

Research Article

# Examining the Impact of Artificial Intelligence (AI) on Customer Satisfaction in the IT Industry

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## Abstract

AI is an open-ended, dynamic platform that benefits all parties involved, particularly consumers' service in the IT sector. Customers may take advantage of on-demand personalized service and effortlessly explore everything in any part of the world at any time like 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 the IT Industry of Bangladesh. This study also evaluates and emphasizes the benefits of artificial intelligence for customer satisfaction in IT sectors 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 connect with the same platform to get better services from the IT industry and challenges of AI for customers as well as organizations that create obstacles for delivering customer service. Additionally, this research article is also recommended some suggestions how to properly usages and utilize of the artificial intelligence for the betterment of overall customer in the IT industry of Bangladesh.

## Keywords

Artificial Intelligence, Customer Agility, IT Sector, 4IR, AI Threats

## 1. Introduction

AI technology is dramatically revolved the marketplace and its result impact to the level of customer satisfaction. Artificial Intelligence (AI) is dynamic and open ended platform for all stakeholders, especially for customers [40]. AI contributed to reduce the human effort for solving the different critical problems and it also replaces the human activities. Deploying AI technologies strategically at different key customer contact posts can therefore bring significant benefits to companies and a possible increase in customer satisfaction [2]. AI can be defined as a set of technologies that can mimic human intelligence in a problem-solving decision-making process [20]. Artificial intelligence is defined as a system's ability to correctly interpret external data, to learn from it and to use those

learning's to achieve specific goals through flexible adaptation [18]. Due to the continual rise in customer expectations, enhancing customer experience has become a challenging task for a business. Firms who seek to deliver a competitive advantage in customer service should be looking into more than just delivering content at the right time through an appropriate channel. Artificial Intelligence (AI) combines cutting-edge technology, such as chatbots, machine learning (ML), and natural language processing (NLP) to automate and customize client interactions, resulting in faster, and more effective service [23].

It is emphasized that AI combines advanced software and hardware resources so that, with the help of the information

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they have, they can act rationally to achieve the best outcome or, in case of uncertainty, the best-expected outcome [27, 37]. AI and employee service quality are affected customer pleasure 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 [29]. Xu et al. defined AI in customer service as the following: A technology-enabled system for analyzing real-time service situations using data obtained from digital and/or physical sources in order to deliver individualized recommendations, alternatives, and answers to customers' inquiries or issues, even those that are extremely complicated [42]. Blut et al. and Khan et al. suggested that the construct of customer satisfaction since this inclusion may be an important element in improving the understanding about satisfaction-related aspects of service delivery that use artificial intelligence, as well as enable the indication of new paths that may expand service delivery when using AI technology as a distribution channel [6, 19]. The introduction of AI technology into consumer interactions has ushered in a new era of personalized services, predictive analytics, and seamless support systems.

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. Only very recently the term AI along with IoT, Big Data, Blockchain etc. has become very popular in Bangladesh. The technological evolution of AI started long time ago, but its impacts are being revealed now in our country. Some specific sectors, such as services, transportation, education, agriculture, health, and environment, have been identified for effective implementation of AI in Bangladesh. As a whole, we see tremendous use of AI technologies, for instance, using ride-sharing, natural language processing (NLP) for Bangla, ChatBot, booking flight and hotel, real time mapping, etc in our day to day life, making our daily-life comfortable. Bangladesh possesses 34% of young people who are technology driven; the successful integration of AI with the existing strategy holds a huge prospect for future development of the country. 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.

#### *Objectives of the Study*

The main objective of the study is to evaluate the usage of artificial intelligent by customers' satisfaction of IT sectors in Bangladesh. On the basis of importance of the study, the researchers are encouraged-

- i) To reveal the role of AI for IT sectors' customer in Bangladesh.
- ii) To disclose the threats of AI for customer service in the IT sector of Bangladesh.

