LUISS

Degree Program in Strategic Management

Course of Artificial Intelligence & Digital Marketing

Artificial Intelligence in Digital Marketing and Customer Relations: Strategies and Applications in the Rental Sector-Waysi

Ibarra Maximo

SUPERVISOR

Mazzù Marco Francesco

CO-SUPERVISOR

Faragalli Serroni Cristiano 781981

CANDIDATE

Academic Year 2024/2025

Thesis INDEX

Introduction

"Technology creates the context for economic activity just as much as it is shaped by it." (Arthur, 2009: 28)

Recent technological developments have transformed the current business environment through their impact on corporate operations and communication systems as well as client interaction methods. Artificial intelligence (AI) stands out as a pivotal force among these transformative innovations. AI transforms business models and marketing strategies when combined with big data, cloud computing, and machine learning systems. The technology enables the creation of complex systems that duplicate human cognitive abilities such as learning, reasoning, recognition, and adaptation. AI functions as a fundamental strategic tool in digital marketing and customer relationship management (CRM) domains. Organizations use predictive analytics together with content personalization, campaign automation, and intelligent chatbots to deliver customized user experiences, boost operational efficiency, and build customer loyalty. The ability to analyze real-time data while anticipating customer needs has become essential for maintaining competitive advantage in the long-term car rental sector. Waysi Mobility, which functions as a direct broker of long-term rental services, has launched an innovation process to integrate AI into its marketing and customer management frameworks. This research investigates artificial intelligence's impact on digital marketing transformation and CRM systems specifically within the context of the long-term rental industry. The research aims to explain how AI technology enables better business performance alongside improved customer communication and data-based marketing strategy development.

The thesis is structured into three main chapters. The first chapter introduces the core principles of artificial intelligence applied to digital marketing, focusing on the role AI plays in transforming the industry. It explores technologies such as machine learning, natural language processing (NLP), and computer vision, highlighting their impact on online advertising. Particular attention is given to the automation of digital campaigns—like Google Ads, Facebook Ads, and programmatic advertising—and how AI supports

sales activities through intelligent CRM systems, predictive analytics, and tools that automate follow-ups and negotiation processes. The second chapter shifts the focus to customer experience within the long-term rental sector, showing how AI can be used to personalize and enhance interactions with clients. It delves into the use of sentiment analysis and AI-powered feedback processing, as well as the application of AI in commercial negotiations and relationship management. The chapter discusses tools such as chatbots and virtual assistants for lead qualification, behavioral analysis to tailor offers to customer preferences, and dynamic pricing solutions. It also includes case studies of mobility companies that are already leveraging AI to strengthen customer engagement. The third and final chapter presents a case study of Waysi Mobility, a direct broker in the long-term rental sector. It offers an overview of the company's current digital marketing strategies and examines how AI has been integrated into its sales and customer management processes. Key areas of focus include the use of AI-powered CRMs for lead nurturing and customer retention, automation in offer management and contract negotiation, and the implementation of chatbots for customer support and lead generation. The chapter concludes by outlining future strategies aimed at optimizing customer experience and digital marketing through AI-driven solutions.

CHAPTER 1

Artificial Intelligence and Digital Marketing – Principles and Technologies

Chapter 1

Artificial Intelligence and Digital Marketing – Principles and Technologies 1.0

Artificial intelligence (AI) represent a pivotal and fundamental component for the evolution of digital marketing which is gradually changing the way businesses interact with audiences, drive strategic decisions, and enhance their performance. Beyond its status as a buzzword, AI is firstly a core business transformation tool. Utilizing vast data sets, AI-powered tools enable brands to move from intuition-led strategies to personalized customer engagement powered by data and with greater efficiency.

The 4 Most Important Benefits of AI in Digital Marketing:

AI allows brands to go beyond the age old marketing techniques which relied on simple demographic data and generic audience segmentation. Using customer behavior analysis together with individual preference and online interaction data, AI-driven marketing allows hyper-personalization on an unprecedented scale. AI empowers brands to deliver targeted messaging to the appropriate audience precisely when it is most relevant to their needs, updating the relevant channels that the customer prefers. **High personalization** in marketing results in better customer journeys, which creates higher customer loyalty and lower churn. Another advantage of AI is **better automation**, which makes repetitive marketing tasks much easier, leading to operations running more smoothly. From chatbots that process customer service queries to AI-powered email marketing campaigns that optimise delivery times and messaging, automation enables marketers to concentrate on higher-level strategic initiatives and creative development. Moreover, AI tools including natural language processing **(NLP) and sentiment analysis** enable businesses to understand more accurately customer emotions, ultimately enhancing how brands communicate with consumers.

In addition to personalization and automation, AI is key to predictive analytics, enabling businesses to predict future trends and consumer behaviour. When evaluating historical data, AI can pick up trends and **anticipate purchasing decisions,** allowing businesses to proactively adapt their marketing strategies. This predictive accuracy is vital for maximizing and increasing the Return On Investment (ROI), since it

allows marketers to allocate resources based on actual data rather than relying on estimation or subjective judgment. In an AI-powered world, digital marketing is no longer limited to static campaigns and generic advertising; rather, it is an active, evolving process – one in which brands need to continually adapt their strategies to keep pace with the dynamics of a rapidly evolving market. Marketers can thus leverage AI to stay agile in the face of new trends, shifting consumer behaviour, and competitive activity. From adapting content methodologies in response to engagement metrics to optimizing advertising campaigns for superior performance, AI-driven tools enable companies to implement more efficient, timely decisions.AI is also exerting a profound influence on content creation. While it cannot replicate the depth of human creativity, AI empowers marketers to craft compelling narratives by analyzing audience engagement patterns, thus enhancing message resonance and impact across specific target segments.AI can analyze search trends, optimize content for search engines, and even generate personalized recommendations, ensuring that businesses create content that drives engagement and conversions. Similarly, AI-powered chatbots and virtual assistants enhance customer interactions, providing instant responses and support, which ultimately improves customer satisfaction and brand perception.

Moreover, AI is revolutionizing audience segmentation, allowing brands to go beyond traditional demographic categories and focus on psychographics, behaviors, and real-time interactions.

With this level of identity accuracy, marketing campaigns can deliver the right content to the right individuals at the optimal moment. What is even more impactful is that AI helps you integrate multiple digital marketing channels including social media, email, paid advertisements, and also Search Engine Optimization (SEO), into a single framework. AI consolidates data across multiple platforms, allowing marketers to deliver a cohesive and seamless experience to users at every customer touchpoint.

AI In Digital Marketing: Examples of AI-Driven Success in Digital Marketing

Aware of the immense potential of artificial intelligence, leading companies are increasingly integrating AI-driven digital marketing activities as a fundamental component of their business strategies.Companies such as Taco Bell and KFC are leveraging artificial

intelligence to enhance the effectiveness and personalization of their marketing strategies. Taco Bell, for instance, developed an AI-powered chatbot named 'TacoBot', initially integrated with Slack and later adapted for mobile platforms, which enables customers to place orders through natural language conversations, thereby streamlining the ordering process and increasing user engagement. Additionally, the system analyzes customer preferences and past behavior to suggest tailored menu items, enhancing both upselling opportunities and customer satisfaction. KFC, particularly in the Chinese market, has implemented facial recognition technology in collaboration with Baidu, allowing the system to analyze demographic traits and emotional expressions of customers in real time. Based on this analysis, the AI recommends meal options that align with the user's age, gender, and perceived mood, transforming the point-of-sale interaction into a highly personalized and immersive experience. These implementations demonstrate how AI is not only automating transactional processes but also enabling deeper customer engagement through real-time, context-aware marketing.

Already in fashion and e-commerce sectors, AI-driven insights proved helpful; hence, personalized recommendations, AI-generated advertising campaigns have brought substantial growth in conversion rates for brands. These case studies highlight AI's transformative impact on optimizing marketing strategies and driving business growth.

In conclusion, the use of AI in digital marketing will expand further into new areas as new data and frameworks help to enhance performance outputs, which not only find audiences but also foster customer interactions and experience. By embracing AI-powered marketing strategies, organizations will improve their responsiveness to consumers and cement their position as innovators. Leveraging the capabilities of artificial intelligence to optimize methodologies, maximize resource allocation, and cultivate meaningful customer experiences enables brands to secure a distinct competitive advantage in an increasingly digital landscape.

1.2: The role of AI in the digital transformation of marketing

The digital transformation of marketing is marked by a radical rethinking of how organizations relate to their audiences, structure campaigns, and measure performance. Artificial intelligence (AI) becomes the driving force behind a new marketing logic in this scenario, one that is dynamic, data-driven, and context-aware, rather than just a supporting technology.

Conventional marketing was based on broad audience segments, static planning cycles, and insufficient feedback systems. The AI-enabled model, on the other hand, is based on adaptive response, behavioral prediction, and real-time interaction. This change is indicative of a larger trend in business strategy, where customer centricity is now a system requirement rather than a catchphrase.

Marketing departments can now use AI to make decisions that are more autonomous, prescriptive, and descriptive. Marketing is now guided by continuous learning systems that can recognize patterns, spot anomalies, and modify outputs based on feedback loops rather than being purely instinctive or dependent on historical data. This ability to "learn by doing" enables businesses to anticipate preferences, respond more accurately to customer needs, and modify communications during a campaign rather than after it has ended.

Cognitive scalability is another new type of marketing intelligence that AI promotes. Without compromising granularity, it enables businesses to replicate the decision-making capacity of thousands of human analysts simultaneously. While staying true to brand strategy and corporate objectives, campaigns can be instantly customized for millions of people.

Crucially, AI is changing not just the functions of marketing but also its internal organization. Redefining workflows, integrating cross-functional data silos, and creating new hybrid roles that connect technology, creativity, and analytics are frequently required when AI tools are introduced. Agile, iterative, and intelligence-led operating models are the result of the marketing function's growing integration with IT, data science, and CX (customer experience).

In this new environment, AI also supports a more strategic use of data—not just as a resource, but as a competitive asset. In addition to providing experiences that are timely, fluid, and emotionally impactful, brands that can successfully gather, analyze, and act upon data insights can establish a long-term advantage. Access to data is no longer the main obstacle; rather, it is the capacity to analyze and use it in ways that benefit the client and the business.

Lastly, there are important concerns regarding trust, transparency, and governance brought up by AI's revolutionary role in marketing. Organizations must make sure that these systems respect user autonomy, adhere to ethical standards, and uphold accountability as algorithmic decision-making shapes customer journeys more and more. The way marketing tools are used responsibly and humanely will determine their future, in addition to how intelligent they become.

All things considered, AI reinterprets the fundamentals of digital marketing, from strategy to execution, from segmentation to individualization, and from static messaging to dynamic dialogue. It makes it possible for businesses to function more quickly, accurately, and intelligently, turning marketing from a cost center into an enterprise-wide predictive value-generating engine.

Aspect	Traditional Marketing	AI-Driven Marketing
Segmentation	Based on static demographic or geographic data	Dynamic, behavioral, and real-time predictive segmentation
Communication Style	One-to-many, mass messaging	One-to-one, personalized content and adaptive messaging
Decision-Making Process	Manual, intuition-based	Automated, data-driven, algorithmically optimized
Performance Measurement	Post-campaign analysis	Real-time performance tracking and adaptive optimization
Scalability	Limited by human resources and campaign capacity	Scalable to millions through autonomous learning systems
Customer Journey	Linear, predefined paths	Non-linear, adaptive, context-aware experience orchestration
Feedback Integration	Periodic and reactive	Continuous learning and real-time feedback incorporation

Source: Adapted from Riel & Dubé (2021), "AI-Driven Marketing Transformation", International Journal of Marketing Science.

1.3 : Core Technologies in AI Marketing

ML: Machine Learning

One of the greatest challenges in online advertising is figuring out who is likely to have an interest in a product or a service. Historically, advertisers have been forced to make supposition based on rudimentary demographic statistics, like age or geography. Modern day Machine Learning (ML) allows for a much more advanced solution . ML algorithms can process huge amounts of user data, including browsing history, purchase behaviour, and even when a user accesses content.

