Chapter 18
Brain-Computer Interface Applications in Customer Experience: Secure Data Management

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ABSTRACT

By providing new and unprecedented insights into consumer behavior and preferences, Brain-Computer Interface (BCI) devices are revolutionizing customer experience management. Brain-Computer Interfaces (BCIs) can accurately anticipate consumer demands, expedite service delivery, and customize interactions with clients by utilizing brain data in real-time. This abstract investigates the potential to enhance customer satisfaction, loyalty, and overall engagement through the integration of Brain-Computer Interfaces (BCIs) into customer experience management systems. BCIs facilitate the creation of customized experiences that can dynamically alter

DOI: 10.4018/979-8-3373-5122-3.ch018

to accommodate individual preferences by conducting a more thorough examination of consumer mood and behaviors. This investigation not only examines the technological challenges and ethical dilemmas associated with the integration of BCI into customer experience management, but also examines the potential future opportunities and current advancements.

INTRODUCTION

The evolution of customer experience management is being driven by the necessity for businesses to maintain a competitive advantage in the current business environment, which is characterized by severe competition (Pandey, D. et al., 2024b). They are placing a greater emphasis on customer experience management as a method for nurturing client loyalty and boosting customer satisfaction (YItayew, M. et al., 2020). When it comes to traditional customer experience management tactics, one of the most prevalent practices is the evaluation of feedback acquired via reviews, surveys, and data (Gupta, R. et al., 2023) on consumer behavior. When it comes to capturing the true feelings and thoughts of customers (Rai, P. K. et al., 2024) as they interact with companies, however, these tactics are not sufficient. This cutting-edge technology, known as the Brain-Computer Interface (BCI), makes it possible to establish a direct connection between the human brain and various pieces of external equipment (Sharma, M. et al., 2022b). By converting brain activity into data that can be used in everyday life, brain-computer interfaces (BCIs) are able to circumvent the limitations of traditional approaches and provide insights into mental and emotional states (Pandey, D. et al., 2020). This technology has the potential to transform customer experience management (CXM) since it promotes a more comprehensive understanding of the experiences of consumers. By adopting BCIs, firms may monitor the emotional responses (Muralidhar, L. B. et al., 2024) of their consumers to their products, services, and marketing (Abdullahi, M. et al., 2024) campaigns in real time, thereby greatly enhancing customer engagement. Through the analysis (Pandey, B. K. et al., 2024a) of neurological data and the subsequent modification of their approach, businesses have the ability to improve their alignment with the preferences and emotional responses of their customers. One possible outcome of a tailored strategy is the development of relationships with customers that are more fruitful and significant (Reddy, B. R. S. et al., 2023).

The capacity of BCIs in CXM to deliver immediate feedback, which makes it easier to adapt in real time (Maheshwari, R. Uma. et al., 2024b), is a significant advantage that they offer. Businesses have the ability to improve the user experience by monitoring the mental and emotional responses of customers at each encounter point and making modifications immediately (Shahul, A. et al., 2024). The flexibility

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Abeer Bayousuf, Hend S. Al-Khalifaand Abdulmalik Al-Salman (2019). *Advanced Methodologies and Technologies in Artificial Intelligence, Computer Simulation, and Human-Computer Interaction (pp. 778-794).*

www.irma-international.org/chapter/haptics-based-systems-characteristics-classification-and-applications/213176