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Altri autori (Persone)	JainVarsha MogajiEmmanuel AmbikaAnupama
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Nota di contenuto	Chapter 1: Artificial Intelligence in Customer Service: An Introduction to the Next Frontier to Personalized Engagement - Varsha Jain, Jagdish Sheth, Emmanuel Mogaji, Anupama Ambika -- Part 1: Introduction to AI and Customer Services -- Chapter 2: AI in Customer Service – A Service Revolution in the Making - Werner Kunz, Jochen Wirtz -- Chapter 3: Opportunities & Challenges of AI-Driven Customer Service - Rijul Chaturvedi, Sanjeev Verma -- Chapter 4: AI in Customer Service Strategy for Seamless Customer Experience Yuanyuan Cui, Patrick van Esch -- Part 2: Customer Engagement -- Chapter 5: Personalized and Contextual AI- Services Experience - Valentina Pitardi -- Chapter 6: Engaging Self-Service in a Customer Service Ecosystem - George Spais -- Chapter 7: Understanding the Role of Data in Artificial Intelligence-

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## Sommario/riassunto

This edited volume elucidates how artificial intelligence (AI) can enable customer service to achieve higher customer engagement, superior user experiences, and increased well-being among customers and employees. As customer expectations dictate 24/7 availability from service departments and market pressures call for lower costs with higher efficiency, businesses have accepted that AI is vital in maintaining customer satisfaction. Yet, firms face tough challenges in choosing the right tool, optimizing integration, and striking the appropriate balance between AI systems and human efforts. In this context, chapters in this book capture the latest advancements in AI-enabled customer service through real-world examples. This volume offers a global perspective on this contemporary issue, covering topics such as the use of AI in enhancing customer well-being, data and technology integration, and customer engagement. Prof. Jagdish N. Sheth holds the Charles H. Kellstadt Chair in Marketing at Emory University, Georgia, USA. He has published over 300 research papers and 30 books on consumer behavior, multivariate methods, competitive strategy, relationship marketing, and emerging markets. Prof. Varsha Jain is the AGK chair Professor of Marketing at the MICA, India. She is the associate editor of four “global A” journals and authored over 120+ publications in many high-profile journals; she has received more than 24 national and international awards and gold medals in scholarship. Dr. Emmanuel Mogaji is a Senior Lecturer in Advertising and Marketing Communications at the University of Greenwich, London. He is a Fellow of the Higher Education Academy (HEA) and is the author of the textbook, ‘Brand Management: An Introduction Through Storytelling’, (Palgrave Macmillan, 2021). He has also co-edited five books on higher education, green, and fashion marketing. Ms. Anupama Ambika is a lecturer in Marketing at the Institute of Management Technology, Dubai, UAE. Her research interests are at the intersection of technology and consumer behavior, and she has published her research in leading marketing and consumer behavior journals. She has more than ten years of industry experience with multinational companies including IBM and Capgemini.

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