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## Artificial Intelligence and Customer Communication

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**Abstract-** There is a rapid increase in the usage of artificial intelligence in the most recent decade. Use of Artificial Intelligence in the customer interaction is gaining traction in the market. It is saving a lot of money because chat bots are taking away the need of physical resources. Best utilization of AI is past the customary contact focus, where an organization's administration impression becomes exponentially. When one considers the aggregate entirety of keen gadgets in an organization today that can convey data about clients and their items to the cloud, an extraordinary wellspring of client administration information is accessible to influence.

**Keywords:** *artificial intelligence, customer interaction, emotional intelligence, chat bots.*

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# Artificial Intelligence and Customer Communication

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## I. INTRODUCTION

With regards to AI just about anybody you ask will have some opinion about the concept. A few people straightforwardly grasp the progressions in AI innovation while others evade it or are careful about its suggestions. In any case AI as it is depicted in the media is boundlessly not the same as its world. AI is a utilitarian instrument that has numerous significant applications, particularly in a business setting. While considering its utilization for client, its uses turn out to be extremely alluring as a speculation.

At the point when considering AI for client administration applications the primary belief that presumably rings a bell is an ineffectively scripted talk bot that has exceptionally insignificant programming and can just help you with things that can essentially as of now be found on the FAQ page of a site. But with advancements in AI innovation, this is only a venturing stone into higher effectiveness [1]. Before long these poor conversationalist robots will be a relic of days gone by, and be supplanted with AI programs that will work consistently with clients and gain from them and in addition their human associates.

## II. GARTNER PREDICTIONS

As indicated by Gartner research, 89% of organizations will contend principally on client experience. A 2015 survey of more than 2,000 U.S. grown-ups by Harris found that 70% said they would pay more for a brand with a decent client administration notoriety. Significantly a greater amount of them, 86%, said they would likely switch brands after a terrible client administration experience." Because of this the signifi-

cance of keeping a focused edge over client service development turns out to be self-evident.

The way things are at this moment 89% of clients are disappointed by repeating their issues to numerous agents. Since clients concentrate on client benefit like never before, having the best client administration is a special reward, as well as a need to keep the business alive.

It is assessed that U.S. marks alone lose \$41 billion dollars a year due to poor client administration. Executing AI frameworks into your client administration will give you a focused edge and help you take a cut of that lost \$41 billion dollars.

## III. ANALYSING AI USAGE IN CUSTOMER SERVICE

### a) *Speak customer's tone or language*

Artificial Intelligence will have the capacity to recognize a client's tone, and have the capacity to draw in with them in a way that will make the client feel listened to and critical [3]. This will be exceptionally useful to keeping clients cheerful. She will likewise gain from past data, as well as by watching her human colleagues resolve issues.

### b) *Emotional intelligence*

One Significant part of AI application is the Emotional Intelligence [2]. While AI centers a considerable measure of the measure of data it can provide for a despondent client, the engineers of AI application understood that client administration is regularly interwoven with clients who are now disappointed. It has been stated that "Examination demonstrates that a superior client experience is specifically attached to sympathy appeared by the specialist. AI application has an EQ remainder that empowers all the track of each customer cooperation and permits it to adjust the reactions in like manner so it conveys individual support of each client."

### c) *Respond bulk emails*

AI has additionally built up the capacity to answer messages in mass for the inquiries which are made frequently (FAQ) which spare their operators and client's important time, and decipher incorrect spellings, shortened forms and different terms that a non AI-fueled web crawler may miss [4]

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#### IV. AI & CUSTOMER SERVICE

Best utilization of AI is past the customary contact focus, where an organization's administration impression becomes exponentially. When one considers the aggregate entirety of keen gadgets in an organization today that can convey data about clients and their items to the cloud, an extraordinary wellspring of client administration information is accessible to influence.

At the point when AI can be utilized to summon particular administration activities in light of this information, before the client is even mindful there is an issue, a mammoth jump in client experience is made [5]. Consider the machine that dispatches an administration tech; the carrier association re-booking made; or the part that is re-requested without a client thinking about it.

In addition, as we keep on seeing each day with the dispatch of new purchaser items that make homes, autos and wearable PCs 'brilliant', the administration that is being worked inside these items turns into the claim of the item itself [6]. We're moving into an administration time where the main items that separate themselves (and keep clients paying month to month memberships) are the ones that convey important, at the time data to clients that AI empowers.

The real criticism of AI-controlled administration diverts is in the PC's absence of passionate knowledge (or EQ). We've all accomplished the voice acknowledgment framework that comes up short; the email reaction that doesn't answer our inquiry; or the instant message reviewing an item we don't have.