Using data that reveals patterns and predicts future behaviour, these algorithms allow the promoter to deliver an advertisement to a user most likely to interact with it. For instance, machine learning drives Facebook's Lookalike Audiences feature, which helps businesses find potential customers with similar behaviour and interests as their current users. Facebook's AI looks for new users who statistically are more likely to interact with a brand or business, moving beyond pooling an audience in broad categories that can lead to less effective publicity campaigns. (Facebook Business, 2023)

Since real-time Ads are bought and placed with the help of user data, this practice falls within a less frequently discussed domain in which machine learning demonstrates considerable potential-namely, programmatic advertising. For example, Google's Smart Bidding platform utilizes deep learning to automatically optimize bids to ensure advertisers achieve the maximum return on their advertisement spent(Google Ads, 2023). Instead of leaving bidding up to the advertisers, who would have to manually adjust bids, AI can analyze thousands of signals - device type, location and time of day among them - to decide the most cost-effective ad placements. But ML extends far beyond link building - it also defends advertisers against fraudulent activity.
In fact, one of most threatening problem of digital marketing is click fraud, *i. e.* the activity to create false clicks simply to empty the advertisers' budgets.
Machine learning (ML) algorithms implemented by the company such as DoubleVerify and Integral Ad Science (IAS) detects and filters fake clicks in real-time, allowing the company to only spend advertising expenses on real clicks (Zhang et al., 2021).
Amazon Advertising features some of the most advanced implementations of machine

learning for searching and analyzing client data; it succeeds in delivering extremely personalized Ads that closely align with each user's likely interests and purchasing intentions.

With the A9 Algorithm which leverages machine learning, it ranks Ads by which ones are most likely to convert, exposing users to the products most relevant to them. (Amazon Science, 2023).

NLP: Understanding and Optimizing Advertising Messages

Thus, while ML helps target your ads to certain demographics and trends, Natural Language Processing [NLP] helps you understand the language you are using and optimize it.

From analyzing customer sentiment to generating ad copy or improving interactions with chatbots, NLP helps to create a digital atmosphere that is appealing to customers and intelligent sentiment analysis.

One of the most common forms of NLP tools in advertising can scour millions of social media posts, customer reviews and search queries to gauge the level of public sentiment toward a brand or product.

For example, Twitter applies NLP to understand overall sentiment in the discussion of trending topics, allowing advertisers to adjust their messaging in real-time (Baziotis et al., 2018).

Chatbot & AI Customer Service

Another powerful applications of NLP are chatbots and AI-powered customer service. Now, many brands use AI chatbots that can interact with customers, answer questions, and even suggest products. For example, Sephora's AI-powered chatbot on Facebook Messenger offers personalized beauty advice and product recommendations, assisting customers in finding precisely what they need without human intervention (Sephora Business, 2023). Optimizing advertising copy is yet another area where NLP proves highly effective. AI is used to auto-generate different versions of an ad and A/B test them and platforms like Google Ads only show the winning version — the one with the highest

engagement — to users. AI-powered platforms such as Persado go further, generating emotionally intelligent ad copy tailored to various audience segments (Persado, 2023).

Computer Vision: Enhancing Ad Visual Impression

As the world becomes more and more visual, mere text-based advertising does not do justice anymore. Computer Vision is a pathway for machines to analyze the content in images or videos, and it transforms the way of visual content utilized for advertising by brands.

The application of Computer Vision in advertisement that get me excited the most is visual search. They can now upload an image and quickly buy similar products, instead of typing keywords into a search engine. Pinterest's Visual Search Ads feature uses AI to help match images to the corresponding products, making shopping more intuitive and helping to drive ad conversions (Pinterest Business, 2023).

Brands also adopt Computer Vision for AR (Augmented Reality) advertisement. In fact, several platforms like Snapchat and Instagram already enable this, as consumers can use AR filters to try on products virtually, all thanks to AI.

Brands such as Gucci and Nike leverage this technology to allow customers to preview how shoes, sunglasses, or makeup will look before buying, resulting in increased engagement and conversion rates (Snap Inc. 2023).

Another important use of Computer Vision is brand safety and ad placement verification. AI ensures that Ads don't appear next to inappropriate or harmful content. YouTube, for example, uses Computer Vision to scan videos and determine whether they are suitable for monetization, preventing brands from being associated with controversial material (YouTube Business, 2023).A standout example of Computer Vision in advertising is TikTok's AI-powered video Ads. The platform uses advanced AI to analyze trending video content and recommend relevant ads to users based on their viewing habits. TikTok's **"Smart Video" tool** even helps brands optimize their video Ads for better engagement and reach (TikTok For Business, 2023).

Brand safety and advertising placement verification are also crucial for Computer Vision. Ads don't show next to inappropriate or harmful content thanks to AI.

One such example is YouTube, which utilizes computer vision technology to analyze

video content and determine its eligibility for monetization, thereby blocking companies from being linked with any contentious matter (YouTube Business, 2023). One excellent example of Computer Vision in advertising is video ads on TikTok powered by AI. It applies powerful machine learning to trending video content and user engagement to make intelligent ad recommendations to every user. TikTok's "Smart Video" tool also enables brands to optimize their video Ads to reach a larger audience and drive better engagement (TikTok For Business, 2023)

1.4: AI and Sales Support

Artificial Intelligence (AI) is playing an increasingly important role in sales, ushering in a revolution that changes the way companies handle and complete their commercial strategies.

Sales has traditionally been a domain heavily reliant on experience, motivation, and interpersonal skills. That being said, AI has also opened new doors, enhancing human abilities, improving operations and changing the way sales teams manage data, prospects and customers.

This sub-chapter will cover five areas AI is transforming sales enablement best practices: AI-powered CRM, predictive intelligence to surface opportunities high in the funnel, closing opportunities low in the pipeline (follow-up, negotiation management), and others.

How To Manage A Sale Properly: AI-Powered CRM For Lead Tracking

AI-powered applications have now become integral to CRM systems that sales people use. While traditional CRMs merely act as databases for your customer interactions, AI-powered CRMs act as advanced platforms that keep learning constantly, not just from the users, but also the customer data that resides inside them.
These systems use machine-learning algorithms to sift through a sea of structured and unstructured data—from how often a user visits a webpage and opens an email to their social media activity and purchase history.

According to Jarek, Mazurek, and Tkaczyk (2021), AI-based CRMs offer advanced lead scoring systems that evaluate the chance of conversion using real-time behavioural data. At this stage, assigning scores to leads proves especially beneficial, since it allows sales teams to prioritize those with the highest potential value to maximize their efforts, saving valuable time that would otherwise be spent pursuing unqualified prospects. Additionally, these systems can enhance lead profiles by incorporating data from external sources, providing sales representatives with a comprehensive view of each contact.

AI-powered CRMs further back natural language processing (NLP) features, which allow for sentiment analysis and automated summarization of communications.
This allows sales teams to assess a potential buyer's interest or reluctance and adapt their means of engagement accordingly. For instance, the system could spot uncertainty in an

email replying and flag that for immediate follow-up to ensure on-time engagement that could sway the sale.

In addition, AI can help identify trends across customer segments to find out what marketing channels, messaging styles, or product features are the most effective in lead conversion.

These insights facilitate hyper-personalization on a large scale, allowing organizations to deliver tailored messages and content to thousands of leads simultaneously. This type of approach moves beyond a generic product pitch by taking into account individual preferences and behaviors.

Sales slot for AI-powered predictive analytics.

Predictive analytics, supported by AI, is another game-changing weapon in the sales field. It utilizes both historical and real-time data to make predictions about future customer behaviour, identify emerging market trends, and determine which engagement opportunities are likely to be the most lucrative. This ability allows companies to move away from reactive sales strategies and toward proactive, strategic planning.

Chatterjee et al. (2023), predictive analytics models can evaluate how likely it is that a customer will make a purchase, the expected value of a deal, and how long it is until that deal is signed. These models utilize inputs such as the frequency of website visits, product page views, recent purchase cycles, and occasionally online engagement as data points to create predictive scores. Aware of this, sales teams can target leads with higher probability, personalize offers and counter objections beforehand.

In the case of B2B environments when sales cycles are long and involve several stakeholders, predictive analytics aids in stakeholder mapping and identifying the proponents in target organizations. AI significantly enhances both budgeting and forecasting processes, providing sales managers with increased transparency into pipeline health and revenue potential. As Davenport et al. As Amstrong, Wiggins, Zamzy, and Wright (2022) note, predictive models can call attention to deal-closing patterns, flagging opportunities that fit with previously successful engagements.

AI-driven analytics can also identify early warning signs of churn. For example, if a product is seeing a decrease in usage or behaviour change, alerts can be triggered, prompting sales or customer success teams to raise and re-engage before the client disengagement

is complete. This proactive approach enhances retention and builds long-term customer relationships.

Follow-Up Automation and Smart Negotiation Handling

Following up is one of the most tedious steps in the sales process. Sales reps have to navigate several touchpoints with each prospect, log response times, set meetings, and make sure interaction leads the deal to the next step. AI solves this challenge by offering smart automation tools that take care of routine communications and administrative tasks, allowing sales professionals to focus on more named, strategic activities.

Chatbots encourage constant communication, significantly enhancing customer engagement and satisfaction through automated, AI-powered interactions. They are capable of generating bespoke follow-up emails, reminders, and even personalized conversations in response to specific triggers.These capabilities ensure that no lead is overlooked and that prospects receive the information they require in a timely and relevant manner. As noted by Huang and Rust (2023), AI is able to vary the tone and content of communication based on the recipient's previous engagement, leading to more effective follow-up communication.

During the negotiation phase, AI can offer real-time recommendations by analysing historical deal data. For instance, if a particular pricing model or contract term has been empirically shown to produce successful outcomes in analogous circumstances, the system can recommend following that approach. AI simulations can also be used to mimic negotiation situations, giving sales teams practice in what to say, and how to persuade their prospect. Some more advanced tools even use sentiment analysis to determine the emotional sound of the client messages, providing insights on hesitation, enthusiasm or resistance.

This allows sales people to adjust their approach to negotiate accordingly by maintaining their value propositions creating or offering incentives mitigating specific objections. Against the backdrop of high-stakes deals, this emotional intelligence informed by the latest advances in AI can make a difference between clinching or losing a deal. Furthermore, chatbots and conversational agents are increasingly playing a critical role at prequalification and in early stage negotiations. They’re capable of engaging leads, addressing common queries, and directing qualified prospects to human agents. In addition to

increasing efficiency, this allows human resources to be spent on valuable interactions. According to Wamba-Taguimdje et al. (2020), these hybrid models of human-AI collaboration will be the future of scalable, and personalized, sales operations.

Conclusion

AI is revolutionizing the sales pipeline from lead generation and lead qualification to opportunity forecasting and deal closure in every stage. AI-powered CRMs, predictive analytics, and intelligent sellers are some powerful tools for organizations to meet their sales efficiency, improve customer experience and sustainable sales growth. As the AI landscape matures, we will start to see AI technologies evolving beyond mere automation to become integral components of sales functions-enabling greater adaptability, responsiveness to real-time data, and alignment with the broader strategic commercial vision.

CHAPTER 2

Artificial Intelligence and Customer Experience in the Rental Sector

Chapter 2

2.1 :Artificial Intelligence and Customer Experience in the Rental Sector

We are living in an age of data overflow, pervasive connectivity, and algorithmic accuracy. Artificial intelligence (AI) has become an increasingly integral part of our lives, as seen in personalized playlists on platforms like Spotify or received real-time product recommendations on Amazon, with wondrous accuracy reflecting your tastes. However, many customer experiences — especially for those in service-based industries like long-term rental vehicles are still stiff, broken and less than ideal. But this dissonance between technological capability and customer reality poses an important question: If AI technology can predict what movie we want to watch, then why can't it also optimize high-stakes, high-value service interactions?

The customer experience (CX) has become the new battleground for competitive advantage in the digital economy.

