



Cambridge
International

Professional Research Thesis

Titled

*The Impact of Artificial Intelligence on Enhancing Marketing
Performance and Developing on Integrated Customer
Relationship Management System*

Researcher

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2025



Dedication

I extend my sincere gratitude and prayers to my late father—may Allah have mercy on him and grant him the highest place in Paradise.

I extend my heartfelt thanks to my mother—may Allah grant her healing and good health—who dedicated her life to raising and educating us.

I extend my deepest gratitude to my beloved husband for his support and encouragement.

I extend my sincere thanks to my children, Farha and Ahmed, who are my life's joy.

I extend my gratitude to my siblings, who have always been by my side.

I extend my heartfelt thanks to my colleagues.

I extend my sincere appreciation to my research supervisors.

I extend my thanks to everyone who has supported me.

To you all, I offer my deepest gratitude and appreciation.

SUMMARY

Today, the world is witnessing an unprecedented technological revolution led by Artificial Intelligence (AI), which has become a fundamental pillar in various sectors, especially in marketing and customer relationship management. With the rapid digital transformations and the increasing competition between institutions, it has become necessary to adopt smart tools and techniques that help in understanding customer behavior, improving the quality of services, and increasing the effectiveness of marketing campaigns.

With the fast pace of technological development, Artificial Intelligence is no longer just a futuristic concept, but rather a driving force that brings about a radical transformation in work efficiency and productivity by reducing the time and effort needed to accomplish tasks.

AI is considered the greatest innovation in human history so far. It is the future, the leader of the new world, and the fuel that will drive the global economy in the twenty-first century. It is also the real opportunity to create a better and more sustainable world, as its applications cover different fields such as marketing, industry, healthcare, trade, education, and more. These applications promise more efficiency, accuracy, and improvements in our daily lives. At the same time, it is important to be aware of the possibilities and risks that come with this field.

AI has provided huge opportunities to reshape marketing strategies, as it allows analyzing massive amounts of data with great accuracy, offering personalized recommendations for each customer, and predicting future trends. This directly supports decision-making and customer satisfaction.

It has also become possible to design an integrated Customer Relationship Management (CRM) system based on AI technologies, which helps build strong and sustainable relationships with the target audience and enhances the efficiency of marketing and sales teams.

With the growing competition in the market, it has become essential to search for new and innovative ways to attract and retain customers. Here comes the role of AI, which can be used to analyze data, predict customer behavior, organize marketing campaigns, and even support the creation of a more advanced and intelligent CRM system that serves the goals of institutions with higher precision.

From this perspective, this research aims to study how AI can contribute to improving marketing performance and how it can be used to build an effective CRM system. The research also includes a simple applied model that shows how these technologies can be used in practice within the marketing field, especially through communication tools such as WhatsApp, Facebook, Telegram, and email.

The goal of this research is to study the real impact of AI applications on marketing performance, with a focus on designing a practical model for an intelligent CRM system that helps strengthen the relationship between the institution and customers and increases the chances of success in today's digital marketing environment.

AI has become an essential part of modern marketing, as it helps improve and develop marketing performance and achieve competitiveness in the market by analyzing data quickly and accurately. It is expected that AI will reach a level close to human intelligence, which could significantly change traditional marketing methods. This is confirmed by Elon Musk's comment

in an interview when he said that “highly intelligent people underestimate the capabilities of AI because they do not believe a computer could be as intelligent as them, but this belief is completely wrong.”

From here, we can see the importance of using AI technologies, as they help companies provide customers with personalized recommendations, increase their loyalty, and improve their experience. This allows for a deeper understanding of customer needs and behaviors in the future.

Therefore, everyone is moving toward using AI tools to automate tasks, improve decision-making, and enhance creativity.

In the end, we find that AI technologies improve user experience, review and analyze big data, and generate content that fits the audience’s interests. This contributes to achieving marketing goals efficiently, developing marketing performance, and building an integrated system for managing customer relationships.

The study Problem.

With the rapid technological advancements, the use of Artificial Intelligence (AI) technologies in various sectors in general, and in the field of marketing in particular, has become an essential part, as they contribute to improving performance, achieving objectives, and ensuring customer satisfaction.

