

## AI DRIVEN CUSTOMER SERVICES

**Dr. Avinash Ramkrishna Pawar**

*Associate Professor, Faculty of Commerce & Management, Shri Shivaji College of Arts, Commerce & Science, Akola*

**Dr. Raju Madan Prasad**

*(Research Scholar), Pusad District Yavatmal,  
rajuprasas2212@gmail.com*

### Introduction:

Commerce and customer satisfaction both are correlated to each other. Assistant and technology build a combination to satisfy human affected problems to solve themselves as human effortless services means by the help of artificial machine which categorized criteria of observed problems. Before innovation of AI, many question or problems arise on same criteria on same circumstances. Many human forces survive to handle or solve the problems happen among the customer which are occurring from the particular services.

Automation and technological based customer support with the help of artificial intelligence. We can define the meaning of automation and technology as-

### Automation-

‘Automation is a general factor that refers to the automation of any process such as machine, computer programmes and other devices that operates without any human interaction.’

### Technology-

‘Technology covers the use of many hardware and software combination with network and digital system to manage, store, retrieve and transmit data among its instruments. It’s captured almost all fields and every requirement of modern era which related to not only personal as well as business operations.’

### ➤ Definition of AI and Services-

We can define its definition on the basis of need, uses and undermined result accordingly as-

‘Artificial intelligence stands for compact support, fast assist to customer and personalized interaction with decrease the availability of human involvement.’

‘Business that works involves doing something for particular customer but not producing any goods known as services.’

### ➤ Features of AI based Customers services-

The coin has two side likewise AI based customer services is also have pros and cons which happened in actual services that depicted as follows-

### Pros-

#### 1- Minimize cost:-

AI minimize cost of manpower by automating routing task, inquiring and other support teams to resolve arising issues with lower availability of resources.

#### 2- 24/7 support based system:-

AI ready to determine any queries 24 hours in a week. Chatbots work as a agent of AI to solve customers’ problems on priority basis.

#### 3- Efficiency increase:-

Many problems arise at many stages on various platforms in many industry and self empowering. It’s solving their many queries on high priority, its reducing workload for customer services teams and increase work efficiency.

#### 4- Increase productivity:-

Chatbots provides instant support without involving human support to solve their queries. It’s also support to workforce and guide to analysis data which provided by a particular customer.

#### 5- Manage huge support demand:-

AI agent (Chatbots, Meta AI, Chat GPT etc) manage huge number of customers request at any channels or platforms to helping teams effectively to handle high support volumes.

#### 6- Personalized services:-

AI provides personalized services like massages, videos, pictures, photos etc based feedback. AI analyzed customers history and previous interaction to provide what types of services wants, its provides voice facility also to find or search.

#### 7- Time saving:-

The most important factor of AI based customer services is time saving factor. AI remove burdens of some queries arise on huge basis in micro movements, its works to solve many general same queries and forward along with solution which require more specific attention.

### Cons-

#### 1- No personal attachment:-

AI based customer services is belongs to massage based systems only, no manpower involve in this factor. There have many same answer or

confusable answer and feedback arise same to same.

## 2- Possibilities of errors:-

We don't forget it's a machine, if we put wrong data or algorithm it's provide wrong output. It's reducing human efforts but it can't remove completely.

## 3- High rate of Maintenance:-

Highly qualified software and hardware engineers to maintain its algorithm and data curruptancy, if it collapse its recover cost is very high. Software updating is maintain on regular basis and its services provides to its customer on advance level is also highly costable.

### ➤ Factors which consider for AI based customer services

#### 1- What is the purpose?

The first things to know what your purpose to introduce AI based customer services. It's totally

depended on services based things which types of industry you want to establish.

## 2- Implementation:-

Another factor is which channel will take place its implementation to AI based solution is right path will get fit on your needs.