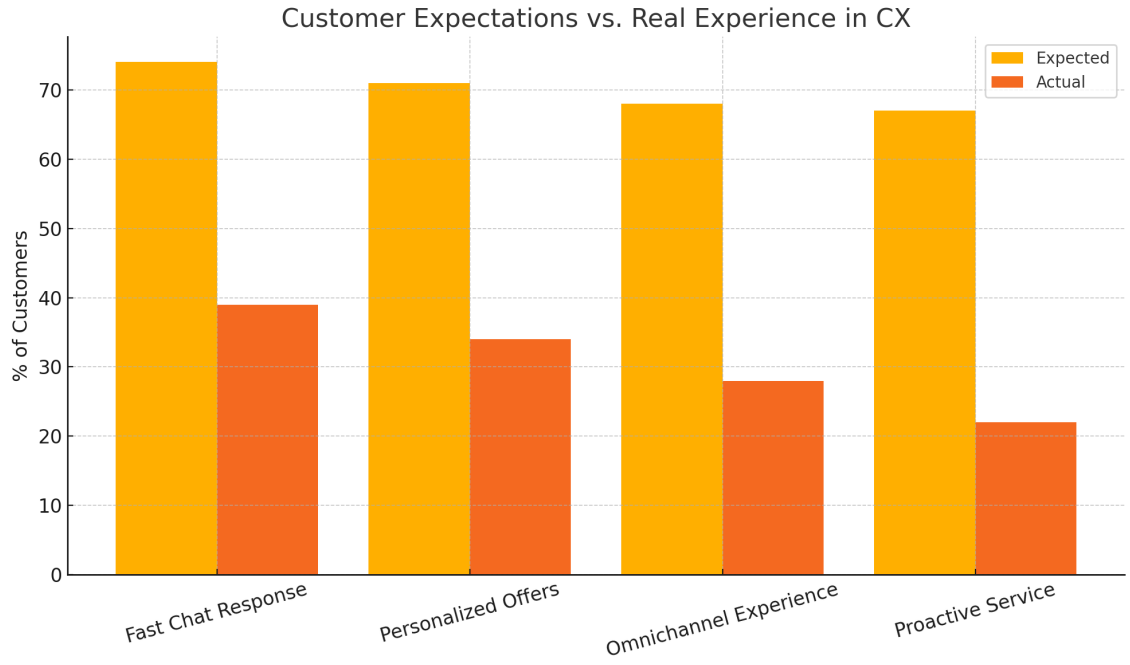

Figure 1. Comparison between what customers expect from digital interactions and what they actually experience. Data highlight the strategic gap AI can help address (Campaign Monitor 2023; Adobe CX Report 2023).

Companies leading in CX outperform laggards by nearly 80% in customer lifetime value (Forrester Research, 2023), and 86% of buyers say they will pay more for a better experience (PwC, 2023). Yet, traditional CX approaches—built on generic journey maps, demographic segmentation, and scripted encounters—are increasingly disqualified against complex, data-rich, and fast-evolving consumer behavior (Rawson, Duncan, & Jones, 2013).

AI is the answer to closing the gap between 'what the customer wants' and 'what the brands share', not all in one go though, but one of those solutions that will lead us to contextual, adaptive & emotional engagement with customers. As Huang and Rust put it (2021), the introduction of AI changes the game from "mass personalization" to "individual precision," enabling organizations to not only garner insights into which customers do what, but also why they do it — and behave accordingly in response and in real time. Machine learning, natural language processing (NLP), computer vision, etc. — AI systems are now able to recognize patterns in customer behavior, predict future needs, tailor communication tone based on sentiment, and even co-create solutions with users.

These are especially valuable in the long-term car rental space. Customer relationships here are not transactional, but longitudinal and relational, often lasting months or years. Various complex stages are involved in this customer journey, including: vehicle configuration, pricing negotiation, contract management, maintenance coordination, and post-rental support which all require a high level of responsiveness, personalization, and trust (Gerpott & Meinert, 2022). These demands cannot be met at scale without leaving customers dissatisfied when using a traditional model with human sales reps, generic CRMs, and reactive support channels.

AI presents a new operating model for customer experience — predictive, hyper-personalized and increasingly autonomous. AI-driven CRMs assign dynamic lead scores and adjust content according to an individual's lifecycle stage based on real-time behavioral data. Demonstrators of sentiment analysis track client satisfaction across channels to introduce corrective measures before risks even materialize. Conversational engines simulate human negotiation patterns to encourage customers to navigate through complex options finely. Driving not only efficiency, but also empathy, relevance and customer satisfaction (Wirtz et al., 2018).

And, more than that, AI enables you to create experience ecosystems, where every interaction becomes smart and interconnected. The emergence of platforms like Salesforce Einstein, Adobe Sensei and IBM Watson, for example, demonstrate how companies are integrating AI across the full CX stack unifying web behavior, service engagement, products used, and third-party data in a shared customer intelligence architecture (Jarek & Mazurek 2019; Shankar et al. 2021). This architecture enables reactive as well as anticipatory service delivery, allowing brands to address issues before they arise, suggest products before a customer even voices a need, and provide value before it has been asked for.

However, the transformational power of AI in CX is not solely technology-based. It also signals a shift in strategic mindset — from process optimization to experience orchestration. As Pine and Gilmore (1999) theorized in The Experience Economy, competitive advantage increasingly relies not on what but on how a company engages.

AI is the first technology that can comfortable scale emotional intelligence and help digital interactions evolve into true relationships.This chapter explores the revolutionizing effect of artificial intelligence on customer experience in the long-term rental industry. It is organized around four central themes:

- the use of AI to personalize the user experience;
- applications of AI for sentiment analysis and feedback management;
- the use of AI in automating negotiations and customer relationships;
- series of case studies from the mobility space covering AI-driven engagement models.

Through this exploration, we contend that AI — if ethically and strategically applied — can become a co-creator in relational value CHURN — the process through which companies meet and surpass customer needs and expectations. And it is more than a time-saving device; it becomes a basis for the customer trust, loyalty and advocacy generations ahead.

2.2: The Concept of Personalization: Evolution and Relevance in Customer Experience

Personalization is now widely recognized as one of the most critical dimensions of customer experience (CX). Several scholars describe it as the "new currency of relationship marketing" (Arora et al., 2008; Bleier et al., 2019). However, the concept of personalization has undergone a profound transformation: from a simple adaptation of content or channels, it has evolved into a complex process of dynamic relationship construction between brand and individual, orchestrated through intelligent, continuously learning technologies.

Historical evolution: from segmentation to cognitive individualization

Traditionally, personalization relied on micro-segmentation strategies, dividing the market into homogeneous groups based on socio-demographic attributes. While this approach served its purpose in early direct marketing models, it had structural limitations in addressing the increasingly variable and contextual needs of individual consumers. With the rise of digital technologies—and later, big data and AI—a new perspective emerged**:** each customer is a "segment of one," with unique preferences, timing, and channels (Wedel & Kannan, 2016).

In this scenario, personalization is no longer a tactical move but a strategic capability that spans the entire customer journey: from discovery to purchase, service, and retention. Artificial intelligence becomes the engine that enables companies not only to analyze heterogeneous data in real time, but also to anticipate future behaviors through predictive and prescriptive models.

A report by Twilio Segment (2023) found that 71% of consumers feel frustrated when their shopping experience is impersonal, and 60% say they are likely to become repeat buyers after a personalized experience.

A recent study by McKinsey & Company (2021) shows that companies investing in AI-driven personalization report a 10–30% increase in revenue**, a** 20% reduction in churn, and an over 25% increase in customer lifetime value (CLV)**.** Personalization, therefore, is no longer a "nice-to-have," but **a** foundational competitive requirement**.**

From data to experience: personalization as an adaptive system

Artificial intelligence enables a paradigm shift: from deterministic to adaptive and reactive approaches**,** where every customer interaction becomes an input for optimizing the next touchpoint. Modern personalization is no longer the result of rule-based systems or predefined campaign logic—it is generated by autonomous systems that continuously learn from behavior, feedback, and context.

These systems—often implemented through intelligent CRMs, recommendation engines, and decision intelligence platforms—build real-time customer profiles, fueling automated actions such as:

- selecting the most effective message,
- identifying the optimal time for communication,
- choosing the best channel for each interaction.

All of this contributes to creating coherent, relevant, and personalized experiences**,** which not only increase customer satisfaction but also enhance engagement and brand trust. A Deloitte study (2022) found that 76% of consumers are more likely to consider purchasing from brands that personalize messaging, and 78% are more likely to recommend those brands to others.

Customer experience and contextual relevance

Customer experience, understood as the perceived sum of all interactions between customer and brand (Lemon & Verhoef, 2016), is increasingly evaluated based on contextual relevance. Consumers, accustomed to the standards set by Amazon, Netflix, and Spotify, now expect interactions that consider their emotional state, recent actions, current context, and even the time of day.

This means that modern personalization is not just static, but deeply situated and temporal. The same person may require different communication depending on the time, location, mood, or device in use. This leads to the notion of hyper-personalization, where AI integrates behavioral, psychographic, and environmental data to generate real-time, fluid, and adaptive experiences (Shankar et al., 2021).

The implementation of hyper-personalization strategies has led to a 41% increase in customer engagement and a 26% increase in revenue across multiple industries (Evergage, 2023).

Personalization as a relational and trust-based process

Beyond technical dimensions, personalization must be viewed as a relational process, one that directly influences trust, emotional engagement, and loyalty. According to Forrester (2023), customers who perceive experiences as "tailored" show a 50% higher repurchase rate and are more tolerant of occasional service failures compared to those treated with a generic approach.

This implies greater responsibility for brands: personalization must not be experienced as manipulation, but as a form of care and relevance. It requires transparency, user control (e.g., over what data is collected and why), and an experience design that **is** ethical, sustainable, and respectful of individual autonomy.

Emerging challenges: bias, privacy, and explainability

The adoption of AI-powered personalization also introduces **structural challenges**, including:

- **Algorithmic bias**: Predictive models trained on distorted historical data may reinforce or amplify discrimination (Binns et al., 2018).
- **Filter bubbles**: Excessively narrow personalization may reduce diversity and discovery, limiting customer exploration (Pariser, 2011).
- **Lack of transparency**: Many companies fail to clearly explain why or how specific content or offers are shown, undermining user trust (Floridi et al., 2022).

Addressing these challenges is essential to ensure that personalization evolves toward a model that truly creates shared value. The most recent developments in Explainable AI (XAI**)** aim to make personalization mechanisms more interpretable and accountable**,** encouraging human oversight and ethical governance (Miller, 2019).

AI-Based Recommendation Systems

Perhaps the most significant use cases for artificial intelligence from a customer experience perspective are recommendation systems, which allow organizations to serve content, offers, and services customized to the preferences of individual users. While traditionally found in e-commerce and entertainment setting, these systems are gradually being introduced within service ecosystems in domains as complex as health care, education, and long-term mobility services.

A recommendation system based on AI is primarily aimed at improving relevance, limiting cognitive overload, and ensuring customer satisfaction by filtering the set of potential options to those most likely to match the user's activities and habits (Ricci et al., 2022). By doing so recommendation engines not only empower individual decisions made by the users but also shape customer journeys by steering users toward actions that are mutually beneficial for the customer as well as the company.

Behavioral Metric	Without AI Personalization	With AI Personalization	% Improvement	Source
Email Open Rate	18%	29%	+61%	Campaign Monitor (2023)
Website Session Duration	1 min 34 sec	2 min 46 sec	+76%	HubSpot Analytics (2022)
Conversion Rate	1.9%	4.2%	+121%	Adobe Digital Trends (2023)
Cart Abandonment Rate	70.2%	52.4%	-25%	Baymard Institute (2023)
Repeat Purchase Rate	18%	31%	+72%	Salesforce CX Insights (2023)

From heuristic logic to machine learning models

The first generation of recommendation systems used rule-based and statistical methods—such as collaborative filtering and content-based filtering—relying on historical user-item interactions or item metadata. However, these approaches had significant limitations, particularly in dynamic environments where user preferences evolve rapidly and vary by context.

Recent advances in AI have introduced a new generation of systems that incorporate:

- **Context-aware recommender systems**, which integrate variables such as time, location, device, or mood to generate situationally relevant suggestions (Adomavicius & Tuzhilin, 2015);
- **Deep learning models**, including convolutional and recurrent neural networks that extract latent representations from unstructured data like images, reviews, or clickstreams (Zhang et al., 2019);
- **Reinforcement learning**, which enables the system to learn optimal recommendation strategies through continuous interaction with users, maximizing long-term engagement or value (Zhao et al., 2019);
- **Causal recommendation models**, which go beyond correlation to identify causal relationships between system interventions and user behavior, thereby avoiding self-reinforcing feedback loops and bias (Bonner & Vasile, 2018).

These advancements allow AI-based systems to make personalized, real-time, and anticipatory recommendations that adjust dynamically to user behavior and contextual signals.

Application beyond e-commerce: the rise of service-driven recommender systems

While AI-powered recommendations have proven highly effective in platforms like Amazon—where they drive up to 35% of revenue (McKinsey, 2022)—**or** Netflix, which attributes over 80% of watched content to its recommendation engine (Gómez-Uribe & Hunt, 2016), their relevance is expanding far beyond consumer goods and entertainment.

