AI and Machine Learning Applications in Customer Support and Analytics

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Handbook of Research on

AI and Machine Learning Applications in Customer Support and Analytics

In the modern data-driven era, artificial intelligence (AI) and machine learning (ML) technologies that allow a computer to mimic intelligent human behavior are essential for organizations to achieve business excellence and assist organizations in extracting useful information from raw data. AI and ML have existed for decades, but in the age of big data, this sort of analysis is in higher demand than ever, especially for customer support and analytics.

The **Handbook of Research on AI and Machine Learning Applications in Customer Support and Analytics** investigates the applications of AI and ML and how they can be implemented to enhance customer support and analytics at various levels of organizations. This book is ideal for marketing professionals, managers, business owners, researchers, practitioners, academicians, instructors, university libraries, and students, and covers topics such as artificial intelligence, machine learning, supervised learning, deep learning, customer sentiment analysis, data mining, neural networks, and business analytics.

Topics Covered

- Artificial Intelligence
- Business Analytics
- Business Intelligence
- Customer Engagement
- Customer Sentiment Analysis
- Data Mining
- Deep Learning
- Machine Learning
- Neural Networks
- Supervised Learning