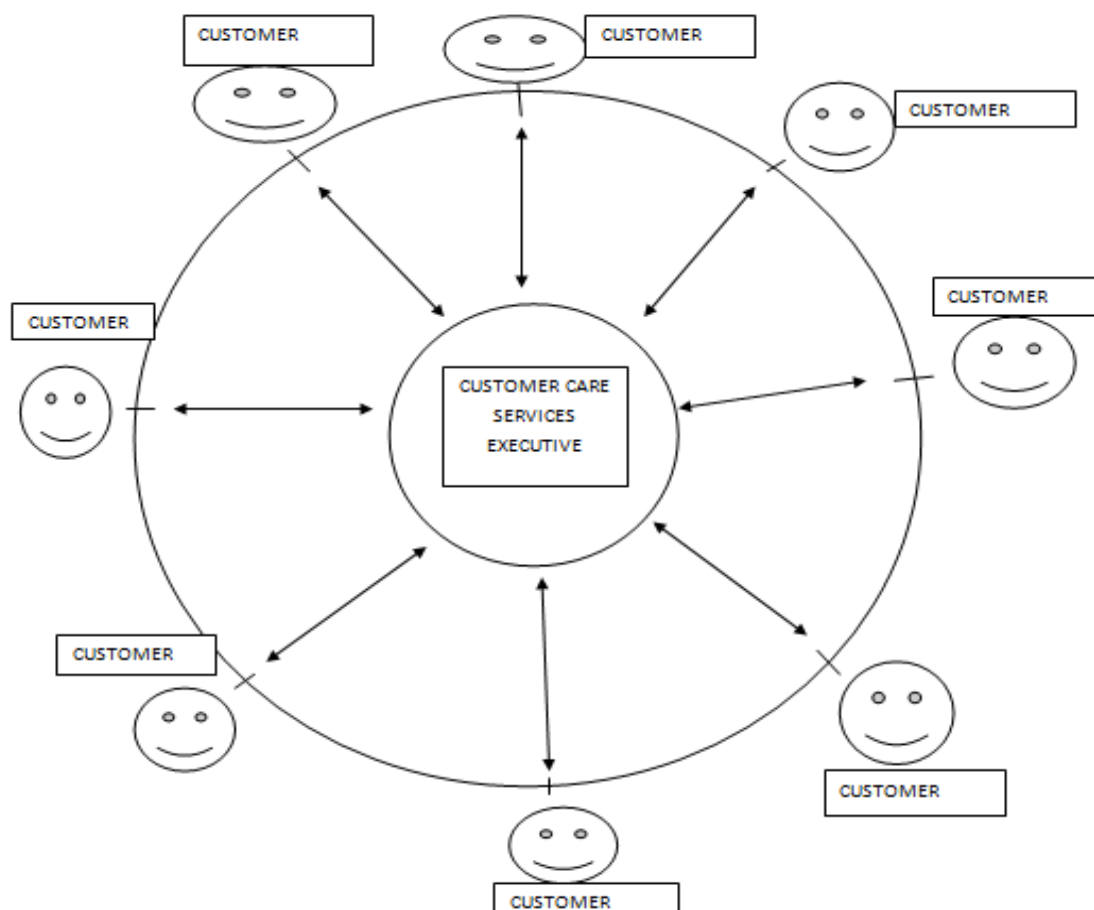
## 3- Testing:-

When you implement your AI based customer services module its must be aware to test it before its implementation. Because, without testing many unwanted failure and loses will arise at that movement.

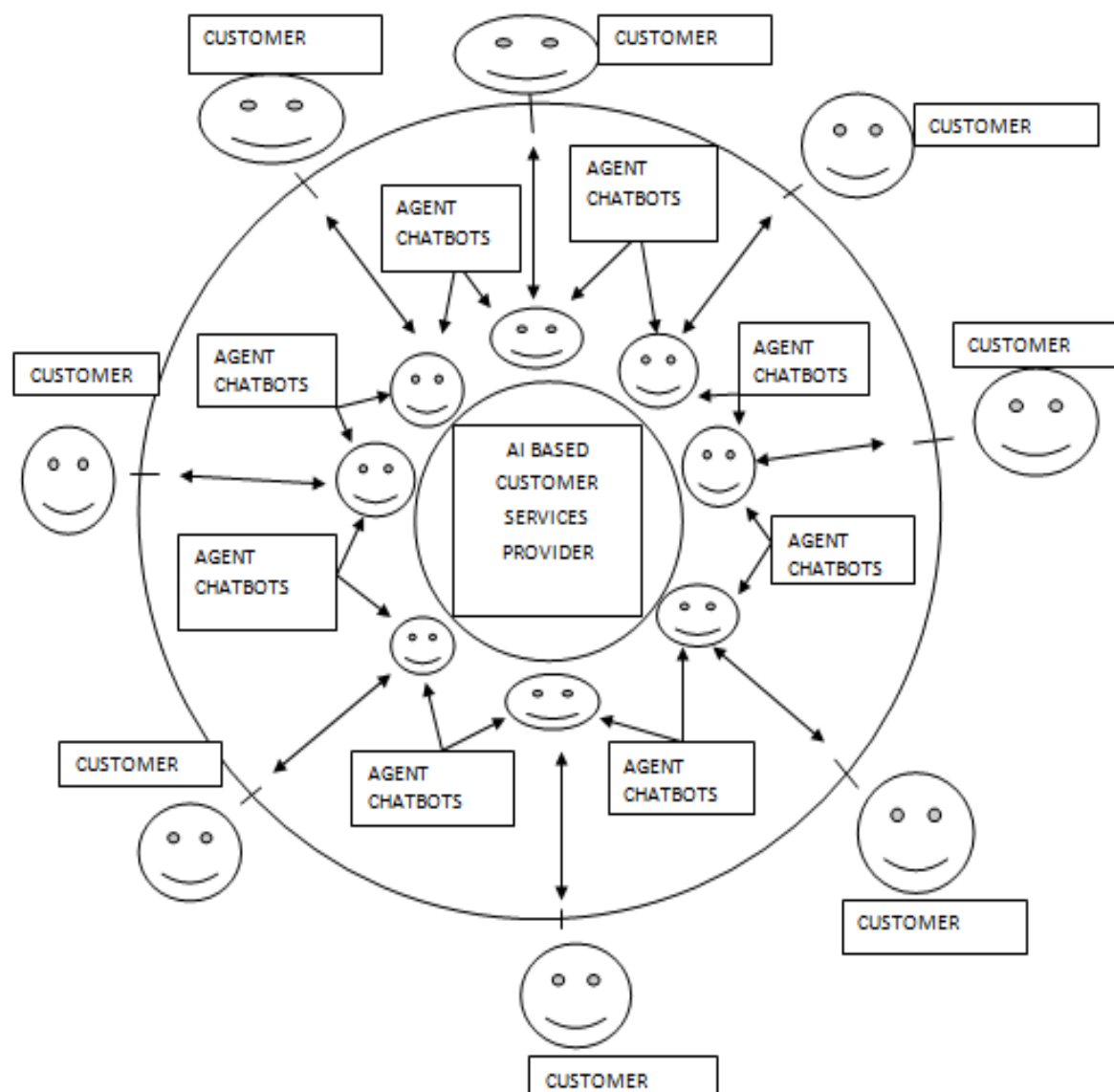
### ➤ Traditional and AI based customer services

