



# AI Chatbots

The Revolution in  
Customer Support



# Quick Ai Customer Support Bot For Us Audience

**Mark Steyvers**



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**AI in Marketing, Sales and Service** Peter Gentsch, 2018-10-22 AI and Algorithmics have already optimized and automated production and logistics processes Now it is time to unleash AI on the administrative planning and even creative procedures in marketing sales and management This book provides an easy to understand guide to assessing the value and potential of AI and Algorithmics It systematically draws together the technologies and methods of AI with clear business scenarios on an entrepreneurial level With interviews and case studies from those cutting edge businesses and executives who are already leading the way this book shows you how customer and market potential can be automatically identified and profiled how media planning can be intelligently automated and optimized with AI and Big Data how chat bots and digital assistants can make communication between companies and consumers more efficient and smarter how you can optimize Customer Journeys based on Algorithmics and AI and how to conduct market research in more efficient and smarter way A decade from now all businesses will be AI businesses Gentsch shows you how to make sure yours makes that transition better than your competitors

**Selling and Negotiation Skills** Prashant Chaudhary, 2024-10-17 This book is a complete guide to learning the critical selling and negotiation skills to gain a competitive edge in a challenging business environment The volume covers various negotiation approaches strategies tactics and styles that are adaptable and compatible with emerging business models and technologies Businesses worldwide are adapting to changing consumer behaviour and focusing on more sustainable and future ready selling and negotiation strategies Richly illustrated with examples from diverse domains and real life situations for an easy understanding of the subject this book looks at strategies tactics and styles for negotiation and the tools or technologies used for effectively selling business cases and scenarios that illustrate the direct application of concepts making the book practical accessible and relevant and customer centric selling and negotiation strategies processes and approaches A valuable companion for students teachers research scholars and professionals working in sales business and management this revised edition will also be of interest to those working in the areas of global business and trade international affairs marketing and economics

**Guerrilla Marketing** Jason Myers, Jay Conrad Levinson, Merrilee Kimble, 2022-03-01 Focused on low cost strategic marketing concepts that will creatively promote a compelling product or service Guerrilla Marketing s winning approach relies on knowledge time energy and imagination rather than a big marketing budget Now the winning continues with Guerrilla Marketing Volume 2

**Emergent Research on Business and Society: An India-Centric Perspective** Uday Salunkhe, V. Kumar, D. N. Murthy, Bharath Rajan, 2023-10-09 This book edited by Prof Dr Uday Salunkhe Dr V Kumar Prof Dr D N Murthy and Bharath Rajan brings together critical and up to date analysis by more than 30 experts on business and management research in India The editors offer a scoping review management research in the Indian context and reflect on ways in which this strand of research can help better understanding and solving business and societal challenges Herein twelve chapters presented in the volume collectively

