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Research Article

The Effect of Artificial Intelligence (AI) on Customer Satisfaction: A Review of Bangladesh Perspective

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Abstract

Artificial Intelligence (AI) is dynamic and open ended platform for all stakeholders, especially for customers. Customers can easily explore everything in any corner of the world at any time by the support of AI and enjoy on demand customized service 24 hours a day, 7 days a week. The main objective of this study is to clarify the role of Artificial Intelligence (AI) on enhancing customer satisfaction in Bangladesh. This study also evaluates and emphasizes the benefits of artificial intelligence for customer satisfaction that influence consumer engagement on AI-powered systems to boost up the rate of consumer perception and drive to increase the repurchase intention of consumers and challenges of AI for customers as well as organizations that create obstacles for delivering customer service. AI helps to decrease the human involved in various IT related activity with the aid of chatgpt, deepseek, Github, Copilot, Undetectable.ai, YouChat AI and many more systems. AI and virtual assistants enable constant accessibility for consumer questions and task assistance. This approach increases customer satisfaction and builds confidence by ensuring that they can get help whenever they need it and from any location. Additionally, this study makes recommendations about how to properly utilize AI technology to improve both individual and corporate customer satisfactions while avoiding unintended direct and indirect bias, prejudice, and discrimination.

Keywords

AI, Customer Satisfaction, 4th Industrial Revolution, AI Challenges

1. Introduction

AI technology is dramatically revolved the marketplace and its result impact to the level of customer satisfaction. AI contributed to reduce the human effort for solving the different critical problems and it also replaces the human activities. Thus, placing AI technology strategically at several important customer touch points will benefit businesses greatly and potentially boost customer happiness [2]. Artificial Intelligence (AI) is a collection of technologies that can simulate human intelligence in decision-making and problem-solving [17]. The definition of artificial intelligence is the capacity of a system to accurately read outside information, learn from it, and apply that knowledge to accomplish particular objectives through adaptable change [15].

Improving the customer experience has become a difficult undertaking for a corporation because of the ongoing rise in customer expectations. Businesses that want to provide their customers a competitive edge should consider more than just providing content through the right channel at the right time. Modern technologies like chatbots, machine learning (ML), and natural language processing (NLP) are used with artificial

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intelligence (AI) to automate and personalize customer interactions, leading to quicker and more efficient service [20].

It is stressed that AI integrates cutting-edge hardware and software resources so that, with the aid of the information they possess, they can behave logically to accomplish the best result or, in the event of uncertainty, the best-expected result [31, 24]. AI and staff service quality have an impact on customer satisfaction and loyalty. The findings show that staff service quality and artificial intelligence (AI) significantly contribute to total service assessment, satisfaction, and loyalty, with some service quality characteristics having a greater impact than others [26]. According to Xu et al., artificial intelligence (AI) in customer service is a technology-enabled system that analyzes real-time service situations using data from digital and/or physical sources to provide tailored recommendations, alternatives, and answers to customers' questions or problems, even the most complex ones [34].

The construct of customer satisfaction was proposed by Blut et al. and Khan et al. because it may be a crucial component in enhancing knowledge of aspects of artificial intelligence-based service delivery that are related to customer satisfaction and facilitate the identification of new avenues that could broaden service delivery when utilizing AI technology as a distribution channel [4, 16]. The introduction of AI technology into consumer interactions has ushered in a new era of personalized services, predictive analytics, and seamless support systems.

1.1. Origin of the Word ‘Artificial Intelligence’

In the year 1956 by John McCarthy was used the term ‘Artificial Intelligence’. AI has developed into a specialized industry and research area since the word was first used at a conference at Dartmouth College. The following cognitive abilities are the subject of artificial intelligence programming: Learning involves obtaining information and creating the rules required to turn it into useful knowledge, where the rules, also called algorithms, provide computer equipment with comprehensive instructions on how to perform a specific task [7]; reasoning involves choosing the optimal algorithm to accomplish a specific outcome; self-correction involves continuously refining algorithms to ensure they produce the most accurate results [7]; creativity involves coming up with new concepts, texts, images, and music that are produced using neural networks, rules-based systems, and statistical techniques.

Artificial Intelligence (AI) brings huge change in customer services and early executions of AI in customer service have revealed its ability to decrease costs, enhance staff retention and loyalty, improve revenue and drive customer satisfaction. The term 'artificial intelligence' refers specifically to robots, programs, algorithms, and systems that simulate intelligence [34]. Broadly, 'artificial intelligence' can be defined to any machine with natures and characteristics like the human mind, for instant creative feelings, thinking, problem-solving, learning, and strategic analysis.

