


# Chapter 8


## The Impact of Artificial Intelligence on Customer Satisfaction in Moroccan Telecommunications: A Quantitative Study

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### ABSTRACT

*This article aims to study the impact of artificial intelligence (AI) on customer satisfaction regarding the services offered by communication companies, investigating how the use of AI in service automation, offer personalization, and proactive network management influences customer satisfaction. A quantitative research approach was employed, utilizing a structured questionnaire distributed to a random sample of 200 customers of Moroccan telecommunications companies. Data collection focused on customer perceptions and experiences with AI-driven services, and the results*

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*were analyzed using structural equation modeling (SEM) with SmartPLS. Findings indicate that automation via AI significantly enhances customer satisfaction, while personalization shows an even stronger effect. Additionally, proactive management of network issues positively impacts customer satisfaction. These results underscore the critical role of AI in improving customer experiences and satisfaction levels.*

## **INTRODUCTION**

The fast advancement of advanced innovations has significantly changed the benefit scene, especially within the broadcast communications division (Vetrova et al., 2023). With the rise of fake insights (AI), companies can optimize their operations and altogether improve client encounters (Tauqeer and Babar, 2023). In Morocco, where the broadcast communications industry is encountering exceptional development, competition escalates, and client desires persistently advance (Belabbes et al., 2020). To stay competitive and meet these modern challenges, companies must adjust by incorporating AI arrangements into their benefit offerings (Haefner, 2023).

The broadcast communications segment in Morocco has experienced noteworthy change over the past two decades, advancing from a state-controlled, imposing business model to a competitive showcase with different administrators. Morocco's vital area at the intersection of Europe and Africa has situated it as an important broadcast communications center within the locale, interfacing submarine cables from Europe to different African countries. Morocco's broadcast communications framework has seen considerable advancement, with major ventures in fiber optic systems, 4G scope, and the later presentation of 5G innovation. The Moroccan broadcast communications are overwhelmed by three major administrators:

Maroc Telecom, Orange Morocco, and Inwi. This competitive scene has driven benefit development and cost competition, especially within the versatile segment, in spite of the fact that Maroc Telecom keeps up a noteworthy showcase share in fixed-line administrations due to its authentic position as the national administrator. Computerized change activities have picked up energy in Morocco's broadcast communications division, with administrators progressively expanding past conventional voice and information administrations to offer advanced money-related administrations, substance spilling, and IoT arrangements. This advancement reflects broader endeavors to position Morocco as an advanced economy pioneer in North Africa.

The central address of this inquiry spins around understanding how the integration of fake insights impacts client fulfillment concerning the administrations given by Moroccan broadcast communications companies. In spite of the fact that various considers have investigated the potential benefits of AI over different segments, it is significant to particularly look at its impacts on client fulfillment inside the one-of-

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