In the **mobility and long-term rental sector**, for instance, recommendation engines are being used to:

- Suggest **vehicle types or lease packages** tailored to driving habits, mileage needs, or geographic conditions;
- Recommend **add-on services** such as insurance, maintenance plans, or subscription bundles based on user profile;
- Forecast **optimal renewal or upgrade timing** based on usage data and customer lifecycle modeling.

Companies like **Free2Move** and **SIXT** use hybrid recommendation systems to optimize multimodal transport offers (car, van, scooter) according to usage frequency and historical behavior. Similarly, **Uber** leverages AI to propose destinations, pickup times, and ride types based on spatiotemporal behavioral clusters.

These implementations transform recommendation engines from simple sales tools into strategic orchestrators of the customer experience, helping brands create individualized journeys and increasing perceived value and trust (Kaptein et al., 2022).

Ethical considerations, risks, and governance

Despite their proven effectiveness, AI-based recommendation systems raise a number of critical challenges that must be addressed, especially when implemented in regulated sectors like finance, mobility, or health.

1. Algorithmic bias and fairness

If the training data used in these systems reflects historical discrimination or structural inequality, the algorithm may replicate or even amplify bias, producing unfair or exclusionary outcomes (Friedman & Nissenbaum, 1996; Binns et al., 2018). For instance, an AI recommending vehicle leases could penalize certain user groups due to latent correlations with income or location.

2. Filter bubbles and reduced diversity

Over-personalization may confine users to narrow content or service paths, reducing diversity and exploration. This phenomenon, known as the “filter bubble,” limits user autonomy and can lead to repetitive or uninspiring customer journeys (Nguyen et al., 2014).

3. Lack of transparency and explainability

Most recommendation systems operate as "black boxes"—they produce highly effective outputs without being able to explain how or why a specific recommendation was made. This lack of explainability undermines user trust, particularly in high-involvement decisions like long-term financial or mobility commitments (Floridi et al., 2022; Miller, 2019).

To address these challenges, research and practice are moving toward explainable recommendation systems, which integrate transparency, fairness, and user control into the recommendation logic. Additionally, ethical governance frameworks—such as AI4People

and the EU's AI Act—are increasingly recommending independent audits, user-centric design, and human-in-the-loop validation mechanisms for sensitive AI systems.

Personalized Customer Experience and Omnichannel Orchestration

In a digital world, simply being omnipresent across several channels is no longer enough for brands. What really adds value is their ability to provide a coherent, seamless, personalized experience throughout the entire customer journey. Every single interaction — from searching for a product on a website, to chatting with a chatbot— informs the way the customer perceives and views the company. The upshot is that companies need to design journeys in which each touchpoint is intelligently sequenced and adjusted to meet individual requirements and can change in real time.

AI is at the core of this transformation. It enables companies to collect, analyze, and activate customer data at speed, creating experiences that adapt not only to who the customer is, but also to when, where, and why they engage. The customer journey is nonlinear, cross-platform, and deeply unpredictable, as opposed to traditional marketing, which used to flow based on a linear logic.

To deal with this complexity, a number of organizations are exploring the use of sophisticated orchestration platforms like Salesforce Einstein, Adobe Experience Platform, or SAP Customer Data Cloud. They aggregate data from websites, apps, CRMs, emails, and customer support services to create a real-time unified profile for every user. The platform may, for instance, send a personalized email, push notification, or in-app promotion to a user who keeps viewing a product without buying it, contingent on the circumstances and behavior.

The key driver of this orchestration is AI's ability to make in-the-moment adjustments to content and communications strategies, It can:

- choose the most appropriate channel (e.g., push, email, chatbot),
- personalize the message tone based on interaction history,
- regulate content frequency to avoid overloading the user.

However, creating intelligent journeys also comes with its own challenges. One major risk is over-automation, which can result in cold, robotic interactions. The experience

might become repetitive and lacking in the emotional warmth that forges lasting relationships if an algorithm optimizes every response. A delicate balance must be struck between too much personalization and irrelevantness.

Data control and transparency are additional problems. Personalization should benefit customers, but they should also be informed about how their data is being used and have the choice to opt out or modify their preferences. This means that in addition to marketing triggers, journey design should incorporate ethically conscious moments that strengthen the user's sense of independence and confidence.

On a strategic level, successful journey orchestration demands more than just technology. It necessitates cross-functional cooperation: internal silos must be broken down and marketing, sales, service, and operations must work together around a common customer vision. The goal is not to simply automate interactions, but to transform the customer journey into a single, continuous flow of personalized value.

In conclusion, artificial intelligence offers the tools to shift from static to dynamic customer experiences, from fragmented journeys to unified ones. But real success depends on how these tools are used**:** intelligently, ethically, and with the customer at the center. At that point, omnichannel orchestration transforms from a marketing function into a competitive advantage based on relevance, trust, and enduring loyalty.

Strategic Impacts and Ethical Considerations of AI-Powered Personalization

The implementation of AI-powered personalization brings undeniable strategic benefits. It allows companies to increase customer retention, improve conversion rates, and build longer-lasting, more valuable relationships. The increasing sophistication and widespread use of this technology, however, also brings up significant managerial, operational, and ethical issues. To use AI effectively and responsibly, businesses must be aware of both the risks and the opportunities.

The strategic importance of intelligent personalization

Business-wise, personalization is now a key factor in competitive differentiation rather than merely being about maximizing marketing performance. When done correctly, it raises the emotional bond between the brand and its customers, lowers acquisition costs, and increases customer lifetime value. According to McKinsey (2021), businesses that

use AI to customize customer interactions see a 5–15% increase in revenue in addition to lower service costs and churn.

What makes AI especially powerful is its ability to scale personalization without increasing human effort. It automates decisions that would otherwise be made manually, based on incomplete information. This enables businesses to provide highly customized experiences at each point of the trip, even in intricate industries like long-term car rental, where agreements, requirements, and client expectations change over time.

The capacity to identify weak signals—tiny preferences or behaviors that might portend future actions—is another tactical advantage. To enable proactive, tailored interventions, AI systems can, for instance, determine when a customer is likely to upgrade or renew, or when they may be at risk of cancellation.

But in addition to these advantages, there are serious risks that businesses need to be aware of in order to prevent losing the trust of their customers or abusing the very resources designed to improve their experience.

Hazards of excessive personalization and reliance on data

Over-personalization is a major obstacle. There is a risk of producing an experience that seems unduly controlled, manipulative, or even intrusive when every message, product, and interface is modified in response to user behavior. Customers may become uncomfortable as a result, particularly if personalization touches on delicate topics like location, health, or financial status. It could occasionally result in "creepy marketing," as it has been called.

This has a close relationship with the risk of data dependency. For AI systems to function effectively, large volumes of user data are required. As a result, businesses are exposed to incomplete profiles, skewed historical trends, and poor data quality. Furthermore, it perpetuates a logic that views value creation as inextricably linked to surveillance—a notion that has been sharply criticized in recent research (Zuboff, 2019).

Businesses also need to be mindful of the unintended consequences of recommendation and filtering systems, which can limit users' exposure to new options, reinforce their preexisting preferences, and confine them to narrow paths—a phenomenon Pariser (2011) dubbed the "filter bubble."

Fairness and bias in algorithms

Algorithmic bias is another important problem. Because personalization engines are trained on historical data, they may inadvertently exclude or misrepresent particular user groups, perpetuating societal inequalities. Regardless of their true needs or intent, an AI system might, for instance, give preference to lease offers to users with particular income levels, locations, or device types.

It is not always simple to identify this kind of bias, particularly in systems with low levels of transparency. Because of this, explainability (XAI), fairness audits, and bias mitigation strategies are becoming more and more important when developing and implementing models (Miller, 2019; Binns et al., 2018).

Developing sustainable and moral personalization

AI-powered personalization needs to be user-centered and ethically based in order to be genuinely successful and long-lasting. Creating experiences that:

- respect consent and privacy while implementing easily understandable controls;
- Provide clarity so that users can comprehend the reasons behind the messages or offers they see;
- maintain agency and diversity while enabling users to find, investigate, and decide for themselves;
- Especially when making decisions that have a big impact (like eligibility, pricing, or contract renewals), incorporate human oversight.

Businesses that are leaders in personalization also frequently make investments in governance, which includes establishing data usage policies, putting ethical standards into place, and making sure that cross-functional teams—from marketing to IT—work together to match the application of AI with more general brand values (Floridi et al., 2022).

In the end, personalization should improve the customer experience in a way that is significant, equitable, and reliable—it should not only be used to further corporate objectives. With careful application, AI can assist businesses in creating long-lasting, human-centered relationships that are also productive and profitable.

2.3: Sentiment Analysis and Feedback Management through Artificial Intelligence

One of artificial intelligence's most potent contributions to the customer experience space is the ability to comprehend how customers feel, rather than just what they do. In the past, businesses have collected feedback through surveys, complaint forms, or customer service logs. Although still useful, these approaches are frequently slow to process, retrospective, and scale-limited. Natural language processing (NLP) and artificial intelligence (AI) have made it possible for businesses to record, analyze, and respond to customer sentiment in real time across a variety of channels.

From feedback collection to emotional intelligence

One of the most transformative aspects of AI in customer interaction is its ability to go beyond transactional analysis and enter the realm of emotional understanding. AI systems can identify the sentiment, tone, and even emotional intensity of a customer message—whether it originates from a call transcript, social media post, review, or chatbot conversation—by using sophisticated text and speech analytics.

By extracting not only keywords but also the underlying emotional content, natural language processing enables the large-scale analysis of unstructured data (such as open ended responses, reviews, or complaints).

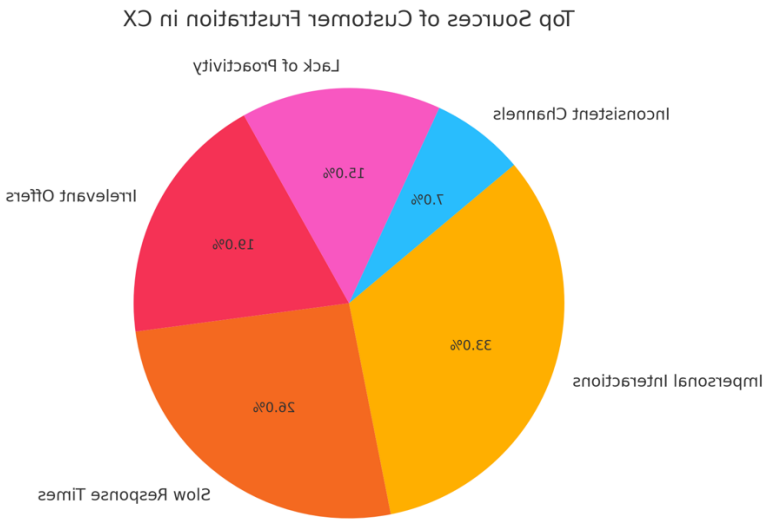

Figure 2. Main causes of customer dissatisfaction in digital services. AI-powered sentiment analysis allows early detection and intervention (Capgemini CX Trends 2023).

Microsoft Azure Text Analytics, Google Cloud Natural Language, and IBM Watson NLU are examples of tools that can identify important topics, flag urgency or escalation potential, and classify sentiment as positive, neutral, or negative. According to IDC (2023), organizations using AI-powered sentiment tracking reduced customer service response time by 35% and increased overall customer satisfaction by 22%.

Knowing how to spot early indicators of annoyance, discontent, or churn risk is crucial in sectors like long-term rental, where contracts can endure for years. Analyzing customer chat interactions, for instance, may disclose concerns about the state of the vehicle, slow service response times, or ambiguous contract terms—information that can guide focused interventions before problems worsen.

Instantaneous feedback and flexible reactions

AI makes it possible for quicker and more intelligent responses in addition to improved comprehension. Once a negative sentiment has been detected, systems can:

- dispatch a human representative to address the issue,
- initiate a compensation offer or follow-up message,
- or implement changes to the workflow to stop recurrence.

Nowadays, a lot of businesses are incorporating sentiment analysis into chatbots and virtual assistants to make them more than just educational—they are also becoming emotionally intelligent. For example, a chatbot might switch tone, escalate the query, or suggest speaking with a human if it detects growing user frustration. This brings us closer to the concept of empathetic automation—a key frontier in AI-driven service design.

Sentiment analysis is also being used to enhance **Voice of the Customer (VoC)** programs. Businesses can create a continuous listening infrastructure by tracking sentiment across natural channels, such as social media, forums, and app reviews, rather than depending only on surveys like Net Promoter Score (NPS).