Nevertheless, marketers face major challenges in enhancing their marketing performance, namely how to effectively use and employ these technologies in marketing operations and how to manage customer relationships in an integrated manner.

From this standpoint, the research problem emerges through the following question:

To what extent does Artificial Intelligence contribute to the development of marketing performance and the improvement of Customer Relationship Management (CRM) systems?

On the other hand, there is a shortage of studies that address the impact of Artificial Intelligence on developing marketing performance and creating an integrated system for managing customer relationships.

The importance of studying:

The importance of studying the impact of Artificial Intelligence (AI) on enhancing marketing performance and developing an integrated Customer Relationship Management (CRM) system stems from the pivotal role AI plays in transforming marketing operations and elevating their efficiency to unprecedented levels. In light of the rapid changes taking place in the market, there is a growing need to adopt modern technologies that provide a deeper understanding of customer behavior and needs, enabling companies to target them with greater precision and effectiveness. In this context, AI represents a powerful tool capable of analyzing massive amounts of data and converting them into marketing insights that support the formulation of innovative marketing strategies and strengthen competitive advantage.

The significance of this study also lies in the necessity of developing integrated systems for managing customer relationships, as building long-term relationships based on trust and mutual satisfaction has become a fundamental objective for any institution seeking sustainability and success. By leveraging AI, the quality of customer interaction can be improved through the provision of personalized and timely services that meet their expectations and enhance their loyalty, which positively reflects on the organization's reputation and market value.

Moreover, this study highlights the practical and applied dimensions of AI in the fields of marketing and customer relationship management, thereby enriching academic knowledge while offering practical solutions that companies and institutions can adopt to improve their performance. In today's highly competitive markets, adopting AI technologies is no longer

a choice but a necessity for achieving sustainable growth and delivering a fully integrated customer experience. Therefore, understanding this impact and developing advanced systems represents a genuine contribution to achieving tangible improvements in marketing performance and customer relationship management.

Objectives of the study:

This study aims to explore the impact of Artificial Intelligence (AI) on enhancing marketing performance and developing an integrated Customer Relationship Management (CRM) system by achieving the following objectives:

- 1. To identify the impact of applying AI technologies on improving marketing performance in terms of customer targeting, content personalization, and the efficiency of marketing campaigns.*
- 2. To examine how AI can be employed in developing an integrated CRM system that enhances customer experience and increases retention rates.*
- 3. To measure the effectiveness of using AI tools (such as automated responses) within marketing communication platforms (WhatsApp Business, Facebook, Telegram, and email).*
- 4. To identify the practical challenges that marketing institutions face in integrating AI into their marketing and customer service systems.*
- 5. To propose a model for an AI-powered CRM system that can be implemented in modern marketing environments to improve institutional performance and the effectiveness of customer relationship management.*

Study hypotheses and questions.

Research Hypotheses:

- *There is a positive relationship between the use of Artificial Intelligence (AI) technologies and the development of marketing performance in institutions.*
- *AI contributes to improving the quality of customer relationship management and enhancing continuous interaction with customers.*
- *Developing an integrated customer relationship management system using AI leads to increased customer satisfaction and loyalty to the institution.*
- *Applying AI in marketing operations reduces operational costs and increases the efficiency of resource utilization.*

Research Questions:

- *What is the impact of AI technologies on the development of marketing performance in institutions?*
- *How can AI contribute to building an integrated system for customer relationship management?*
- *What factors influence the success of AI application in improving customer relationships?*
- *What challenges do institutions face in adopting AI within their marketing strategies and customer relationship management?*
- *To what extent does the use of AI enhance customer satisfaction and loyalty to the institution?*

Study Approach.

The descriptive analytical approach was used.

The limits of the study:

Spatial boundaries : Searched in Saudi Arabia, Riyadh.

Time limits:2025-2024

Study plan.

