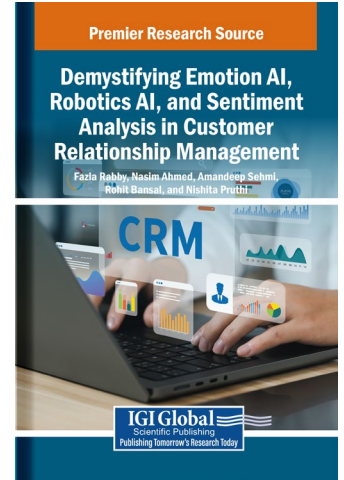


Demystifying Emotion AI, Robotics AI, and Sentiment Analysis in Customer Relationship Management

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Description:

Emotion artificial intelligence (AI), robotics AI, and sentiment analysis revolutionize the way businesses understand and engage with their customers throughout the consumer journey. Emotion AI, also known as affective computing, uses technologies like facial recognition, voice analysis, and text interpretation to detect and interpret customer emotions. Sentiment analysis focuses on interpreting the emotional tone behind customer communications, typically through text analysis of social media posts, reviews, and surveys. It enables companies to categorize customer sentiments as positive, neutral, or negative, providing valuable feedback on their products, services, and customer interactions. These technologies allow businesses to gain real-time insights into how customers feel at different touchpoints, from initial awareness through post-purchase interactions. By understanding emotional triggers with real-time feedback, brands can better map the customer journey and create more personalized, empathetic experiences that address customer needs more effectively.

Demystifying Emotion AI, Robotics AI, and Sentiment Analysis in Customer Relationship Management explores how emotional data can be integrated into customer journey mapping, allowing businesses to create personalized, empathetic interactions that address emotional needs. It examines ethical considerations and best practices for using emotional insights responsibly while ensuring positive outcomes for both businesses and consumers. Covering topics such as knowledge management, brand loyalty, and storytelling, this book is an excellent resource for business leaders, marketing professionals, government officials, professionals, researchers, academicians, and more.

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Topics Covered:

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|--|----------------------------------|
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| Brand Loyalty | Machine Learning (ML) Algorithms |
| Customer Experience | Robotic Marketing |
| Customer Relationship Management (CRM) | Sentiment Analysis |
| Customer's Speech | Storytelling |
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