Strategic applications in long-term rental

In the context of mobility services, sentiment analysis can serve multiple functions:

- **Contractual phase**: flag confusion or hesitation during quoting processes;

- **Operational phase**: monitor satisfaction with vehicle performance, maintenance, or roadside assistance;
- **Renewal phase**: identify whether the customer is likely to continue or churn based on tone and language in their last interactions.

AI also allows for segmenting feedback by persona, detecting recurring issues among specific customer types (e.g., fleet managers vs. private users) and adapting service models accordingly.

In a practical scenario, a rental company could analyze customer feedback from chat logs over a six-month period and discover that dissatisfaction spikes after the second maintenance service. This insight could trigger an operational review or a new communication strategy to better manage expectations at that touchpoint.

Limitations and ethical considerations

Despite its potential, sentiment analysis is not without limitations. The accuracy of emotion detection can vary depending on language, culture, irony, slang, or ambiguity. AI may misinterpret sarcasm or context, especially in short or emotionally complex messages.

Moreover, continuously analyzing customer sentiment raises privacy and ethical concerns. Customers may not be aware that their words are being processed by AI for emotional signals, raising questions about transparency and consent. The ethical design of these systems must therefore include:

- Clear disclosure of AI use in interactions,
- Opt-in/opt-out mechanisms for sentiment tracking,
- And safeguards against misuse or overreaction to misclassified emotions.

As emotional AI becomes more sophisticated, **the responsibility to use it with care and accountability increases accordingly**.

2.4: AI in Customer Relationship and Negotiation Automation

Artificial Intelligence is not only transforming how companies understand and serve their customers it is also changing how they interact, negotiate, and build relationships with them. In industries where contracts, pricing, and long-term interactions are central—such as long-term vehicle rental—AI technologies are beginning to reshape sales dynamics, relationship management, and customer engagement strategies**.**

This section explores how AI supports the automation and enhancement of customer relationships, with a particular focus on:

- **Conversational agents and intelligent lead qualification**
- **Behavioral analysis for tailored offers and pricing**
- **Automated negotiation systems**
- **Strategic and ethical considerations**

Conversational agents and smart lead qualification

One of the most visible applications of AI in customer interaction is the widespread use of chatbots and virtual assistants. These systems, powered by natural language processing (NLP) and machine learning, are able to simulate human-like conversations, guide users through complex product offerings, and answer frequently asked questions with a high level of accuracy.

However, the most advanced implementations go far beyond simple FAQ automation. AI-driven agents are now used to qualify leads, detect user intent, and guide prospects toward conversion paths. Based on the user's responses, browsing behavior, and historical data, the AI can assign a predictive score to each contact, determining how likely they are to convert, what they might be looking for, and what offer would be most effective.

In the long-term rental industry, this could mean identifying whether a customer is a private user or a fleet manager, understanding their preferred vehicle class, or detecting whether they are price-sensitive or service-oriented. These insights allow for a more targeted and efficient use of human sales resources, as sales reps can focus on high-value

interactions while the AI handles initial filtering, information gathering, and even early-stage persuasion.

In some advanced CRM platforms, such as HubSpot**,** Salesforce Einstein**, or** Zoho Zia, AI not only scores leads but also recommends next-best actions, drafts follow-up emails, and schedules reminders based on the user's journey stage.

Behavioral analysis and personalized offer design

Another area where AI adds strategic value is the analysis of behavioral data to build personalized offers and adaptive pricing structures. By examining clickstreams, session durations, vehicle configurator interactions, and time spent on specific packages, AI systems can infer customer preferences and design offers that closely match their profile.

This kind of personalization goes beyond traditional discounting. For example:

- A user who repeatedly compares hybrid and electric vehicles might receive content emphasizing eco-friendly incentives.
- A company account visiting during business hours with high-mileage preferences could be offered a tailored leasing contract with expanded maintenance.
- A returning customer might receive a loyalty-based upgrade suggestion timed just before their renewal window.

Some systems use dynamic pricing models**,** powered by reinforcement learning or Bayesian optimization, to adjust pricing in real time based on competitor behavior, customer segmentation, demand forecasts, and negotiation signals. This approach is similar to how airlines and hotels adjust their rates dynamically, but in this case, it is applied to complex B2B service contracts**.**

In this context, the AI doesn't replace human decision-making—it augments it, providing decision support for sales teams and enabling faster, data-informed choices that improve conversion rates and margin performance.

Automated negotiation and AI-powered deal structuring

Perhaps one of the most innovative applications of AI in customer relationships is in the area of automated negotiation. Using decision trees, game theory models, and predictive analytics, AI systems can simulate negotiation behavior and propose mutually beneficial outcomes based on customer data, company constraints, and historical patterns.

This is particularly useful in long-term rental contracts, where multiple variables—duration, mileage, services, insurance, penalties—must be optimized simultaneously. AI-powered tools can:

- Create deal scenarios in real time,
- Suggest win-win trade-offs (e.g., longer contract duration for lower monthly rates), Additionally, 43% of sales leaders report that AI tools help them identify negotiation leverage points that were previously hidden in customer data (LinkedIn B2B Report, 2023).
- and model customer sensitivity to price changes or added services.

Some companies have started using AI-assisted negotiation bots that operate within a predefined range of flexibility. These bots interact with the customer (or sales agent) and adjust their offers within pre-set strategic boundaries, much like a human negotiator would. This reduces the time needed to finalize deals, improves consistency, and minimizes bias in pricing and conditions.

The concept of **"**programmable sales logic**"** is gaining ground—where negotiation rules and thresholds are encoded in AI systems, ensuring that all offers remain within brand guidelines while adapting to customer needs.

Strategic benefits and operational challenges

The automation of relationship management and negotiation offers several strategic advantages:

- **Increased efficiency** in lead handling and sales cycle acceleration;
- **Better customer experience** through fast, responsive, and tailored interaction;
- **Improved forecasting** based on data-driven insights from each negotiation phase;

- **Higher sales productivity**, as human reps focus on complex cases.

However, these benefits come with operational challenges. Implementing AI in negotiation requires:

- High-quality, granular data;
- Clear integration between sales, marketing, and pricing systems;
- Change management processes to train and align sales teams with AI tools.

More importantly, there's the need to preserve the human dimension of customer relationships. While AI can optimize speed and relevance, empathy, creativity, and relational nuance still matter—especially in high-stakes B2B deals.

Ethical risks and responsible use

Using AI in relationship management raises ethical questions that cannot be overlooked. Customers may not be aware that they are interacting with a non-human agent or that their preferences are being algorithmically profiled. This may lead to a loss of transparency and agency**,** especially when negotiation outcomes are partially automated.

There's also a risk of algorithmic unfairness—if the AI offers better terms or conditions based on income, location, or other proxies, it could unintentionally discriminate. These concerns underscore the importance of:

- **Transparency**: Clearly informing users when they interact with AI or when AI influences pricing;
- **Fairness checks**: Regular audits of negotiation outcomes for bias or exclusion;
- **Human oversight**: Ensuring that final decisions, especially in critical contracts, are reviewable by human professionals.

The goal is not to replace human relationships with algorithms, but to enhance them responsibly, making them smarter, faster, and more adaptive—without losing their ethical foundation.

2.5 :Case Studies in the Mobility Sector;AI Applications and Strategic Impact

While the potential of artificial intelligence in customer experience has been widely discussed in theory, it is through concrete case studies that its **real-world impact becomes visible**. The mobility sector, especially in areas like car sharing, ride-hailing, and long-term rental, offers a unique testing ground for AI-driven innovation. In these contexts, customer relationships are dynamic, operational complexity is high, and expectations for digital service quality are continuously rising.

This section presents selected case studies that illustrate how AI is transforming customer experience strategies in the mobility space. The goal is not only to highlight specific technologies, but to extract strategic insights and best practices applicable across the industry.

Car Sharing and Ride-Hailing: Uber, Free2Move, and SIXT Share

Uber

Uber has long been recognized as a pioneer in applying AI to enhance user experience. From real-time demand prediction **to** dynamic pricing algorithms, the platform uses machine learning models to balance supply and demand, reduce waiting times, and optimize routing.

But Uber also personalizes customer experience at the interaction level. Based on previous behavior, the app can suggest:

- preferred pick-up and drop-off locations,
- preferred ride categories (e.g., UberX vs. Comfort),
- and even “quiet ride” or temperature settings for frequent users.

Behind the scenes, AI-powered fraud detection systems monitor user behavior patterns to flag suspicious activity, while natural language models are being developed to improve in-app customer support, including complaint handling and refund automation.

Free2Move

Part of Stellantis Group, Free2Move offers car sharing and subscription models in major European cities. The company leverages AI to predict demand by zone and time, reposition vehicles accordingly, and optimize fleet utilization.

In terms of customer experience, Free2Move uses usage-based profiling to recommend vehicles and service plans, and applies predictive maintenance models to minimize service interruptions and proactively notify users when a vehicle is underperforming or due for inspection.

Its app also integrates multi-modal transport planning, using AI to suggest combinations of cars, scooters, and public transit based on the user's preferences and trip type.

SIXT Share

SIXT has adopted a hybrid model combining short-term rentals, long-term leasing, and car sharing. Through its SIXT App, the company offers real-time vehicle availability, personalized pricing, and digital contract management.

AI is integrated into customer segmentation, offer generation, and churn prediction models. For example, frequent users of short-term rentals may be automatically offered a switch to a long-term plan, with a personalized proposal including vehicle upgrades or service add-ons.

Company	AI Use Case	Impact Measured	Source
Uber	Dynamic Pricing & Route Optimization	-13% average wait time, +17% trip frequency	Uber Tech Blog (2023)
Free2Move	Smart Repositioning & Usage Prediction	+31% usage rate in city centers, -18% vehicle unavailability	Stellantis Data Insights (2023)

2.5.2 Long-Term Rental and Fleet Services: Leasys, ALD Automotive, and Arval

The long-term rental and fleet services segment represents one of the most strategic areas in which AI is being applied in mobility. Unlike short-term car sharing, this domain is defined by complex contracts, multi-year customer relationships**,** and high service expectations. AI in this context is not just a marketing tool—it is embedded **in** contract structuring, operational optimization, and strategic relationship management**.**

Leasys

Leasys, the mobility brand of FCA Bank (a joint venture of Stellantis and Crédit Agricole), has been actively investing in digital transformation, with artificial intelligence playing a critical role across several touchpoints.

One of the most impactful applications is in contract lifecycle prediction. Using machine learning, Leasys can analyze customer driving behavior, contract usage patterns, and historical renewal data to forecast:

- **the likelihood of early termination**,
- **readiness for renewal or upgrade**,
- and **upselling potential** for ancillary services such as insurance, winter tires, or roadside assistance.

These predictive models are integrated into Leasys's CRM and sales support tools, allowing account managers to proactively engage customers at the right time with tailored offers. For example, a customer exceeding average mileage might automatically be flagged for a contract reassessment, ensuring satisfaction and avoiding penalties a clear application of AI in customer retention and churn prevention.

In terms of service automation, Leasys has implemented chatbots and voice assistants to handle post-sale queries such as:

- contract extension requests,
- billing questions,
- maintenance bookings,
- and damage reporting.

These systems use **natural language processing (NLP)** to understand customer intent and route requests to the appropriate department or complete them autonomously. In particular, voice-based interfaces (used via phone or app) allow hands-free, 24/7 interaction—ideal for fleet managers and business customers who require quick resolution.

Another AI-enhanced area is fleet optimization. By analyzing fleet telemetry and usage data, Leasys can:

- predict vehicle downtime or performance issues,
- dynamically allocate vehicles across regions based on predicted demand,
- and support fleet electrification by identifying optimal candidates for electric or hybrid replacement based on usage profiles.

These innovations support both operational efficiency and customer satisfaction by minimizing service disruption and aligning vehicle supply with real demand.

ALD Automotive

ALD Automotive, a global leader in fleet leasing and mobility solutions, has taken a strongly data-driven approach to customer experience, focusing particularly on predictive intelligence and digital self-service platforms.

One of its flagship offerings is ALD ProFleet, a platform that combines real-time fleet monitoring with actionable insights for both the client and the leasing company. ProFleet uses AI to:

- monitor **driving style**, flagging aggressive or fuel-inefficient behavior;
- track **vehicle health metrics**, detecting maintenance needs before breakdowns;
- and **predict contract usage trends**, such as underuse or overuse of leasing kilometers.

