

Use of AI for Customer Relationship Management (CRM)

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Abstract: *In the era of digital transformation, Customer Relationship Management (CRM) systems are increasingly integrating Artificial Intelligence (AI) to enhance customer engagement, satisfaction, retention, and loyalty. This study explores the evolving role of AI-enabled CRM tools such as chatbots, predictive analytics, and recommendation engines in delivering personalised experiences and proactive customer service. By analysing secondary data across industries, the research assesses the effectiveness of AI in optimising CRM practices, reducing operational inefficiencies, and fostering long-term customer relationships. The findings confirm that AI significantly improves customer interaction quality and strengthens brand loyalty. However, challenges such as data privacy, system integration, and high implementation costs remain key concerns. The study concludes with practical suggestions for businesses to harness the full potential of AI in CRM for strategic advantage.*

Keywords: AI-enabled CRM, Customer Engagement, Predictive Analytics, Chatbots, Customer Retention and Loyalty

