
Contemporary Tools for Creating Customer Value

Submitted 08/09/24, 1st revision 22/09/24, 2nd revision 16/10/24, accepted 30/10/24

Sebastian Zupok¹

Abstract:

Purpose: The purpose of this paper is to explore the integration of Artificial Intelligence (AI) in marketing and its transformative role in creating customer value. The study focuses on how AI technologies-such as machine learning, natural language processing, and predictive analytics-enhance personalization, predict customer behavior, and improve operational efficiency in business practices. The research also examines the challenges businesses face in integrating AI into marketing strategies and offers recommendations for maximizing customer satisfaction and loyalty through AI-driven approaches.

Design/Methodology/Approach: The paper is based on a selective literature review combined with an analytical approach to evaluate the application of AI technologies in marketing. It reviews key academic sources and industry reports, focusing on case studies and examples of contemporary AI tools used by businesses to personalize customer experiences, enhance predictive analytics, and optimize customer support operations. This method allows for a focused analysis of the most relevant and impactful research and applications within the field.

Findings: The research highlights that AI significantly improves customer value by enabling businesses to offer highly personalized experiences, predict consumer needs more accurately, and streamline operations. However, it also identifies key challenges, such as data privacy concerns and the high cost of technology adoption, which need to be addressed for effective AI implementation. The findings provide actionable recommendations for businesses on how to integrate AI technologies strategically to enhance customer satisfaction, loyalty, and overall value.

Practical Implications: The paper provides practical guidance for businesses seeking to leverage AI to improve customer engagement and value. It outlines best practices for incorporating AI into marketing strategies, focusing on investment priorities, data management practices, and staying updated on technological advancements. The insights can be valuable for companies aiming to enhance their competitive advantage through AI-driven marketing approaches.

Originality/Value: This research contributes to the growing body of knowledge on AI in marketing by offering a detailed examination of how AI tools create customer value. The originality of the study lies in its integrated perspective on the interplay between AI technologies and customer-centric strategies, making it a useful resource for both academics and practitioners.

Keywords: Artificial Intelligence, Customer Value, Personalization, Predictive Analytics, Customer Support, Operational Efficiency, Marketing Strategies.

¹Dr., Wyższa Szkoła Biznesu - National Louis University, Poland,
e-mail: szupok@wsb-nlu.edu.pl;

JEL Codes: M31, O33, C45, D83.

Paper type: Research Paper.

1. Introduction

The integration of Artificial Intelligence (AI) in marketing has fundamentally transformed how businesses understand and deliver customer value. Traditionally, marketing strategies were broad and generalized, catering to large population segments with a one-size-fits-all approach. However, the advent of AI has introduced a new era of precision and personalization, enabling businesses to tailor their offerings and communications to individual customer preferences and behaviors.

Through technologies like machine learning, natural language processing, and predictive analytics, marketers now have the ability to analyze vast amounts of data, uncover hidden patterns, and make data-driven decisions that significantly enhance customer satisfaction and loyalty (Kotler, 2021).

This paper explores AI's transformative role in building customer value by addressing how these technologies reshape marketing practices. The primary objectives of this study include defining customer value within the context of AI, analyzing AI's role in enhancing personalization and predictive analytics, and exploring its impact on customer support and operational efficiency.

Additionally, the paper identifies key challenges such as data privacy concerns and the technological investments required for AI integration, while offering practical recommendations for businesses aiming to leverage AI effectively.

The novelty and relevance of this research stem from its comprehensive analysis of how AI tools influence customer-centric strategies and value creation. By bridging the gap between theoretical concepts and practical applications, this study aims to provide businesses with actionable insights on maximizing the potential of AI in marketing.

The central research questions addressed include: How does AI enhance personalization in customer interactions? What are the primary challenges and opportunities in integrating AI into marketing strategies? And, how can businesses optimize AI adoption to enhance customer satisfaction and loyalty?

Through exploring these questions, this study not only contributes to the growing body of literature on AI in marketing but also offers practical guidance for businesses. The integration of AI is redefining customer interactions and reshaping

the concept of customer value, making it a critical area of study for contemporary marketers.

2. The Essence and Scope of Creating Customer Value

In today's world, there is a widespread interest in the topic of value. Strategies for creating and delivering customer value are fundamental elements in building a company's competitive position. A satisfied, happy, and loyal customer who generates cash flows, profitability, and information is a fundamental resource for a company, whose value is measured and maximized (Kotler, 2021).

