

AI Integrated Personalization and Customer-Centric Branding

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Abstract

Branding is being revolutionized by artificial intelligence (AI) through machine learning (ML) and real-time data mining. With the hyper-personalization this strategy offers, companies can cater to clients from a range of industries, such as e-commerce, finance, and healthcare. Strategic branding issues could be resolved and consumer experiences improved by integrating AI into existing branding domains. Based on real-time data across the customer experience, the study investigates hyper-personalization strategies that use AI for branding tasks including segmentation, targeting, and placement. Personalized customer-centricity is emphasized as the study explores how AI affects branding. It aims to revolutionize branding strategies by making sure the right message reaches the right clients at the right moment. A survey of the literature and actual case studies from different types of corporations are used in the investigation. Companies that use AI-powered personalization see improvements in consumer happiness and branding. The eCommerce industry's adoption of AI and cloud computing has fundamentally changed business procedures and client interactions. Rapid invention and a competitive edge are made possible by the simplification of tasks like order administration and customer assistance brought about by this mix of automation and scalable resources. A huge market breakthrough is made possible by this shift, which enables intelligent, responsive, and agile online purchasing ecosystems. Given that data is king in the digital age, this essay looks at how branding may use AI-powered suggestions to improve the consumer experience. It emphasizes the significance of harnessing innovative technology to fulfill customer demands and achieve profitability across the branding environment.

Keywords

Branding 4.0, Digital Branding, Customer Relationship Management (CRM), Individualized Experiences, Customer Experience

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