

Balancing AI and EQ in Customer Experience

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Abstract – Purpose: *This review paper attempts to restructure the belief of organizations, with reconnaissance to designing a business process on customer experiences. The objective is to identify the equilibrium as customer experience is dependent on AI, emotional empathy and connect. We want a roadmap towards appropriate mechanism, maximizing speed, frequency, and relevance favorable to customer experiences.*

We took experience journey as a prominent pillar of hospitality and Retail (Real Estate). We are validating, digital process acquired, tested and affirms client expectations! Are we matching up to the desired trends of wish list of the brand! The first step is to identify the AI, VOC, COE, software solution automation in customer service, showing that a value of the emotional connect aims to upgrade CLC. The customer interaction with the employees bestows instead of burdening the process. In the questionnaire, the feedbacks, surveys, outcome helped us curb the corners, that indicate optimization of CSAT, CES and AHT.

Findings: *We all agree digital transformation is no longer optional. Collated customer intelligence and emotional empathy insights, illustrate this as an organic method. We must encapsulate the emotions. Digitization diagnoses the statistics and numbers for the where, how and when factor. The emotional path discerns the way customers feel, think, and passively collect the emotions evoked at any touchpoint. Adding the 'Feel' elements to what we record in customers and employees voice, indicates the influences on the future of their loyalty.*

Contribution: *The study facilitates the role of a CX strategist who inscribes a CX concept. Proficient visionary does not bring a 'one fit for all' customer experience. The IT team designs the UX/UI journey points through a sensitive, sanitized sympathetic, classified architecture. CX strategist provides empirical support to the customers and brands, exhibiting true character. This has determined an obvious 360-degree outlook. It has also identified the trilateral bottom line". Practical implications: A integrated, open API in the software, wins the gigantic purpose. while it is capable to perform its magnum objective. Integration in the existing software creates continuity, efficiency and harmony with ERP or POS. Simplifying the obscure flows at the backend and smooth front point utilization. Customized tools, designed industry specific, bring a bling to the performance in operation flows. Like real estate, health, travel, all have custom designed CRM software. This caters to data collection and security. Assessing, reading, analysing data from the collection points, insure safety and security of the data. The data validation collected at various points witness the customer behavior patterns in true sense. They can channelize the CX in the circuit of global marketing, international conventions, combined with a band width of large contributions from self-endorsed services and instances".*

Research limitations: *The in-depth, ongitudinal study, exposed deep-rooted factors and inferences. Brands start with good intent but loose consistent journey. Feeling heavy on pocket, time consuming, optional. Companies exhaust and renounce the customer's journey. Breaking the trust in CX. This is coerced damage, very challenging for the survey and research and any promise is tough to convince. Once you raise hopes, announcing sudden closure of your new CX policies, snaps at all the channels in one shot. The VOC of such customer reflects disappointment due to this impulsive shift, displaying disloyalty of the principals. T*

Keywords - *CX – Customer Experience, AI – Artificial Intelligence, EQ - Emotional Quotient, CRM – Customer Relationship Management, CE– Customer engagement, VOC – Voice of Customer, VOE – Voice of Employees, CV – Customer Values, CS –Customer Service, CSAT–Customer Satisfaction, CES – Customer Effort Score, AHT – Average Handling Time, CLC– Customer Life Cycle*

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INTRODUCTION

Chronicle of CXM, revealed that a transpired educated, veteran customer is invited to walk their dream of the brand. As innovation has tempted with tangibility. They transpire from emotional to manual to digital automated journey, believing every touch point equals or is more promising. Achieving a full-scale journey, the CRM is on a positive ramp. Empathy, expression, approachability is victorious with speed. Customers hear appropriate and contextual replies. However, the truth is the automation is set on static responses.

A perfect customer relationship needs to liberate the process from the system at certain stages. Until the present need is correlated to the trending digital marketing and social media, all tasks are a waste, resulting a total loss of CX ROI.

Prediction of 2022 in CX by a list of authors Judy Weader, Sam Karponski, wrote that the shortage of products has revolutionized the focus on customer experience. The pivot of the company's efforts on customers have shifted from reactionary to revolutionary. The catalyst is customer delight and empowering employees. In the face of unspecified global economic patterns, thus the first hit is on the human costs, endangering CX emotional facility. Second task is data privacy, companies will require to execute consent individually, as tracking the online activity is a challenge from competitors. All the professional CX experts find the third-party in competency's invasive, interfering and propose an alignment in data compliance standards.

