



Institution's Innovation Council

Report Submission: 05/02/2026

Semester:	EVEN	Academic Year:	2025-26	Venue:	202, AIGS, Block 1
Event Date:	03/02/2022	Time:	10:00 AM to 12:00 PM	Duration:	2 HOURS

TYPE OF EVENT: Guest Talk

EVENT NAME: Introducing The Role Of Chatbots In Customer Interaction, Including Customer Support, Sales Assistance, And Lead Generation.

Target Audience:	IIC Student members	Number of Participants:	65
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Objectives of the Event:

1. To introduce the concept of AI-driven customer engagement and explain its growing importance in modern business environments.
2. To understand the role of chatbots in customer interaction, including customer support, sales assistance, and lead generation.
3. To explain the integration of AI with Customer Relationship Management (CRM) systems for managing customer data and relationships effectively.

Program Introduction:

A workshop was organized by the Institution's Innovation Council, Acharya Institute of Graduate Studies, for the IIC student members B.Com. The workshop was designed to enhance students' understanding of the role of chatbot to maintain the customer relationship management. The session started by Dr.Lakshmi V, Associate Professor and Head and Convener of Institution's Innovation council, AIGS by giving introduction on customer engagement.



Resource person Details:

Dr.Lakshmi. V is currently working as Associate Professor and Head in the Department of Commerce, and Convener-Institution's Innovation Council at Acharya Institute of Graduate Studies, Acharya Institutes, Bengaluru. Previously she was working as Guest Faculty in the Department of Business Administration, Post Graduate centre, Kadur. She has total of 16 year of teaching and corporate experience. She obtained MBA in finance and M.Com from Kuvempu University, Karnataka.She was awarded Ph.D in Management from Tumkur University, Karnataka.

Theme of the event:

The theme of the guest talk focuses on understanding how chatbots, CRM, and artificial intelligence are transforming customer engagement in the digital era. It highlights the role of intelligent technologies in enhancing customer experience, personalization, and relationship management. The theme emphasizes practical applications of AI-driven tools in modern business practices. Overall, it aims to bridge the gap between academic learning and industry-driven customer engagement strategies.

Details Report

In today's digital era, customer engagement has become a key factor for business success. With the rapid growth of artificial intelligence (AI), chatbots have emerged as an effective tool to enhance customer interaction and engagement. A chatbot is a computer program that simulates human conversation using text or voice, helping businesses communicate with customers in a faster and more efficient manner.

One of the most important roles of chatbots in customer engagement is 24×7 availability. Unlike human customer service representatives, chatbots can operate round the clock, allowing customers to get assistance anytime. This constant availability improves customer satisfaction and builds trust in the brand.

Another significant role of chatbots is providing instant responses. Customers often expect quick solutions to their queries related to order status, payments, delivery, or return policies. Chatbots respond immediately, reducing waiting time and enhancing the overall customer experience.

Chatbots also play a crucial role in personalized customer interaction. By analyzing customer data such as previous purchases, browsing history, and preferences, chatbots can offer

personalized product recommendations and tailored responses. This makes customers feel valued and increases engagement levels.

Furthermore, chatbots contribute to sales support and lead generation. They assist customers during the buying process, suggest suitable products, promote offers, and encourage upselling and cross-selling. This not only improves engagement but also increases business revenue.

Chatbots also play a role in collecting customer feedback. After a service interaction or purchase, chatbots can request ratings and feedback, helping businesses understand customer needs and improve their services continuously.

Lastly, chatbots are a cost-effective solution for customer engagement. A single chatbot can manage interactions with thousands of customers simultaneously, reducing operational costs while maintaining service quality.

An interactive question-and-answer session was conducted, allowing students to clarify their doubts regarding the application of AI in managing the customer engagement. By giving practical and real time examples students were able to understand the concept.

The programme concluded with a summary emphasizing the importance AI in enhancing the growth of the business in each and every level. The success of business in depending showing the loyalty to customer by responding to their quires. This chat bot will help the business to engage the customer while purchase decision before, during and after the purchase.

