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## **Impact of Software Automation and Artificial Intelligence on Customer Relationship Management**

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### **Abstract**

Over the past decade, with the advent of digitisation, coding and development in the field of Artificial Intelligence, there is a paradigm shift from good looking, smiling, well dressed customer sales executives to affiliate marketing platforms. Not to say the COVID 19 situation has escalated this transition even faster. Leaving aside the 'millennial' and 'generation z', even the 'Baby-boomers' are also compelled to depend on digital platforms because of the current phobia of the pandemic situation. As a result physical footprints of consumers on retail industry is decreasing day by day, although the propensity of actual buying is increasing but on a digital level. Thus making it mandatory for the marketers to depend or take the aid of Artificial Intelligence and software automation for handling of digital traffic and easy flow of customer relationship management, especially when it comes to aspects like Customer Experience Management, Customer experience value, and Customer database management. This paper will highlight on the usage of these software's and Artificial intelligence by big retails giants like Mc Donalds, Levis Strauss, Dominoes, D-Mart, etc. The qualitative study conducted by taking interview of the Customer relationship managers of different retail outlets have been considered for the study to understand the impact of use of Artificial Intelligence/Software Automation on customer satisfaction along with its usage and functions, although the sample is limited to the city of Bengaluru.

### **Keywords:**

Customer Relationship Management, Customer Experience Management, Customer Experience Value, Artificial Intelligence, Customer/Sales force Software Automation.

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