

ARTIFICIAL INTELLIGENCE IN CUSTOMER SERVICE: CHATBOTS AND THEIR IMPACT ON CUSTOMER EXPERIENCE IN MARKETING

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In modern marketing, the use of artificial intelligence (AI) technologies is becoming increasingly prevalent, especially in the field of customer service. One of the most significant AI applications is chatbots – programs that simulate human conversation and can interact with users via text or voice interfaces. Their impact on marketing activities and customer experience is profound, as chatbots facilitate process automation, enhance the efficiency of customer interactions, and significantly reduce service costs.

AI-powered chatbots enable automated real-time customer interactions. They can handle a wide range of tasks, from providing basic information about products and services to solving complex issues related to technical support or logistics. In a marketing context, chatbots perform several crucial functions:

- Customer support automation. Chatbots can provide answers to common customer inquiries 24/7, reducing the burden on human staff and ensuring instant responses for users.
- Interaction personalization. Modern chatbots can use data from previous interactions with customers to offer personalized recommendations, enhancing the level of personalization and improving customer experience.
- Data collection and analysis. Through customer conversations, chatbots can collect information about customer needs, preferences, and problems. This data helps marketers better understand their audience and adjust strategies.
- Availability and speed. One of the main advantages of chatbots is their ability to respond to customer inquiries instantly and continuously. This greatly improves convenience for customers, who can get answers to their questions regardless of the time of day. Quick problem resolution is a key factor in customer satisfaction and reduces customer churn.
- Reduction of human errors. Since chatbots operate based on software algorithms, they provide high accuracy in task execution. This reduces the likelihood of mistakes caused by human error and increases the overall quality of services.
- Time and resource savings. Chatbots help companies optimize workflows by automating routine tasks. This allows for a reduction in the number of operators while ensuring high-quality service [1].

Despite their many advantages, integrating chatbots into marketing strategies presents several challenges and limitations. One key issue is chatbots' limited ability to handle complex or non-standard queries. For instance, if a customer's problem falls outside the pre-programmed scenarios, the bot may provide incorrect or incomplete information, negatively affecting the customer experience. Additionally, although chatbots can simulate human conversation, they still cannot fully replace a live consultant in matters that require emotional involvement or a creative approach to problem-solving. This can be critical for areas where individual customer care is important or where the emotional aspect is essential for successful customer interaction [2].

Continuing research into domestic enterprises' adaptation strategies to new market realities highlights the importance of technological innovations, particularly digital marketing solutions and customer interactions. In modern marketing, the use of digital tools is key to achieving competitive advantages. Digital marketing not only optimizes business costs but also improves interaction with target audiences through personalized customer approaches [3]. One of the key technologies actively used in digital marketing, which AI enables, is more accurate data analysis and allows for the prediction of consumer behavior, which is especially relevant in crisis situations. In particular, AI technologies in the form of chatbots play an essential role in automating customer service and increasing customer satisfaction [4].

Thus, the use of artificial intelligence technologies in modern marketing, particularly chatbots, significantly impacts improving customer interaction efficiency and optimizing costs. Chatbots allow for the automation of customer support, providing fast and continuous access to information and services, which increases customer satisfaction and reduces the likelihood of human errors. Despite existing challenges, such as chatbots' limited ability to handle complex questions and the need for emotional interaction, AI's potential in marketing continues to expand. Digital tools, including chatbots, are becoming an essential component of business adaptation to crisis conditions, helping to enhance market competitiveness through personalization and better consumer behavior prediction.

References

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