

Artificial Intelligence (AI) in Customer Service: Revolutionising Support and Engagement

Echegu Darlington Arinze

School of Mathematics and Computing, Kampala International University, Uganda

Email: darlington.echegu@kiu.ac.ug nzeechegu@gmail.com

ORCID: 0009-0002-6644-1709

ABSTRACT

Customer service, marketing, human resource management, finance, accounting, product and service development, healthcare, commerce, and manufacturing are just a few of the areas where artificial intelligence (AI) has completely changed the game. AI enhances decision-making and work processes by means of machine learning algorithms, automation, and predictive analytics. AI makes it possible to personalise, target adverts accurately, and forecast sales in marketing. Through recruiting, performance reviews, and training of employees, AI in human resource management raises productivity and engagement. Demand forecasting, inventory control, and condition-based monitoring are all made easier in factory management by artificial intelligence. Maintaining compliance requirements, AI also helps with risk reduction, financial reporting, and fraud prevention. AI enhances consumer happiness and competitiveness in product creation via use of data analytics, modelling, and suggestions. AI also aids in strategic planning and decision-making in healthcare and life sciences. In retail and e-business, AI improves stocking management, customer profiling, and shopping experiences. This review examines AI in Customer Service: Revolutionising Support and Engagement. We utilised relevant published data (2004–2014) from diverse, reliable databases. Findings suggest that other trends like creative AI, XAI, and quantum computing, as well as collaboration between human beings and AI, continue to advance. As a result, ethical concerns remain a critical element to address when it comes to the application of AI, identifying both threats and opportunities. Finally, we note that AI continues to be a formidable and revolutionary force in organisations, enhancing value creation while promoting ethical principles.

Keywords: Artificial Intelligence, Customer Service, Chatbots, Virtual Assistants, Predictive Analytics, Manufacturing, Creative AI

INTRODUCTION

AI has revolutionized customer care by using chatbots and virtual assistants. A chatbot automatically interacts with customers in a natural language to respond to inquiries, convey information, or perform transactions [1]. They provide availability at all times, work faster than humans do, and reduce costs by minimizing repetitive tasks. Virtual assistants, however, are better and can provide customised help as they work based on customer information. It can connect to other systems with the ability to schedule appointments, remind people about an upcoming event, or manage smart home equipment. AI may be used as a tool to collect predictive data from consumers by examining a wide range of consumer data including social network activity, purchase

history, and browser history [2]. AI and machine learning algorithms allow us to forecast future consumer behaviour including buy propensity, churn likelihood, and product affinity. This technology may be used for problem resolution, business and organisational performance, customer loyalty, advertising and marketing promotions, and product recommendations [3]. Among these include modifying voice and tone, concentrating on topic, taking proactive steps, and always learning and growing. Real-time feedback collection is possible by AI systems to determine how clients are feeling right now. This implies that a system of artificial intelligence may learn from each interaction it has with a client, which will result in improved customer service in the next interactions. Efficiency, lower

costs, more customer happiness, and expandability are benefits of AI in present service delivery [4]. Processes become more efficient when repetitive activities are scheduled and quick responses are provided; little operating costs or personnel

AI has changed or brought marketing and sales functions closer to consumers by offering advertising, customisation, sales prediction, lead grading, and market research capabilities [5]. AI innovation provides marketers with all the data collected from numerous sources, including social platforms, browsing history, and purchasing behaviour, enabling them to create effective campaigns. It also enhances ad positioning, continuous content production, and customised client experiences through email newsletters, suggestions, and behavioural tracking. Sales forecasting entails using techniques such as data mining, trend identification, demand generation, automatic lead scoring, customized selling, and real-time information dissemination to support the sales force's needs. It analyzes competitors' activities, notes market changes, and determines customer attitudes towards businesses based on social media, reviews, and similar materials. We also study consumer behavior in detail, encompassing their behaviors, consumer segmentation, and indications