There are three-dimensional categorizations of AI [22]. Weak AI is the first dimension, which includes chatbots that can assist, drive automobiles, recognize faces, and solve specific problems [30, 33]. Artificial general intelligence (AGI) makes up the second dimension, which increases the amount of data that is available. With the ability to reflect and generalize knowledge, AI can outsmart humans at this level of consciousness. Lastly, the third dimension would contain artificial super intelligence, which would create a situation where robots would surpass human capabilities at all levels and be oblivious to boundaries [30].

1.2. Objectives of the Study

The main objective of the study is to evaluate the usage of artificial intelligent by customer and their satisfaction in Bangladesh. Given the significance of the work, the researchers are urged

1) To identify the contribution of AI for IT sectors’ customer in Bangladesh.
2) To clarify the threats of AI for customer service in Bangladesh.

2. Literature Review

2.1. Role of AI in Fourth Industrial Revolution

Machines can learn from millions or billions of data points, whereas humans can only learn and make inferences from a small quantity of data [28]. Big data, computing power, algorithms, and other elements are necessary for robots to mimic human cognition in artificial intelligence [6, 32]. Therefore, by using AI to automate service interactions, large data sets may be tailored to the specific consumption context of each customer.

AI provides the several benefits to industrial revolution. Faster customer service, real-time responses regardless of time, empathetic responses (from deep learning), proactive approaches, better logistics, bolstering the brand in post-sales, and learning about customer needs and preferences are just a few advantages of utilizing bots and AI [14]. Therefore, artificial intelligence (AI) is becoming more prevalent, impacting people's daily lives, and being a vital technological element of the marketplace.

The disruptive potential of artificial intelligence (AI) in the service industry is high during the Fourth Industrial Revolution, or Industry 4.0. This is particularly evident in the ongoing use of robots and recommender systems in customer service, where customers prefer to be served by machines rather than human staff [18, 5].

2.2. AI and Customer Satisfaction

Customer satisfaction, which can be measured in a variety

of ways, including interest, pleasure, empathy, surprise, trust, anger, readiness, and good choice, is essential for accomplishing organizational goals. An organization must offer services that have a certain level of perceived value, such as when the service's worth is equal to the amount that customers pay for it [19, 23]. The quality of service recovery and conversational capabilities of AI chatbot systems have a significant impact on user happiness. On the other hand, users' loyalty to the chatbot has been significantly impacted by the quality and enjoyment of the core AI chatbot service [13].

AI-based functions are commonly used in everyday life as they create value by providing special services [1]. Customers' level of satisfaction and confidence are increased by AI practices that ensure they can get help whenever they need it [12]. Chatbots and virtual assistants powered by AI enable constant accessibility for customer service and questions. Customers' satisfaction is impacted by how well they believe the AI system solves problems and provides pertinent assistance [36].

Customer satisfaction is a driver to become the general customers to loyal customers and loyal customers are committed to repurchase same product or service to the same organization. So, there is a positive relationship between customer satisfactions to repurchase intention [25, 29, 3]. It has been demonstrated that AI and staff service quality both greatly influence the assessment of total service quality as well as client satisfaction and loyalty [26]. It has been demonstrated that AI and staff service quality both greatly influence the assessment of total service quality as well as client satisfaction and loyalty [8]. So, customers are happy when they will get available service within sort span of time and AI has provided all customer facilities within a moment. Customers' first worries about AI customer service are related to its limited ability to solve problems.

AI-powered customer services play an important contribution to build a customer loyalty. The quality of AI chatbot services has a positive effect on customer loyalty in terms of satisfaction, perceived value, and cognitive and emotional trust [27]. By building trust, meeting expectations, and fostering a positive brand image, perceived effectiveness and customer satisfaction are important components in fostering client loyalty [11]. Customers believe AI can solve problems more effectively than human customer service when it comes to low-complexity activities. As a result, people are more inclined to use artificial intelligence. On the other hand, customers value human customer service more than AI and are more likely to choose it for activities that are highly complicated [35].

Customers are mainly directly or indirectly depend on AI for choosing product, comparing brand, making decision to buy the product or services, searching information relate to brands or products, and writing article or content etc. AI-powered services present a very contemporary form of social contact that demands a high level of social coordination and human cooperation [9]. AI helps to the customers to easy connect and collaborate in the worldwide aspects by social network and AI tools. Additionally, the structured nature of the user experience and the requirement for personal information may make AI-enabled services seem less human-controlled [21]. A customer intention is to quick service from the marketers that AI enables to deliver the immediate customer generated services. Consumers may view this as a sacrifice, especially if they are first-time buyers [10].

