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| CS 370 Current/Emerging Trends |
| 1-3 Assignment: Short Paper |
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I have worked in retail pharmacy for over twenty years. This is primarily a customer service position. Dealing with customer questions, complaints, and issues takes up a good portion of our day. Utilizing AI to assist with customers would free up staff to complete other tasks that would ultimately benefit the customer and patient.

There are many ways AI is already in use for customer service within retail pharmacy. Within the realm of online customer service, chatbots provide answers to routine questions. Such questions can answer questions for customers about an order. Agent assistance is also a way that customers can be helped. By interpreting the customer’s needs, it can direct them to the appropriate agent and display the relevant information the agent and display information to the agent that may be helpful to the customer.

AI also gives the opportunity for a personalized customer experience that anticipates the customer’s needs before resulting in a customer service failure. “An AI customer experience program can analyze [customer] conversation sand pinpoint why customers are calling, what they need and what would streamline and elevate their experience” (Goggi, 2021).

Another way that AI can support customer service is by analyzing interactions between customer service agents and customers to understand the best way to help in the future. This learning can be used to create training materials to make the rest of the team better. Top performing employees can be used as markers for continued customer success. AI can also develop different scenarios to see how an agent will respond and train that agent accordingly.

AI can also be beneficial through automated conflict resolution. Previously agents were responsible for repetitive task such as updating customer information, resolving problems, or offering compensation. AI can be utilized to reach out to customers, provide updates, update profiles, or offer compensation based on its interaction with a customer.

One ethical problem with 100% automation of customer service can lose the connection with the customer and therefore lose the customer all together. “If all you are is an automated company, you have no way to emotionally connect with your customers. That means your customers have only one way to compare you to direct competition that sells exactly what you do, and that is price” (Hyken, 2023). The other issue with AI, is that AI is only as good as the data it is provided. Unfortunately, that data is some that we would consider private. Target will assign a person a pregnancy score, how likely they are to be pregnant, based on their shopping habits. According to a person’s pregnancy score, they can be sent coupons for baby items during that crucial point of shopping loyalty. They can also estimate a due date. There is famously a story of man being upset that his high-school daughter was receiving mailers and coupons for baby items. He was concerned that Target was encouraging his daughter to get pregnant. He found out later that his daughter was, in fact, expecting a child.

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