Human resources have undergone a revolution as a result of AI's changes to talent acquisition and recruitment, staff performance, training and development [7]. Functions like candidate mapping, ATS, resume screening, and cultural antennae can be aided with. A biased selection is less likely when AI systems shortlist the applicants. When chatbots handle the first screening procedures, real-time feedback can be beneficial in improving the applicant experience. They also provide the chance of automated and one-on-one correspondence with applicants on the progress of their applications and other matters. Managers of staff performance can also benefit from AI. Sharing performance data with staff members, establishing goals, monitoring performance, and even providing performance assessment comments during the review are all automated performance tracking capabilities of AI technologies. By examining employee communication patterns and feedback, AI can also determine employee engagement levels and enable early intervention in situations of low engagement.

Making use of AI in Operations and Supply Chain Management
AI-powered machine learning has revolutionized business in areas such as demand forecasting, inventory control, supply chain management, and even predictive maintenance [9]. Demand forecasting is a critical process that entails using data analysis and machine learning algorithms to

recruitment are required. Moreover, timely, personalised, and proactive service provide a positive impact on the overall satisfaction level and customer loyalty.

AI in Marketing and Sales

of churn. We group customers differently using behavioural and preference segmentation, enabling the development of relevant market strategies that appeal to different segments [6]. AI also recognises pathways to customer attrition, so agencies can rectify factors that can lead customers to leave. The positive impacts of AI in sales and marketing include optimized ROI, improved customer satisfaction, the use of big data, and improved performance and productivity. Direct sales and selected advertisements increase the likelihood of action and work more effectively than generic advertising. People tend to like feeling special and will appreciate it more when organisations offer them personalised recommendations, thus enhancing customer relations. Marketing and sales decisions must be well informed so that an organisation can select the best strategies and tactics from the available options. By automating the transfer of leads, repetitive tasks, and supplying the sales teams with the most relevant leads with custom analysis, productivity is enhanced.

AI in Human Resources

Adaptive learning and microlearning are other terms for particular and distinctive learning experiences that AI may help to create in terms of training and growth. Speech-activated technology allows AI trainers to direct, respond to, and even motivate staff members during workouts at the right moments. Using artificial intelligence can also facilitate matching staff members with possible mentors inside the company according to their interests, talents, and professional objectives. Performance support may be in the form of just-in-time learning, which helps capture knowledge for an employee to use proficiently in their tasks [8]. Suggestions on documents, practices, and individuals to contact when seeking information can aid employees. Some of the benefits associated with using artificial intelligence in human resource management include the following: AI makes repetitive work more manageable, thus freeing HR professionals' time and energy for more significant projects, whereas AI offers information that helps make wiser choices in hiring, evaluating, and training employees.

make long-term, accurate, and consistent predictions. The market trends are discernible in terms of seasonality and cyclicity, and the business can plan for such cycles, whether high or low. AI can also run through potential situations on demand to evaluate how each will affect demand and facilitate

organisational decision-making. It includes inventory levels, ordering, safety stock adjustment functions, JIT approaches, and real-time monitoring of the entire stock network. AI systems use information from different sources to track shipments, stocks, and production throughout the supply network. Route optimization is the process of providing efficient routing, dynamic routing, and analyzing suppliers' performance. Cost control involves the utilisation of appropriate resources, which involves the assessment of production schedules, labour supply, and machine utilization [10]. Through demand forecasting, inventory management, and routing optimisation, AI helps decrease operational costs and consequently drives increased profitability. Predictive maintenance is the integration of IoT to monitor equipment's health and performance in real-time. Data analytics examines this data to identify patterns and irregularities that may indicate a potential equipment breakdown or the need for repairs.

