

## The Role of Artificial Intelligence in Enhancing Customer Experience

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**Abstract:** Many sectors see AI as crucial in customer experience transformation. According to this study, AI may be implemented into recommendation engines, chatbots, and virtual assistants to improve consumer interactions. The study uses snowball sampling to understand customer knowledge, contentment, and AI-powered technology use. AI drives personalised customer experiences in the digital realm with real-time support and customised recommendations. Natural language processing-capable chatbots and virtual assistants answer client questions and solve issues 24/7. Additionally, AI-driven recommendation engines scan massive databases to make personalised product recommendations, helping customers make informed purchases and boost pleasure. This empirical study seeks to illuminate the shifting relationship between AI and consumer experience. The research intends to provide practical insights into customer awareness, satisfaction, and engagement patterns to help firms navigate AI-driven consumer interactions. The study's findings aim to encourage creative AI use to improve digital customer experiences and inform strategic decision-making. This study examines the changing relationship between artificial intelligence and customer experience empirically. The research intends to provide practical insights into customer awareness, satisfaction, and engagement patterns to help firms navigate AI-driven consumer interactions. The study's findings aim to encourage creative AI use to improve digital customer experiences and inform strategic decision-making.

**Keywords:** Artificial Intelligence; Customer Experience; Snowball Method; Artificial Intelligence Technology; Customer Awareness; Recommendation Engine; AI-Driven Consumer Interactions; AI-Powered Solutions.

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### 1. Introduction

Artificial intelligence (AI) is a cutting-edge field of technology that is revolutionizing industry and human connection. AI, defined as the machine modelling of human intelligence processes, has become a disruptive force reshaping several industries, including customer service and experience. A new era of customized offerings, predictive analytics, and seamless support mechanisms has begun with integrating AI technologies into customer interactions. Customers experience AI-powered solutions across many touchpoints in today's increasingly digitalized environment, significantly changing how they interact with goods and services.

Artificial intelligence (AI) permeates the customer journey, influencing perceptions and expectations through chatbots that give immediate support and recommendation algorithms that customize product offerings. Thus, it is essential to comprehend how AI works to improve customer interactions for companies looking to stay competitive and satisfy changing customer needs. The AI customer experience is complex and includes a range of exchanges and engagements. AI-powered chatbots and virtual assistants provide 24/7 assistance, promptly answering questions and resolving problems. By using machine learning and

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natural language processing to understand and reply to consumer inquiries, these intelligent systems improve accessibility and ease. Furthermore, AI-driven recommendation engines scan enormous databases to provide tailored product recommendations, assisting customers in making well-informed purchases and increasing their happiness.

In the face of AI's growing influence, methodological techniques are essential for investigating how it affects consumer experience. The researcher in this study uses the snowball sampling technique, which is well-known for being effective in reaching people who are difficult to reach. The snowball technique starts with a small group of participants familiar with AI and then recommend others in their networks. This cascading referral process ensures the inclusion of many viewpoints and experiences, which enhances the depth and scope of insights into AI-powered consumer interactions.

This study aims to investigate how artificial intelligence influences customer experience, emphasizing how it integrates into different interfaces like recommendation engines and chatbots. The research aims to provide insights into customer awareness, satisfaction levels, and interaction patterns with AI-powered technologies through the use of the snowball sampling method. This project aims to gather useful information to help businesses navigate the constantly changing field of AI-driven consumer interactions.

### **1.1. Objective**

- To access the awareness level of artificial intelligence among customer
- To evaluate customers' satisfaction levels with their interactions with AI-powered customer service channels

### **1.2. Aim of This Study**

To raise the overall effectiveness of AI technology in customer interactions, the study intends to examine user views of AI-driven customer service channels, emphasizing awareness, accuracy, satisfaction, usability, and responsiveness.