2.3. AI Impact on Business Decision

Businesses are frequently used technology to provide the speed and reliability service to their customers; to take effective decision making that was previously unreachable; to allow chatbots improve accessibilities by using internal communication hub (ICH), to enlarge the market in geographically, and to deliver the products or services information when they are regularly given customized suggestions based on their past purchase, precedes searches, and other online behavior. Businesses and customers can better match their choices, lifestyles, and consumption patterns with the changing global scene by utilizing generative AI's study of global trends. Additionally, it modifies customer behavior by providing tailored content and recommendations based on personal tastes and worldwide trends.

When businesses integrate AI into their customer service operations, they are better positioned to build long-lasting and profitable connections with their customers. By using the AI-power, it has been easy and short for business organization to provide expected customer services and achieve the competitive advantages. Others, businesses are used artificial intelligence for inventory management, product optimization, and shipment [7]. AI will take center stage in the contact center, which is the organization's main interface with its clientele. Customer service powered by AI need not always result in self-serve encounters. In its place, AI and machine learning tools will be used by customer service representatives. So, business and AI are interconnected for upgrading, reducing cost by using AI tools, enhancing efficiency, decreasing human dependency.

3. Research Methodology

This study mainly depended on secondary sources of information. The secondary data, which is pertinent to this research article, have been collected from different article, books, web-sites, news paper and journal report etc.

This paper is a descriptive investigation. Data has been collected from secondary sources in order to meet the study's goals. The data acquired from secondary sources like reports of Annual Report ICT Division of Bangladesh, National AI policy 2024, newspapers, journals and books, websites. The analysis is mainly based on description. Statistical analyses are not feasible alternatives due to the fact that artificial intelligence is still a relatively new concept, and websites do not

currently have the necessary data.

4. Discussion

4.1. AI Impact on Business Sector in Bangladesh

Bangladesh, with 160 million people, is among the world's most densely populated nations. This nation is primarily focused on agriculture, but newer technologies are also having an impact on many sections of the country and providing new sources of energy. Automation and control technologies find use in various industrial domains. In Bangladesh, the terms artificial intelligence (AI), IoT, big data, block chain, etc., have just lately gained popularity. Although AI's scientific development began a long time ago, its effects are only now becoming apparent in our nation. There are a few sectors that have been highlighted for successful AI adoption in Bangladesh, including services, transportation, education, agriculture, health, and the environment. In general, artificial intelligence (AI) technologies are used extensively to make our daily lives more convenient. Examples include ride-sharing, natural language processing (NLP) for Bangla, chatbots, booking flights and hotels, real-time mapping, etc. With 34% of the youth in Bangladesh being tech-savvy, the effective integration of AI with the current approach offers enormous potential for the nation's future growth.

AI gives a way for Bangladesh to get past its current obstacles and make significant advancements in the monitoring, assessment, and management of scarce resources, as well as in the process of formulating policies. Although Bangladesh lacks the effective policy resource professionals needed to make significant progress, the country can employ AI as a catalyst to radically rethink public policy regimes in order to achieve realistic and long-term advancement.

Leveraging artificial intelligence (AI) presents unmatched prospects for process optimization, productivity enhancement, and innovation driving in this era of technology developments. Bangladesh must therefore fully embrace AI for vendor management in order to advance its economic development.AI-powered technologies can be used to evaluate consumer purchase data, leverage online advertisements to determine which products are the most popular, and combine this information to optimize product offerings and sales.

1) The potential of AI to save time and resources is one of its biggest effects on business. Artificial intelligence (AI) can be used to automate time-consuming, repetitive processes including handling insurance claims, evaluating borrower creditworthiness, and answering customer service inquiries. AI technology has a lot to offer businesses, including enhanced decision-making, process automation, data analysis, greater consumer engagement, and strategic recommendations.
2) Artificial Intelligence (AI) holds potential applications in Bangladesh, including efficient government resource allocation, illness outbreak prediction, law enforcement, enhancing the effectiveness of social safety net programs, and mitigating the need for protracted judicial proceedings.
3) AI provides predictive analytics, sentiment analysis tools, and personalized consumer interactions. These tools all improve customer service and design the ideal customer journey, which can boost revenue and lead conversion rates.
4) In Bangladesh, AI has the potential to change public policy by assisting in the resolution of social problems and fostering growth. Algorithmic biases and data privacy issues are just two of the difficulties and factors that come with implementing AI in public policy.

4.2. Roles of AI for Customer Satisfaction

Personalized experiences are one of the main ways AI helps organizations increase customer satisfaction. The majority of customers are more likely to purchase from companies that they can identify, recall, and that make pertinent suggestions and offers. Through the quick identification and resolution of customer concerns, queue management, and improved complaint response, artificial intelligence (AI) can increase the efficiency of customer service. All things considered, integrating AI into customer performance can improve personalization, satisfaction, and loyalty.

