

# **LEVERAGING TECHNOLOGY TO IMPROVE CUSTOMER EXPERIENCE**

**A PROJECT REPORT**

*Submitted by,*

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*Under the guidance of,*

**Ms. Meena Kumari K S**

*in partial fulfillment for the award of the degree of*

**BACHELOR OF TECHNOLOGY**

**IN**

**COMPUTER SCIENCE AND TECHNOLOGY(DEVOPS)**

**At**



**PRESIDENCY UNIVERSITY**

**BENGALURU**

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# **PRESIDENCY UNIVERSITY**


## **SCHOOL OF COMPUTER SCIENCE AND ENGINEERING**

### **CERTIFICATE**


This is to certify that the Project report “**LEVERAGING TECHNOLOGY TO IMPROVE CUSTOMER EXPERIENCE**” being submitted by RISHI ANAND, RASHMI JOSHI and ESHAN VIJAY SHETTENNAVAR bearing roll numbers 20211CDV0032, 20211CDV0031 and 20211CDV0015 in partial fulfillment of the requirement for the award of the degree of Bachelor of Technology in Computer Science and Engineering is a bonafide work carried out under my supervision.




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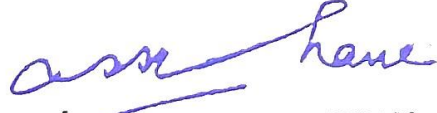
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**DECLARATION**

We hereby declare that the work, which is being presented in the project report entitled **LEVERAGING TECHNOLOGY TO IMPROVE CUSTOMER EXPERIENCE** in partial fulfillment for the award of Degree of **Bachelor of Technology in Computer Science and Technology(DevOps)**, is a record of our own investigations carried under the guidance of **Ms. Meena Kumari K S, Assistant Professor, School of Computer Science and Engineering & Information Science, Presidency University, Bengaluru.**

We have not submitted the matter presented in this report anywhere for the award of any other Degree.

  
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## **ABSTRACT**

With the evolution of technology, the contemporary landscape of CX is something that allows firms to deliver more efficient, engaging, and personalized interactions with their customers. Fully focusing on AI, ML, big data, and IoT capabilities, organizationally, firms now have a great opportunity to better their interactions with customers and meet their needs. Modern businesses use big data and analytics to gain deep insights into customer behavior and preferences. This allows companies to offer tailored recommendations, dynamic pricing models, and predictive services that anticipate customer needs. Platforms like Netflix and Amazon have set benchmarks by employing AI-powered recommendation engines, providing seamless and personalized experiences that drive customer loyalty. Technology has bridged communication gaps by integrating various touchpoints into unified platforms. Omnichannel strategies, including customer relationship management (CRM), ensure uniform, consistent interaction both on social media, through the email channel and live chat channel, as well as in the in-store experience. Building on top of natural language processing (NLP), chatbots and virtual assistants further ease contact center processes: 24 by 7 response with the slightest human touch intervention. Furthermore, technologies such as augmented reality (AR) and virtual reality (VR) are changing the way customers engage with products and services, thus creating immersive environments that improve decision-making processes. Technology enables real-time feedback mechanisms through which businesses can monitor customer satisfaction and correct issues immediately. AI-driven sentiment analysis tools can process and interpret feedback from different sources, such as social media or surveys, to improve services and offerings. However, effective implementation of such technologies is best achieved through a customer-centric approach that emphasizes user-friendly design, responsible data usage, and continuous innovation as expectations evolve. With customer expectations changing with every passing day, the role of technology will still be critical to shaping meaningful and engaging experiences for them, leading to more innovation and newer benchmarks of excellence in customer experience.