AI in Finance and Accounting

AI has dramatically influenced finance and accounting by improving anti-fraud processes, decreasing fraudulent occurrences, automating financial reporting, and managing risk [13]. AI systems can constantly observe financial transactions in near-real-time and create new machine-learning models based on new behaviors. They also perform user behaviour analysis, pattern analysis, network analysis, clustering, and predictive analysis. AI can also estimate probable fraudulent cases, for example, by changing the transaction threshold or increasing scrutiny of specific accounts. AI also plays a crucial role in automated financial reporting. It compiles data from multiple financial systems and other sources, converts the data into a common format, and provides pre-built reports. We employ Natural Language Generation (NLG) to generate narrative text descriptions or analyses of the financial data, making it comprehensible to

AI in Product Development and Innovation

Data science has significantly enhanced product design and advancement by utilizing data, analytics, modeling, simulation and testing, experimentation, rapid prototyping, screening, ideation, and trend analysis [15]. Computer vision systems can also use AI to analyze large data sets to discover trends, patterns, and other opportunities for new products, while models can predict market demands and the future of the industry. Independent creation and execution of computer-controlled experiments can significantly reduce time and cost compared to the construction of physical prototypes for each iteration. High-throughput screening can help in rapidly finding the best compounds or formulations. AI is capable of proposing new ideas and concepts based on existing knowledge, facilitating human

Computing examines the likelihood of a specific piece of equipment breaking down and subsequently schedules maintenance interventions accordingly. Maintenance scheduling enhances schedules for maintenance activities based on probabilities to minimise the time taken during the availability of equipment [11]. Some advantages of using AI in operations and supply chain management include accuracy, cost-effectiveness, agility, reliability, and decision-making. Getting increased accuracy results in increased operational efficiency, whereas cost efficiency means minimising the expenses in the operations to boost the profits earned. Faster response capabilities assist companies in adapting to prevailing conditions and disturbances, while reliability-centered maintenance ensures enhanced equipment dependability and utilization, which contributes to continued operations and production [12].

individuals without a background in financial analysis. AI's regulatory compliance is another advantage. This approach ensures that financial reports adhere to regulatory and compliance standards, thereby reducing errors and bolstering the credibility of financial statements. AI also reduces the time required to prepare and submit financial reports, increasing their frequency and speed. AI also plays a prominent role in risk management and analysis. It entails risk assessment through predictive analytics by studying past and present data, risk emulation, and risk exposure determination through mathematical modeling [14]. AI also helps in reducing risks through an early warning system and control. To sum it up, AI has vast potential in finance and accounting by improving reliability, speed, and effectiveness in risk management, compliance, and decision-making.

creativity in the research and development phases. Product quality enhancement entails predictive quality control, defect detection, anomaly detection, process optimisation, supply chain quality management, continuous enhancement, feedback mechanisms, and root cause analysis. Recommendations include customer data, dynamic customising methods, adaptive products, mass customisation, user feedback analysis, and market segmentation. Some benefits of using AI in product development and innovation include increased speed and efficiency, reduced cost, improved quality, customer satisfaction, and increased competitive advantage [16]. AI enhances R&D and helps bring new products and ideas to market faster, while increasing product quality through predictive

maintenance, QC checks, and ongoing improvement initiatives. Customized and personalised products

Decision-Making and Strategic Planning with AI

AI has influenced decision-making and strategic planning through a new angle in data gathering, data analysis, scenario analysis, future event analytics, and risk analysis and assessment [17]. Business intelligence systems pull data from internal databases as well as external databases, social media, market intelligence, and IoT devices, which give a complete picture of relevant information. Data processing is performed systematically, which reduces the risk of error by guaranteeing data standardization. H3 Advanced Analytics encompasses descriptive and diagnostic features, real-time processing [18], dashboard functionality, pattern recognition, and bias reduction. AI is capable of constructing business models, planning scenarios, and conducting robustness analysis, which involves stressing the model to determine if the plans demonstrate resilience. Predictive analytics employs forecasting models to develop future trends, demand, and outcomes based on past occurrences and existing market scenarios. AI enhances resource management efficiency by identifying optimal resource utilisation strategies and forecasting demand rates and likely scenarios. It also aids in