## **2. Literature Review**

Trawniha [1] develops a theoretical framework combining service quality and trust-commitment theory. Three hundred fifty-four responses from consumers of AI-powered services were gathered through an online survey, and structural equation modelling (SEM) was used to evaluate the data. The findings show that relationship commitment has a major impact on the consumer experiences enabled by AI. Perceived sacrifice and trust mediate convenience, customization, and service quality. With implications for retailers using AI in customer service, this study makes a valuable contribution by emphasizing the mediating roles of perceived sacrifice and trust and the influence of relationship commitment on AI-powered experiences.

Calvo et al. [2] examine viewpoints from retail managers, AI consultants, and customers; this study investigates how AI technologies impact the omnichannel customer experience (OCE). Grounded theory research, including 41 in-depth interviews, highlights changes in OCE aspects with AI integration, focusing on customization, consistency, and adaptability. For an omnichannel strategy, integration and networking become essential internal retailer competencies. There are differences in the customer journeys for various product categories, such as furniture, electronics, and clothing. The study provides original insights into the relationship between AI and OCE, directing future investigations and retail implementation plans.

Prentice et al., [3] to better understand how AI and employee service quality affect customer pleasure and loyalty, this study looks at AI-powered applications in the hotel industry from the consumer's viewpoint. Surveys about their experiences with AI and staff services were given to departing guests in several hotels in Portugal. The findings show that staff service quality and artificial intelligence (AI) significantly contribute to total service assessment, satisfaction, and loyalty, with some service quality characteristics having a greater impact than others. However, AI has a negative and insignificant impact when both employee service quality and AI are regressed simultaneously. The results provide hotels with useful information on allocating resources and underlining.

Ledro et al. [4] identify research gaps and prospects by examining the integration of AI and Big Data technology in CRM. The study uses bibliometric techniques such as bibliographic coupling and keyword co-occurrence to extract 212 articles from Scopus. Big Data and CRM databases, AI and machine learning in CRM operations, and strategic management of AI-CRM integration are the three primary subfields that arise. The proposal of a three-step conceptual model for AI adoption in CRM helps managers and academics plan and gain a deeper understanding of the subject. This research offers insightful information to scholars and practitioners alike, as it is the first thorough examination of the literature on AI and CRM.

Chen et al. [5] investigate how AI chatbots affect online consumer experience and happiness in e-retailing. Assessing personality acts as a moderator. Utilizing SPSS and SmartPLS, an analysis of 425 online questionnaires shows that chatbot responsiveness improves intrinsic values of the customer experience, while chatbot usability favourably influences extrinsic values. Customer happiness online is positively correlated with experience, and the relationship between chatbot usability and extrinsic values is moderated by personality. The study adds to our understanding of the online retail consumer experience and offers empirical proof of how chatbots can improve intrinsic and extrinsic values.

Ameen et al. [6] said that using models of service quality and trust-commitment theory, this study explores how integrating AI into shopping improves AI-enabled customer experiences. Partial least squares structural equation modelling is used to assess a survey of 434 users of AI-enabled services from a cosmetics brand. The important mediators between convenience, personalization, AI service quality, and customer experience are highlighted by the results as being trust and perceived sacrifice. AI-enabled experiences are greatly influenced by relationship commitment. The study emphasizes the direct influence of relationship commitment and the intermediary effect of perceived sacrifice and trust and provides useful guidance for merchants implementing AI in customer service.

Srivastava, [7], Customer experience management has become an increasingly important area of attention for businesses in the last ten years, and to satisfy today's time-pressed consumers, user-friendly technology must be integrated. The customer experience paradigm has radically changed thanks to disruptive technologies like smartphones, AR/VR, cloud computing, big data analytics, IoT, AI, and robotics. An overview of these revolutionary technologies is given in this chapter, along with case examples from two different industries a private bank and an Indian public transit company that highlight their effects. It demonstrates how India, a growing economy, uses technology to improve customer experiences.