## 2. Literature Review

### 2.1. History of AI

In the year 1956 by John McCarthy was used the term 'Artificial Intelligence'. The term was coined during a conference held at Dartmouth College and AI has now evolved to become a dedicated industry and a field of research. 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. Artificial intelligence programming focuses on cognitive skills that include the following: learning is concerned with gathering data and formulating the rules necessary to transform it into helpful knowledge where the guidelines, also known as algorithms, give computing equipment detailed instructions on how to carry out a particular activity [9]; reasoning is concerned with selecting the best algorithm to achieve a particular result; self-correction is concerned with continuously improving algorithms and making sure they deliver the most precise results [9]; creativity is concerned with new ideas, texts, images, and music, which are created using neural networks, rules-based systems, statistical techniques, and other artificially intelligent tools. Narrowly, the term 'artificial intelligence' is to algorithms, programs, machines, and systems that depict intelligence. 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 [25]. At this level of consciousness, AI can generalize knowledge and reflect, making it capable of surpassing human cognition. Finally, in the third dimension would lay artificial super intelligence, which would constitute a scenario in which machines would be unaware of limits and exceed human capabilities at any level [34]. The first dimension is Weak AI, designed to solve specific problems, recognize faces, drive cars, or provides assistance through chat bots [34, 41]. Enhancing the accessible data limit, the second dimension is composed of artificial general intelligence (AGI).

## 2.2. AI and Customer Agility

Customer agility indicates the business tactics to concentrate on customer needs by focusing on their understanding and responses. Customer agility is to the ease and speed with which customers adopt new technologies, products, and services. AI enables customers to access information, solutions, and support in real time and personalized manners, thereby increasing their satisfaction and convenience [15]. Customer agility contains two missing links in organizational life cycle, firstly- what work should be done, for what predefine outcome and secondly- how can work be qualified as impactful and meeting the outcome. As artificial intelligence becomes pervasive is it serving your organization or your competitors? Customer agility for IT refers how to use AI effectively from insight to outcome, through the customer (user), business and technical North Star's to provide decision point information for your whole organization. It focuses on customer journey based organizational design that own products, services and the way to run and change them through a single software system. Organizational and customer agility play crucial roles in helping businesses remain competitive and relevant in a fast-paced and dynamic market. With AI, organizations can enhance customer agility by automating routine tasks, analyzing data, and providing tailored services to customers [5, 32, 36]. In today's fast-paced society, organizations must adapt swiftly to stay competitive. Agility has become an essential requirement for organizations to thrive, and Artificial Intelligence (AI) is becoming an ever-more powerful ally in achieving this agility. AI-driven tools are reshaping the way teams collaborate, innovate, and deliver results by introducing automation, data-driven insights, and advanced risk and issue management capabilities. These tools are also helping to improve workflows and reduce costs.

## 2.3. Customer Satisfaction

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 [3, 28, 33]. Both AI and staff service quality have been shown to significantly contribute to the evaluation of overall service quality, as well as customer happiness and loyalty [10]. So, customers are happy when they will get available service within short span of time and AI has provided all customer facilities within a moment. The initial concerns disclosed by consumers with AI customer service are to its limited problem-solving capabilities. AI-powered customer services play an important contribution to build a customer loyalty. Customer loyalty is favorably impacted by the quality of AI chatbot services in terms of perceived value, cognitive trust, emotional trust, and satisfaction [30]. Perceived efficiency and customer satisfaction are both significant factors in cultivating customer loyalty through the establishment of trust, the fulfillment of expecta-

tions and the cultivation of a favorable brand perception [13]. 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-enabled services introduce a highly modern type of social interaction that necessitates high degrees of human collaboration and social coordination [11]. 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 [40]. AI helps to the customers to easy connect and collaborate in the worldwide aspects by social network and AI tools.

Customer satisfaction is vital factor for achieving the organizational goals and it can be evaluated in terms of interest, pleasure; empathy; surprise; trust; anger, readiness; good choice, among others and an organization needs to provide services with specific levels of perceived value, for instance, when the value of the service matches the price customers pay for the service [22, 26]. The satisfaction of users is highly influenced by the quality of service recovery and conversational capabilities of AI chatbot systems. In contrast, the quality and pleasure of the core AI chatbot service had shown a substantial impact on the loyalty of users using the chatbot [16]. AI-based functions are commonly used in everyday life as they create value by providing special services [1]. AI practice guarantees that consumers are able to obtain support at any given time, so augmenting their level of satisfaction and fostering a sense of confidence [14]. AI-driven chatbots and virtual assistants facilitate continuous accessibility for client inquiries and support. The pleasure of customers is influenced by their perception of the AI system's efficiency in resolving difficulties and offering relevant support [43]. Furthermore, because of the organized nature of the customer experience and the necessity for personal data, AI-enabled services might be associated with a loss of human control [24]. A customer intention is to quick service from the marketers that AI enables to deliver the immediate customer generated services. Customers, particularly first-time customers, may regard this as a sacrifice [12]. Therefore, customer satisfaction in the IT sector depends on high performance, innovative features, updated information, faster consumer services, predictive and sentiment analytics, automation of routine tasks, an onboard navigation system, and proactive services provided by artificial intelligence. In a nutshell, AI enhances customer satisfaction by making interactions faster, smarter, and more personalized, while also helping businesses better understand and anticipate customer needs.

