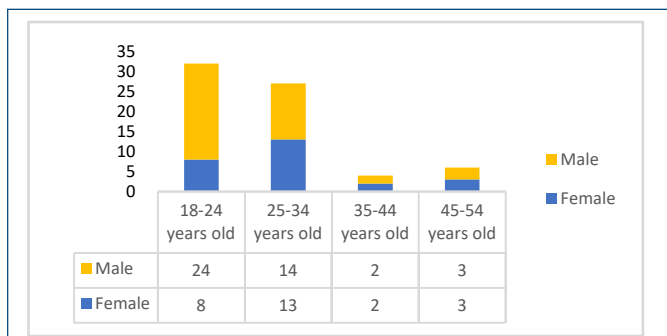
ID	Code	Role	Sector	Year of AI Implementation
1	A	Customer Care Officer	Retail	2018
2	B	Product Manager	Banking	2019

Data Analysis

Data Summary

The sample data has no missing values since the data collection process required the respondents to answer all the questions pertaining to their demographic details to get a better observation about the respondents and ensure that the sample is a close representation of the targeted population.

Age & Gender



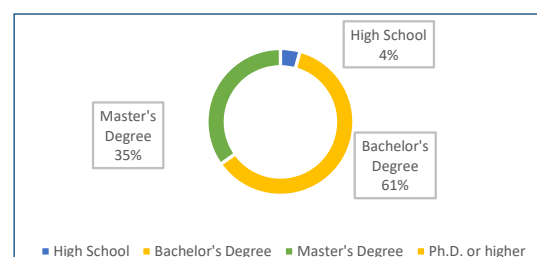
From the responses collected through Google Forms, it was found that 46.4% of the respondents lay in the age bracket of 18-24 years, 39.1% in the range of 25-34 years, 5.8% in the range of 35-44 years and 8.7% in the range of 45-54 years. No respondents below 18 years or above 55 years were found to have filled out the form. Moreover, the percentage of males in the sample was 62.3%, and the rest were found to be female. Interestingly most of the females were found to be in the age bracket of 25-34 years.

Educational Background

The respondents of the study were found to be of diverse backgrounds. 61% of the sample had a Bachelor's Degree as their highest educational qualification. 35% of the sampled people had a Master's Degree, and the rest had completed high school only.

Income Distribution of Respondents

The data for the current occupation and annual household income of the respondents gives scope for further analysis. As mentioned earlier, the sample size is a close representation of the target population. It can be clearly observed that 29 (42%) respondents had an annual income of more than 18 lakhs per annum, 20 (29%) respondents had an annual income in the range of 12-18 lakhs per annum, 15 (21.7%) of the sample people had an annual income in the range of 6-12 lakhs per annum, and the rest 5 (7.2%) had an annual income of fewer than 6 lakhs per annum.



Hypothesis Testing

The research outcome was evaluated using Statistical Hypothesis Testing to compare the awareness and perception of AI Tools. As the data type is continuous, One-way ANOVA has been used to test the difference between variables. Hypothesis testing was conducted at a 95% Confidence Level and a 5% Level of Significance.

H_{0I} : There is no significant difference in the perception that AI-generated tools provide accurate results across age groups.

H_{1I} : There is a significant difference in the perception that AI-generated tools provide accurate results across age groups.

Table 4: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.270	3	3.090	4.144	.009
Within Groups	48.469	65	.746		
Total	57.739	68			

As Levene's statistic, $F(3, 65) = 1.243$, $p = .301$, was non-significant, the premise of homogeneity of variance was upheld. The statistical significance of the ANOVA showed that there were differences in perceptions of how accurate AI-generated tools are across age groups.

Post hoc analyses with Tukey's HSD (using an α of .05) revealed that respondents in the age bracket of 18-24 believed in the accuracy of AI Tools more than those in the age bracket of 45-54. Similarly, respondents in the age bracket of 25-34 believed in the accuracy of AI Tools more than those in the age bracket of 45-54; however, the mean difference between the age bracket of 25-34 and 45-54 was found to be low as compared to that of the mean

difference between the age bracket of 18-24 and 45-54.

H_{02} : There is no significant difference in the perception that AI-generated tools provide accurate results across income groups.

H_{12} : There is a significant difference in the perception that AI-generated tools provide accurate results across income groups.

Table 5: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.381	3	4.460	6.536	.001
Within Groups	44.359	65	.682		
Total	57.739	68			

The assumption of homogeneity of variance was broken since Levene's statistic, $F(3, 65) = 2.850$, $p = .044$, was not significant. The statistical significance of the ANOVA showed that there were differences in perceptions of how accurate AI-generated tools are across age groups. Post hoc analyses with Games-Howell (using an α of .05) revealed that respondents in the income range of above 18 lakhs per annum believed in the accuracy of AI Tools more than those in the income range of fewer than 6 lakhs and 6-12 lakhs per annum. Similarly, respondents in the income range of 12-18 lakhs per annum believed in the accuracy of AI Tools more than those in the range of fewer than 6 lakhs per annum; however, the mean difference between the income range of above 18 lakhs per annum and less than 6 lakhs per annum was found to be more than that of the mean difference between the income range of above 18 lakhs per annum and 6-12 lakhs per annum.