Geo tagged Photos:

Dr.Lakshmi V introducing the topic to the students



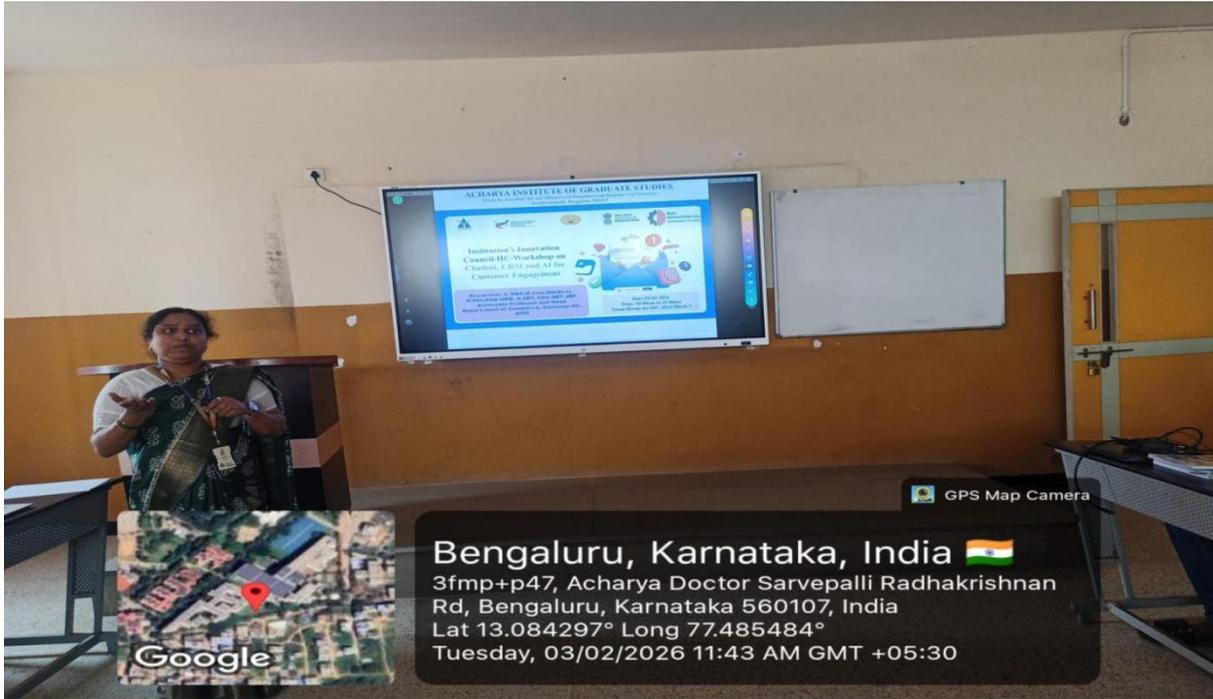
Students listening to the session



Explaining the real time examples of Indian companies



Demonstrating the importance of chatbot in customer engagement



Explaining about the types of chatbot and its benefits



Explaining about the types of chatbot and its benefits



Outcomes:

1. It Enhanced understanding of chatbots, CRM systems, and AI and their role in customer engagement.
2. Students got improved clarity on how AI-driven tools integrate with CRM to deliver better customer experiences.
3. Students Gained practical exposure to chatbot applications and AI-based customer interaction models.
4. It developed awareness of real-world business applications across industries such as e-commerce, banking, and services.
5. Improved knowledge of customer-centric strategies, including personalization, customer retention, and satisfaction and created awareness about data privacy, security, and ethical use of AI in customer management.
6. Learned how chatbots support customer service automation and efficient query handling. Provided insights into career opportunities in AI, CRM, digital marketing, and customer experience management.
7. It increased understanding of lead generation, sales support, and feedback management using AI tools and encouraged innovative thinking to design simple chatbot workflows for customer engagement.

Conclusion and Audience Feedback Summary:

The workshop successfully equipped participants with knowledge, practical exposure, and industry insights into chatbots, CRM, and AI for customer engagement, making them better prepared for academic learning, internships, and future professional roles.

Feedback was collected from a total of 65 students who participated in the programme to assess its effectiveness and relevance. The feedback received was encouraging and reflected a positive response from the students. Out of the total responses, 19 students rated the programme as Good, 0 students rated it as Average, and 46 students rated it as Excellent. The feedback indicated that students found the session informative and useful in understanding the role of chatbot in maintain CRM in business. The overall response suggests that the workshop was well-received and met the expectations of the target audience.



Feedback of workshop on chatbot, CRM and AI for customer engagement