In any case, those are the basic failings of AI. The ones that hurt client administration notoriety the most are the point at which a PC is placed in a position to handle an issue that a human ought to, where rationale and a work process can't as a matter of course be connected.

But then, overexposure of candidly charged clients to specialists is regularly one of the key reasons referred to for high operator turnover, stress and burnout. AI can reduce that torment point and can recognize which circumstances should be raised to an operator.

Both the guarantee and the open door for AI is in the craft of its application. Dissimilar to numerous new innovation applications, clients don't encounter AI. They encounter administration.

Setting your AI course as one that begins with tackling a typical client issue is a perfect approach to collecting future venture and application for AI over the organization, which can likewise reduce those late night messages.

Sympathy is a key feature in the way we impart. It's one reason why we get so baffled at endless telephone menus when we call client administration. We

simply need to converse with a man! On the off chance that we could just converse with a real person they would comprehend the issue we're having [7]. They would know how disappointed we are by the words we use, as well as by our articulation. Current employments of AI in client correspondence are exceptionally fundamental, giving basic responses to direct inquiries. In any case, there will come a point where marks that need to utilize AI to complete more mind boggling discussions should make the AI more talkative

At the point when a brand coordinates AI into the fabric of its center information the data it can get to will be much wealthier [8]. In any case, such an improvement then suggests conversation starters about what a brand does with that information, whether it is fitting morally and how advertisers hold trust.

"While there is immense potential for brands to gain by AI to make more customized encounters, they likewise should be mindful so as not to cross the "frightening" line with regards to client protection," says Rachel Barton, overseeing executive of cutting edge client system at Accenture Strategy. "On the off chance that you incorporate the innovation into client information for occasion, it can possibly run free and make its own particular judgements, which could be to the disservice of clients who may feel a level of interruption they didn't as a matter of course join to."

On the off chance that organizations can strike the right harmony between holdings fast to their image values while permitting AI to get to the appropriate measure of information, it can be exceedingly advantageous – it is exceptionally practical and can convey ongoing personalization that may not be conceivable through a human [9]. In any case, Accenture research finds that when clients need to gripe or talk through a mind boggling circumstance they need to converse with a human.

Friendliness is one of the areas contemplating the chances of AI. Lavish inn portfolio Dorchester Collection is utilizing it to recognize what visitors need, not what advertisers think they need [11]. To upgrade its client experience, it is utilizing the AI Metis stage, which permits it to shun the institutionalized neighborliness industry estimation procedures, for example, puzzle customers and consumer loyalty reviews and, rather, tap straightforwardly into advanced client input.

With changing client requirements and business situations, client engagement arrangements need to concentrate on giving quality including administrations and improved Omni channel client experience.

Counterfeit consciousness becomes possibly the most important factor to give human-like, conversational, reliable, applicable, and accommodating data to clients, and is intended to surpass their desires for what a virtual aide can do.

Consider a case from the travel business. At the point when the client calls the reservation focus, the IVR

arrangement foresees the most widely recognized solicitations, as "Please let us know in a couple words why you're calling today. You can say, book another reservation, change my reservation, or something else." Using NLU and calculations behind discourse to content innovation, the arrangement maps the call. Quite a while back, organizations used to have one administration specialist who had a telephone and was productive. At that point they had a PC which could be ten times more productive. Presently a man in client administration could have Artificial Intelligence benefit that would make them much more productive.

Pretty much as a genuine individual in a contact focus can deal with numerous sorts of issues and test a few techniques for taking care of an issue quick, a keen client care arrangement should have the capacity to do likewise. The genuine advantage with utilizing a brilliant client care arrangement is that it scales much superior to a client care operator. It offers savvy answers, shrewd help and analysis, a multi-threading approach, auto mapping of an issue to numerous hubs, and characteristic dialect communication.

By quickly making such unmistakable results as up-selling, expanded faithfulness, and cost reserve funds, AI-driven client care arrangements can emphatically influence all that really matters, make clients glad, and free up the association to more elevated amount targets.

AI is being utilized crosswise over divisions to enhance effectiveness, diminish costs, build incomes and support consumer loyalty by enhancing key territories of client experience [10]. As per Calum Chace, creator of *Surviving AI*, this is an exceptionally fascinating time for AI. "In the previous couple of years, machines have superior to anything us at perceiving pictures, especially confronts, and perceiving discourse," he says. "Those capacities mean we won't have individuals in call places for long – machines will likewise be broadly reacting to demands at inn front counters and individual enquiries in a wide range of on and disconnected situations."

## V. CONCLUSION

After doing the research on the topic mentioned it is clear that artificial intelligence is shaping the customer interactions to a large extent. In the days coming artificial intelligence is going to remove the need of physical resources for chatting and is emerging as a powerful tool for standard text automation chat.

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