From a customer perspective, the experience becomes more transparent, proactive, and preventive. Fleet managers receive alerts when a driver is close to reaching the contractual mileage limit or when a vehicle shows signs of potential failure—allowing for immediate intervention, thereby avoiding fines and service delays.

ALD also integrates AI into its sales and contract renewal workflows. Algorithms evaluate customer profiles and behavior to:

- suggest **optimized contract conditions** (e.g., duration, mileage, services),
- identify **upgrade opportunities**,
- and **trigger timely renewal offers** before competitors reach the customer.

Another major frontier for ALD is sustainability through AI. The company's systems can recommend the most suitable electrification options for a given fleet, based on historical

routes, charging infrastructure availability, and regional incentives. This not only supports clients' ESG goals but also opens a new layer of AI-driven advisory services.

Arval

Arval, part of the BNP Paribas Group, has embraced artificial intelligence as a central pillar in its mobility strategy, combining operational intelligence with customer-centric tools.

The Arval Mobility Observatory serves as both a research center and a predictive platform. It analyzes global mobility trends using AI to forecast:

- shifts in customer expectations,
- regulatory changes affecting fleet operations,
- and macro trends like electrification and urban mobility preferences.

This intelligence is used to anticipate demand patterns, helping the company tailor its offerings to emerging needs. For example, a spike in urban short-distance vehicle use may lead to the introduction of hybrid leasing packages, or app-based micro-mobility add-ons.

On the operational side, Arval has developed AI-based contract configurators that adjust in real time as the customer modifies preferences—such as vehicle type, duration, mileage, or services. These tools allow clients (especially corporate ones) to build customized offers autonomously, with the AI ensuring feasibility and profitability on Arval's side.

Arval also innovates in AI-powered claims management**.** By applying NLP and computer vision to damage reports (text descriptions, voice messages, and images), the system can:

- classify the claim type,
- assign urgency level,
- and route it to the appropriate handler or resolve it automatically.

This significantly reduces response times and improves customer satisfaction in a traditionally frustrating part of the customer journey.

Company	AI Application Area	Quantitative Outcome	Source
Leasys	Predictive Contract Management	+17% retention rate, -12% penalty disputes	Automotive Europe (2024)
ALD Automotive	ProFleet Telemetry + Forecasting	+22% fleet efficiency, +16% reduction in service downtimes	ALD Global Mobility Report (2023)
Arval	NLP + Claims Automation + Custom Configs	-47% claim resolution time, +21% satisfaction after incidents	Arval Tech Annual (2023)

Lessons and Best Practices

Businesses must fundamentally change their approaches to customer experience, operational effectiveness, and strategic expansion in order to integrate AI into the mobility sector. This is evident when looking at the examples of companies like Uber, Free2Move, Leasys, ALD, and Arval. Even though every business uses AI differently, some recurring trends show up that provide important insights into what makes an ethical and successful AI strategy in this industry.

One of the clearest takeaways is the role of AI in scaling personalization. In contexts where services were once standardized and transactional, companies are now able to deliver tailored experiences to thousands of users simultaneously. Treating every customer as an individual—without overburdening human teams—is made possible by AI, whether it is through behavior-based pricing customization, vehicle configuration recommendations, or the timing of contract renewal proposals. What sets apart the market's most inventive players is their capacity for mass personalization.

Moving from reactive to proactive service delivery is equally important. Companies are no longer waiting for customers to indicate issues or needs because of predictive analytics. Rather, they can anticipate those needs thanks to AI, frequently before the customer even realizes it. A fleet management firm, for instance, can recommend a contract change when usage data shows a discrepancy or notify a customer of a maintenance issue before it results in a breakdown. This type of proactive service fosters trust in addition to finding solutions to issues.

The way artificial intelligence is being used to close the gap between customer satisfaction and operational efficiency is especially noteworthy. Back-end systems are designed to lower expenses and enhance logistics, for example, by forecasting vehicle demand or controlling maintenance plans. On the other hand, these same systems directly improve the front-end experience, which benefits customers by improving availability, reducing delays, and enabling more smooth interactions. When operational and experiential gains are aligned, the customer relationship is strengthened.

The significance of integration also comes up frequently. The businesses that use AI the best are those that do not view it as a cure-all. Instead, they connect it to customer apps, CRM platforms, fleet management tools, and even pricing engines by integrating it with different departments. This integrated approach ensures that every customer's data, insight, and decision is actionable and aligned with the overall goals of the business. However, sometimes fragmented data or isolated AI applications limit the potential for significant change.

These case studies ultimately emphasize the significance of having a solid ethical and transparent foundation. The increasing involvement of AI systems in consumer-facing decisions, particularly those involving eligibility, pricing, and contract terms, necessitates the establishment of explicit policies concerning fairness, explainability, and consent. Customers should always know when they are interacting with an AI system, how their data is being used, and what recourse they have in case of disagreement. Companies that take these concerns seriously not only reduce risk, but also build long-term credibility and brand loyalty.

In conclusion, the successful application of AI in the mobility sector doesn’t come from technology alone—it comes from a strategic vision that connects efficiency, empathy, and ethics. This shift is being driven by businesses that use AI not only to automate tasks but also to enhance relationships, anticipate needs, and develop intelligent, human-centered experiences.

2.6: Chapter Conclusion

This chapter has explored how artificial intelligence is fundamentally reshaping the way companies design and deliver customer experience in the mobility sector, particularly in long-term rental services. Through a progression of themes—ranging from hyper-personalization and real-time sentiment analysis, to negotiation automation and sector-specific case studies—we have seen that AI is no longer an emerging option, but a strategic imperative for any company aiming to meet rising customer expectations and remain competitive in a fast-evolving market.

What clearly emerges is that AI's value lies not only in its technical capacity to process vast volumes of data or automate tasks, but in its ability to transform relationships. Personalization, once limited to basic segmentation, is now driven by behavioral models and predictive engines that shape individual experiences in real time. Feedback, once reactive and collected post-interaction, can now be captured, analyzed, and responded to as it happens, allowing companies to act on emotion and intent, not just behavior.

In parallel, AI has proven to be a powerful enabler of efficiency and scalability. Intelligent systems support sales teams by qualifying leads, designing tailored offers, and even managing parts of the negotiation process. This enables human experts to concentrate on meaningful dialogues and establishing lasting relationships, while machines quickly and accurately complete repetitive or data-intensive tasks.

However, the case studies examined in this chapter show that technology alone is not enough. Advanced AI tools, a clear strategic vision, cross-functional integration, and a profound respect for the autonomy and experience of the customer are all combined by the most successful businesses, including Uber, ALD, Leasys, and Arval. They see AI not only as a tool to boost conversions but also as a way to create more intelligent, responsive, and customized experiences.

But this shift also raises significant practical and moral questions. To reduce the dangers of algorithmic bias, over-personalization, and decision-making opacity, we must act proactively. As AI is incorporated into the customer journey more and more, it is critical that transparency, equity, and accountability be incorporated into the design process.

In the end, integrating AI into customer experience represents a shift in culture as opposed to merely a technological advancement. Businesses must learn to put relationships before

transactions, trust before immediacy, and value creation before process automation. In this light, AI becomes not only a driver of efficiency, but also a catalyst for more meaningful and sustainable customer engagement.

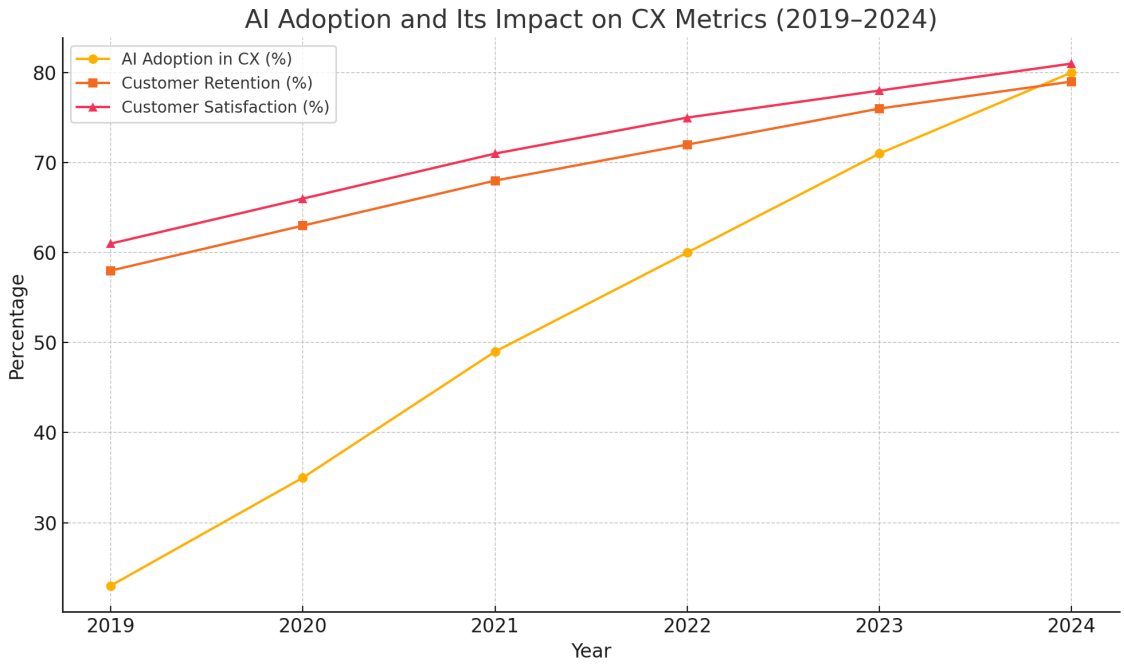

Figure 4. Trends in AI adoption and correlated improvements in retention and customer satisfaction rates from 2019 to 2024 (McKinsey 2023; IDC 2023).

The next chapter will shift focus from general strategy to the **Waysi Mobility case study**, illustrating how these concepts are being implemented in a real-world long-term rental business, and how AI is enabling a new level of personalization and relationship management in practice.

CHAPTER 3

Chapter 3

3.1 Introduction to Waysi Mobility

Waysi Mobility is a **digital-first mobility company** based in **Mosciano Sant'Angelo, Italy**, operating as an independent broker in the long-term car rental sector. Founded in **2021**, the company has rapidly gained momentum within the Italian market, carving out a space for itself by offering **customized, technology-driven rental solutions** that combine the best aspects of flexibility, transparency, and customer-centricity.

In just three years of activity, Waysi has established a **lean but highly efficient organizational structure**, currently composed of **a team of 11 professionals**. The company's internal departments include marketing and communication, sales and client acquisition, operations and contract management, customer support, and IT and platform development. Despite its relatively small size, the company's agility and innovative culture have enabled it to compete with larger, more established players, often outperforming them in responsiveness, service quality, and digital innovation.

Waysi's business model is based on a **multi-brand brokerage approach**. Rather than leasing its own vehicles, the company acts as a strategic intermediary between customers and major long-term rental providers—including **Leasys, Arval, ALD Automotive**, and others. This positioning enables Waysi to access a wide and diversified catalog of offers, which it then filters and personalizes according to the specific needs of each client. This independent model is a core strength, allowing the company to offer **objective and comparative recommendations** based solely on the customer's best interest.

The customer base served by Waysi is broad and varied. It ranges from private individuals and freelancers**, to** small and medium-sized enterprises, and increasingly also includes large companies and corporate fleets. Each of these segments presents unique challenges and expectations, particularly in terms of vehicle configuration, contract duration, service level, and post-sale support. As such, the ability to adapt the customer journey to individual needs has become a strategic priority for the business.

From a technological perspective, Waysi operates through a fully digital infrastructure. Clients can browse offers, request quotations, receive personalized consultations, sign contracts, and manage assistance requests through an integrated digital environment. The company's systems include a modern website, a CRM platform, automated email

workflows, and direct communication channels such as WhatsApp, chatbot interfaces, and email ticketing. This digital ecosystem allows Waysi to maintain a seamless, fast, and accessible interaction with customers throughout the entire relationship lifecycle.

Crucially, Waysi is not only a digital company in terms of tools—it embraces a digital mindset in how it organizes work, manages data, and plans for growth. Strategic decisions are informed by analytics, customer feedback is systematically tracked and analyzed, and AI-powered tools are being progressively integrated into core processes such as lead scoring, offer recommendation, and contract personalization.