Puntoni et al. [8] expressed that AI provides users with various advantages, such as virtual assistants, smart home appliances, recommender systems, and health monitoring. However, the impartial assessment of AI that relies only on accuracy and efficiency ignores personal and societal issues. This work examines customer experiences while recognizing the value of artificial intelligence, bridging these disparate viewpoints. Four categories of consumer contacts are identified based on the integration of sociological and psychological scholarship: data gathering, classification, delegation, and social. In doing so, it addresses managerial and policy approaches to increasing customer value and recommends future lines of inquiry.

Nguyen et al. [9] examine consumer perceptions of AI's effects on the customer service experience. Based on a paper-based survey of 350 hotel customers in Vietnam, it is discovered that while timeliness affects customer-brand identification, AI's information currency and system flexibility greatly improve flow. Customer advocacy and AI quality are mediated by flow and customer-brand identity. Furthermore, the effect of AI system reliability on customer-brand identification is mitigated by personnel reactivity. The study advances knowledge of AI's function in forming customer relationships and service experiences by highlighting the significance of AI investment for hotels to satisfy customer expectations and improve service perceptions.

Hoyer et al. [10] present a revolutionary typology of AI-powered technologies like IoT, AR, VR, MR, virtual assistants, chatbots, and robots. It offers a thorough methodology for examining their effects in the shopping journey's pre-, transaction-, and post-transaction phases. The framework strongly emphasizes using AI technology to manage customer experience parameters and improve experiential value. Prospects for future study are explored, emphasizing broad chances to further knowledge in this field.

### **3. Research Design**

The snowball sampling method is a non-probability sampling strategy used in research, particularly to target people who are difficult to reach. It entails first finding a few people who fit the research requirements and then asking them to recommend more possible volunteers. The sample size "snowballs" as more participants are referred to as the procedure progresses. This approach is especially helpful for researching populations, such as marginalized or hidden communities, that are hard to reach or identify using conventional sampling techniques. Although a lack of diversity in referrals may result in biased samples, the snowball method offers insights into populations that might not otherwise be explored. There are various advantages to researching "the role of artificial intelligence in enhancing customer experience" using the snowball sampling approach. First, it makes it easier to reach a wide range of participants with firsthand knowledge of AI-driven consumer interactions in various settings and industries.

Using pre-existing relationships and networks, the researcher can access a wider range of persons, encompassing tech industry experts and consumers. The snowball method also makes it possible to include individuals from various geographic and demographic backgrounds, which enhances the breadth and depth of insights obtained. Moreover, individuals recommended by snowball sampling might be more open to sharing their honest opinions and experiences, which would help to further our understanding of the complex relationships between AI technology and customer happiness (Table 1).

H<sub>0a</sub> There is no significant difference in the awareness level of artificial intelligence among customers.

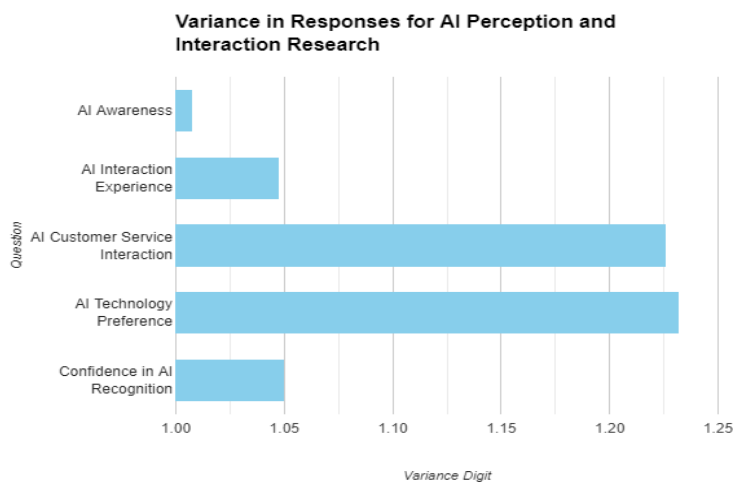
H<sub>1a</sub> There is a significant difference in the awareness level of artificial intelligence among customers.

