

1. Record Nr.	UNINA9910447243903321
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Titolo	Artificial Intelligence for Customer Relationship Management : Keeping Customers Informed // by Boris Galitsky
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2020
ISBN	3-030-52167-2
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (XI, 445 p. 261 illus., 147 illus. in color.)
Collana	Human-Computer Interaction Series, , 2524-4477
Disciplina	005.437
Soggetti	User interfaces (Computer systems) Human-computer interaction Customer relations - Management Artificial intelligence Computer simulation User Interfaces and Human Computer Interaction Customer Relationship Management Artificial Intelligence Computer Modelling
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- Distributional Semantics for CRM: Making word2vec Models Robust by Structurizing Them -- Employing Abstract Meaning Representation to Lay the Last Mile towards Reading Comprehension -- Summarized Logical Forms for Controlled Question Answering -- Summarized Logical Forms based on Abstract Meaning Representation and Discourse Trees -- Acquiring New Definitions of Entities -- Inferring Logical Clauses for Answering Complex Multi-hop Open Domain Questions -- Managing Customer Relations in an Explainable Way -- Recognizing Abstract Classes of Text Based on Discourse -- Conversational Explainability for CRM.
Sommario/riassunto	This research monograph brings AI to the field of Customer Relationship Management (CRM) to make a customer experience with a product or service smart and enjoyable. AI is here to help customers to get a refund for a canceled flight, unfreeze a banking account or get a

health test result. Today, CRM has evolved from storing and analyzing customers' data to predicting and understanding their behavior by putting a CRM system in a customers' shoes. Hence advanced reasoning with learning from small data, about customers' attitudes, introspection, reading between the lines of customer communication and explainability need to come into play. Artificial Intelligence for Customer Relationship Management leverages a number of Natural Language Processing (NLP), Machine Learning (ML), simulation and reasoning techniques to enable CRM with intelligence. An effective and robust CRM needs to be able to chat with customers, providing desired information, completing their transactions and resolving their problems. It introduces a systematic means of ascertaining a customers' frame of mind, their intents and attitudes to determine when to provide a thorough answer, a recommendation, an explanation, a proper argument, timely advice and promotion or compensation. The author employs a spectrum of ML methods, from deterministic to statistical to deep, to predict customer behavior and anticipate possible complaints, assuring customer retention efficiently. Providing a forum for the exchange of ideas in AI, this book provides a concise yet comprehensive coverage of methodologies, tools, issues, applications, and future trends for professionals, managers, and researchers in the CRM field together with AI and IT professionals. .