illustrate the emerging research insights for business and society as seen from the perspective of India Along with some key insights identified authors also explore possible avenues for future research in three key areas namely diversity and inclusion employee engagement and the implementation of sustainable practices Contents CHAPTER 1 MANAGEMENT RESEARCH IN INDIA NEWER INSIGHTS 13 Bharath Rajan and V Kumar CHAPTER 2 THE CHANGING PROGRAMMATIC ADVERTISING ECOSYSTEM IN INDIA 25 D Narasimha Murthy and Fathima Raj Kilimas CHAPTER 3 CAN ASSORTMENT AND CUSTOMER SERVICE BE DETERMINANTS OF CUSTOMER LOYALTY AN EMPIRICAL STUDY OF THE ONLINE GROCERY INDUSTRY 49 Malabika Purkayastha and Chandra Sen Mazumdar CHAPTER 4 AN ANALYSIS OF GEN Z S PERCEPTIONS OF TECHNOLOGY BASED GIG JOBS 69 Asha Mathew Ishani Chakraborty and Rajakumar Alagar CHAPTER 5 UNDERSTANDING CREATIVITY A STUDY OF THE INDIVIDUAL TRAITS OF NOBEL LAUREATES AND THEIR ECOSYSTEMS AND THE IMPLICATIONS ON CORPORATE INNOVATION 87 Kaustubh Dhargalkar CHAPTER 6 COGNITIVE BIASES THAT INFLUENCE AND IMPACT THE DECISION MAKING OF INVESTORS 113 Arnita Sur Joseph Durai Selvam Nagendra BV and Ganesh L CHAPTER 7 EXPLORING THE ROLE OF SOCIAL MEDIA INFLUENCERS IN SHAPING TOURIST MOTIVATION FOR RURAL TOURISM 143 Mahalakshmi S and Bharath H CHAPTER 8 IMPACT OF CHATGPT ON THE SERVICE SECTOR AND STUDENTS IN INDIA 159 Manushree NK Shah and Kamini Khanna CHAPTER 9 INFLUENCE OF TECHNOLOGICAL INNOVATIONS ON COMPANIES MARKETING STRATEGIES 171 Vijaya Kumar Bhima Rao Dakshina Murthy Kiran G and Madhava Murthy CHAPTER 10 STOCHASTIC FRONTIER PRODUCTION FUNCTION OF MINOR MILLETS FOR SUSTAINABLE AGRICULTURE IN MAHARASHTRA DISTRICTS 197 Vandana Panwar Sujitsinh Subhash Dubal and Deepak Gajanan Deshmukh CHAPTER 11 CLUSTERING OF STATES AND UNION TERRITORIES IN INDIA BASED ON CYBERCRIMES 231 Manas Shrivastav Muthulakshmi Subramanian Tejaswi Harsh Vanee Subramanian Ankit Ajay Rijan Gaha Nagendra BV Joseph Durai Selvam and Ganesh L CHAPTER 12 EXPLORING THE GENDER GAP IN VOTER TURNOUT IN THE 2022 GUJARAT ASSEMBLY ELECTION 263 Ashutosh Dutt Ashima Mahto and Aditya Basu CHAPTER 13 GREEN BANKING INITIATIVES BY THE INDIAN BANKING SYSTEM TOWARDS A SUSTAINABLE FUTURE 283 Aniket Subhash Sakhare Jinal Mukesh Soni and Shubham Pradip Badgajar

Science Fiction, Disruption and Tourism Ian Yeoman,Una McMahon-Beattie,Marianna Sigala,2021-12-20 This book examines science fiction s theoretical and ontological backgrounds and how science fiction applies to the future of tourism It recreates and invents the future of tourism in a creative and disruptive manner reconceptualising tourism through alternative and quantum leap thinking that go beyond the normative or accepted view of tourism The chapters focusing on areas such as disruption sustainability and technology draw readers into the unknown future of tourism a future that may be disruptive dystopian or utopian The book brings a new theoretical paradigm to the study of tourism in a post COVID 19 world and can be used to explore frame and even form the future of tourism It will capture the imagination and inspire readers to address tourism s challenges of tomorrow A Beginner's

Guide to Introduce Artificial Intelligence in Teaching and Learning Muralidhar Kurni,Mujeeb Shaik Mohammed,Srinivasa K G,2023-06-28 This book reimagines education in today s Artificial Intelligence AI world and the Fourth Industrial Revolution Artificial intelligence will drastically affect every industry and sector and education is no exception This book aims at how AI may impact the teaching and learning process in education This book is designed to demystify AI for teachers and learners This book will help improve education and support institutions in the phenomena of the emergence of AI in teaching and learning This book presents a comprehensive study of how AI improves teaching and learning from AI based learning platforms to AI assisted proctored examinations This book provides educators learners and administrators on how AI makes sense in their everyday practice Describing the application of AI in ten key aspects this comprehensive volume prepares educational leaders designers researchers and policymakers to effectively rethink the teaching and learning process and environments that students need to thrive The readers of this book never fall behind the fast pace and promising innovations of today s most advanced learning technology

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