**Table 1:** One-way ANOVA for Significant difference in the awareness level of artificial intelligence among customers

Groups	Count	Sum	Average	Variance
Artificial Intelligence Awareness	103	221	2.145631	1.007995
AI Interaction Experience	103	267	2.592233	1.047782
Frequency of AI Customer Service Interactions	103	249	2.417476	1.225966
AI Technology Preference	103	278	2.699029	1.232058
Confidence in AI Recognition	103	274	2.660194	1.050067

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	21.23107	4	5.307767	4.769853	0.000873	2.389416
Within Groups	567.5146	510	1.112774			
Total	588.7456	514				

Here, the P-value is lower than 0.05, thereby rejecting the null hypothesis and accepting the alternative hypothesis. Therefore, there is a difference between the means of “To access the awareness level of artificial intelligence among customers” (Figure 1).



**Figure 1:** Variance in responses for AI perception and interaction research

“Artificial Intelligence Awareness” has the lowest variance digit (1.007995), starting with the least variance. This shows that participants’ answers about their familiarity with “artificial intelligence” were largely consistent. The small variance indicates that respondents have a uniform awareness or generally agree.

With a variance digit of 1.047782, “AI Interaction Experience” is next for the second-least volatility. This indicates that users’ experiences interacting with AI-powered goods and services are generally consistent. The responses appear to be consistent, suggesting that the group as a whole has a balanced range of experiences.

The variance digit of 1.225966 for “Frequency of AI Customer Service Interaction” is marginally greater. This indicates that there may be a little more diversity in the answers given on how frequently customers contact AI-powered customer support channels. Even though the answers could differ, there is a clear trend in how participants interact with AI-powered customer support. Comparably, the variance digit for “AI Technology Preference” is 1.232058, which indicates a similar degree of variation in participants’ preferences for goods or services that use AI technology.

Regarding integrating AI in goods and services, participant preferences follow a continuous trend despite minor fluctuations. Finally, the variance digit for “Confidence in AI Recognition” is 1.050067, which denotes considerable variability in participants’ beliefs about their capacity to identify AI traits in goods or services. Although there is significant variation in the responses, there is still a pattern in the participants’ confidence levels.

H<sub>0a</sub> There is no significant difference in evaluating customers’ satisfaction levels with their interactions with AI-powered customer service channels.

H<sub>1a</sub> There is a significant difference in evaluating customers’ satisfaction levels with their interactions with AI-powered customer service channels.

**Table 2:** One-way ANOVA for Significant differences among the evaluation of customers’ satisfaction levels with their interactions with AI-powered customer service channels

Groups	Count	Sum	Average	Variance
AI Customer Service Responsiveness	103	234	2.271845	1.317533
AI Customer Service Usability	103	220	2.135922	1.236246
AI Customer Service Accuracy	103	280	2.718447	0.929754
Ease of Use in AI Customer Service Channels	103	227	2.203883	1.281553
Satisfaction with AI Customer Service Interactions	103	226	2.194175	1.236436

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	22.98252	4	5.745631	4.786811	0.000847	2.389416
Within Groups	612.1553	510	1.200305			
Total	635.1379	514				

Here, the P-value is lower than 0.05, thereby rejecting the null hypothesis and accepting the alternative hypothesis (Table 2). Therefore, there is a difference between the means of “Evaluating customers’ satisfaction levels with their interactions with AI-powered customer service channels” and



**Figure 2:** Variance in responses for AI customer service perception

With the lowest variance digit (0.929754), “AI Customer Service Accuracy” stands out and suggests that consumers’ perceptions of the correctness of responses from AI-powered customer service channels are generally constant (Figure 2). It appears that users are consistently aware of the degree of accuracy provided by AI-driven answers.