## 2.4. AI for 4IR

AI provides the several benefits to Fourth Industrial Revolution (4IR). Some of the benefits of using bots and AI are: Faster customer service; providing a real-time response, re-

ardless of time; demonstrating empathy (those using deep learning); proactive approach; improving logistics; strengthening the brand in post-sales; learning customer needs and preferences, among others [17]. While humans can learn and draw conclusions from a limited amount of data, machines can learn from millions or billions of data points [31]. In AI, machines rely on big data, processing power, algorithms, and other factors to perform aspects like human cognition [8, 39]. Thus, with AI focused on automating service encounters, massive data sets can be customized and modified to fit each consumer's consumption context. In the process of the Fourth Industrial Revolution or Industry 4.0, the disruptive potential of AI in the service sector is high, especially when it is noted that there is a constant uptake of AI in customer service; customers prefer to be served by machines rather than human employees, and the continual use of recommender systems and robots [7, 21]. Thus, AI is increasingly present and influencing the people's daily lives and is also a crucial technological component of the marketplace.

## 2.5. AI and IT Industry

Artificial intelligence (AI) is revolutionizing the IT sector by increasing security, automating processes, and boosting customer service. The value of the global IT industry is expected to reach USD 5 trillion by 2021. At 32%, Asia is likewise expected to contribute significantly to the global IT sector [38]. AI technologies include machine learning and natural language processing. AI is playing an increasingly significant role in Bangladesh's IT industry, driving innovation and growth across various sectors. The IT service sector has embraced 4IR more than any other sector. Enterprises in the sector focus on deploying advanced technologies such as artificial intelligence (AI), blockchain, cloud computing, robotic process automation (RPA), big data, conversational services, and machine learning (ML)—the outcomes of the 4IR—to enhance productivity and improve customer experience [35]. Bangladesh is embracing AI for digitalization and has a national strategy to further this. AI applications range from automating tasks and improving efficiency to providing data-driven insights. Bangladesh has recognized IT as a 'prospective sector' as it addresses the potential for a number of development strands—effective advancement, creation of new jobs, development and improvement of the industry, and high overflow impacts in different areas including administration [4]. Therefore, artificial intelligence plays a vital role in the IT sector in Bangladesh by delivering the iconic IT services.

## 3. Research Methodology

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

This article is a descriptive study. Secondary sources have provided the information needed to meet the study's goals. The information was obtained from secondary sources, including newspapers, journals, books, websites, the National AI policy 2024, and the Annual Report of the ICT Division of Bangladesh. Description serves as the primary foundation for the analysis. Because artificial intelligence is still a relatively new idea and websites do not presently have the necessary data, statistical analyses are not practical alternatives.

## 4. Discussion

### 4.1. Contribution of AI for Customer Satisfaction

One of the primary ways AI assists businesses in raising customer satisfactions is through personalized experiences. Most consumers are more likely to buy from businesses they can recognize, remember, and that provide relevant recommendations and deals. Artificial intelligence (AI) can boost customer service efficiency through better complaint response, queue management, and the prompt detection and resolution of consumer issues. All things considered, personalization, contentment, and loyalty can all be enhanced by incorporating AI into customer performance. The creation of consumer value is implicitly assumed by many AI applications, such as safer financial transactions, fewer spam emails, more accurate weather forecasts, or more accurate medical diagnostic imaging. By streamlining tedious tasks, customizing client interactions, and gathering and evaluating data, artificial intelligence (AI) lowers margin pressure and appeases finicky consumers. Consumers today are increasingly expecting timely service. Both customers and agents gain from bots and other channels that employ AI to provide frictionless self-service since they free up agents from tedious duties and allow for faster, more efficient service.

AI may gather and examine customer input to uncover crucial information about their preferences and possible areas for improvement. Furthermore, it can guarantee that client questions are promptly addressed and offer quicker response times, which can reduce wait times and annoyance. Additionally, by leveraging customer data to adjust offers and interactions in a way that makes users feel valued and understood, AI enables personalized service. Some contributions of artificial intelligence for customer satisfaction are as follows:

- 1) AI provides 24/7 customer service without overextending human involvement.
- 2) AI-powered automated ticketing systems for client service.
- 3) Artificial Intelligence (AI) makes it possible to offer clients prompt, proactive support, which may reduce friction and increase their success.
- 4) 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.