Achieving growth and profit, as well as creating value for shareholders (owners), is possible only with proper relationships with consumers. Value creation of a good is the core element of creating consumer usefulness. This constitutes a central aspect in supply-side operations, as the provision of useful goods ensures demand for them. However, when evaluating a company's activities in meeting stakeholders' expectations, the primary focus should be on prioritizing value creation (Mahajan, 2020).

According to the author of this article, customer value should be understood as a process of satisfying the needs and requirements of customers by delivering satisfaction in a more efficient and effective way than other market participants can. In other words, value refers to the benefits that a customer can derive from acquiring an offer and receiving support from the company (Zupok, 2018). It should be agreed that managing customer value in a company should be treated as an integrated and dynamic business process that integrates all areas and levels of the company's activities.

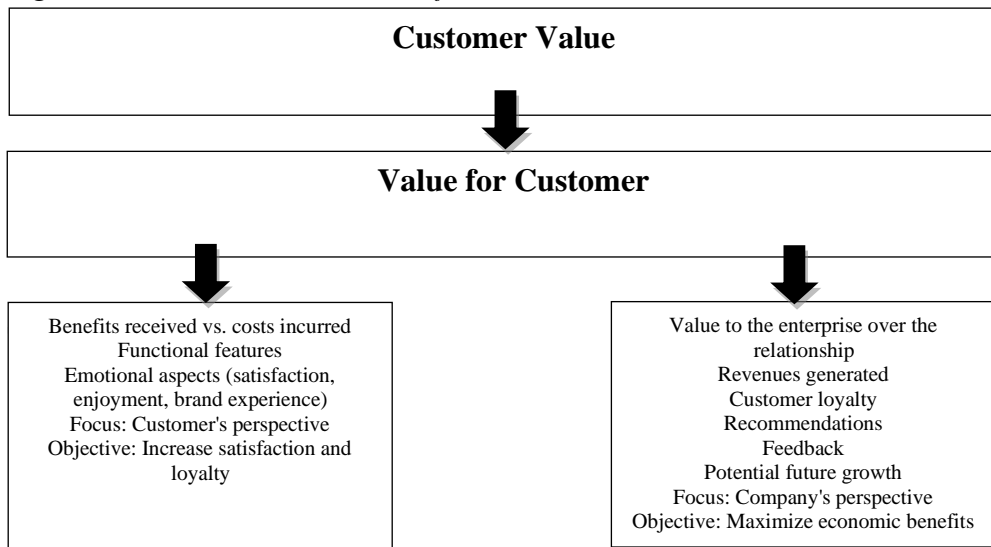
In management science, the idea of managing customer value is a relatively new proposition, not disconnected from earlier ideas: Total Quality Management (TQM), process management developed within Business Process Reengineering (BPR), Supply Chain Management (SCM), Value-Based Management (VBM), and Customer Relationship Management (CRM).

Understanding the role of the customer requires a clear distinction between two concepts: "customer value" and "value for the customer" (Figure 1). It is noteworthy that different authors treat these concepts as synonyms. This fact has negative consequences in both the cognitive and application spheres. It should also be agreed that despite the awareness of the importance of these concepts, there is a gap between the belief in the impact of customer value on company value and the actual actions of companies in this regard.

The first concept – customer value – is most often defined in the literature as the difference between the discounted value of future revenues generated by the customer and the costs of acquiring that customer. Thus, these are streams of various

benefits provided by customers to the company throughout the duration of the relationship, such as revenues, information and signals, loyalty, satisfaction, trust, and other values. It should be clearly emphasized that customer value is defined by what they bring to the company. Therefore, it is correct to state that companies are "driven by customers."

Figure 1. Customer Value vs. Value for Customer



Source: Own study.

