

To Study the Impact of AI on Business and Customer Services - A Case Study on Swiggy

Mayank Goyal¹ and Dr. Gazala Yasmin Ashraf²

Student, Amity Business School, Amity University Chhattisgarh, India¹

Associate Professor, Amity Business School, Amity University Chhattisgarh, India²

Abstract: *In the food delivery sector, the usage of artificial intelligence (AI) technologies has grown significantly. An important player in the Indian market for online food ordering and delivery, Swiggy, has been looking into how AI could improve its business processes and customer support. This topic intends to analyze the research on artificial intelligence (AI) utilisation in the food delivery sector and investigate its possible uses for Swiggy. The paper covers several AI applications and their effects on many business elements, such as logistics optimization algorithms, NLP-based chat bots, and picture recognition-based recommendation systems. According to the study, Swiggy could boost customer service, increase delivery efficiency, and give users tailored recommendations if it used AI. However, it is essential to assure the moral use of AI and address any potential privacy and prejudice issues. The study comes to the conclusion that AI offers a lot of potential for enhancing Swiggy's business processes and customer service, which would eventually improve customer satisfaction and retention. To do the findings of this topic the sample size of 400 restaurants were taken into account to know the customer preference and the service provided by the restaurant partners in the Swiggy platform and to rectify there problems and issues faced by them in accepting the orders and their online presence in the Swiggy app so that there customer ratings and service can be increased.*

Keywords: Artificial intelligence, swiggy, food delivery, customer service

REFERENCES

- [1]. Gondaliya, S. H., & Sharma, A. K. (2023, May). A Review: Artificial Intelligence in Restaurant Business. In International Conference on Applications of Machine Intelligence and Data Analytics (ICAMIDA 2022) (pp. 397-402). Atlantis Press.
- [2]. Raman, r., priya, k., reingarajan, p., bharathi, s. J., anu, k. M., & gadeka, d. J. Artificial intelligence and machine learning in food and agriculture industry.
- [3]. Rana, J., Gaur, L., Singh, G., Awan, U., & Rasheed, M. I. (2021). Reinforcing customer journey through artificial intelligence: a review and research agenda. *International Journal of Emerging Markets*, 17(7), 1738-1758.
- [4]. Saxena, V., & Gautam, A. Can AI replace Human? A Study on Customer Perception and Attitude towards AI-Based Chatbot in Food Service.
- [5]. Shekhar, R., & Vartika, M. (2022). Artificial Intelligence in Online Food Delivery: Exploring Advantages, Opportunities, and Challenges Ahead.
- [6]. Saxena, A. (2019). An analysis of online food ordering applications in India: Zomato and Swiggy. *International Journal of Research in Engineering, IT and Social Sciences*, 9, 13-21
- [7]. Ghosh, R., & Saha, T. R. (2018). A study of E-payment system on food delivery industry: A case study on swiggy. *International Journal on Recent Trends in Business and Tourism (IJRTBT)*, 2(3), 19-25.
- [8]. Raina, A., Rana, V. S., & Thakur, A. S. (2018). Popularity of online food ordering and delivery services-a comparative study between Zomato, Swiggy and Uber eats in Ludhiana. *International Journal of Advanced in Management, Technology and Engineering*, 8(1), 350-355.
- [9]. Frederick, D. P., & Bhat, G. (2022). SWOT Analysis of Swiggy-An Online Food Deliverer. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, 6(2), 821-830.

- [10]. <https://startuptalky.com/swiggy-using-ai/>
- [11]. <https://www.feedough.com/swiggy-business-model-how-swiggy-works-makes-money/>
- [12]. <https://acods.co.uk/swiggy-uses-ai/>