

Chapter 5

Integrating AI and Machine Learning in Omnichannel Marketing for Superior Customer Experience

Bhushan Bharat Shaharkar

 <https://orcid.org/0000-0001-9069-1412>

Department of Information Technology, Walchand Institute of Technology, Solapur, India

Vipul Hiralal Kondekar

 <https://orcid.org/0000-0001-7072-6059>

Department of Electronics and Telecommunication Engineering, Walchand Institute of Technology, Solapur, India

Nazeer Shaik

 <https://orcid.org/0009-0008-1361-258X>

Department of Computer Science and Engineering, Srinivasa Ramanujan Institute of Technology, Anantapur, India

S. Kiruba

Department of Physics, St. Joseph's College of Engineering, Chennai, India

B. S. Hari

Department of Mechanical Engineering, Kongu Engineering College, Erode, India

DOI: 10.4018/979-8-3693-4466-8.ch005

Copyright © 2025, IGI Global. Copying or distributing in print or electronic forms without written permission of IGI Global is prohibited.

ABSTRACT

AI and ML have been transformers in the revolution of omnichannel marketing with the view of ensuring customer experiences. As companies try to provide frictionless and personalized experiences for customers at every touchpoint, AI and ML have grown to be significant tools in analyzing vast data on customers for behavior prediction and automating personalized communication. This chapter elaborates on how AI-powered analytics help marketers create connected and contextually relevant experiences across touchpoints, ensuring that customers have coherent messages and support. It looks at some of the challenges and opportunities related to implementing AI-driven strategies, such as data privacy concerns and ethical considerations. Driving superiority in customer satisfaction and loyalty, this chapter will discuss case studies and practical examples-how the top brands are driving superior omnichannel experiences with AI and ML.

INTRODUCTION

AI and ML are causing a deep transformation in how businesses engage with their customers via omnichannel marketing. Consumers engage with brands on varied touchpoints that range from social media, email, and mobile applications to brick-and-mortar shops. The need for seamlessness and consistency in this journey has never been felt more acutely. Most traditional methods of marketing rely on siloed channels and broad-brush approaches, which fall increasingly short in being able to address the complexities of modern consumer behavior. AI and ML run the gamut from improving the efficacy of incumbent marketing techniques to grossly changing how brands converse with their audiences by affording unparalleled levels of personalization, efficiency, and insight (Sun et al., 2022).

Centred around this transformation is the concept of omnichannel marketing, which aims at making the customer experience uniform on any platform or device. The focus is that the brand must have a core presence but be able to change and adapt with each customer's needs and preferences, consistently messaging and providing support via every touchpoint. It's much more than just aligning the marketing effort across disparate channels; it requires a deep insight into customer behavior and the ability to predict and respond in real time to the needs of the customers. And that is where AI and ML come in with the tools to process oodles of data and turn it into useful insights (Calvo et al., 2023a).

AI emulates human intelligence, and ML allows the system to learn from experience and get better at it without explicit programming; both are changing how marketers reach their customers. These advanced technologies make it possible to

30 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/integrating-ai-and-machine-learning-in-omnichannel-marketing-for-superior-customer-experience/359374

Related Content

Relationship Between Organization Alignment and Co-Creation: The Role of Technology Innovation in the Case of Eco Hotels, Ethiopia

Tafese Niguse, Shashi Kantand Kenesa Kebede (2025). *Empowering Value Co-Creation in the Digital Era* (pp. 229-256).

www.irma-international.org/chapter/relationship-between-organization-alignment-and-co-creation/376572

An Evaluation of the Usability of a DMO's Digital Marketing Strategy: The Case of the Center of Portugal

Bernardo Borgesand Rui Costa (2021). *Impact of New Media in Tourism* (pp. 88-101).

www.irma-international.org/chapter/an-evaluation-of-the-usability-of-a-dmos-digital-marketing-strategy/272420

New Media Cloud Computing: Opportunities and Challenges

P. Sasikala (2014). *Digital Arts and Entertainment: Concepts, Methodologies, Tools, and Applications* (pp. 1636-1648).

www.irma-international.org/chapter/new-media-cloud-computing/115093

An Efficient Policy for Vertical-Handover-Based Multi-Attribute Utility Theory in Heterogeneous Wireless Networks

Mohamed Lahbyand Abderrahim Sekkaki (2018). *Advances in Data Communications and Networking for Digital Business Transformation* (pp. 1-20).

www.irma-international.org/chapter/an-efficient-policy-for-vertical-handover-based-multi-attribute-utility-theory-in-heterogeneous-wireless-networks/205220

Digital Culture and Digi-Relations

Aiswaria G. Shajan (2023). *Dynamics of Dialogue, Cultural Development, and Peace in the Metaverse* (pp. 30-39).

www.irma-international.org/chapter/digital-culture-and-digi-relations/314986