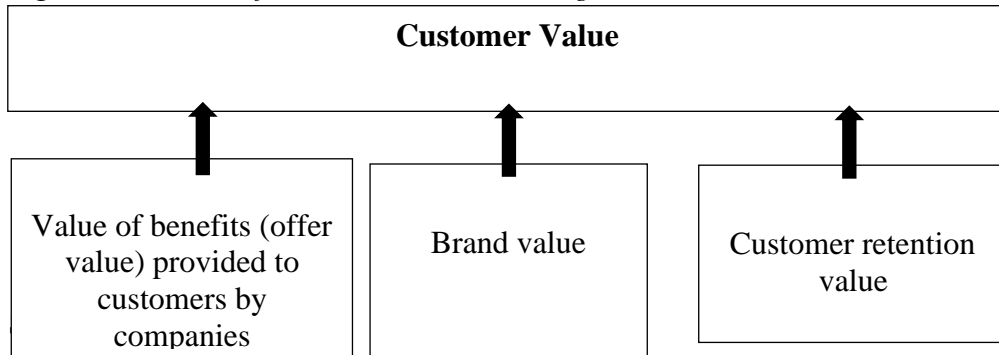
Expressing their understanding of this concept, Roland Rust, Valarie Zeithaml, and Katherine Lemon identified three main sources of customer value (Figure 2). These are (Rust *et al.*, 2000; Liberty and Bartels, 2021):

- Value of benefits (offer value) provided to customers by companies,
- Brand value,
- Customer retention value.

At this point, it should be emphasized that without value for the buyer, there can be no value for the owners (shareholders). In turn, the value for the owners goes hand in hand with the value for the buyers. This idea was introduced by Peter F. Drucker in 1954.

In recent years, numerous attempts have been made to define this concept. Some definitions emphasized the emotional bonds formed between the company and the buyer. Others included financial aspects, proving that value for the buyer is expressed in money and refers to the set of benefits the customer receives for a given price. Table 1 presents an overview of selected definitions of the discussed concept.

Figure 2. Sources of Customer Value according to Rust, Zeithaml, and Lemon



Source: Own study.

Table 1. Overview of Selected Definitions of Customer Value

Definition	Source
Perceived Customer Value is the overall assessment by the consumer regarding the utility of the product, based on an analysis of what was received compared to what was given	Zeithaml, 1988
Customer value is a combination of what the customer received and what they were compelled to sacrifice in return	Rust, Oliver, 1994
Customer value is the value created by relationships with buyers, eliciting interactions between them and the service provider or service sales intermediary	Grönroos, 2007
Innovation offers increased value for the customer	Trias de Bes, Kotler, 2013
Customer value is the difference between the prospective customer's evaluation of all the benefits and all the costs of an offering and the perceived alternatives	Kotler, Armstrong, 2021
Customer value is the application of human-mimicking technologies to create, communicate, deliver, and enhance value throughout the customer journey. These technologies enable marketers to address customers' needs more effectively and provide a personalized and seamless experience across all touchpoints	Kotler, Kartajaya, Setiawan, 2021
Customer value is the perception of what a product or service is worth to a customer versus the possible alternatives. Worth means whether the customer feels s/he got benefits and services over what s/he paid. In a simplistic equation form, customer value is benefits – cost (CV = B – C). What the customer pays is not only price (cash, cheque, interest, payment during use such as fuel and servicing for a car) but also non-price terms such as time, effort, energy and inconvenience). The benefits include the advantages or quality of the product, service, image and brand of the company or the brand of the product, values, experience and success one gets in using the product and so on.	Mahajan, 2020

Source: Author's research.

The provided definitions of customer value refer not only to the perceived benefits compared to the incurred costs but also to the utility of the offer and the confrontation of the buyer's expectations with what they received from the company. Additionally, these definitions highlight the aspect of the company-customer relationship.

An interesting perspective is presented by Philip Kotler. He stated that, in today's low-trust environment, the offer encompasses values in a functional, emotional, and spiritual sense (Kotler, Kartajaya, and Setiawan, 2010).

3. The Process of Creating Customer Value

Creating customer value must be a continuous, interdisciplinary process encompassing all areas and levels of enterprise activity, aiming toward an individual approach to the buyer. Integrating AI technologies enhances this process by providing real-time insights and predictive analytics, which help personalize the customer experience more effectively (Davenport and Ronanki, 2018).

Managing the process of creating and delivering value profitably involves aligning decisions, aspirations, analytical techniques, and management processes with the goal of maximizing customer value. In today's environment, focusing on key factors shaping maximum customer value is crucial for gaining a competitive advantage. AI tools support this by automating and optimizing various customer-related processes, leading to more efficient resource utilization and improved customer satisfaction (Huang and Rust, 2018).

