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Impact of Artificial Intelligence (AI) in Customer Relationship Management (CRM)

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ABSTRACT

The impact of Artificial Intelligence (AI) in Customer Relationship Management (CRM) has been transformative, reshaping how organizations interact with and understand their customers. AI-powered CRM systems enable businesses to collect, analyze, and interpret vast amounts of customer data in real time, leading to more accurate customer insights and personalized experiences. Through machine learning algorithms, CRM platforms can predict customer preferences, purchasing behavior, and future needs, allowing companies to design targeted marketing strategies and improve customer retention. AI-driven tools such as chatbots and virtual assistants have enhanced customer service by providing instant responses, resolving queries efficiently, and offering round-the-clock support. Additionally, AI helps automate routine CRM tasks like data entry, lead scoring, and follow-ups, which increases operational efficiency and reduces human error. Sentiment analysis and natural language processing further allow organizations to understand customer emotions and feedback across multiple channels, including social media and emails. As a result, decision-making becomes more data-driven and proactive.