

**IMPROVING CUSTOMER RELATIONSHIP
MANAGEMENT PROCESS IN E-COMMERCE
PLATFORMS USING AI-DRIVEN PERSONALIZATION
AND CUSTOMIZATION**

Piumi Indeevary Lokuge

229116E

Degree of Master of Business Administration in Information Technology

Department of Computer Science and Engineering

University of Moratuwa

Sri Lanka

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Piumi Indeevary Lokuge

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ABSTRACT

The Sri Lankan e-commerce platforms need to focus on managing their customer base in a more efficient manner. This study is focused on exploring how Sri Lankan E-commerce platforms can incorporate AI powered personalization and customization strategies to improve their customer relationship management process. This study will investigate how Sri Lankan E-commerce users respond to these AI-integrated personalization strategies and will these strategies be capable of increasing customer satisfaction levels. The customer satisfaction will be captured through the customer engagement, purchasing decision, customer retention and customer advocacy. In this study it is focused to identify applications of AI in CRM and how those impact the performance of the CRM process. The applications of AI such as automated chatbots, personalized product recommendations and tailored communication will be mainly targeted for the investigation. Also, through this study it is planned to identify how concerned are Sri Lankan E-commerce customers regarding the data privacy and ethical issues related to data usage. Based on that the study will identify how transparent the CRM process should be in customer data utilization.

Keywords: Artificial Intelligence, E-commerce, Customer Relationship Management, Customer satisfaction, Data security and privacy

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LIST OF ABBREVIATIONS

1. **AI:** Artificial Intelligence
2. **CRM:** Customer Relationship Management
3. **E-CRM:** Electronic Customer Relationship Management
4. **E-commerce** – Electronic commerce
5. **E-Payments** – Electronic Payments
6. **IT:** Information Technology
7. **ICT:** Information Communication Technology
8. **ML:** Machine Learning
9. **NLP:** Natural Language Processing
10. **CDP:** Customer Data Platforms
11. **SME:** Small and Medium-sized Enterprise
12. **ICTA:** Information and Communication Technology Agency of Sri Lanka
13. **GDP:** Gross Domestic Product
14. **SL:** Sri Lanka
15. **US:** United States