

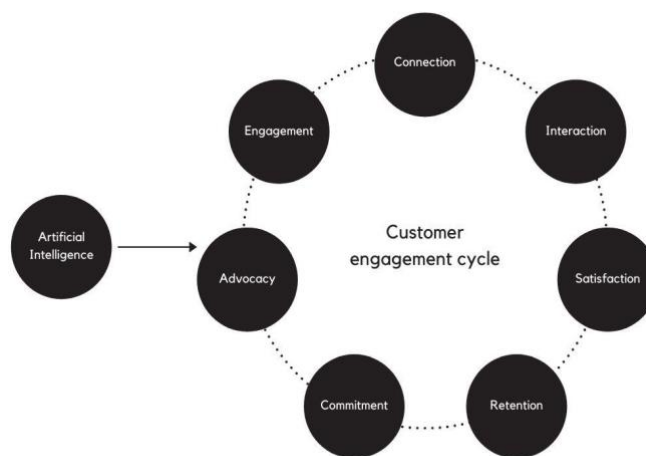


Title of research project

The impact of artificial intelligence application on customer engagement

Description of research project

The spread of using online websites challenges traditional ways of customer engagement. Engaging customers as one of the most important aspects in the marketing field, it is necessary to take advantage of artificial intelligence to enhance customer engagement, thus improving customer experience journey as well. Existing papers have explained how artificial intelligence influences many aspects of the marketing field, but limited papers focus on the utility of artificial intelligence on customer engagement. In order to fill in this gap, a critical literature review has been conducted in this paper. The result shows that the use of artificial intelligence improves customer engagement both directly and indirectly. We applied the customer engagement cycle of Sashi (2012) to explain how artificial intelligence improves customer engagement.



Reference: Sashi, C. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 50(2), 253–272.

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