

ARTIFICIAL INTELLIGENCE (AI) IS RESHAPING ONLINE CONSUMER CONTEXTS EXPERIENCE ACTIVITY

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ABSTRACT

Focused on the similarity of man-made awareness systems as animals and a Lift Natural element Response theory viewpoint, this paper portrays various sorts of firm-mentioned and firm-unconstrained online customer cooperation practices that fills in as prompts for mechanized thinking living things to manage customer related substance, achieving both man-made intellectual prowess and human turn of events.

When new artificial intelligence technologies arise, there is a growing interest in learning how this technology can enhance automated customer service experiences. The aim of this research paper is to provide conceptual framework which explains that how AI enabled information processing systems can help business and consumers improve the outcomes of company & company online customer interaction behaviors.

KEYWORDS: *Artificial Intelligence, Customer Behavior, Intellectual Prowess*