Thematic Analysis

Coding of qualitative research was done to identify the common themes and concepts in the two interview.

Table 6: Coding of Interview 1

Overreaching Theme	Sample of Coded Text
Implementing AI to improve customer experience and journey orchestration	In 2018, we implemented AI technology to improve our customer experience and journey orchestration
	We recognized that the retail industry was becoming more competitive, and customers were expecting a personalized shopping experience. So, we invested in AI to help us achieve this goal.
Using AI in chatbot to personalize customer recommendations	One of the ways we used AI was through our chatbot. We integrated AI technology into our chatbot to allow it to answer customer queries and provide personalized recommendations based on their browsing history and preferences.

<i>Overreaching Theme</i>	<i>Sample of Coded Text</i>
Positive customer response to personalized approach	Our customers responded positively to the personalized approach. They appreciated the tailored recommendations and found the chatbot helpful in answering their queries. We also saw an increase in customer engagement and retention rates.
Using AI in email marketing campaigns to provide targeted content	Another way we used AI was to personalize our email marketing campaigns. We used AI algorithms to analyze customer data and provide targeted and personalized content to our customers. This helped to increase the effectiveness of our email campaigns and led to higher engagement rates.

Table 7: Coding of Interview 2

<i>Overreaching Theme</i>	<i>Sample of Coded Text</i>
AI integration in the banking sector for customer experience enhancement	We implemented AI technology to enhance our customer experience and journey orchestration in the banking sector.
	Our use of AI technology in 2019 helped us to create a more streamlined and personalized banking experience for our customers.
Personalization of banking services using AI technology	Our main objective was to create a more personalized banking experience for our customers.
	We were able to offer personalized recommendations for financial products and services that were tailored to each individual's needs and preferences.
24/7 real-time customer service through chatbots	We integrated a chatbot into our website and mobile app, which allowed customers to ask questions and receive real-time responses 24/7.
	This helped us to improve customer satisfaction by providing quick and convenient support to our customers.
Fraud detection and prevention through machine learning algorithms	We incorporated machine learning algorithms to analyze customer data and detect unusual patterns or behavior that may indicate fraudulent activity.
	This helped us to quickly identify and prevent fraudulent transactions, improving the security of our customers' accounts.
AI-powered financial recommendations based on customer data analysis	By analysing customer transaction data and other factors, such as credit score and income, we were able to offer personalized recommendations for financial products and services that were tailored to each individual's needs and preferences.
Importance of unbiased AI algorithms for accuracy and reliability	One of the biggest challenges we faced was ensuring the accuracy and reliability of the AI algorithms we were using. We had to ensure that the algorithms were trained on unbiased data sets and that they were regularly audited for fairness and accuracy.
Data privacy and security measures to protect customer data	We take the security and privacy of our customers' data very seriously. We have implemented strong data management practices and technologies to protect. This includes regular audits and testing of our AI algorithms to ensure they are secure and compliant with relevant regulations. We also use encryption and other security measures to always protect customer data.
	Additionally, we have implemented strict access controls to ensure that only authorized personnel can access customer data, and we have a comprehensive data privacy policy in place to ensure that customer data is used ethically and in compliance with relevant regulations.
Customer feedback on AI technology implementation in the banking experience	We received a lot of positive feedback from our customers about the use of AI technology in their banking experience.
	They appreciated the convenience of having a chatbot available 24/7 to answer their questions and provide support. They also appreciated the personalized financial recommendations and the increased security provided by our AI-powered fraud detection system.

Discussion

Qualitative Research

Revolutionizing Customer Service with AI Technology

The use of AI technology allowed the business to offer a more personalized banking experience for its customers. By analysing customer data, the business A was able to provide personalized financial recommendations and tailored solutions to meet individual needs and preferences. For business B, Customers responded positively to the personalized approach, resulting in increased engagement and retention rates.

The integration of a chatbot into the website and mobile app allowed customers to receive real-time responses to their queries 24/7. This improved customer satisfaction by providing quick and convenient support.

The businesses received positive feedback from customers regarding the use of AI technology in their experience, with customers appreciating the convenience, personalized recommendations, and increased security provided by the technology.

Obstacles Faced in Implementing AI Technology

The main challenge faced while implementing AI technology was integrating the AI technology with the existing systems. Both the sectors used Legacy systems that are not compatible with modern AI technology, making it difficult to integrate and use AI effectively. They had to ensure that the AI algorithms worked seamlessly with their existing customer data systems.

