

The Impact of Artificial Intelligence on Customer Service Management

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Abstract: *Artificial Intelligence (AI) is transforming customer service management by improving efficiency, personalizing customer interactions, and reducing operational costs. This research explores the role of AI technologies such as chatbots, virtual assistants, machine learning algorithms, and predictive analytics in customer service. The study examines AI's benefits, challenges, and customer perceptions through a mixed-method approach, including surveys, case studies, and expert interviews. Findings reveal that AI enhances response time and service accessibility but struggles with handling complex customer emotions and ethical concerns. The paper concludes with strategic recommendations for integrating AI with human service agents for optimal results*

Keywords: Artificial Intelligence, Customer Service, Chatbots, Virtual Assistants, Service Management, Customer Satisfaction, AI Ethics

