Moving ahead of digital transformations, AI-driven approaches such as data science and

new technologies like extended reality, robots, recommender systems, the internet of

things and conversational agents, etc., are the modern ways to improve customer

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Based customer experience tools for sustainable competitive advantage8. The following

section of the article addresses six emerging AI-enabled technologies that can transform

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consumers’ transmigration between brands and customer churns holes in protability,

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Scant is known for overcoming these challenges when adopting and implementing AI-

based technologies. This article presents the array of emerging technologies and offers a

framework for organizational transformations with the AI-driven customer journey. The

article aims to resolve the personalization-privacy paradox by introducing a solution

matrix separating personalization from privacy concerns. Moreover, the article proposes a

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**DEFINE PROBLEM STATEMENT**

These days, customers are becoming digital savvy; this can emerge as the biggest growthopportunity for the companies. They can now create customer experiences far moreinuential than ever before. Complex and time-consuming things become a cakewalkwith a single click. Practitioners are moving to AI for enhanced customer experiences inthe age of the fourth industrial revolution. AI provides multiple offerings, includingautomation, personalization, future prediction, recommendation, etc. A global onlinesurvey on senior managers and executives conducted in 2016-2017 reveals that only 15 %of rms do not have any AI plans. Articial intelligence unfolded avenues for competitiveadvantage, but it is not free from challenges. For example, it is not easy to redesign theentire system with AI-based technologies in one go. Second, AI offers personalization,but at the cost of compromised privacy (personalization-privacy paradox). Third,consumers’ transmigration between brands and customer churns holes in protability,even after high capital investment in implementing such technologies. Scant is known for overcoming these challenges when adopting and implementing AI-based technologies. This article presents the array of emerging technologies and offers aframework for organizational transformations with the AI-driven customer journey. Thearticle aims to resolve the personalization-privacy paradox by introducing a solutionmatrix separating personalization from privacy concerns. Moreover, the article proposes aframework for reducing customer churns with AI-based customer journey mappinganalytics.

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A network of connected things, devices, and people that interact through the internet isIoT. Future devices and home appliances such as washing machines, televisions,refrigerators, microwaves, air conditioners, etc., would automatically operate throughcomplex sensors. Imagine your refrigerator automatically orders fruits, milk, eggs, bread,butter, and vegetables online, according to the stock left in the specic containers. Shortly,all devices would be advanced and smarter through the internet of things. IoT hasimmense potential to transform the shopping experience. With the help of IoT, informationlike price, usage, manufacturing date, specications, expiry date, etc., could be displayedby the product itself through wearables or smartphones