

Digital Marketing and Artificial Intelligence for Evaluating Powerful Customer Experience

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Abstract:- The study is focused on the analysis of customer experiences in the different business fields describing importance of innovative technology and its impacts on customer preferences and customer choices. The study is enhanced by using the qualitative analysis methods in explaining the process of digital marketing. The tools of digital marketing are studied for the explanatory and descriptive studies. The artificial intelligence and its effects or importance in the marketing and digital preferences with consumer experience is explained in the article with the help of research studies done previously.

I. INTRODUCTION

Artificial Intelligence is unlike the natural intelligence which is displayed by the machines. It involves consciousness and emotions in the machines. The intelligence displayed by the machines is similar like humans and animals. The artificial Intelligence is transforming the customer experience for the digital marketers. The efficiency of digital marketing is increasing and it is optimizing the experience of the user with the artificial intelligence. The Artificial Intelligence is raising the experience of customers to another level of satisfaction. AI is transforming the digital strategies to improve the customer satisfaction. The common example of Artificial Intelligence is the chatbots to provide the customer the best level of experience. Your chatbots are active 24/7 while everyone is sleeping your chatbots are working for you without feeling dizzy and hectic. The digital marketing is improving the strategies and making it advance to provide the valuable customer insights (Haripriya Sakthivel, 2016).

Through Artificial Intelligence the collection of data, analyzing the data after processing the data it can be stored for the later use. The artificial Intelligence is improving day by day and companies are using these technologies to improve the digital marketing strategies. And it is providing the valuable understandings and vision for the companies. The artificial intelligence is essential in future and digital products are the need of time and making the digital marketing to improved level.

The artificial intelligence is providing the digital future to the products and the companies. The automated machines, robots, sensing devices, Google AI, Smart Siri, automated cars (Tesla's self-driving car) and many of the other companies are implementing the use of Artificial Intelligence for their business and changing the trend of the

digital marketing for the business and customer satisfaction (Batra, 2019).

Client experience the executives, frequently called CXM or CEM, is an arrangement of advertising procedures and innovations that emphasis on client commitment, fulfilment, and experience. CXM is a way to deal with associations with clients that goes past showcasing devices and programming—fully intent on accomplishing an advanced change that really puts clients at the focal point of the business. A client experiences the executive's outlook focuses on the coordination and personalization of the whole start to finish client experience and assists with doing it at scale, on any channel, continuously (Batra, 2019).

The relationship between Artificial Intelligence and the digital marketing is becoming more successful and many of the companies have adopted the use of artificial intelligence in marketing, promotion and publicizing strategies of their business. The artificial intelligence is connected to the digital marketing and now it is considered as the part of the digital marketing.

Because AI is offering the wide range of assistances, benefits and multiple options to perform a task again and again with similar accuracy. Artificial Intelligence is the reality of the future digital marketing and it is essential for the products to use the technology to improve the number of customers to gain the attention of the customers and make their experience high so that they become repetitive customer for the brand and that manufacturing company. As those companies which are using the chatbots their customers don't need to be wait in the queue. The queries of the customers are entertained by the chatbots or robots (Daqar & Smoudy, 2019).

Before the companies feel hesitation to use the technology to the marketing strategies of their companies to improve their customer experience and make their business more successful, but in the recent years the use of artificial intelligence is becoming more important and essential in the digital marketing. Amazon is one of the leading companies nowadays and it also uses artificial Intelligence for their customers as it shows the products that are relevant to the previous searches of the customers. Once the customer is satisfied by the search experience and get the personalized experience, they become the repetitive customer. Artificial Intelligence is revolutionizing the business and the digital market. The customers are increasing for the companies because artificial intelligence is improving day by day and also it can make the quick decisions on the bases of data and

it has the ability to perform the tasks with accuracy (Michaelis et al., n.d.).

II. LITERATURE REVIEW

Batra, (2019) studied the customer experience and artificial intelligence are associated in a way that consumer empowerment acquired through social media is much influential to increase the reputation levels of the company or business. The digital marketing with disruptive and innovative technological innovations is much effective in aligning customer satisfaction through strengthening the customer experiences. The elaborative role of artificial intelligence in customer excellence is empowered through digitalization and supportive commitment of employees to enhance the customer experiences. The purchasing patterns of customers are also influenced with the digital marketing and artificial intelligence by need identification, alternative hunt, and consideration of suggestions to the stage of purchasing. The purchase stage comprises of choice, ordering payment methods for customer experience and gaining customer satisfaction. The other stage is post-purchase level in which the usage, consumption, engagement and services or requests are briefly described. These patterns are adjusted with the digitalized system and dynamic manipulation using artificial intelligence to automate reasoning process and robotics into the marketing and business process (Batra, 2019).

