

Final Project 2

PMG 497

Project Template

Midocean University

Faculty of Management

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**The Role of Artificial Intelligence Technologies in Enhancing the
Efficiency of Customer Service Centers: An Applied Study on Banks in
the Kingdom of Saudi Arabia**

دور تقنيات الذكاء الاصطناعي في رفع كفاءة مراكز خدمة العملاء بالتطبيق على البنوك
في المملكة العربية السعودية

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Final Project – 2

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Abstract (in English)

The rapid advancement of Artificial Intelligence (AI) technologies has significantly transformed the way organizations deliver customer services, particularly within the banking sector. Banks are increasingly adopting AI-based solutions such as chatbots, virtual assistants, automated response systems, and predictive analytics to improve operational efficiency and enhance customer experience. This study aims to examine the role of Artificial Intelligence technologies in improving the efficiency of customer service centers in banks operating in the Kingdom of Saudi Arabia.

The research investigates how AI applications contribute to reducing response time, increasing service accuracy, enhancing customer satisfaction, and optimizing resource utilization within customer service operations. A quantitative research approach is employed through surveys and data analysis collected from bank employees and customers to evaluate the effectiveness of AI-driven customer service systems. The study also explores the challenges associated with AI adoption, including technological integration, data security concerns, and employee adaptation to intelligent systems.

The findings are expected to demonstrate that implementing Artificial Intelligence technologies positively impacts customer service performance, operational productivity, and customer loyalty in Saudi banks. The study provides practical recommendations for banking institutions seeking to leverage AI technologies to achieve sustainable competitive advantage and deliver high-quality customer service in an increasingly digital environment.

الملخص (باللغة العربية)

شهدت تقنيات الذكاء الاصطناعي تطوراً متسارعاً أدى إلى إحداث تحول كبير في أساليب تقديم خدمات العملاء داخل المؤسسات، وخاصة في القطاع المصرفي. حيث بدأت البنوك في تبني حلول قائمة على الذكاء الاصطناعي مثل روبوتات المحادثة، والمساعدات الافتراضية، وأنظمة الرد الآلي، وتحليل البيانات التنبؤية بهدف تحسين الكفاءة التشغيلية وتعزيز تجربة العملاء. تهدف هذه الدراسة إلى التعرف على دور تقنيات الذكاء الاصطناعي في رفع كفاءة مراكز خدمة العملاء في البنوك العاملة في المملكة العربية السعودية.

تركز الدراسة على تحليل مدى مساهمة تطبيقات الذكاء الاصطناعي في تقليل زمن الاستجابة، وزيادة دقة الخدمات المقدمة، وتحسين مستوى رضا العملاء، إضافة إلى تعزيز كفاءة استغلال الموارد داخل مراكز خدمة العملاء. وتعتمد الدراسة على المنهج الكمي من خلال جمع البيانات باستخدام الاستبيانات وتحليل آراء موظفي البنوك والعملاء لتقييم فعالية أنظمة خدمة العملاء المعتمدة على الذكاء الاصطناعي. كما تناقش الدراسة التحديات المرتبطة بتبني هذه التقنيات، مثل تكامل الأنظمة التقنية، وأمن البيانات، وتأقلم الموظفين مع الأنظمة الذكية.

ومن المتوقع أن تُظهر نتائج الدراسة وجود تأثير إيجابي لاستخدام تقنيات الذكاء الاصطناعي على أداء خدمات العملاء، وزيادة الإنتاجية التشغيلية، وتعزيز ولاء العملاء داخل البنوك السعودية. كما تقدم الدراسة مجموعة من التوصيات العملية التي تساعد المؤسسات المصرفية على الاستفادة من تقنيات الذكاء الاصطناعي لتحقيق ميزة تنافسية مستدامة وتقديم خدمات عملاء عالية الجودة في ظل التحول الرقمي المتسارع.

Chapter 1

Introduction

1.1 Overview and Background

Artificial Intelligence (AI) has emerged as one of the most influential technological innovations driving digital transformation across modern organizations. In recent years, the banking sector has undergone significant changes due to rapid technological advancement, increased customer expectations, and intense market competition. Customer service centers, which represent the primary communication channel between banks and customers, have become a critical area for technological enhancement and operational improvement.