CCXP professionals, who are certified from CX academies and internationally recognized institutes, narrate the customer resonant moments. Affected, inquisitive and ambitious stakeholders, of multiple CX acumens, write blogs and articles to propagate the CX strategy. The aspect is to focus on loyalty and customer care on marketing channels. The organization distributes the marketing budgets from advertising to hiring CX consulting firms. CX consultants come onboard to optimize the satisfaction and delight in the customer loyalty. Designed with trust, launched quality and quantifiable rewards program and schemes. Thus since 1990, the first industry to airlines and hotels attempted on a wide scale, to deliver generic customer engagement. Each time a loyalty point and time was accounted, the brand, addressed customer service as the most virtue tool.

REVIEW OF LITERATURE

E J Bowen, An Expert's Perspective, Donald C. Director, Customer Service Advisor Practice at J.D.

Power– Influencing Change in Customer Experience Defines that there appears to be two main areas, identified to know how to cover the gaps. Perception of a customer is only ½ (92% company belief vs 51% customers belief) of what the company is framing as an authentic customer experience, the gap is vast. It is not only a day's performance or one subject, conduct an extensive RCA. Match the agents of a region to the data of a region to deliver efficiency and geographical imminence. Stage two is a high First call resolution (FCR) is expected from this agent.

CMS Wire, By Phil Britt | Jul 30, 2016, - Striking the AI and Human Balance in Customer Experience. Data is vulnerable from two levels. Like a 'double edged sword'. Concerns are security, ROI, acquisition costs of the company. This author has so well defined who is better than the other AI or humans! It's the human who can put the AI to the best use, by observing the nuances of variables of context.

As mentioned by Rogen Baran, Christopher Zerres & Michael Zerre, bakeboon.com, academic article section. We need to build a CRM strategy offering life time value of CLC. In 2017, customers started to shop from multiple points. There by, depositing data via integration. Till 2020, the entire CRM focused on data, segmentation, automation. A plug and play solution, with new vocabulary started moving into customer values.

Quoted CE(Customer engagement)“Ratio of phone verbal interaction is as much as 74% while 16% is written communication”.

In February 2017, Megan Beck and Barry Libert wrote the types of CRM existing since 1990. Primary categories are strategic, operational, analytical, social. Though the author accepts at a point, that the IT cannot handle the smooth process of CRM alone. It needs to encompass with the operational human chain. Incumbency of EQ in AI takes it further than just the training and human behavior standards. The problem may be in a relay process. It is a set pattern, and the insights are partially capable or irrational. In this article, that CRM significantly outperforms as a master in the customer journey. But human role is priceless.

The point we are hunting several instincts, is that the AI calculates scores and mathematical results faster. But we overrule the elementary world of human connects, this is the word we are missing in making the CX strategy and thereby the loss of this values. Leading to downfall of affirmative customer experience, emotional responses which are the needs of human nature. As we can placate it, the computer-generated reply can always be partial and painstaking. In the era of AI running as a hare, the

human emotions will still be the winning turtle. So, the research shows that the components of human emotions will deliver a visible prodigy.

The pain points distinguish variations in satisfaction levels. A. The same brand either delivers a branded or a valley, i.e., a debranded experience [new term in CX]. This inclination focuses on the product price satisfaction, while the other three pain points feeling, emotions, reactions are high. Conventional CX is measured on service grades and the roots of the problems are missed out.

Amazing business newsletter; Customer loyalty month is in April! Are you ready! Since 1982 International Customer Service association, celebrated efforts of employees in customer service. CX attached to EX (Employee experience) and TX (Total Experience)

We walked into a store of luxury apparels, where the team is expected to increase and contribute in the incremental business. So, new methods and processes are put in place. But who will train, handhold, check, their queries and confirm that they sincerely use the CRM process. Collecting valid customer data, is art of CRM. optimised relay of information is dynamic.

The need to adapt a balance in the flow from manual data entry to digital acquired, the AI label. Nevertheless, the human intervention is significant, rational, fills in the resilient roles. In our survey, frequency (repeat customer), time (response, speed), communication (contactibility) constructs the training commandments from atangible VOE and VOC. Recognize CLC for a successful CX strategy.

Good training instruments value for customer service teams, as they are prepared professionally to reduce CES, touch the heart, show care, bliss their customers.

issues quickly. This is, a simple appeal, after all, higher attention on quick resolutions, is an opportunity to build better relationships with the brands they do business with.

Blake Morgan in Forbes: Company contributes their own action to the perception of the customers. This constitutes of the overall customer experience, which includes, communication, engagement, visual presence, backend logistics, updates, quality of speed and efficiency.

CXPA interviewed an international panel of CX practitioners, consultants, and academics to provide independent, solutions of CX.

Let us end with Forrester's findings quoted by Business to Community:

They summarize the four key findings that prove the value of an effortless experience approach

Finding no. 1: Customer delight is stupendous. And in fact, the book argues that it costs more to delight.