Mohannad Abu Daqar & Ahmad (2019) explained the role of artificial intelligence on digital marketing resulting in enhanced customer experiences in different industries. The telecommunication company, banks, web engines and many other possible businesses influence the digital experiences of customers. The impact of digitalization is directly influenced with the strengthened customer services, sale-purchase support, and effective business management strategies through artificial intelligence. The increase in online shopping frequency, usage of social media to boost the business, promoting the small businesses on different social media sites, the promotion of products by online advertisements and an increase in the online booking frequency focusing the customer support and services, after-sale support using technological innovations (Daqar & Smoudy, 2019).

Stone et al., (2020) focus on the evolution of marketing practices reaching the target consumers using multiple technologies in business planning strategies with increasing the ratio of operational marketing productivity and maximizing the yield of positive customer experiences. The use of artificial intelligence in the business model and digital interface plays an important role in decision making process with computational factors like data sets and sustainability of the business project.

The recommender system, online pricing methods, advertising digitally are most common applications of artificial intelligence in the decision-making process and digitalization through AI. The business-to-business marketing influence the data and information handling

through technological data management systems that helps in managing the customer preferences and richness of consumer marketing with automation process and extensive digitalization (Stone et al., 2020).

Verma et al., (2021) describe the importance of AI in marketing with the systematic review of the previous data and analyzing the future perspectives of digital world on diversification of business and digital processing. The disruptive technologies are explained in the study with proper theoretical frameworks. It helps in understanding the block chain, Artificial intelligence, big data analysis, internet of things, digital marketing concepts in terms of business applications. It helps in machine learning technology enhancement using proper methods of business interpretations. The neural net models using math, computer studies on the footprints of imitating brain cells and neuron network in artificial neural networks, copying function and operating principles of human brain cells for creating programs of similar intensity to integrate the learning and commands. The enhancement of customer experience through Chabot, robotics and smart retail store, e-commerce business setups, promotion management, place management and advertising or managerial functions can be studied using AI and disruptive technologies (Verma et al., 2021).

III. RESULTS

To study the relationship of customer experience and enhancement of business methodologies with the revolutionary technologies is studied using the qualitative data analysis. The study is based on the secondary analysis, studying different articles with the descriptive work on the customer experiences. The qualitative analysis of research work focusing on the themes of digital technology, digital marketing and disruptive technology is studied as a part of research. The consideration of artificial intelligence in perspectives of marketing and managing businesses to influence the customer experiences and power up the process of choosing online AI-based technological changing business models into the digital media is studied.

The articles used are focused the niches of customer experiences including the variables of perception, interaction, communication, customer care representation, business navigation, product receiving and product delivery with exchange policies integrating the conceptual frameworks of artificial intelligence. The role of digitalization on customer experiences with sustainable performance in supply chain scenarios are also studied in detail. The innovation in customer experiences can be explored using digitalization and automated approaches of business management. The benefits of chatbots, virtual assistants and robots are also studied that are helpful in studying the importance of digital marketing and artificial intelligence in business marketing.

The themes are divided into the three major sections. These themes are artificial intelligence, digital marketing, and applications of digitalization on consumer experiences. In artificial intelligence and customer experience themes the

studies focus on the pros and cons of artificial intelligence in business and marketing. The customer experience with digital marketing is also analyzed in this theme understanding the concepts of technology with business. Third theme is applications of digital media on the business performances and customer satisfaction through customer experiences.

IV. CONCLUSION

Theme 1 describing the AI and digital marketing experience enhancement using different tools that aid in providing improved customer experiences studied through many different articles and papers. The core crux is using tools of AI such as Customer Service, automated messages, automated tasks, content personalization and many other aspects are briefly helpful in attaining the maximal customer satisfaction.

The powering process of customer experiences is explained with the role of media and digitalization. The software robots and IT systems are much effective in managing the business operations. The talent outsourcing, data collection and implementing the approaches of Bot system with AI using infrastructure of Rather than replacing overlay system with automation and AI combined for customer management practices and branding advertising opportunities enhancements (Kumar et al., 2019).

Theme 2 is digital marketing benefits for customer experiences that explains the importance of decision making for choice of selection of products and marketing of products with innovative technological reforms and interactions. This theme is much focused on the digital assistance through chatbots, automating processes, business assistants, cloud tools and many different applications help in influencing maximum consumer (Chatterjee et al., 2018).

Theme 3 is studying the applications of digitalization on the business strategies and applications showing effectiveness of artificial intelligence and business management. The digital customers and consumers with context specific and content specific applications are studied explaining the usefulness of digitalization and conceptual development. The importance of business strategies and digital interface is much influential in explaining the effectiveness of the business. The theme focuses on the usefulness of applications in terms of understanding the concepts of online business and e-commerce through real time applications using artificial intelligence and digitalization process. The impacts of chatbots and automation is much influential in understanding the business effectiveness and business models using latest technologies and interactive mediums (Klaus, 2014).

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