ABSTRACT

Customer Relationship Management (CRM) is a strategic initiative of an organization. It is used for attracting the customers, retaining the customers, and enhancing the customers' base. To develop a CRM system, soft information and huge volume of customers' data is needed. This huge volume of customers' data needs to be managed efficiently. This would help to know the customers' habit, their daily needs, their purchasing behavior, their contact information and would help to know other customer-centric requirements. This huge volume of data is needed to be stored and analyzed efficiently at the right time. In this context, Artificial Intelligence (AI) could play an important role for analyzing and predicting this huge volume of customers' data at the right time. This would help the decision makers of the organization to take the right decision at the appropriate time. This AI integrated CRM system could enhance the customers' experience and can provide effective inputs to the stakeholders of the organization with less cost and in a timely manner. The AI integrated CRM system helps quick decision-making by the authority of the organization. Though AI integrated CRM system is deriving several benefits, but the studies show that there is a poor adoption of AI integrated CRM system in the organizations. This study would provide effective inputs to the system designers, system-integrators, system-developers, and other key stakeholders of the organization to determine if the organization is ready for effective integration of their existing legacy CRM system with AI. Besides, this study would help to understand the role of AI integrated CRM system

in managing customer relationship. Also, this study is expected to determine the rank of an organization in terms of their stage of adoption of AI integrated CRM system in the organization. This study would explore the issues relating to adoption of ubiquitous CRM (uCRM), social CRM (sCRM) and issues related to security and privacy which may impact the adoption of AI integrated CRM system in an organization. Finally, this study would try to develop a comprehensive framework for identifying the Critical Success Factors (CSFs) for successful adoption of AI integrated CRM system towards integrating it with the knowledge management information system of that organization.