

**ALFRED NOBEL UNIVERSITY  
DEPARTMENT OF INTERNATIONAL MARKETING**

**BACHELOR'S THESIS**

on the topic

**«DEVELOPMENT OF MARKETING ACTIVITIES  
TO IMPROVE CUSTOMER SERVICE  
OF THE ENTERPRISE»**

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## АНОТАЦІЯ

*Гришина А.Є. Розробка маркетингових заходів з удосконалення обслуговування клієнтів підприємства*

В кваліфікаційній роботі бакалавра було розглянуто теоретико-методичні основи клієнтського сервісу підприємства, здійснено маркетинговий аналіз та маркетинговий аудит діяльності підприємства «РУШ» спрямованої на розвиток клієнтського сервісу бренду «Єва». З урахуванням специфіки операцій підприємства було запропоновано провести інтеграцію AI моделі у клієнтський сервіс, рекомендовано обрати підрядчика, який спеціалізується у розробці, підтримці та інтеграції AI моделі. Прийняття такого рішення сприятиме покращенню клієнтського сервісу компанії, а також інших сфер діяльності компанії

**Ключові слова:** клієнтський сервіс підприємства, клієнтський досвід, штучний інтелект (ШІ), клієнтський шлях.

## SUMMARY

*Hryshyna A. Ye. Development of marketing activities to improve customer service of the enterprise.*

In the qualification work of the bachelor, the theoretical and methodological foundations of the client service of the enterprise were considered, a marketing analysis and a marketing audit of the activities of the enterprise "RUSH" aimed at the development of the client service of the brand "Eva" were carried out. Taking into account the specifics of the operations of the company, it was suggested to integrate the AI model into the customer service, it was recommended to choose a contractor who specializes in the development, support and integration of the AI model. Making such a decision will contribute to the improvement of the company's customer service, as well as other areas of the company's activity

**Keywords:** customer service of the enterprise, customer experience, artificial intelligence (AI), customer journey.

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