AI enhances these strategies by providing deeper insights into customer behavior and preferences, allowing for more tailored and efficient value propositions. For instance, AI-driven CRM systems analyze customer interactions and feedback, enabling companies to continuously refine their value propositions (Chaturvedi and Verma, 2022; Rust and Huang, 2021).

Creating and delivering value to the buyer involves customer participation. Modern methods, such as ethnographic studies, aim to gain perspective from the consumer's viewpoint or gather information about them (Kotler, 2012). These methods, supported by AI tools that analyze large datasets, provide more accurate and comprehensive insights into customer needs and preferences, leading to products and services with a higher chance of success (Chen and Chang, 2021; Gandomi and Haider, 2015). The value creation process must be based on individualized offers built on the characteristics and behaviors of buyers.

4. The Role of Data in Enhancing Customer Value

Data plays a critical role in creating customer value by enabling businesses to understand their customers and anticipate their needs. Advanced analytics and AI

transform raw data into actionable insights, refining marketing strategies, enhancing product offerings, and improving customer interactions (Davenport and Harris, 2017; Gandomi and Haider, 2015).

Big data analytics allows companies to segment their customer base more effectively, identifying high-value customers and tailoring marketing efforts. This targeted approach enhances customer satisfaction and increases marketing efficiency by reducing wasted resources (Eling *et al.*, 2024).

Philip Kotler's Marketing 5.0 emphasizes the transformative potential of AI in creating customer value. AI integrates human-like technologies to improve the customer journey, enhancing personalization and delivering superior value (Kotler, Kartajaya, and Setiawan, 2021). AI technologies such as machine learning and natural language processing analyze customer data to uncover patterns and trends, informing business decisions.

For instance, machine learning predicts future buying patterns, allowing companies to tailor product recommendations and marketing messages more effectively (Smith and Anderson, 2021).

Natural language processing helps businesses understand customer sentiments from social media, reviews, and surveys, providing deeper insights into customer preferences and areas for improvement (Chen and Chang, 2021).

In Marketing 5.0, the goal is a seamless and personalized customer journey that enhances satisfaction and loyalty. AI helps businesses anticipate customer needs and proactively address them, leading to more engaging and satisfying experiences. Personalized email campaigns, for example, significantly increase conversion rates and customer retention (Johnson, 2022).

Marketing 6.0 further explores AI's impact on customer value creation and business operations, integrating advanced technologies like AI, machine learning, blockchain, and IoT to deliver personalized and efficient customer experiences. These technologies enhance personalization and customer satisfaction, streamline operations, and drive innovation and competitive advantage (Kotler, Kartajaya, and Setiawan, 2021).

Continuous improvement through feedback loops is vital for creating customer value. AI and machine learning analyze feedback from various sources to identify pain points and areas for improvement, helping businesses stay ahead of customer expectations (Frank and Daniel, 2024).

5. Practical Examples of AI-based Tools Creating Customer Value

This section explores AI-based tools essential for modern organizations, focusing on creating customer value. The rapid advancement of AI has transformed customer interactions, enhancing efficiency, personalization, and satisfaction.

Businesses today face evolving customer expectations, and AI tools enable them to deliver personalized, timely experiences. Technologies like chatbots and virtual assistants provide instant support, while predictive analytics anticipate customer needs, reshaping the customer experience.

AI's ability to process vast amounts of data quickly and accurately allows businesses to gain deep insights into customer behavior, leading to informed decision-making. For instance, machine learning analyzes purchasing patterns to suggest relevant products, and natural language processing interprets customer feedback to improve services.

AI also boosts operational efficiency by automating routine tasks, freeing human resources for strategic activities, reducing costs, and speeding up processes. AI-driven customer relationship management (CRM) systems integrate and analyze customer data from multiple sources, fostering cohesive and responsive interactions.

In marketing, AI plays a crucial role in value creation. Personalized campaigns target individual customers with tailored messages, increasing engagement and conversion rates. AI tools also optimize supply chains and manage inventory, ensuring products are available when needed, enhancing the shopping experience. The tools listed, including ChatGPT, MidJourney, Tome App, HappyScribe, Photoshop, Jasper, Surfer SEO, Fireflies, Klapp AI, Brand24, BHuman, TranscriptLOL, ElevenLabs, and HeyGen, will be the subject of analysis in the subsequent sections of this article.

