

AI-Based Personalization and Its Impact on Customer Experience: A Comprehensive Study of Click-Only Business Models

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Abstract

Digital commerce has expanded with such furious velocity that some companies are now a click-only business: not just buying and selling, but ordering suppliers and services online, as well. AI Emerges as the Next AI's mission is to provide you with the development of tools and resources in Man in this Fully Digital World One of the greatest accelerators for competitive edge, especially in personalization. The role of AI personalization in improving CX in click-only business is also discussed (Recommendation system, targeted content, dynamic website interface and predictive analytics). As a result, the customer perceives more convenience, satisfaction and trust to which result in higher levels of engagement and loyalty. The research also uncovers the obstacles to AI-based personalization, including privacy issues and concerns about algorithms propensity to discriminate as well as over-automation. The study gives an implication that if a click-only business wants to survive, it needs to invest in the transparent, adaptive and data-driven personalization of customer requirements. Finally, the study recommends AI-based personalization is not only a matter of technological choice but also continues to be a sound strategy for meaningful and differentiated customer experience delivery in online pure-play markets.

Keywords

Velocity, Development, Satisfaction, Transparent, Customer.

Biographies

Marzan Kazi Rubye is currently pursuing a Bachelor of Business Administration (BBA) in Human Resource Management under the Faculty of Business Administration at the American International University–Bangladesh (AIUB). He completed his schooling at Border Guard Public School, Jashore, and higher secondary education at Jashore Shikkha Board Government Model School and College. He has been recognized for his academic excellence with an AIUB Academic Scholarship and Dean's List Honor. Alongside his studies, he has engaged in leadership and co-curricular activities as a general member at the AIUB Oratory Club, Sub-Executive at AIUB Economics Club, and General Member at AIUB Volunteer Unit, as well as a Management volunteer for the Bangladesh Mathematical Olympiad. His research interests include human resource management, artificial

intelligence, Statistics, Statistical analysis, teaching methodologies. He aspires to build a career in academia as a university faculty member, to contribute to teaching, research, and knowledge creation in the field of business and administration.

Md. Obaidul Haque Adib is an undergraduate student pursuing a Bachelor of Business Administration (BBA) with a major in Finance at the American International University-Bangladesh (AIUB). He completed his secondary education at Ideal School & College, Motijheel, and his higher secondary studies at Dhaka College. Adib has been awarded the AIUB Academic Scholarship in recognition of his academic commitment and performance. Alongside his studies, he is actively involved in co-curricular activities as a General Member of the AIUB Business Club, where he contributes to various academic and organizational initiatives. He is currently engaged as a research volunteer for the Dietary Inflammatory Index (DII) research project funded by AIUB, assisting with data support and research coordination. Adib aims to further develop his expertise through research, professional engagement, and continued academic growth in the field of business and finance.