

Role of Artificial Intelligence in Customer Relationship Management

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INTRODUCTION

Customer Relationship Management (CRM) is a key operational tool in any organization seeking an effective operational strategy that enables organizations to have close contact with their consumers. Originally, CRM evolved as a means of deliberately collecting and organizing customer-related information to make it easier for service providers to meet and retain customers' needs. Traditional CRM systems were limited by their inability to analyze extensive customer data quantities to get the detailed insights. As awareness of the declining influence of self-serving marketing practices grew within the business world, CRM systems expanded from essential customer databases into complex tools for supporting and enhancing these experiences (Boulding *et al.*, 2005). The traditional CRM software lacked a proper predictive capabilities, thus making it difficult to accurately track customer behavior and leading to inefficiencies in customer engagement and retention.

In 2022, The global market size of the CRM was \$63.91 billion. A 2023 report by Fortune Business Insights found that it would register a CAGR of 12.1 per cent until 2030 reaching \$145.79 billion. Therefore, it states how crucial CRM systems are to increase the work's efficiency, customer satisfaction and loyalty. With traditional CRM systems failing to provide some meaningful actionable insights, businesses started going towards modern solutions. The integration of advanced technologies like Artificial Intelligence (AI) and Machine Learning (ML) has narrowed this gap, redefining the CRM landscape.

Introduction of AI/ML technology to CRM systems has dramatically changed the archetype which makes CRM systems evolve from being a static data storage tool to a highly tuned predictive and advanced CRM system that present real time customer transactions and automating tasks. If AI/ML is

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