ChatGPT, developed by OpenAI, is an advanced language model designed to understand and generate human-like text based on input. This AI tool enhances customer support by providing instant, AI-driven responses to queries, significantly improving customer satisfaction (Wolfram, 2023). By enabling quick and accurate responses, ChatGPT reduces wait times, offering immediate assistance that enhances the overall customer experience. This rapid response capability is crucial in today's fast-paced environment, where timely service is highly valued.

ChatGPT can handle a large volume of inquiries simultaneously, ensuring businesses can manage peak times and high traffic without compromising service quality. It efficiently manages tasks such as answering frequently asked questions, providing product information, and assisting with troubleshooting. The natural, conversational interactions facilitated by ChatGPT offer a more personalized customer experience compared to traditional automated responses.

This personalization fosters a stronger connection between the customer and the brand, leading to increased loyalty and satisfaction (Demir and Demir, 2023).

Moreover, implementing ChatGPT in customer service operations can lead to significant cost savings. By automating routine inquiries, businesses can reduce the workload on human agents, allowing them to focus on more complex and high-value interactions. This enhances operational efficiency and improves the effectiveness of the customer service team.

MidJourney (<https://www.midjourney.com>) is an AI-based tool that generates high-quality images using machine learning algorithms. It leverages deep learning and neural networks to create visually appealing and contextually relevant images, essential for businesses enhancing visual marketing strategies and creating customer value.

MidJourney enables businesses to produce stunning visuals that capture their target audience's attention, crucial in today's visually-driven digital landscape. This tool helps businesses stand out in a crowded market, attract more customers, and improve their overall experience.

Additionally, MidJourney produces customized images that align with individual customer preferences, fostering deeper connections and personalized experiences. By automating image creation, it offers a cost-effective alternative to hiring graphic designers and photographers, optimizing marketing budgets and providing better value. Its rapid content generation capabilities allow businesses to respond to market trends and customer demands in real-time, maintaining relevance and engaging customers with timely content. MidJourney also ensures consistency in visual identity across all customer touchpoints, reinforcing brand credibility and contributing to a cohesive customer experience (Wahid, Mero, and Ritala, 2023).

Tome App (<https://tome.app>) is an innovative tool for creating interactive and visually appealing presentations and narratives. Leveraging advanced AI and design principles, Tome App helps users craft compelling stories and presentations that engage and inform audiences. It is particularly useful for businesses looking to enhance their communication strategies and deliver high-quality content that resonates with customers.

Tome App enables businesses to create professional-grade presentations with minimal effort, using AI-powered design tools to generate visually appealing slides and narratives that capture attention. By improving presentation quality, businesses can convey their messages more effectively, making a lasting impact on customers.

Maintaining consistent branding across all customer touchpoints is essential, and Tome App ensures presentations adhere to brand guidelines, providing a cohesive visual identity that reinforces brand credibility. Additionally, Tome App includes collaboration tools that allow teams to work together on presentations in real time,

enhancing productivity and ensuring the final product benefits from diverse inputs and expertise, leading to higher-quality presentations that better meet customer expectations (Kotler, Kartajaya, and Setiawan, 2021).

HappyScribe (<https://happyscribe.com>) is an advanced transcription and subtitling tool that converts audio and video content into written text with high accuracy using AI and machine learning algorithms. It enhances accessibility and content reach for businesses.

HappyScribe makes content accessible to a broader audience, including those with hearing impairments, by providing accurate transcriptions and subtitles. This inclusivity enhances compliance with accessibility standards and improves SEO, increasing visibility and engagement. HappyScribe leverages advanced AI to deliver highly accurate transcriptions, reducing errors and maintaining information integrity (Summerfield, 2023).

Adobe Photoshop is a leading image editing software offering a comprehensive suite of tools for creating, enhancing, and manipulating visuals. It is crucial for businesses to produce high-quality visual content that drives customer engagement and value.

The software's advanced features, such as layers, masks, filters, and effects, enable intricate adjustments and creative enhancements. Photoshop automates repetitive tasks, streamlining the design process and allowing for efficient content creation. It integrates with other Adobe Creative Cloud applications, enhancing workflow efficiency and consistency across media.