The study plan will be organized as follows into several chapters, sections, sub-sections, and a conclusion:

Chapter One: Theoretical Framework and Scientific Concepts

Section One: An Introduction to Understanding Artificial Intelligence

- 1. The nature of Artificial Intelligence and Human Intelligence.*
- 2. Methods of Artificial Intelligence.*
- 3. The emergence and development of Artificial Intelligence.*
- 4. Fields and characteristics of Artificial Intelligence.*

Section Two: The Concept, Evaluation, and Challenges of Marketing Performance

- 1. The concept of marketing performance.*
- 2. Methods of evaluating marketing performance.*
- 3. Challenges of marketing performance in the digital age.*

Section Three: The Concept, Types, and Objectives of Customer Relationship Management (CRM)

- 1. The concept of customer relationship management.*
- 2. Types of customer relationship management.*
- 3. Objectives of customer relationship management.*

Chapter Two: Applications of Artificial Intelligence in Marketing Performance and Customer Relationship Management

Section One: The Impact of Artificial Intelligence on the Development of Marketing Performance

- 1. Types of AI tools in marketing.*
- 2. Applications of AI in marketing performance.*
- 3. The role of AI in developing marketing performance.*

Section Two: The Impact of AI Applications on the Development of CRM Systems

- 1. Types of AI tools in CRM systems.*
- 2. Applications of AI in CRM systems.*
- 3. The role of AI in developing CRM systems.*

Section Three: The Impact of AI on Enhancing Marketing Performance and Developing CRM Systems

- 1. The AI-driven marketing plan.*
- 2. A simplified applied model for improving marketing performance and CRM using AI.*
- 3. Case studies of AI applications in marketing within companies.*

Conclusion.

In conclusion, this study, which examined “The Impact of Artificial Intelligence on Enhancing Marketing Performance and Developing an Integrated Customer Relationship Management System”, has shown that Artificial Intelligence is no longer merely a supportive technology but has become a central element in reshaping marketing strategies and institutional communication mechanisms with customers. The findings revealed that integrating AI tools and techniques into marketing operations directly contributes to improving performance efficiency, increasing the accuracy of targeting specific customer segments, and accelerating marketing decision-making, which ultimately leads to more effective results in terms of revenue and brand loyalty.

The study also demonstrated that the use of AI in customer relationship management can create a dynamic and sustainable interaction based on real-time understanding of customer needs and the provision of personalized solutions and services that enhance their satisfaction and sense of belonging. By analyzing big data and employing techniques such as chatbots and behavioral prediction, institutions are able to enrich customer experiences and develop stronger, more integrated relationships with them.

Accordingly, the study concludes that institutions that adopt AI with awareness and strategic planning are more capable of adapting to rapid market changes and enjoy a genuine competitive advantage that enables them to achieve their goals more efficiently. The study therefore recommends investing in these modern technologies and training human resources to work effectively with them, ensuring integration between

technology and human skills in order to achieve comprehensive and sustainable institutional development.

Results:

- ✓ *The study demonstrated that the use of artificial intelligence and modern digital tools has significantly contributed to enhancing marketing performance and improving customer relationship management.*
- ✓ *It confirmed that companies or institutions that successfully adopt AI effectively will be able to achieve a sustainable competitive advantage, strengthen their customer relationships, and increase their market share in an era of rapid digital transformation.*
- ✓ *AI effectively contributes to improving marketing performance, particularly in analyzing customer behavior, personalizing marketing messages, and automating marketing campaigns.*
- ✓ *The integration of AI with CRM systems provides clear competitive advantages in terms of response speed, customer segmentation accuracy, and higher customer retention rates.*
- ✓ *Intelligent tools such as automated responses and predictive analytics have proven effective in marketing environments through conversational applications, enabling more structured and professional relationship management.*
- ✓ *The study revealed that the future of AI in customer service cannot be denied due to its flexibility, efficiency, and speed.*

- ✓ *It affirms that the future of customer relationship management using AI looks promising as more advanced AI tools continue to emerge.*
- ✓ *AI has been and will continue to be a driving force in fundamentally transforming how companies interact with their customers and redefining the global perspective on customer experience.*
- ✓ *AI empowers marketers to make data-driven decisions, enhance customer experiences, and improve multi-channel marketing strategies.*
- ✓ *The study highlights that the shortage of specialists in AI and digital marketing presents a major challenge.*
- ✓ *AI has proven to be a valuable asset in enhancing this field by generating more compelling visual content. Given the importance of visual marketing elements in audience engagement, tools such as MidJourney and Leonardo.ai serve as examples of AI applications that enhance design and predict future trends in real time.*
- ✓ *Companies require substantial investments to adopt AI technologies.*
- ✓ *AI helps improve ad targeting and reduce costs, leading to higher returns.*
- ✓ *It enables the personalization of each customer's experience, which increases loyalty and retention rates.*
- ✓ *The success of marketing campaigns largely depends on understanding customer behavior and analyzing market trends. AI can process massive amounts of data from multiple sources to support this.*