Many AI applications—like safer financial transactions, fewer spam emails, more precise weather forecasts, or more precise medical diagnostic imaging—implicitly presume the production of customer value. Artificial intelligence (AI) reduces margin pressure and satisfies picky customers by making repetitive process faster and easier to do, personalizing client contacts, and compiling and analyzing data. Customers in the modern era are more and more demanding prompt service. Bots and other channels that use AI to deliver frictionless self-service benefit both customers and agents by reducing repetitive tasks for the agents and enabling quicker, more effective service.

AI is capable of collecting and analyzing consumer feedback to reveal important details about their preferences and potential areas for development. Additionally, it can ensure that customer inquiries are swiftly answered and provide speedier response times, which can minimize wait periods and irritation. Furthermore, AI makes personalized service possible by using customer data to modify offers and interactions in a way that makes users feel appreciated and understood. Some contributions of artificial intelligence for customer satisfaction are as follows:

1) Minimization of human error. The ability of artificial intelligence to greatly decrease errors and improve accuracy and precision is one of its most important advantages.
2) AI executes chatbots for customer support for easily communicating different parties.
3) AI enhances customer on boarding.

4) AI provides 24/7 customer service without overextending human involvement.
5) Artificial Intelligence (AI) guides customers to self-service solutions immediately.
6) Artificial Intelligence (AI) makes it possible to offer clients prompt, proactive support, which may reduce friction and increase their success.
7) AI provides omni-channel assistance.
8) AI helps the customers take unbiased decision-making.
9) Multilingual AI-powered solutions can help close the communication gap with clients that speak different languages.
10) AI-powered systems can help agents prioritize quick requests and significantly reducing response times.
11) AI-powered automated ticketing systems for client service.
12) AI-powered customization for customer communications.
13) AI-powered tools to monitor and analyze customer service interactions to ensure quality and consistency and training to representatives.

4.3. Challenges of AI for Customer Service

One of the biggest problems with AI in customer service is the lack of human interaction. Some customers can find automated systems annoying and prefer to work with real people. To avoid this resistance, it is therefore essential to find a healthy equilibrium. A number of issues need to be carefully considered before implementing AI in Bangladesh. The main obstacles include inadequate finance, inadequate infrastructure, and a shortage of individuals with the necessary skills to use AI technology. Some of the pit falls of artificial intelligence include the following:

1) Human creativity power will be gradually diminished by the use of AI technology.
2) AI-power tools create the absence of empathy.
3) AI technology helps to loss the human's skills.
4) Potential overuse of AI technology and its rise in human laziness.
5) AI technology displacements the human job position.

5. Recommendations

In this study, the researcher has suggested some recommended points to the organizations and customers after evaluating and analyzing the scopes and complexities of AI technology.

1) Organizations should ensure better customer service by establishing ethical guidelines to employ AI-powered tools.
2) Organizations should enhance explainable and transparent AI decisions in healthcare and finance.
3) Organizations should safeguard customer information and keep it private, which will also ensure addressing AI ethical concerns.
4) Organizations should disseminate information clearly about the abilities and limitations of AI.
5) Stop data from being unfairly or illegally exploited against users or systems.
6) Avoid AI's unintentional direct and indirect bias, discrimination, and prejudice.
7) To enable traceability and transparency, mandate that the datasets, procedures, and algorithms be recorded in a uniform manner.

6. Conclusion

AI technology has dramatically modified organizational approaches and buying behavior of consumer. Most of the public are frequently used AI-power system for learning any topic at any corner of the world, communicating to each and every party, choosing products or service, purchasing their desired items from different companies in globally. Throughout the buying journey, customers are assisted through AI based tools which are making the business operation more efficient. Bangladesh is a developing and rapidly increased populated country where live in 16 crore people and most of the young generations are used Artificial Intelligence (AI) tools for doing any simple and complex activities. AI technologies are essential in building the groundwork for the consumer journey at many touch points.So, the company should consider their potential customers demand by updating AI-generated tools to provide better customer-oriented services to enhance customer engagement, customer repurchase intention, and their experience that are helped to boost up customer satisfaction ultimately.

Abbreviations

AGI	Artificial General Intelligence
AI	Artificial Intelligence
ICH	Internal Communication Hub
ML	Machine Learning
IT	Information Technology
NLP	Natural Language Processing
ICT	Information And Communication Technology

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Author Contributions

Azmat Ullah is the sole author. The author read and approved the final manuscript.

Conflicts of Interest

The authors declare that there has no conflict of interest with the research.

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