Recent AI advancements like Adobe Sensei enhance photo editing capabilities, automating tasks such as selecting objects and adjusting lighting. These innovations save time and enable precise, sophisticated editing. Maintaining a consistent visual identity is essential for brand recognition. Photoshop helps achieve this by providing a reliable platform for creating branded content.

Jasper (<https://jasper.ai>) is an AI-powered content creation tool that helps businesses generate high-quality written content efficiently. Utilizing NLP and machine learning, Jasper produces engaging and relevant content, enhancing customer value.

Jasper quickly generates professional content, including blog posts, articles, social media updates, and email campaigns. It tailors content to customer needs by analyzing data to create personalized messages that resonate with individual interests, driving engagement and satisfaction.

Jasper streamlines content creation by automating writing tasks, reducing the need for extensive editorial teams and saving time. It ensures consistent brand voice by aligning content with brand guidelines, reinforcing credibility and enhancing the customer experience.

Surfer SEO (<https://surferseo.com>) is an advanced tool designed to optimize online content for higher search engine rankings. By leveraging data-driven insights and AI analysis, it enhances online visibility, attracts organic traffic, and creates customer value (Hassan, Mohammed, and Seyadi, 2024).

Consistency in SEO practices is essential for online authority. Surfer SEO provides a framework for SEO optimization across various content types, enhancing digital marketing strategy effectiveness. Collaboration features allow teams to optimize content in real-time, ensuring it meets high standards and better engages customers.

Fireflies (<https://fireflies.ai>) is an AI-powered tool that automates capturing, transcribing, and summarizing meeting notes, enhancing productivity and communication (Zhang and Qi, 2020).

Fireflies provides accurate, timely transcriptions of meetings and calls, ensuring information is captured and accessible, improving collaboration and customer satisfaction.

By automating note-taking, Fireflies saves time, allowing employees to focus on strategic activities, translating to cost savings and improved productivity. Fireflies facilitates real-time collaboration, ensuring team alignment and effective decision-making, resulting in better customer service. Integrating with platforms like Zoom, Slack, and Google Meet, Fireflies captures and transcribes conversations seamlessly.

Fireflies' AI-driven insights help identify trends in communications, providing valuable insights into customer preferences, allowing businesses to tailor their services effectively.

Klapp AI enhances customer value by enabling businesses to create professional-grade videos with minimal effort. Video content is a powerful medium for engaging customers and conveying brand messages effectively. Klapp AI's intuitive interface and advanced features allow businesses to produce visually appealing videos that capture the attention of their target audience, thereby enhancing customer engagement and satisfaction.

The tool allows extensive customization, tailoring videos to specific customer needs, driving satisfaction and loyalty. Klapp AI automates editing and production, making video creation efficient and cost-effective, reducing the need for large production teams. Klapp AI also includes real-time collaboration features, ensuring diverse inputs and high-quality videos that meet customer expectations and enhance marketing campaigns.

Brand24 (<https://brand24.com>) is a social media monitoring and analytics tool that helps businesses track online mentions of their brand and competitors. It offers real-

time insights into customer sentiments, brand reputation, and audience engagement (Ezeanya, Ukaigwe, Ogbaga, and Kwanashie, 2024).

Brand24 enables businesses to monitor online conversations, understand customer feedback, and respond promptly, improving relationships and engagement. It identifies trends and topics relevant to the industry, helping tailor marketing strategies and content, enhancing customer satisfaction.

Detailed analytics and reporting measure social media campaign effectiveness and track online reputation, providing insights for data-driven decisions. Brand24 also identifies and engages with influencers, increasing brand visibility and trust (Al-Sindi, Haedar, and Daraba, 2023).

BHuman (<https://bhuman.ai>) is an AI-driven tool that enables businesses to create highly personalized video messages at scale, leveraging advanced AI and deep learning technologies to enhance engagement and customer value.

BHuman creates personalized video messages catering to individual customer preferences, driving engagement and satisfaction (Davenport and Miller, 2022). This tool automates video content creation, reducing the time and effort required, allowing businesses to scale personalized marketing without compromising quality. BHuman supports various uses, including sales pitches, onboarding, birthday greetings, and follow-up messages, making customers feel valued and increasing loyalty and retention. It streamlines video production, optimizing marketing budgets and delivering high-quality content efficiently.

TranscriptLOL (<https://transcript.lol>) is an AI-powered transcription service that converts audio and video content into accurate text. Using advanced speech recognition, it provides efficient transcriptions, enhancing accessibility and usability.