Finding no. 2: Loyalty prediction is not dependent on CSAT. It is found 20% of customers who reported being satisfied also reported they intended to leave the company.

Finding no. 3: Customer service interactions content and timing only achieve loyalty, moreover it can damage too.

Finding no. 4: If we look into reducing the CES causing emotional damage we can attain 96% efforts. So, the learning is "Use CX carefully". Overusing or extensively pushing it to the customers may destroy the experience. Minimize both because customers do not have the time and the patience.

While the convenience for a gen X, is the digital app. They urge to rate a company and its service vision, moves from the traditional to effortless. This shows a balance in the shift of the facilitation from the conventional style to modern convenience. In this race feedbacks are making their own scores and benchmarks. We agree that the apps will do it faster. The relay in communication aims to minimise the efforts of the customer. Ensure that the response is on time.

METHOD

Quantitative Approach:

The base of research, is selective objective and precise ideologies. In the quantitative research, I corroborated insights of employees and customers. This lead to answers -What approach should I use and why?

In pursuit to finding informative-rich cases, are distinctive. In various studies the history, education, experiences, and global landscapes display an imperious influence. Based on these emotional implications, I composed my questions, followed by the data collection methods, analyses, and writing.

Consequently, I generated knowledge and objective based measurable for quantitative relationships between variables. From the customers inclination

and perceptions, we learnt about the gaps and drawbacks.

Sampling and data collecting was at brand location, given the fact basic funnels are treading, we made it eligible post sanitization. Raw information via interviews with the operational team, gauge SMS and campaigns and data from social sites of the brand. Catechizing customers and in house teams' experience, probe correlated resources, fine technique to attach grounded theory to theoretical sampling.

This specimen of customers, express the definition and purpose of the brand connection. We build an accurate representation of customer experience learnings. It's important to ascertain if the customer segmentation is appropriate! Is loyalty benefiting your customer before your business? Did the brand attend to customer's global exposure, evidence of meeting expectations? Do we retain with modern or traditional styles? How does the customer history shape brand engagement? As privacy and time is not at the liberty, the possibility to strike a balance is challenging. Elaborate and refine testaments to address presumptions and all the assumptions throughout the research.

As I proceed with the interviews, it triggers further questions, and I decide to make an architecture of the UX/UI of a balanced digital application. This will guide us to features, relay, records and responses particular for this industry

Considering the customers demographics, I elaborated some research approaches, to appropriately quantify results through frequency or numerical counts. I had to be fair in reporting style of my results., instead of saying “100 respondents reported for all center assistance,” I consider “respondents who reported call center, their trail of dissatisfaction, time trust loss is required, repair time, causes of lapses refer the case to which fragment in the CX process”?

Qualitative Approach: Grounded Theory

In my theory, VOC and VOE play critical role

Customers were different in terms of ethnics, nationalities, cultures. Several scholars such as Glaser and Strauss, argued that in the ground theoretical research, any kind of negative perceptions, speculation or prior hypothesis style are avoided. While the generation of theories considered the social principles as it required a possession of a social perspective and sense of theory.

FINDINGS

All these studies, express the corporate values that align with the financial risks and customer expectations. A customer character is intuitive, ambitious yet conservative. Customer strategy is a vision, to merge the background. representation of current interests, needs a brand to learn the persona of the customer. Segmentation is AI driven and virtues of the customers baseline such as CSAT, engagement and communication create beyond an index score NPS, they create large amount of brand advocates.

Customer Journey Mapping is a success, with quantifiable backend process working with emotional sensitivity.

We talk of transformation, again to facilitate a good design, the right architecture and layout of AI and EQ, beyond the business and calculative mindsets.

We are searching that the software UX/UI designers base their algorithms on which kind of a CX vision. Since digitization is revolutionary, a customer experience strategist is required to watch and notify the minutest hints in the current turbulent scenarios.

The three zones the customer, the user (operator) and the owner. This chapter focused on the industry where integrated tools were introduced. Inbuilt integration with the POS and the customer feedback generate shows a scope of an effortless flow of customer satisfaction.

Product delivery is integrated to beat out the brand customer relationship personalization.

Scope to win the customer with Digital apps – Third party platforms OHA

Hospitality sectors: Restaurant, travel or luxury purchases where the customer journey depends on

Process successful for customer to push feedbacks

CES: Customers feedback via SMS

Now the customer wants to know that when something goes wrong, it will be easy to fix.

Customers want to be vocal effortlessly about good experiences

Outcome: The rate of feedback increased to a 32% from 11% , but disconnect results ina dip.