AI in Healthcare and Life Sciences

AI is transforming healthcare and life sciences through drug discovery, patient diagnosis, and organizational optimization [19]. It fast-tracks development by analysing high-throughput screening data for molecular modelling to forecast drug effectiveness and toxicity risks. Another potentiality of AI is to detect disease biomarkers, or biological signs, for specific treatments. Others aid in the repurposing of drugs, predicting toxicity during the initial stages of drug development. Clinical trials improve patient recruitment, trial design, and data monitoring. It also assists in identifying targets for CRISPR-based gene therapies and off-target effects of such treatments. Some of the targeted treatments include precision cancer therapy, genetic variations in drug response, and disease risk estimation. Continuous checks and monitoring of patient's vital signs provide patient-

AI in Retail and E-commerce

AI is transforming the retail and e-commerce industries by providing better solutions in areas such as inventory control, supply chain management, customer understanding, and the shopping experience [5]. It employs prescriptive analytics to forecast future usage and consumption, manage and evaluate supplier and supply chain requirements, and monitor supplies and inventory automatically. Intelligent robotic systems installed in the warehouse and automated conveyance systems help maintain supply chain integrity with no

boost customer satisfaction and loyalty, as they cater to the specific needs and desires of the customers.

identifying areas for process improvement, enabling the elimination of waste and overall inefficiencies in various business processes. Strategic risk assessment encompasses seven techniques: risk mapping, early risk indicator system creation, quantitative risk evaluation, probabilistic risk assessment, Monte Carlo simulation use, future state vision creation, contingency planning, regulatory and compliance review, and documentation and reporting. The integration of AI offers several advantages. They include the ability to adapt quickly to changing market environments and risks, enhanced accuracy, efficient use of resources, enhanced market and customer analytics, and the ability to address new risks as they emerge. AI's advantages in decision-making and strategic planning include greater flexibility, higher accuracy, optimal resource use, enhanced strategic perspectives, and active risk control. The article demonstrates that using artificial intelligence can help manage organizations' performance and increase their competitiveness and flexibility.

specific health information. The healthcare systems incorporate administrative automation, natural language processing, resource management, improved patient care, telemedicine, and clinical decision support to enhance operational efficiency. They facilitate patients' access to healthcare information and appointments, while also reminding them to take their prescribed medications on time. Telemedicine platforms help to make a diagnosis and monitor patients, which increases the availability and productivity of the health care system. AI enhances diagnostic ability, treatment, and planning by minimizing the occurrence of mistakes. It leads to early disease prevention and health management since predicting disease risks and constantly monitoring the state of health in real time enhances proactive healthcare [20].

interruption in product availability. Additionally, customer insights and personalization are achieved through data merging, segmentation, dynamic pricing, social listening, and feedback analysis. AI-powered marketing automation enables the segmentation of customers into clusters based on their behavior and choices, thereby promoting more effective market strategies and recommendations. It also allows the company to flexibly adjust prices in response to changes in demand or activity from competitors or purchasers. Suchos and chats operate

around the clock, assisting shoppers individually and contributing to a more convenient shopping experience. Natural language processing, AI-based virtual assistants with 24/7 availability, and the use of visual search and augmented reality allow customers to search for products by images instead of keywords. Voice commerce allows customers to conveniently and easily purchase goods and services using voice commands. The concept of the customer journey entails targeting customers accordingly by presenting them with customized content and behavior, as well as great real-time offers and

AI in Manufacturing

Manufacturing industries have greatly benefited from AI in automation, robotics, quality control and monitoring, predictive maintenance, and supply chain management. Robotic process automation (RPA) reduces human intervention, thereby lowering talent costs [22]. Cobots, designed for human-robot interaction, possess the ability to learn and adapt collaborative methods, thereby enhancing efficiency. Autonomous vehicles and drones pick up raw materials, parts, and products, thereby minimising hand operations and production turnaround. Automated drones perform inventory and stock checking, thereby reducing time waste and inaccuracies in inventory control in warehouses. They include quality control, defect classification, real-time monitoring, predictive maintenance, root cause analysis, and predictive analytics. Data integration, machine learning algorithms, modelling