TranscriptLOL offers timely transcriptions of meetings, interviews, webinars, and other interactions, improving communication and collaboration. This leads to better execution and customer satisfaction. The tool automates transcription, saving time and resources, allowing employees to focus on strategic tasks, and reducing costs.

ElevenLabs (<https://elevenlabs.io>): ElevenLabs is an advanced AI-powered text-to-speech (TTS) and speech synthesis tool designed to generate natural and human-like voiceovers for various applications. Utilizing state-of-the-art deep learning algorithms, ElevenLabs enables businesses to produce high-quality audio content efficiently, enhancing their communication and customer engagement strategies.

ElevenLabs enhances customer value by providing businesses with the ability to create realistic and engaging audio content quickly and accurately. High-quality audio content is essential for engaging customers, especially in applications such as virtual assistants, e-learning, podcasts, and marketing videos. By delivering clear

and natural-sounding voiceovers, ElevenLabs helps businesses enhance the overall user experience (Dewatri *et al.*, 2023).

HeyGen (<https://heygen.com>) is an AI-driven platform for creating personalized video content at scale. Using advanced AI, HeyGen quickly produces high-quality videos, enhancing communication strategies and customer value. HeyGen helps businesses create professional-grade videos with minimal effort, engaging customers effectively. Its platform allows customization, tailoring videos to customer needs, boosting satisfaction and loyalty (Cowell *et al.*, 2024).

The tool automates editing and production, saving time and resources, reducing the need for large production teams, and leading to cost savings. HeyGen ensures consistent visual identity, supporting branded content creation. Collaboration features allow real-time teamwork on projects, resulting in higher-quality videos.

Summarizing, this section provides a comprehensive overview of various AI-based tools essential for modern organizations focused on creating customer value. These tools, including ChatGPT, MidJourney, Tome App, HappyScribe, Photoshop, Jasper, Surfer SEO, Fireflies, Klapp AI, Brand24, BHuman, TranscriptLOL, ElevenLabs, and HeyGen, exemplify how artificial intelligence is transforming business practices.

According to the author, the three best AI tools are ChatGPT, MidJourney, and Jasper. ChatGPT excels in enhancing customer service through instant, personalized responses, reducing wait times and handling high inquiry volumes, and can be utilized by sales teams to automate customer interactions, allowing them to focus on more complex tasks.

MidJourney stands out for its ability to generate high-quality, customized visuals, crucial for effective visual marketing and engagement, which sales teams can use to create compelling presentations and marketing materials. Jasper provides efficient, high-quality content creation with tailored messaging, improving engagement while ensuring consistency in brand voice, and can assist sales teams in crafting personalized offers, emails, and other communication materials, enhancing their outreach efforts.

6. Conclusion

AI-based tools are transforming business practices by boosting efficiency, personalization, and customer satisfaction. These technologies enable rapid data processing for data-driven decisions, enhance personalized marketing, and provide insights through machine learning. Tools like ChatGPT, which improves customer support with instant responses, and MidJourney and HappyScribe, which streamline content creation, exemplify how AI generates significant value by meeting individual customer needs and reducing environmental impact.

In Marketing 5.0, AI tailors customer experiences and predicts needs, while in Marketing 6.0, it supports sustainability and efficiency. AI automation improves operational efficiency and customer support, though challenges like data privacy and technological investment need addressing. Overall, AI is crucial for creating customer-centric business models and driving engagement, aligning with the evolving principles of Marketing 5.0 and 6.0.

References:

