Chapter 3
Artificial Intelligence in Relational Marketing Practice:
CRM as a Loyalty Strategy

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ABSTRACT

This chapter aims to address artificial intelligence as a driving force behind relationship marketing (RM) practices. In this sense, the communicational potential of the internet and the way marketing migrates to the digital area are highlighted. In addition, the importance of customer relationship management (CRM) is demonstrated in the development of the loyalty process, using its personalisation and customisation

of the customer. Marketing, from a relational perspective, assumes an interactive marketing function, in a continuous, dialogical, and individualised process with the buyer. Marketing focuses on relationships and convergence, investing in attracting new members and maintaining them in a lasting way. This commitment of brands to attract and create engagement with the customer has as its main purpose, to create loyalty, with a view to future brand loyalty.

INTRODUCTION

Today's society is witnessing major changes of various kinds regarding institutional relations in the market context. The emergence of new world powers, the phenomenon of globalisation, the dependence on markets and changing behaviours in consumer society have caused a climate of constant unpredictability and frantic competitiveness in the business world.

Currently, companies are giving greater importance to customer retention in the medium and long term, to the detriment of strategies aimed at acquiring new customers and expanding the variety of products offered. This requires an adaptation of corporate policies, implementing modern management and a greater concentration of resources on interaction with customers, at the beginning, during and after the sale.

To ensure long-term customer attachment, companies must strive to win their loyalty by creating a lasting bond with them. This means paying extra attention to new consumer demands and constantly improving the customer experience.

On the other hand, the recipient of the information now has access to a user interface that promotes a dialogue with the user, making it possible to establish an interactive relationship between man and machine. The user can have a "virtual reality" or "image immersion" experience, where they interact with the computer through a special visualisation device.

It is by linking human intelligence and artificial intelligence that information search and monitoring activities on networks are optimised, and this is the main goal of strategic intelligence on the Internet. The contemporary computer is seen as the foundation of a series of projects that share the goal of creating an artificial representation equivalent to the human brain or, similarly, reproducing the operation of human intelligence outside the brain. The contemporary computer is seen as the foundation of a series of endeavours that share the goal of creating an artificial representation equivalent to the human brain.

Against this backdrop, Marketing will migrate to digital, taking advantage of all the interactive potentialities, promoting a continuous personalised dialogue with the customer.

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