Table 4.8: Feedback – CES- Customer effort score

year	Bill Date	Actual Bills	App	SMS	Tablet	Feedba ck	Feedb ack
2018	Sep-18	1053	20	n/a	861	881	11%
	Oct-18	2127	16	n/a	1561	1577	18%
	Nov-18	3343	16	n/a	2260	2276	27%
	Dec-18	4120	19	47	2931	2997	32%
2019	Jan-19	2658	13	143	554	710	8%
	Feb-19	2511	9	92		101	1%
	Mar-19	4438	56	126	2	184	2%
	Apr-19	9232	24	146	482	652	7%
	May-19	6204	15	135		150	2%
Gran d Total		35716	188	689	8651	9528	12%

Facts and Findings: Customer feedback is resolved

- Instant
- Onsite
- Retained the trust
- Emotional connect is built
- The brand is on alert

Table 4.9: Data segmentation and mapping with integrated software POS and CRM

Top 5 Spent		
Name	Total Order Amount INR	Total No Of Visits
Hari	17522	2
Rajan	16805	16
Ajmal	15833	2
Dr Blessen	14665	2
Balakrishnan	13699	6

Top 5 Visit		
Name	Total Order Amount INR	Total No Of Visits
Rajan	16805	16
Sundhareshan	9472	11
Arya	8226	10
Akhil	7415	10

DISCUSSION

In this study, customer delight, distinguishes your brand, improves financial perform, and develops a winning service culture. A holistic approach of AI and EQ is elementary.

Take your service to the next level and unlock excellence in your organization. Begin your balanced service transformation today.

Ensure that the training is a ongoing and classified process in the customer centricity keeping aside digital training. World-Class Customer Service Training nurturing customer delight. A culture of Uplifting Service enlists each member of your team in creating memorable service experiences for every customer.

The result is a culture of continuous satisfaction, reducing CES and AHT. Improvement, underpinned by employee-run initiatives that create efficiencies, reduce costs, and produce immediate results. Uplifting Service nurtures motivated team members who drive continuous service improvements throughout the organization.

In customer service training, you will:

- Create service experiences that customers will pay a premium for.
- Encourage repeat customers by providing outstanding service.
- Gain market share as your service reputation grows.
- Lower costs by driving service improvements that reduce waste and increase efficiency.
- Company leaders must believe in engaging a customer experience strategy. All the divisions are dedicated to every aspect except the CX flow. The designing of the culture and needed steps is not for one division to take the torch and stop there.
- Coaching and Training is a powerful element in driving a good and consistent 360-degree customer service.

CONCLUSIONS

From the summary of the results, it could be seen that the research questions were answered either distinctively by the individual service sectors or jointly in a group analysis of the common variables.

Restaurant used feedback as the basic tool of incremental business revenues. Our customer experience dimensions are (reliability, empathy, responsiveness, and assurance);

Real estate used their call centre handled customer tickets as their map, to their customer service quality process.

The response used two dimensions (responsiveness and assurance); while restaurant used four of the service quality dimensions are (reliability, empathy, responsiveness, and assurance) to answer the research questions to meet the objective.

With regards to legacy restaurant that is touching 80 years crossed three generations of management and customer faces. Reliability, responsiveness, and assurance had significant relationships with both customer satisfaction and service quality. While empathy is significantly related to customer satisfaction, attaching its significant relationship with CX service automation. This could mean that customer service automation dimensions are dependent factors

to the relationship between customer satisfaction and incremental data churning evolution.

With regards to restaurant, empathy and tangible are handled at a single level. Each client knows their favourite server, as staff display humility. This is recognised, and the customer developed an attachment to the brand. With the growing business competition, specially in the international location, their diner's universe experiences in the two residential cum commercial areas. As this application was standing on the two potential pillars of VOC ad VOE. An evident relationship with customer was defined. The vote in EQ drivers went to satisfaction and service experience to responsiveness in time and care in alliance with customer satisfaction. Reliability had no significant relationship with both customer satisfaction and food quality; but there was a significant relationship between customer satisfaction and food quality with its service experience. This could mean that the business growth is not only possible with single level relationship between customer and brand, it needs a 360 degree service dimensions.

With regards to real estate the (responsiveness and assurance); had significant relationship with their customer experience. This could mean that service experiences stages are abundant. Assuring factors to the outcomes are customer satisfaction and prompt service experience.

The grouped analysis showed a panoramic view of the virtuous link to service attention and customer experience as speed, empathy, reliability, and responsiveness are on the pedestal.

CX dimensions (reliability, empathy, and responsiveness) within the two organizations had a significant relationship each with service experience. In all, the research was able to expose CX dimensions with the relationship between CX and customer satisfaction because there was a significant relationship between AI and the EQ. The panel had a strong relationship of the intelligent process observations that the human contributes to service customer satisfaction, this could mean that, relationship between customer satisfaction and experience might be depending on a connect with AI and EQ.

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