- Davenport, T.H., Ronanki, R. 2018. Artificial Intelligence for the Real World. Harvard Business Review, 96(1).
- Demir, M., Demir, Ş.Ş. 2023. Is ChatGPT the right technology for service individualization and value co-creation? evidence from the travel industry. Journal of Travel and Tourism Marketing, 40(5).
- Dewatri, R.A.F., Al Aqthar, A.Z., Pradana, H., Anugerah, B., Nurcahyo, W.H. 2023. Potential tools to support learning: OpenAI and Elevenlabs integration. Southeast Asian Journal on Open and Distance Learning, 1(02).
- Eling, M., Gemmo, I., Guxha, D. et al. 2024. Big data, risk classification, and privacy in insurance markets. Geneva Risk Insur Rev, 49.
- Ezeanya, C.U., Ukaigwe, J.A., Ogbaga, I.N., Kwanashie, A. 2024. Enhancing Social Engagement among Online Learners Using AI-Driven Tools: National Open University of Nigeria Learners' Perspective. ABUAD Journal of Engineering Research and Development, 7(2).
- Frank, E., Daniel, S. 2024. Leveraging machine learning algorithms to analyze social media data for pain point identification (No. 13776). EasyChair.
- Gandomi, A., Haider, M. 2015. Beyond the hype: Big data concepts, methods, and analytics. International Journal of Information Management, 35(2).
- Hassan, A., Mohammed, F.A., Seyadi, A.Y. 2024. Artificial Intelligence Applications for Marketing. In: Artificial Intelligence and Economic Sustainability in the Era of Industrial Revolution 5.0. Cham: Springer Nature Switzerland.
- Huang, M.H., Rust, R.T. 2018. Artificial Intelligence in Service. Journal of Service Research, 21(2).
- Kaplan, R.S., Norton, D.P. 1992. The Balanced Scorecard: Measures That Drive Performance. Harvard Business Review, 70(1).
- Kotler, P. 2012. Marketing Management. Pearson
- Kotler, P., Kartajaya, H., Setiawan, I. 2021. Marketing 5.0: Technology for Humanity. Wiley.
- Kotler, P., Kartajaya, H., Setiawan, I. 2023. Marketing 6.0: The Future Is Immersive. Wiley.
- Kotler, P., Armstrong, G., Balasubramanian, S. 2021. Principles of marketing (18th Global Edition). Pearson, ISBN: 9780135766601.
- Kotler, P., Kartajaya, H., Setiawan, I. 2010. Marketing 3.0: From products to customers to the human spirit. John Wiley & Sons.
- Liberty, M., Bartels, A. 2021. The Role of AI in Enhancing Value Disciplines. Journal of Business Strategy, 42(6).
- Mahajan, G. 2020. What is customer value and how can you create it? Journal of Creating Value, 6(1).

-
- Malakar, P., Leeladharan, M. 2024. Generative AI Tools for Collaborative Content Creation: A Comparative Analysis. *DESIDOC Journal of Library & Information Technology*, 44(3).
- Pang, B., Lee, L. 2008. Sentiment Analysis and Opinion Mining. *Foundations and Trends in Information Retrieval*, 2(1).
- Payne, A., Frow, P., Eggert, A. 2017. The customer value proposition: Evolution, development, and application in marketing. *Journal of the Academy of Marketing Science*.
- Porter, M.E. 1985. *Competitive Advantage: Creating and Sustaining Superior Performance*. Free Press.
- Przegalinska, A., Ciechanowski, L., Stroz, A., Gloor, P., Mazurek, G. 2019. In bot we trust: A new methodology of chatbot performance measures. *Business Horizons*, 62(6).
- Pundziene, A., Gutmann, T., Schlichtner, M., Teece, D.J. 2022. Value impedance and dynamic capabilities: The case of MedTech incumbent-born digital healthcare platforms. *California Management Review*, 64(4).
- Rogers, D.L. 2016. *The Digital Transformation Playbook: Rethink Your Business for the Digital Age*. Columbia Business School Publishing.
- Summerfield, Ch. 2023. *Natural General Intelligence: How understanding the brain can help us build AI*. Oxford University Press.
- Wahid, R., Mero, J., Ritala, P. 2023. Editorial: Written by ChatGPT, illustrated by Midjourney: generative AI for content marketing. *Asia Pacific Journal of Marketing and Logistics*, Vol. 35, No. 8.
- Wolfram, S. 2023. *What Is ChatGPT Doing ... and Why Does It Work?* Wolfram Media Inc.
- Zhang, S., Qi, J. 2020. Evaluating Habitability of Water Environments for Fireflies with an Artificial Intelligence Model. *GEOMATE Journal*, 18(68).
- Zupok, S. 2018. Customer value and organization objectives. *Studia i Prace WNEiZ*.
- Zupok, S. 2023. Creating added value for stakeholders -case study. *Zeszyty Naukowe Akademii Górnośląskiej*.
- Zupok, S. 2015. *Kreowanie wartości dla klienta*. *Ekonomika i Organizacja Przedsiębiorstw*.