In a market increasingly shaped by customer expectations for instant service, hyper-personalization, and digital convenience, Waysi positions itself not as a traditional car rental intermediary, but as **a** mobility consultant that leverages technology to simplify complex decisions. Its focus is not only on delivering a vehicle—but on delivering a **smart, smooth, and supported experience** from first contact to contract renewal.

As the following sections will demonstrate, Waysi represents a compelling case study in how artificial intelligence can be applied to enhance customer experience in a real-world business context. By combining lean operations, advanced digital tools, and a relationship-focused philosophy, the company offers valuable insights into the future of mobility services.

3.2 Digital Marketing Strategy at Waysi

As a digital-first company, Waysi has built its marketing strategy around the principles of visibility, agility, and precision targeting. Unlike traditional rental agencies that rely on physical presence or long sales cycles, Waysi operates almost entirely through **digital channels**, with the goal of acquiring and converting leads quickly, efficiently, and at scale.

The company's marketing funnel begins with multi-channel lead generation, primarily through **Google Ads, Facebook Ads, SEO optimization, and organic content marketing**. These campaigns are designed to attract traffic to the company's website and vehicle configurator pages, where users can browse real-time offers filtered by brand, budget, contract duration, and other customizable features. Paid ads are targeted based on user demographics, intent signals, and geolocation, allowing for cost-effective acquisition.

Once a potential customer lands on the website, Waysi's digital ecosystem activates a series of tools to qualify, capture, and nurture the lead. The main channels of interaction include:

- An **intelligent lead form**, which guides users through the selection of their ideal vehicle and leasing conditions;
- A **chatbot** that can answer common questions or escalate to a human operator;
- **WhatsApp integration**, which allows customers to continue the conversation seamlessly on mobile;
- **Landing pages** tailored to specific campaign themes (e.g. electric vehicles, special offers for freelancers or fleet solutions).

All lead data is automatically funneled into **Zoho CRM**, the platform that serves as the backbone of Waysi's commercial operations. Zoho is used to:

- **Store and manage client data**;
- **Track lead status and sales pipeline stages**;
- Assign leads to agents based on customizable rules (urgency, geography, interest type);
- Log interactions across email, WhatsApp, and call channels;

- Monitor performance metrics at the agent and campaign level.

In addition, Zoho CRM powers several marketing automation workflows based on behavioral triggers and lead segmentation. For example:

- Users who request a quote but don't convert may receive a reminder with personalized vehicle suggestions;
- Customers who viewed electric vehicles may receive a dedicated email campaign about eco-leasing benefits;
- Prospects who paused during the application process may be re-engaged via WhatsApp follow-up.

These workflows are supported by dynamic content systems that allow the company to show the right message to the right person at the right time. From pricing updates to contract guidance, all communications are designed to be **context-aware, short-form, and mobile-first**.

A key strength of Waysi's strategy is its ability to **bridge marketing and operations**. The marketing team doesn't only focus on visibility and impressions—it works closely with sales and customer support to ensure that digital actions translate into **real,** measurable business outcomes. This includes tracking:

- Conversion rate from lead to contract;
- Time-to-contact after form submission;
- Engagement levels by channel;
- Cost-per-acquisition (CPA) per platform.

Moreover, Waysi actively uses customer interaction data collected through Zoho to refine its messaging and segment its audience more intelligently over time. The goal is not mass communication, but precision marketing that resonates with each user segment—whether it's a private user looking for a budget-friendly car, or a company in search of a fleet solution.

In summary, Waysi's digital marketing strategy is characterized by speed, relevance, and integration**.** It reflects the company's broader philosophy: that technology should simplify

complexity, enhance personalization, and empower customers to make confident, informed choices. As AI becomes more embedded into these workflows—as explored in the next sections—the boundary between marketing and intelligent experience design continues to blur.

3.3 Use of Artificial Intelligence in Customer Experience

In a competitive sector like long-term car rental, customer experience (CX) is not just a support function—it is a core differentiator. For Waysi, ensuring that every customer receives timely, relevant, and personalized service is essential to maintaining loyalty and building long-term relationships. To achieve this, the company has begun embedding **artificial intelligence** into multiple areas of its customer experience strategy, with the aim of making interactions more efficient, more predictive, and ultimately more human.

AI for Personalized Communication and Offers

One of the most immediate applications of AI at Waysi is in the personalization of offers and communication. Based on customer behavior on the website—such as the vehicles viewed, filters used, or form data submitted—AI systems help identify the most suitable leasing options. These preferences are then used to tailor:

- follow-up emails with curated vehicle proposals,
- WhatsApp messages with limited-time offers,
- and even dynamic website content that adapts to the user's previous searches.

This system allows for 1:1 marketing at scale, giving each user the impression of being directly understood and assisted, while keeping internal resources focused on higher-value activities.

Smart Assistance via Chatbot and WhatsApp

Waysi also integrates AI in customer support through its **chatbot**, available on the website and connected to WhatsApp. The chatbot is capable of:

- answering frequently asked questions (about offers, contract terms, vehicle availability),
- guiding users through the quotation process,
- and collecting preliminary data before handing off to a human agent.

While the bot currently handles predefined flows, it is being enhanced with natural language understanding (NLU) to interpret more nuanced queries and detect intent more accurately. In this way, customers benefit from faster response times and always-available service, especially during off-hours.

Through WhatsApp, Waysi leverages automation to send personalized updates on:

- contract progress,
- appointment reminders (e.g. delivery or pickup),
- and service-related information (e.g. maintenance deadlines or insurance renewal).

The result is a smoother, more proactive experience that reduces uncertainty and keeps the customer informed at every stage.

AI-Driven Ticket Management and Predictive Service

In the post-sale phase, Waysi uses AI-supported tools to manage customer service requests and track ongoing contracts. Tickets submitted through chat, email or WhatsApp are categorized and prioritized using automated tagging systems, which identify keywords related to urgency, issue type, or required department. This allows for faster internal routing and resolution.

Furthermore, the company is working on a system that uses internal data **to** predict vehicle servicing needs. By analyzing the average mileage, historical maintenance intervals, and known usage patterns, AI models can anticipate when a vehicle may require inspection, tire replacement, or administrative renewal. This would enable the system to send proactive reminders to customers, reducing delays and improving service compliance—especially valuable for fleets or business users.

Seamless CRM Integration

All AI-enabled customer interactions are tracked and logged in Zoho CRM, which serves as a central hub for managing the entire lifecycle. The CRM receives inputs from marketing, sales, and support channels and uses AI insights to:

- assign leads based on predicted value,
- suggest follow-up actions for at-risk contracts,
- and identify cross-selling opportunities based on behavior and history.

This integration ensures that every department has access to a single source of truth, and that the customer experience remains consistent, personalized, and timely—whether it's the first interaction or a post-renewal follow-up.

Strategic Value of AI in CX

The strategic impact of AI on customer experience at Waysi is twofold: operational efficiency and emotional relevance. On one hand, AI helps reduce delays, human error, and workload; on the other, it enhances the company's ability to build personalized, empathic, and trust-based relationships.

By automating routine tasks and enabling deeper customer insights, AI becomes a co-pilot for the Waysi team, empowering them to focus on what truly matters: listening, advising, and delivering value beyond the vehicle.

3.4 :AI in Sales and Contract Negotiation

In the long-term rental sector, the sales process is more complex than in traditional product-based industries. Each contract is unique, combining variables such as vehicle model, duration, mileage, services, and insurance coverage. Because of Waysi's multi-brand broker model, which necessitates the real-time comparison of offers from several providers, this complexity is further increased. In this regard, artificial intelligence is becoming more and more recognized as a strategic tool for improving speed, accuracy, and business efficacy in addition to being a tool for automation.

Smart Quotation and Offer Comparison

One of the main challenges for Waysi's sales team is identifying the most competitive offer for each client across providers like Leasys, Arval, and ALD. Without a centralized decision-making engine, this task often involves manual cross-checks, time-consuming calculations, and the risk of overlooking better alternatives.

This is why Waysi is creating an AI-powered quotation optimizer, a tool that evaluates leasing offers according to a client's requirements (budget, mileage, duration, and urgency) and suggests the best option among the available options. Time is saved and the quality of the commercial proposal is enhanced by the system's ability to produce ranked recommendations in a matter of seconds by integrating with provider databases and vehicle stock data.

The human role is enhanced by this degree of automation rather than diminished. While the AI performs repetitive comparison tasks more consistently and accurately, salespeople can concentrate on developing relationships and engaging in strategic negotiation.

Pre-Qualification and Feasibility Screening

Another significant issue in the current process is that time and resources are often spent on clients who are ultimately not eligible for leasing—either because of insufficient income, company balance sheet risk, or poor credit history. Currently, this screening is performed manually after the initial contact, leading to delays and unnecessary workload.

An AI-driven pre-qualification system could help solve this problem by:

- Automatically evaluating financial risk indicators from public and private data sources;

- Assigning a **feasibility score** to each lead before it enters the formal assessment phase;
- Prioritizing clients who have the best chance of being accepted and weeding out high-risk profiles as soon as possible.

A lean sales team would particularly benefit from this improvement as it would optimize the time spent per lead, streamline the sales pipeline, and lessen friction for qualified prospects.

Automation of Follow-Ups and Contract Management

AI is also playing a growing role in the automation of follow-ups, which are essential for keeping leads warm and deals moving forward. Sales representatives can receive intelligent alerts from Waysi via Zoho CRM in response to customer behavior, missed actions, or inactivity (e.g., a quote viewed but not answered). Dynamic email sequences, customized WhatsApp messages, and automated reminders can all be used to keep the negotiation moving forward.

In the contract phase, AI tools assist in reducing errors by:

- Pre-filling key contractual data based on previous steps;
- Flagging inconsistencies or missing fields;
- And generating plain-language summaries of contractual terms, improving transparency and reducing back-and-forth with the client.

These features are especially useful for onboarding new agents or handling high lead volumes, as they help maintain quality and consistency even under pressure.

Strategic Role of AI in Sales

From the initial contact to contract finalization, AI enhances the Waysi sales process in three fundamental ways:

1. It **reduces manual load**, accelerating quote generation and feasibility assessment;
2. It **improves deal quality**, by aligning offers with client needs more precisely;
3. It **increases conversion rates**, by making the process faster, clearer, and more responsive.

In a competitive market where clients often request multiple quotes from different providers, speed and accuracy can make the difference between winning and losing a deal**.** By embedding AI into its commercial operations, Waysi positions itself as a smart, agile, and client-focused partner, capable of delivering high-quality service without compromising on efficiency.

3.5 Results and Critical Analysis

Waysi has already started to see noticeable improvements in internal efficiency and customer satisfaction as a result of the gradual integration of artificial intelligence into its marketing, sales, and customer service operations. On the other hand, this change has brought to light several obstacles and constraints that need to be overcome in order to guarantee that AI provides long-term strategic benefits.

Efficiency Gains and Operational Impact

One of the most noticeable improvements has been in quotation time. Before AI support, it could take up to 30 minutes or longer to generate a personalized quote, frequently involving input from multiple salespeople, especially for clients with complex contract conditions or multiple vehicle preferences. The team can now handle more leads in less time thanks to the gradual implementation of intelligent comparison tools and pre-configured templates, which have often cut this time down to less than five to ten minutes.

Human error has also decreased as a result of AI, especially during the contract creation stage. Common errors in mileage, duration, or insurance clauses have been reduced by automated field validation and consistency checks, which has reduced back-and-forth exchanges and improved the customer onboarding process.

The average wait time in customer service has decreased from approximately 30 minutes to less than 15 minutes thanks to the implementation of AI-powered ticket tagging and WhatsApp automation, particularly for reoccurring or predictable issues. Furthermore, a large percentage of simple inquiries have been taken over by the chatbot, freeing up human agents to work on more delicate or complicated requests.

Informal client feedback and rising rates of repeat business attest to the better perceived level of professionalism and responsiveness that has resulted from these enhancements.

Strategic Differentiation and Customer Perception

Beyond operational improvements, AI is helping Waysi shape a more responsive and personalized customer journey. Clients receive timely reminders, tailored offers, and proactive assistance—elements that were previously limited by human bandwidth.

This evolution is particularly valuable in an industry where customer loyalty is fragile and the perceived difference between providers can be minimal. In addition to being a

contract broker, Waysi is able to establish itself as a partner in mobility decision-making by providing a more intelligent, seamless, and reliable experience.

