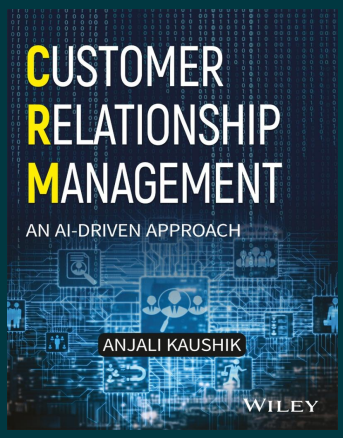


Customer Relationship Management: An AI-driven Approach

By Anjali Kausik

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Description

In today's fast-evolving business environment, customer relationships are more important than ever, and Customer Relationship Management—An AI-driven Approach provides the essential roadmap for navigating this dynamic landscape. This comprehensive guide bridges traditional CRM methods with AI technologies, showing how AI technologies like machine learning, predictive analytics, and automation can transform customer engagement and streamline operations. Through detailed discussions on CRM fundamentals, the role of AI in driving marketing, sales, and customer service, and the importance of effective data management, this book offers practical insights backed by real-world examples and case studies. Special emphasis is given to the Indian market, exploring how businesses are leveraging AI to meet local challenges. This is an invaluable resource for professionals and academics looking to understand and apply AI-driven CRM strategies to stay ahead in today's competitive market.

About the Author

Anjali Kausik

Anjali Kaushik is a distinguished Professor at the Management Development Institute (MDI), Gurgaon, one of India’s leading business schools. As a former Dean of Strategic Initiatives, she pioneered the Online PGDM program, spearheaded ERP deployment, and expanded global collaborations. With a rich academic career, she has also served as IT Head and Area Chair at MDI. Dr. Kaushik is a Chevening-Oxford Fellow, holds a PhD from Delhi University and a post-graduate degree in Cyber Law from NLSIU, Bangalore.

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