With a variance digit of 1.236436, “Satisfaction with AI Customer Service Interaction” is in a close second. This implies that consumer satisfaction levels may vary somewhat amongst contacts with AI-powered customer support channels. Users’ perceptions regarding their overall pleasure with these encounters are generally coherent, while considerable fluctuation exists.

Next, with variance digits of 1.236246 and 1.281553, respectively, “AI Customer Service Usability” and “Ease of Use in AI Customer Service Channel” also show comparable results. This implies that users’ opinions of the usefulness and simplicity of AI-powered customer support channels vary similarly. Users may have different experiences and perspectives regarding how various channels are navigated and seen. Finally, the variable “AI Customer Service Responsiveness” has the largest variance digit (1.317533), suggesting that user impressions of responsiveness from AI-powered customer service channels vary somewhat. Users may hold differing views regarding the efficiency and promptness of the responses they receive through these channels.

#### **4. Findings**

The study focused on awareness, experience, preferences, and views of AI’s efficacy to better grasp the consumer viewpoint on the influence of AI in customer service. We uncovered insightful information by examining variance digits linked to different aspects of artificial intelligence in customer service. This information revealed consumer attitudes and showed us how to improve AI-driven customer experiences. Fundamentally, “Artificial Intelligence Awareness” had a variance of 1.007995, which suggests that consumers generally have a consistent grasp of AI. This indicates that most customers are not only aware of the concept of artificial intelligence (AI) but also know that it is there and is used in various goods and services they use. Businesses need to be aware of this fundamental concept because it creates the conditions for more receptive and involved consumers of AI technologies.

The “AI Interaction Experience” and “Confidence in AI Recognition” displayed variations of 1.047782 and 1.050067, respectively, as we moved into more focused interactions. These measurements show a slightly wider range of user experiences and confidence levels when using AI technologies. Despite this fluctuation, the low variance suggests that most users have interacted directly with AI-powered services and are only marginally comfortable recognizing AI characteristics. This emphasizes how AI is becoming more and more integrated into regular consumer experiences and how crucial it is to create AI interactions that are both identifiable and easy to use. The data regarding consumer engagement with AI revealed significant variations in the frequency of interactions with AI customer service channels and the proactive preference of consumers for AI-driven services.

The variables “Frequency of AI Customer Service Interaction” and “AI Technology Preference” showed variances of 1.225966 and 1.232058, respectively. These findings imply that although there is interest in and use of AI technology, customer preferences and the frequency of AI service usage may be influenced by elements including interaction quality, personal relevance, and prior experiences. Examining the finer points of customer service encounters, the study found that “AI Customer Service Accuracy” had the least variation (0.929754), indicating that customers’ perceptions of the precision of AI-powered customer support responses are consistent. This uniformity lays a solid foundation for trust and reliance on AI-driven support channels by indicating that the potential of AI to offer accurate and helpful answers is acknowledged throughout the customer spectrum.

The characteristics that showed larger variations were “Satisfaction with AI Customer Service Interactions,” “AI Customer Service Usability,” “Ease of Use in AI Customer Service Channels,” and “AI Customer Service Responsiveness” (1.236436, 1.236246, 1.281553, and 1.317533, respectively). These results highlight important areas for improvement by revealing a wider range of consumer experiences and attitudes in these domains. The inconsistent feedback regarding usability and satisfaction indicates that while some customers find AI customer support very satisfactory, others face difficulties or find the exchanges less satisfying.

The importance of speed and efficiency in AI-driven interactions is further highlighted by the wider range of opinions on responsiveness, with consumer expectations probably impacted by the immediate nature of human customer service standards. The study emphasizes a crucial finding: although there is a high level of awareness and fundamental acceptance of artificial intelligence (AI) in customer service, there is a complex landscape of consumer expectations hidden in the nuances of satisfaction, usability, responsiveness, and preference for AI technology. Businesses need to concentrate on customizing interactions, enhancing response times, guaranteeing usability, and continuously enhancing the accuracy of AI systems to improve AI-driven customer experiences.