#### A) Traditional based customer based services:-

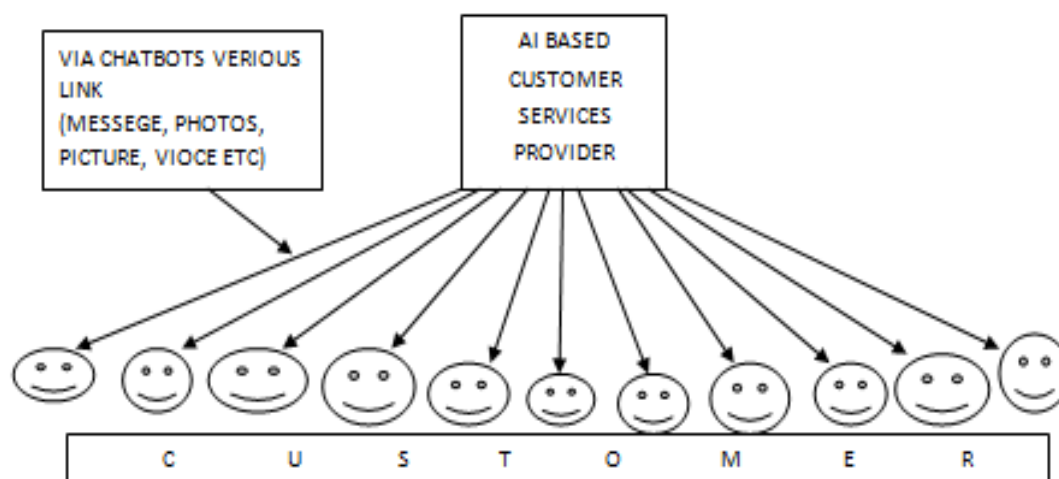
Traditional based customer services can understand by the following diagram as –



In above diagram each Customer Care Executive interacted with separate customer.

**B) AI based customer services:-**

In above diagram AI based server provides queries feedback via AI agent Chatbots.  
The following diagram is also describe AI based customer services provides



**➤ Conclusion:-**

In above research focused on both approach which shows transferring traditional customer services to AI based customer services. The research shows how many factors affecting customer services, pros and cons are also helps to understand what the criteria to work in these fields are and it's also shows advantages and disadvantages.

The main motive to establish AI based customer services is also highlighted in above research. There are trying to describe traditional and AI

based customer services via diagram in deferent types.

It's really we can say AI based customer services establish its position by replacing human based customer services slowly.

**References****Books-**

- 1-Research methodology –By Dr. Herekar p.
- 2-Customer services and Commerce-By Kumar N.

**Website**

- 1-International Business Machine (IBM).
- 2-Artificial Intelligence (AI) intro.