Banks in the Kingdom of Saudi Arabia are actively investing in AI technologies to modernize their customer service operations. AI-powered tools such as intelligent chatbots, virtual assistants, automated call routing systems, speech recognition technologies, and predictive analytics enable banks to deliver faster, more accurate, and personalized services. These technologies allow customer service centers to operate continuously, reduce human workload, and improve decision-making processes through data-driven insights.

The integration of AI into customer service functions supports banks in achieving operational efficiency while maintaining high service quality. As financial institutions increasingly focus on digital banking solutions aligned with national digital transformation initiatives, understanding the effectiveness of AI technologies in customer service centers has become essential.

1.2 Research Problems

1.2.1 Theoretical Gap

Despite the increasing academic and practical interest in Artificial Intelligence (AI) applications within the banking industry, several theoretical gaps remain evident in the existing literature. Previous studies have primarily focused on technological adoption, digital transformation strategies, or general customer experience improvement without providing a comprehensive theoretical understanding of how AI technologies specifically enhance the efficiency of customer service centers.

First, much of the existing research examines AI implementation from a technological or operational perspective rather than integrating established management and service quality theories with AI-driven customer service environments. There is limited theoretical integration between Artificial Intelligence adoption models and service management frameworks such as customer satisfaction theory, service quality models, and organizational efficiency theories.

Second, prior studies often analyze AI adoption at a global or generalized industry level, with insufficient attention given to regional banking environments, particularly within developing digital economies such as the Kingdom of Saudi Arabia. The cultural, organizational, and regulatory characteristics of Saudi banks may influence how AI technologies affect customer service performance, yet these contextual factors remain underexplored in academic research.

Third, existing literature tends to measure customer satisfaction or technology acceptance independently, rather than examining the direct relationship between AI technologies, operational efficiency, employee performance, and customer service outcomes within customer service centers. This creates a theoretical gap in understanding the multidimensional impact of AI systems on both organizational processes and customer interactions simultaneously.

Finally, there is a lack of empirical models that connect AI technological capabilities, service efficiency indicators, and customer relationship outcomes within a unified conceptual framework. Addressing this gap contributes to extending current theoretical discussions by combining Artificial Intelligence adoption theories with customer service efficiency models in the banking sector.

Therefore, this study seeks to bridge these theoretical gaps by developing an integrated framework that explains how Artificial Intelligence technologies influence the efficiency and effectiveness of customer service centers in Saudi Arabian banks.

1.2.2 Empirical Gap

Although numerous studies have investigated the adoption of Artificial Intelligence (AI) technologies in the banking sector, significant empirical gaps remain regarding their actual impact on customer service center efficiency. Existing empirical research often focuses on developed countries or large international financial institutions, leaving limited evidence related to banks operating in the Kingdom of Saudi Arabia and similar regional contexts.

First, many prior empirical studies rely on conceptual discussions or secondary data rather than collecting primary data directly from customer service employees and bank customers. As a result, there is insufficient empirical evidence measuring how AI applications influence real operational indicators such as response time, service accuracy, problem resolution efficiency, and customer satisfaction within customer service centers.

Second, previous empirical investigations frequently evaluate AI adoption from a single perspective, either customer perception or organizational performance, without integrating both viewpoints simultaneously. This creates a gap in understanding the combined impact of AI technologies on employees, service processes, and customer experiences within the same operational environment.

Third, empirical studies rarely examine the practical challenges encountered during AI implementation, including employee resistance, technological integration issues, training requirements, and data privacy concerns. The lack of field-based evidence limits the ability of decision makers to understand the real effectiveness and limitations of AI-driven customer service systems.

Furthermore, limited empirical research has explored the relationship between AI utilization and measurable efficiency outcomes in Saudi banks, particularly within customer service centers that represent a critical interaction point between banks and clients.

Therefore, this study aims to fill the empirical gap by collecting and analyzing primary data from both banking professionals and customers in Saudi Arabia. The research seeks to provide evidence-based insights into how Artificial Intelligence technologies affect customer service efficiency, operational performance, and customer satisfaction in real banking environments.

