1. | | |
|---|---|
| Record Nr. | UNISA996394244503316 |
| Autore | Pynson Richard <d. 1530.> |
| Titolo | [Printer's device of Richard Pynson, including his name, within an illustrated border] [[electronic resource]] |
| Pubbl/distr/stampa | [S.l., : Richard Pynson, not after 1530] |
| Descrizione fisica | [1] leaf : ill |
| Soggetti | Printers' marks - England |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Title supplied by cataloger. |
| | Fragment. |
| | Reproduction of original in the British Library. |
| Sommario/riassunto | eebo-0018 |

2. Record Nr.	UNINA9910799483503321
Autore	Barone Ada Maria
Titolo	Artificial Intelligence along the Customer Journey : A Customer Experience Perspective / / by Ada Maria Barone, Emanuela Stagno
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2023
ISBN	9783031487927
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (xiii,127 pages) : illustrations
Disciplina	658.80028563
Soggetti	Consumer behavior
	Technological innovations
	Telemarketing
	Internet marketing
	Customer relations - Management
	Consumer Behavior
	Innovation and Technology Management
	Digital Marketing
	Customer Relationship Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1. Introduction -- 1. A brief guide to artificial intelligence -- 2. Key artificial intelligence technologies along the customer journey -- 2.1. AI-powered self-service technologies -- 2.2. Chatbots -- 2.3. Voice assistants -- 2.4. Service robots -- 2.5. Augmented reality -- 2.6. Virtual reality -- 3. A new framework for modelling artificial intelligence technologies along the customer journey -- 3.1. Study design and procedure -- 3.2. Study results -- 4. A customer experience perspective on artificial intelligence -- 5. Appendix -- 6. References -- Chapter 2. AI-powered self-service technologies -- 1. Conventional vs. AI-powered SSTs: key characteristics and differences -- 2. AI-based SSTs: the rise of checkout-free and just walk out technologies -- 3. AI-powered self-service technologies along the customer journey: current applications and potential for the future -- 4. Conclusion -- 5. References -- Chapter 3. Chatbots -- 1. What are

Sommario/riassunto	The development of several AI solutions has revolutionized the way in which consumers behave. Serving as a guide to the role that AI plays on different aspects of consumers' life, this book provides a comprehensive understanding of the main artificial intelligence (AI) solutions available in the market. In particular, the authors adopt a customer experience approach to investigate how different AI technologies play a role at different stages of the customer journey (e. g., from pre-purchase to post-purchase decisions). Covering a range of technologies, such as augmented reality, voice assistants, chatbots and robots, readers will be able to learn which strategies and AI solutions are more effective at different stages of the customer journey. Ada Maria Barone is a Senior Lecturer in Marketing at the Institute of Management Studies, Goldsmiths, University of London. Her main research interests lie at the intersection of marketing, sustainability, and consumer psychology, with a special focus on the understanding of the psychological mechanisms underlying consumers' sustainable behaviours (e.g., disposal decisions, plant-based consumption). Another stream of research she is interested in is focused on the understanding of the antecedents of consumers' and employees' acceptance of artificial intelligence technologies. Emanuela Stagno is a Lecturer in Marketing at the University of Sussex Business School. She conducts research in judgment, decision-making, and consumer behavior, with a particular emphasis on consumer decisions when dealing with financial and physical hardships and new technologies. One of her research streams focuses on understanding how and when hardship influences consumers' attention, cognitive processes, and behavior. Another of her research streams explores how new technologies (i.e., smart surveillance technologies) influence citizens' behavior and sociability.