Overall, the study demonstrates that although businesses are expressly told to focus on raising the standard, responsiveness, and personalization of AI interactions, customers largely accept and understand AI’s role in customer service. Businesses can use AI to address the areas of identified unpredictability and build on the strengths highlighted by the lower variations, not just as a tool for operational efficiency but also as the cornerstone of better and customized customer service experiences.

#### **4.1. Customer Acceptance and Room for Improvement**

The study reveals a positive outlook: customers are generally receptive to AI in customer service. This acceptance allows businesses to leverage AI for more than just streamlining operations.

#### **4.2. The Future of AI in Customer Service**

Businesses can move beyond simple efficiency gains by focusing on AI's ability to personalize interactions and provide consistent, high-quality service. This shift positions AI as a cornerstone of creating positive and memorable customer experiences. The study's methodology and target audience would be valuable in understanding the generalizability of these findings. Exploring how different customer demographics (age, tech-savviness) perceive AI interactions would be interesting. In conclusion, the study highlights a crucial turning point for AI in customer service. By prioritizing efficiency and personalization, businesses can build trust and satisfaction with AI-powered interactions, ultimately leading to a more customer-centric future.

#### **5. Conclusion**

After analyzing the variation digits and comparing different AI customer service interaction features, some significant conclusions can be made. The minimal variation in responses to questions about participants' interaction experiences and awareness of artificial intelligence (AI) suggests that customers have a consistent level of awareness about AI. Although there are minor differences in the participants' choices and confidence levels about AI technology, the general trend shows a consistent comprehension of AI ideas and interactions. Also, the data indicates that users have a constant perspective of AI's accuracy, indicating that they know the technology's capacity to deliver accurate results. Although user satisfaction varies, overall satisfaction levels are fairly coherent, suggesting that AI-powered customer support channels generally meet user expectations. However, there is a noticeable variation in how users perceive responsiveness, usability, and simplicity. This variety demonstrates how crucial it is to improve AI customer service solutions to serve a wide range of user needs better and improve user experience. Although users recognize AI's accuracy in responses, improvements in usability and responsiveness are essential for increasing customer satisfaction.

The difference in user feedback highlights the importance of improving AI customer support channels to match user expectations and desires more closely. Improvements in usability and responsiveness are specifically required to provide a more smooth and effective user experience. By addressing these issues, we can greatly increase user happiness overall and promote increased confidence in AI-driven customer support systems. Additionally, the study emphasizes how users' perspectives are dynamic and how AI technology is changing in the customer service sector. It emphasizes the importance of continuously assessing and improving AI-powered systems to adjust to shifting user requirements and technical breakthroughs. In summary, although AI technology has great potential to improve customer service experience, its efficacy depends on how well it handles user complaints and enhances user experiences. Organizations may refine and develop AI customer service methods to provide more individualized, effective, and fulfilling experiences, eventually building better customer relationships and boosting corporate performance. This is done by utilizing insights obtained from user feedback and perceptions.

#### **Appendix A: Questionnaire**

##### **To assess the awareness levels among customers regarding the presence and usage of artificial intelligence.**

1. How familiar are you with "artificial intelligence" (AI)?
2. Have you ever knowingly interacted with a product or service that uses artificial intelligence technology?
3. How often do you interact with AI-powered customer service channels (e.g., chatbots, virtual assistants)?
4. How often do you seek out or use products/services specifically because they utilize artificial intelligence technology?
5. How confident are you in identifying artificial intelligence features or capabilities in products or services?

##### **To evaluate customers' satisfaction levels with their interactions with AI-powered customer service channels.**

6. How responsive do you find AI-powered customer service channels to your inquiries or concerns?
7. Rate the ease of use and navigation of AI-powered customer service channels.
8. How accurate do you find the responses provided by AI-powered customer service channels?
9. How user-friendly do you find the interface of AI-powered customer service channels?
10. How satisfied are you with your interactions with AI-powered customer service channels?

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