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relevance: when businesses are offering personalized products, they can provide the customers with a personalized service. for example, when a customer is looking for a hotel, the business can personalize the hotel with the name of the customer. in this section, we present different ways in which ai-based technologies can enhance the customer experience. we discuss the challenges faced in the adoption of ai-based technologies along with the business perspective. we have identified that the adoption of ai technologies is driven by three main factors: customer experience, cost, and privacy. we discuss the ways in which ai-based technologies can enhance the customer experience. finally, we explain the challenges faced in the adoption of ai-based technologies and the possible solutions. ai-based technologies can be deployed in different settings such as retail, banking, health care, and so on. here, we discuss the various industries in which ai-based technologies can be deployed.-retail-banking-health care-insurance-logistics-e-commerce-education-telecommunications-financial services big data is used to predict future trends and the best practices for achieving business success.30 its impact on society is massive. according to a forbes article, one of the biggest challenges for organisations is 'the lack of an overall understanding of how and why big data can be useful' and that there is a 'lack of institutional wisdom to address the complexities of new data-driven approaches to business.'30

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the idea of identifying customer needs is the first step of creating a personalization strategy. for example, imagine the scenario, in which a brand-name clothing retailer has been in business for many years. as the company has grown and become more successful, it has expanded its product offering and offered new styles to its customers. so, as the business grows, the product line becomes larger and larger. now the retailer wants to listen to its customers, to see if its offering is meeting their needs, and to find out what new styles customers would like to see. then it can design new styles for its customers. eventually, the company can then market and sell these new styles. companies are now more customer-centric and started to focus on the quality of their products and services. they are also more concerned about customer service. companies are now exploring ways to improve customer experience and focus on the quality of products and services. the three pillars of customer centricity are customer satisfaction, the alignment of customer experience to the business strategy, and the measurement of customer experience. in this way, customer centricity can be implemented in the customer experience process. customer experience is also important for the success of a company in today's competitive business environment. the quality and speed of services play a critical role in delivering a good customer experience. customer experience is the sum of all customer interactions. they are divided into two distinct categories: business interactions and service interactions. business interactions include marketing and advertising, product and service design, sales and delivery, etc. service interactions include the service provided by the company in business, customer service, billing, etc. overall, customer experience is the sum of both types of interactions.

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