Another challenge was making the technology user-friendly for employees who were not familiar with AI. Both the sectors had to train their employees to effectively use AI systems to provide a better customer experience. There is also a need to ensure that employees can work

seamlessly with AI systems without causing disruption to existing processes.

Quantitative Research

Perception of AI-Generated Tools in the Mind of the Consumer

The trust and accuracy of AI-generated tools vary based on the age of consumers. Younger consumers tend to have more confidence in these tools and perceive them as accurate compared to older consumers. Conversely, as age increases, the perception of AI-generated tools providing accurate results decreases.

Another factor that affects the perception of AI-generated tools is the household income of the consumer. People with higher income levels tend to trust these tools more and consider them accurate, while those with lower income levels may be less likely to trust them.

AI-Enabled Optimization of Customer Experience

The discussion implies that while AI can enable fast and automated service delivery, a human touch is important for outstanding customer experience to promote empathy and customization of services. Hence, in order to create novel strategies and digital pathways, service providers must start with the consumer experience. The digital necessities must incorporate AI's fundamental functional advantages, such as dependability, resolution, fulfilling client expectations, and increased efficiency. Organizations must intentionally include human intervention for better personalisation and empathic contact if they want to maximise the customer experience. So, the main goal of digitalization should be to combine the best aspects of human and artificial intelligence capabilities.

Theoretical and Practical implications

There are substantial theoretical and practical ramifications for research on using artificial intelligence

(AI), more specifically predictive analytics, to improve customer experiences and journey orchestration.

Theoretical Consequences

- *AI in Customer Experience:* This study offers important new understandings of how AI technologies, particularly predictive analytics, have the potential to improve customer experiences and journey orchestration. It improves our understanding of how AI might transform consumer interactions by examining the advantages and difficulties of incorporating it into customer-centric strategy.
- *Understanding Consumer Behaviour:* The research explores the area of analysing consumer behaviour using AI technologies. Businesses may develop targeted marketing tactics, provide personalised services, and ultimately increase customer satisfaction by understanding customer preferences and behaviour. This advances our theoretical understanding of customer behaviour.
- *Role of AI in Industry 4.0:* The research study explores the relationship between industry, innovation, and AI in the context of Industry 4.0. It contributes to ongoing conversations on AI's significance in the developing technological landscape by examining how AI impacts business practises and customer involvement.

Practical Implications

- *Enhanced Customer Experience Plans:* This research has applications for organisations, offering practical advice on utilising AI to create more individualised and effective customer experience plans. Companies can use predictive analytics to determine consumer preferences, provide individualised recommendations, and provide prompt help, all of which increase customer happiness and loyalty.
- *Business Process Optimisation:* By integrating AI-powered customer journey orchestration, businesses may more efficiently carry out tasks like marketing, sales, and customer service. The use of AI improves operational efficiency by streamlining procedures, reducing manual involvement, and minimising errors.

- *Sustainable Business Practises:* This study emphasises the value of utilising AI to keep an eye out for indications of consumer dissatisfaction. By reducing harmful environmental effects like product returns or churn brought on by dissatisfied customers, responding to customer complaints quickly not only increases customer retention but also promotes sustainable business practises.
- *Economic Growth and Innovation:* By encouraging innovation, the use of AI to improve customer experiences promotes economic growth. Businesses that use AI-driven strategies to respond to changing client needs advance the field of artificial intelligence and the wider tech sector.
- *Ethical Considerations:* This research has important practical ethical consequences. Making sure AI-driven choices are transparent, impartial, and fair becomes increasingly important as more firms employ AI technologies. It is crucial to address ethical issues with regard to algorithmic bias, data security, and privacy.

Conclusion

The customer journey is being significantly shaped by the realm of customer experience, and thus has emerged as a pivotal element for retaining clients and securing long-term business prosperity. This objective can be achieved by marketers through the adept utilization of technologies such as customer relationship management and customer communication management. Many enterprises have digitized their customer service by harnessing technological advancements and taking into account online consumer behavior. The adoption of AI-driven approaches to service provision has gained prominence across various industries. Service providers are actively seeking to capitalize on AI-powered strategies that engage customers through diverse digital channels to provide top-tier customer care. Nevertheless, a notable number of businesses lack a well-defined roadmap for executing digital transformation. While AI undeniably contributes to cost reduction and operational efficiency, it struggles to deliver the personalized experiences that customers crave. A significant portion of customers believe that the proliferation of communication channels by businesses to align with digital trends has ironically hindered the development of tailored communication. Consequently,

AI-driven customer support will only truly optimize the customer experience when it can offer personalized assistance comparable to human interactions.

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