# A Study on the Adoption of Artificial Intelligence in Relationship Management Enhancing Customer Satisfaction

**Dr. (Mrs) Vaishali Nadkarni and Rathod Mansi Jesing**

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra

**Abstract***: Artificial Intelligence in a regular mode of learning is known as a computer system that simulates human intelligence. Most of the activities or tasks are performed by the machine with the installation of human intelligence, as it helps to solve deviations, problem-solving, reasoning, learning, and so on. AI is a machine that is set and framed with a set of rules and algorithms. This AI machine has the power to assess the various procedures laid with the available system and can attain any specific task assigned without any external interference.*

*This invention of Artificial Intelligence is of a great domain and still needs to be explored. In a real lifetime, experiences in real-world applications to date are undoubtedly at the tip of the iceberg. However, in the past few years, there has been robust growth inthe AI domain and will serve as one of the most rewarding industries. However, the researcher in this article is trying to comprehend how significant is the adoption of Artificial Intelligence on Relationship Management on enhancing customer satisfaction. Further, the researcher is also trying to evaluate does the adoption of Artificial Intelligence impacts firm profitability.*

**Keywords:** Artificial Intelligence, Growth, Profitability, Human Intelligence