- ✓ *AI-powered chatbots have demonstrated a transformative impact in customer service by improving interaction, reducing waiting times, analyzing data, and lowering costs. This allows companies not only to enhance customer experience but also to drive growth and innovation.*
- ✓ *AI contributes to identifying emerging trends before they materialize, helping companies stay ahead with products and services that customers did not even realize they needed.*
- ✓ *It streamlines business operations, whether by predicting inventory needs or adjusting pricing strategies.*
- ✓ *AI-driven tools also contribute to sentiment analysis, competitor insights, and improving return on investment (ROI) in marketing campaigns.*
- ✓ *AI systems can generate creative texts and deliver personalized messages to customers without human intervention.*
- ✓ *AI provides seamless and efficient 24/7 service, ensuring uninterrupted customer communication. This feature enables businesses to maintain a competitive edge over rivals who do not offer such services. Moreover, for companies operating internationally, AI ensures constant communication with customers through multilingual support and independence from time zones.*
- ✓ *The study emphasizes that small and large enterprises alike, as well as individual marketers and professionals, should view AI as an opportunity*

for development rather than a threat to traditional practices, paving the way for a smarter, more interactive, and more effective marketing future.

Recommendations:

- ✓ *AI should be integrated with traditional strategies as a complementary tool to current marketing strategies, rather than as a substitute.*
- ✓ *Intensive training programs should be provided for working teams to develop the necessary technical skills to leverage AI technologies.*
- ✓ *It is recommended to enhance investment in AI technologies: companies should allocate sufficient budgets to develop and improve their digital infrastructure to support AI.*
- ✓ *Companies using AI for marketing purposes must comply with consumer data protection laws; otherwise, they risk significant fines and reputational damage. Compliance with regulations such as the General Data Protection Regulation (GDPR) is essential.*
- ✓ *It is recommended to systematically adopt AI tools in marketing, particularly intelligent content generation tools such as ChatGPT, due to their ability to improve the quality of marketing messages and save time and effort.*
- ✓ *The use of automated responses in messaging applications such as WhatsApp Business and Telegram is recommended to provide instant customer service, thereby increasing customer satisfaction and enhancing engagement and conversion opportunities.*

- ✓ *Companies should adopt a unified marketing identity (name, logo, communication style) to strengthen brand awareness and build long-term customer relationships.*
- ✓ *It is recommended to integrate electronic forms (Google Forms) and customer reports into a simplified CRM system to track each customer's status and analyze their interests and behavior.*
- ✓ *Small and medium-sized enterprises (SMEs) are encouraged to develop their digital infrastructure through free or low-cost platforms that enable the use of AI in marketing without requiring advanced technical expertise.*
- ✓ *It is recommended to expand the use of interactive media such as Zoom and Google Meet for direct communication with customers, thereby creating a more personalized experience and increasing trust.*
- ✓ *The adoption of Arabic-language AI tools is recommended to ensure greater effectiveness within the local environment.*
- ✓ *Training and preparing all stakeholders and employees in institutions on how to use and apply various AI technologies in the workplace in general, and in marketing in particular, is recommended to save time and effort.*
- ✓ *The adoption of generative AI in marketing (e.g., ChatGPT, Gemini, Claude) is highly recommended.*
- ✓ *Transitioning towards intelligent, prediction-based customer relationship management (Predictive CRM) is recommended.*

- ✓ *It is recommended to adopt AI-powered market intelligence strategies to support data-driven decision-making in marketing.*
- ✓ *Companies should monitor AI developments periodically and update their marketing strategies accordingly.*
- ✓ *The study emphasizes that the human role remains essential in AI, as humans are the programmers, creators, and innovators of these technologies.*

The reviewer:

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