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| 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. |