Future Trends and Innovations in AI for Business

Various industries, such as the healthcare, financial, retail, and manufacturing sectors, are experiencing the impact of AI technologies [24]. Creative AI like GANs and VAEs can create new content and tailor experiences for customers. It allows for parallel training across multiple devices or servers without the need to share data. Explainable AI, or XAI, aims to boost AI's dependability and facilitate its explanation. We expect quantum computing to enhance AI algorithms and efficiently solve complex problems, but it also raises cybersecurity issues. Some of the areas of AI use in industries are imaging, drug discovery, trading, retailing, maintenance, and supply chain. It can help in the identification of a disease from medical images, understanding molecular movements, and discovering possible treatments. It can also identify fraudulent activities in financial transactions. Visual

Therefore, the use of AI in customer service has undoubtedly elevated support and interaction to unprecedented levels of effectiveness and interactivity. Businesses have revolutionised consumer needs by utilising artificial intelligence, from chatbots and virtual assistants to predictive data analysis. By being always available, quick in

promotions [21]. The challenges of integrating AI in retail and e-commerce include operational inefficiencies, customer satisfaction, store conversions, stock accuracy, and competitiveness. To sum up, introducing AI in stores and online shopping platforms creates process optimization, offers relevant suggestions, and increases customer satisfaction. In this case, the retail industry is constantly changing due to market conditions, consumer behavior, and innovation, making the use of AI crucial.

and simulation, inventory management, supplier management and control, and logistics, respectively, accomplish these tasks [23]. Automated quality control and prediction of faults and failures minimise product flaws and equipment malfunctions, thus increasing product quality and dependability. Manufacturing systems improve their flexibility by easily adapting to changes in production needs and market forces, thereby enhancing their flexibility and reactive power. We achieve efficiency by reducing manpower costs, inventory costs, and other costs more effectively than before. Manufacturing processes that are AI-driven make industries more competitive because of process optimization, improved quality, and innovation. The advantages of implementing AI in manufacturing are efficiency gains, quality improvement, flexibility, reduced costs, and competitive advantage.

search and recommendation services enhance the shopping experience by allowing customers to search using pictures or even receive suggestions [25]. In the long run, AI's effects on business include disruption, job adaptation, ethical issues, integration, and alliances. New opportunities can arise from disruptions in sectors such as artificial intelligence, data science, and ethics. Ethical issues include balancing bias and fairness in AI systems, the question of privacy and data protection, and collaboration between academic disciplines. Collaboration between industries and academic institutions facilitates AI development in terms of research and workforce training. Human-AI collaboration entails using artificial intelligence to improve human performance or capabilities while respecting human values [26].

CONCLUSION

response, and specific in help, AI not only optimises business processes but also increases user satisfaction and, therefore, loyalty. Moreover, AI's applications extend beyond customer service, encompassing marketing, sales, human resources, operations, finance, products, development, decision-making, health care, retailing, and manufacturing,

among other sectors. In each of these sectors, AI-enabled solutions have made processes more efficient, improved quality, and also acted as catalysts for innovation. We anticipate new trends and innovative developments in the future of AI in business, such as creative AI, explainable AI (XAI), quantum computing, and human-AI symbiosis. However, it's crucial to contemplate the ethical

implications of AI and ensure its responsible use to mitigate risks and optimize its potential. To sum up, AI remains a disruptor in the fields of customer service and business processes, opening new horizons for development and improvement at every turn. Thus, it will become possible to unleash the full potential of AI transformations for businesses while adhering to the principles of ethics.

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CITE AS: Echegu Darlington Arinze (2024). Artificial Intelligence (AI) in Customer Service: Revolutionising Support and Engagement. IAA Journal of Scientific Research 11(2):33-39. <https://doi.org/10.59298/IAAJSR/2024/112.3339>