Challenges and Limitations

However, the transition to an AI-enhanced model has not been without obstacles. One of the main challenges has been data integration. Waysi depends on third-party platforms and external systems (such as leasing companies and car databases) in its capacity as a broker, but these are not always aligned or compatible. Constant investment and development are needed to establish real-time connections between these sources and internal tools.

Adaptation and training of employees present another difficulty. Many tasks are made simpler by AI, but it also creates new workflows and calls for a different way of thinking that is more technologically oriented, analytical, and process-driven. The process of making sure all staff members are at ease and confident using AI tools is continuous.

In addition, there is a need to balance automation with the human element. Customers still prefer face-to-face communication, particularly when handling complicated requests or high-value contracts. AI can support—but not fully replace—the relational and emotional aspects of sales and support. The risk of over-automation must be carefully managed.

Finally, ethical considerations related to data privacy, consent, and algorithmic fairness are increasingly relevant. Waysi must ensure that customer data is handled transparently and responsibly, and that AI recommendations do not introduce unintended bias or exclusion.

Summary of Impacts:

Area	Before AI	After AI
Quotation Time	30+ minutes	~5–10 minutes
Contract Errors	High (manual inconsistencies)	Reduced (validated automation)
Ticket Response	~30 minutes	<15 minutes
Feasibility Waste	High (manual processing of non-eligible leads)	Lower (pre-qualification filters)
Customer Satisfaction	Moderate and variable	Higher (based on informal feedback)

In conclusion, while the implementation of AI at Waysi is still evolving, the results so far confirm its potential to transform core business functions, improve customer relationships, and support long-term growth. The key moving forward will be to scale these benefits without losing the personal touch that defines the company's identity.

3.6 Author's Perspective: Proposed AI Innovations for Waysi

Based on the insights gained through this case study and direct observation of Waysi's operations, I propose two potential areas in which artificial intelligence could be further leveraged to improve both internal efficiency and customer experience. These ideas aim to address current pain points while aligning with the company's long-term vision of becoming a fully intelligent, customer-centric mobility partner.

1. Smart Quotation Optimizer for Commercial Agents

One of the most frequent operational inefficiencies observed at Waysi lies in the quotation process. Due to its role as a broker, the company works with several leasing partners—Leasys, Arval, ALD, among others—and must compare multiple offers to find the best match for each customer's request. This process is currently time-consuming and partially manual, often requiring 30 minutes or more and, in some cases, the involvement of more than one salesperson to analyze stock availability, pricing, and conditions across platforms.

To streamline this process, I propose the development of a Smart Quotation Optimizer, an AI-based tool that would:

- Integrate with provider systems via API or database connection;
- Automatically fetch and compare available offers in real time;
- Rank results based on criteria such as price, delivery time, included services, and contract flexibility;
- Suggest the "best fit" solution for the client's specific needs and budget.

This would allow commercial agents to respond faster, more accurately, and more consistently, while also increasing the chances of winning deals thanks to optimized recommendations. In the long term, the tool could also learn from past successful conversions and fine-tune its recommendations accordingly, creating a self-improving sales support engine**.**

2. AI-Enhanced Post-Sale Relationship Assistant

While Waysi is already recognized for offering comprehensive post-sale support, there is still room to elevate the quality and personalization of this phase. The company currently

uses a chatbot and a ticketing system to manage assistance requests, including servicing, extraordinary maintenance, and contract renewals. However, much of this still depends on **customer-initiated interaction**.

To shift toward a more proactive model, I suggest the implementation of an AI-Enhanced Post-Sale Relationship Assistant—a system that not only responds to issues but monitors contracts, vehicles, and customer profiles in real time**,** and takes initiative when necessary.

This assistant would:

- Track usage patterns and predict when a vehicle is likely due for maintenance or inspection;
- Trigger automated WhatsApp or email messages reminding customers of upcoming services or deadlines;
- Alert the internal team when anomalies are detected, such as excessive mileage or recurring complaints;
- Offer personalized suggestions for contract renewals, upgrades, or additional services based on historical behavior.

By creating a continuous, intelligent dialogue with the customer, this assistant would transform the post-sale relationship from reactive to anticipatory—improving satisfaction and loyalty, while reducing pressure on the support team.

Strategic Relevance

Both of these proposals reflect a broader trend in AI adoption: the move from passive data collection to active, real-time decision support and customer engagement. They are also aligned with Waysi's lean organizational model, where intelligent automation can act as a force multiplier—allowing a small team to deliver high-level service at scale.

Incorporating tools like the Smart Quotation Optimizer and the Post-Sale Relationship Assistant would allow Waysi to go beyond operational excellence, and enter the next phase of digital maturity: one where AI is not just a support function, but **a** strategic driver of value, trust, and brand identity**.**

Conclusion

The analysis of Waysi Mobility has provided a vivid and grounded illustration of how artificial intelligence can be deployed within a fast-growing, digitally native company to create measurable improvements in efficiency, precision, and personalization. From quotation automation to post-sale interaction, AI is no longer an experimental technology for Waysi—it is a core component of its operational and strategic model.

As discussed, the integration of AI tools has enabled Waysi to optimize lead management, shorten response times, reduce contract errors, and improve client satisfaction. These gains are not merely technological—they reflect a new organizational mindset in which data and algorithms become levers for creating more consistent, responsive, and high-value customer relationships.

Yet beyond these functional benefits lies a deeper and more fundamental issue: the evolving relationship between technology and human connection. One of the case study's most important lessons is that, when used properly, AI does not separate a b6,3usiness from its customers; rather, it strengthens them. AI frees up staff members to concentrate on what really counts—listening, offering advice, and showing empathy—by automating tedious jobs, bringing up pertinent information, and facilitating real-time service. Therefore, rather than replacing human interaction, AI acts as a catalyst for more meaningful human experiences.

This perspective aligns with a growing body of research that calls for a human-centered approach to AI. Ethical, responsible AI, according to researchers like Shneiderman (2022) and Floridi et al. (2022), should put augmentation above automation to make sure that technology upholds human values like accountability, trust, and care rather than taking their place. Instead of turning interactions into algorithmic outputs, this entails creating systems that are open, considerate, and sensitive to human subtleties in the context of customer relations.

A wider consideration of AI's potential in the mobility industry is also encouraged by the Waysi case. While the benefits are clear—improved efficiency, predictive service, dynamic pricing—the risks are growing just as fast. Issues of data privacy, consent, bias, and algorithmic opacity remain pressing, especially in high-stakes decisions like contract approvals, eligibility, and pricing models. Moreover, European regulatory frameworks are

starting to catch up. For instance, the forthcoming EU AI Act will place stringent requirements on human oversight, transparency, and fairness for AI systems used in consumer-facing industries (European Commission, 2021).

As such, Waysi and similar companies have to strike a careful balance between embracing innovation and upholding moral principles and legal requirements. This entails putting in place strong governance frameworks, spending money on explainability tools, and encouraging a culture of accountability among teams—not just in IT, but also in marketing, sales, and customer service.

The Waysi case concludes by showing that, when directed by human purpose, artificial intelligence can be a strategic differentiator as well as a technical accelerator. Opportunities abound along the way, but it also calls for thoughtful planning, critical analysis, and a humanistic view of advancement. Accordingly, AI should be viewed as a tool for enhancing human connection at scale rather than as a quick fix for automation, creating more humane as well as smarter businesses.

Bibliografia

- Adomavicius, G., & Tuzhilin, A. (2015). *Context-aware recommender systems*. Journal of Personalization Research, 23(1), 217–256.
- Amazon Science. (2023). *The A9 Algorithm: How Amazon ranks ads for relevance*. Amazon Advertising Reports.
- Arora, N., Dreze, X., Ghose, A., Hess, J., Iyengar, R., Jing, B., ... & Shankar, V. (2008). *Putting one-to-one marketing to work: Personalization, customization, and choice*. Marketing Letters, 19(3-4), 305–321.
- Baziotis, C., Pelekis, N., & Doulkeridis, C. (2018). *NTUA-SLP at SemEval-2018 Task 1: Predicting affective content in tweets with deep attentive RNNs and transfer learning*. Proceedings of the 12th International Workshop on Semantic Evaluation, 245–251.
- Binns, R., Veale, M., Van Kleek, M., & Shadbolt, N. (2018). *"It's Reducing a Human Being to a Percentage": Perceptions of Justice in Algorithmic Decisions*. Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems, 1–14.
- Bleier, A., & Eisenbeiss, M. (2015). *The importance of trust for personalized online advertising*. Journal of Retailing, 91(3), 390–409.
- Bonner, S., & Vasile, F. (2018). *Causal embeddings for recommendation*. Proceedings of the 12th ACM Conference on Recommender Systems, 104–112.
- European Commission. (2021). *Proposal for a Regulation on a European Approach for Artificial Intelligence (AI Act)*. Brussels: European Union Publications.
- Facebook Business. (2023). *How Lookalike Audiences work*. Meta for Business Insights.
- Floridi, L., Cowls, J., Beltrametti, M., Chatila, R., Chazerand, P., Dignum, V., ... & Vayena, E. (2022). *AI4People—An ethical framework for a good AI society*. Minds and Machines, 28(4), 689–707.
- Forrester Research. (2023). *The Business Impact of Customer Experience*. Forrester Customer Experience Index Report.
- Friedman, B., & Nissenbaum, H. (1996). *Bias in computer systems*. ACM Transactions on Information Systems (TOIS), 14(3), 330–347.
- Gerpott, T. J., & Meinert, P. (2022). *Digital customer journey mapping in automotive services*. Journal of Service Management, 33(2), 307–326.
- Gilmore, J. H., & Pine, B. J. (1999). *The Experience Economy: Work Is Theater & Every Business a Stage*. Harvard Business Press, Boston.
- Google Ads. (2023). *Smart Bidding Guide*. Google Marketing Platform Documentation.
- Gómez-Uribe, C. A., & Hunt, N. (2016). *The Netflix Recommender System: Algorithms, Business Value, and Innovation*. ACM Transactions on Management Information Systems (TMIS), 6(4), 1–19.
- Kannan, P. K., & Li, H. (2017). *Digital marketing: A framework, review and research agenda*. International Journal of Research in Marketing, 34(1), 22–45.

- Kaptein, M., Parvinen, P., & Pöyry, E. (2022). *Adaptive personalization in service ecosystems*. Journal of Service Research, 25(1), 59–76.
- Lemon, K. N., & Verhoef, P. C. (2016). *Understanding customer experience throughout the customer journey*. Journal of Marketing, 80(6), 69–96.
- Mazurek, G. (2019). *Artificial Intelligence in Marketing: An Overview of Key Applications and Research Directions*. Journal of Management and Business Administration, 27(4), 71–91.
- McKinsey & Company. (2022). *Next in personalization 2022 report*. McKinsey Digital Insights.
- Miller, T. (2019). *Explanation in artificial intelligence: Insights from the social sciences*. Artificial Intelligence, 267, 1–38.
- Pariser, E. (2011). *The Filter Bubble: What the Internet Is Hiding from You*. Penguin Press, New York.
- Rust, R. T., & Huang, M. H. (2023). *Artificial Intelligence in Service*. Journal of Service Research, 26(1), 3–20.
- Shneiderman, B. (2022). *Human-Centered AI*. Oxford University Press, Oxford.
- Tkaczyk, J., & Mazurek, G. (2021). *Trust in AI: Challenges and Future Research Directions*. Journal of Marketing and Consumer Behaviour in Emerging Markets, 1(1), 24–38.
- Wright, J., & Schultz, D. E. (2022). *AI, Privacy and the Future of Digital Advertising*. Journal of Advertising Research, 62(3), 283–294.
- Zuboff, S. (2019). *The Age of Surveillance Capitalism*. PublicAffairs, New York.

Sitografia

- Amazon Science. (2023). *The A9 Algorithm: How Amazon ranks ads for relevance*. Recuperato da: https://advertising.amazon.com/library/guides/a9-algorithm
- Facebook Business. (2023). *How Lookalike Audiences work*. Recuperato da: https://www.facebook.com/business/help/164749007013531
- Forrester Research. (2023). *The Business Impact of Customer Experience*. Recuperato da: https://go.forrester.com/blogs/category/customer-experience/
- Google Ads. (2023). *Smart Bidding Guide*. Recuperato da: https://support.google.com/google-ads/answer/7065882
- European Commission. (2021). *Proposal for a Regulation on a European Approach for Artificial Intelligence (AI Act)*. Recuperato da: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52021PC0206
- McKinsey & Company. (2022). *Next in personalization 2022*. Recuperato da: https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/next-in-personalization-2022