- 5) Artificial Intelligence (AI) guides customers to self-service solutions immediately.
- 6) AI provides omni-channel assistance.
- 7) AI-powered tools to monitor and analyze customer service interactions to ensure quality and consistency and training to representatives.
- 8) AI enhances customer onboarding.
- 9) AI-powered tools with multilingual capabilities can bridge the communication gap with customers from different linguistic backgrounds.
- 10) AI-powered systems can help agents prioritize quick requests and significantly reducing response times.
- 11) AI-powered customization for customer communications.
- 12) AI executes chatbots for customer support for easily communicating different parties.
- 13) AI helps the customers take unbiased decision-making.

## 4.2. AI for IT Industry in Bangladesh

Artificial intelligence (AI) is transforming our lives and means of subsistence at a rapid pace, and information technology is no exception. Through work automation, increased productivity, and insightful analysis, artificial intelligence (AI) has a big impact on the IT industry. Network management, data analytics, and software development are just a few of the IT domains that are utilizing AI. Almost every industry is incorporating artificial intelligence (AI) into its work solutions. Leading the way is the IT industry, as about half of all IT departments at major corporations have already integrated AI into their work portfolios. AI technology is being designed and used to enhance organizational processes. Just how large of an impact is AI having on the IT industry in Bangladesh-

- 1) AI-skilled workers are becoming more in demand as it automates repetitive IT operations, which is displacing jobs in some industries.
- 2) Security systems powered by AI are enhancing automated responses to cyberattacks, threat detection, and risk assessment in Bangladesh's IT industry.
- 3) The emergence of AI-powered businesses is stimulating innovation in Bangladesh's e-commerce, healthcare IT, and fintech industries.
- 4) Artificial Intelligence is improving networking, cloud services, and data centers for increased effectiveness and performance in Bangladesh.
- 5) Businesses in Bangladesh are using chatbots, automation technologies, and AI-powered data analytics to improve customer experience and make data-driven choices.
- 6) Tools for AI-assisted coding and testing are speeding up software development, increasing accuracy, and cutting expenses.

7) The implementation of AI is increasing the demand for experts in data science, machine learning, and deep learning in Bangladesh's IT industry.

8) AI-driven IT developments are accelerating digital transformation, drawing in foreign investment, and supporting Bangladesh's tech-driven economy.

## 4.3. Challenges of AI for Customer Service in IT Sector

One of the biggest problems with AI in customer service in IT sector is the lack of human interaction. Some clients may find automated systems bothersome and would rather deal with human agents. Therefore, finding a healthy equilibrium is crucial to avoiding this resistance. AI implementation in Bangladesh requires careful consideration of a variety of challenges. The primary challenges are insufficient funding, poor infrastructure, and a lack of people with the requisite AI technological expertise. Some of the pit falls of artificial intelligence include the following:

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

## 5. Recommendations

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

- 1) IT industry should safeguard customer information and keep it private, which will also ensure addressing AI ethical concerns.
- 2) IT Company should ensure better customer service by establishing ethical guidelines to employ AI-powered tools.
- 3) Prevent data to be used unlawfully or unfairly against users/systems.
- 4) IT Company should enhance explainable and transparent AI decisions in healthcare and finance.
- 5) Prevent from unintended direct/indirect prejudice, bias, and discrimination practices of AI.
- 6) Require the datasets, processes, and algorithms to be documented in a standard way to allow for traceability and transparency.
- 7) IT Company should disseminate information clearly about the abilities and limitations of AI.

## 6. Conclusion

AI technology has significantly changed consumer purchasing

patterns and organizational strategies in the IT sector. The majority of people regularly utilize AI-powered systems to learn about any subject, communicate with anyone, choose goods or services, and buy the things they want from various businesses throughout the world. AI-based products help clients throughout the purchasing process, increasing the efficiency of business operations. With 16 crore inhabitants, Bangladesh is a thriving nation with a constantly growing population. The majority of the younger generation uses artificial intelligence (AI) technologies for both simple and sophisticated tasks. AI technologies are essential in building the groundwork for the consumer journey in IT sector at many touch points. So, the IT 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.

## Abbreviation

|     |                                          |
|-----|------------------------------------------|
| NLP | Natural Language Processing              |
| AI  | Artificial Intelligence                  |
| IT  | Information Technology                   |
| AGI | Artificial General Intelligence          |
| 4IR | Fourth Industrial Revolution             |
| ICT | Information And Communication Technology |
| ML  | Machine Learning                         |
| RPA | Robotic Process Automation               |

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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 no conflicts of interest.

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