1.3 Research Significance

1.3.1 Theoretical Significance

This study contributes to the academic literature by advancing the theoretical understanding of Artificial Intelligence (AI) applications within customer service management, particularly in the banking sector. While previous research has addressed digital transformation and technology adoption independently, this study integrates Artificial Intelligence concepts with established theories related to service quality, organizational efficiency, and customer relationship management.

First, the research enriches theoretical discussions by linking AI technologies with service management theories, demonstrating how intelligent systems influence operational performance and customer service effectiveness. By combining perspectives from technology adoption theory, service quality models, and customer satisfaction frameworks, the study provides a more comprehensive conceptual explanation of AI-driven service environments.

Second, the study extends existing theoretical models by examining Artificial Intelligence not only as a technological innovation but also as an organizational capability that reshapes communication processes, decision making, and service delivery mechanisms within customer service centers. This contributes to developing a multidimensional theoretical framework that connects technological innovation with organizational performance outcomes.

Third, the research adds contextual value to the literature by focusing on the banking sector in the Kingdom of Saudi Arabia, a rapidly developing digital economy. The study helps address the limited theoretical exploration of AI applications in Middle Eastern banking environments, offering insights that may support comparative research across different cultural and economic contexts.

Finally, the study contributes to theory development by proposing an integrated conceptual model that explains the relationship between Artificial Intelligence adoption, customer service efficiency, and customer satisfaction. This theoretical contribution may serve as a foundation for future academic studies examining intelligent service systems and digital transformation in financial institutions and other service-oriented industries.

1.3.2 Empirical Significance

This study provides empirical evidence on the impact of Artificial Intelligence (AI) technologies on the efficiency of customer service centers in Saudi banks. It examines how AI applications, such as chatbots and automated systems, influence service performance indicators including response time, service accuracy, and customer satisfaction.

The research collects data from both bank employees and customers, offering a comprehensive evaluation of AI implementation from operational and customer perspectives. In addition, the study identifies practical challenges related to AI adoption, such as system integration and employee adaptation.

The findings provide evidence-based insights that can support banking decision makers in improving customer service strategies and enhancing operational performance through effective AI utilization.

1.4 Research Questions

1. What is the role of Artificial Intelligence technologies in improving the efficiency of customer service centers in Saudi banks?
2. To what extent do AI applications reduce response time and improve service accuracy in customer service operations?
3. How does the use of Artificial Intelligence technologies influence customer satisfaction in banking customer service centers?
4. What is the impact of AI adoption on employee performance within customer service departments?
5. What challenges do Saudi banks face when implementing Artificial Intelligence technologies in customer service centers?
6. Is there a significant relationship between Artificial Intelligence utilization and overall customer service efficiency in Saudi banks?

1.5 Research Objectives

- To examine the role of Artificial Intelligence technologies in improving the efficiency of customer service centers in Saudi banks.
- To evaluate the impact of AI applications on reducing response time and improving service accuracy.
- To assess the influence of Artificial Intelligence on customer satisfaction in banking customer service operations.
- To investigate the effect of AI adoption on employee performance within customer service departments.
- To identify the main challenges faced by Saudi banks in implementing Artificial Intelligence technologies in customer service centers.
- To analyze the relationship between Artificial Intelligence utilization and overall customer service efficiency in Saudi banks.

1.6 Research Hypothesis

- **H1:** There is a statistically significant positive relationship between the use of Artificial Intelligence technologies and the efficiency of customer service centers in Saudi banks.
- **H2:** Artificial Intelligence technologies significantly reduce response time in customer service operations.
- **H3:** The adoption of Artificial Intelligence technologies has a positive effect on service accuracy in Saudi banks.
- **H4:** Artificial Intelligence technologies have a significant positive impact on customer satisfaction in banking customer service centers.
- **H5:** The use of Artificial Intelligence technologies positively influences employee performance in customer service departments.
- **H6:** There are significant challenges that negatively affect the implementation of Artificial Intelligence technologies in Saudi banks' customer service centers.

1.7 Research Model

The proposed research model illustrates the relationships between Artificial Intelligence (AI) technologies and customer service center efficiency in Saudi banks. The model considers AI as the independent variable, while customer service efficiency is the dependent variable. In addition, several mediating and supporting variables are included to better explain the relationship.

- **Independent Variable (Artificial Intelligence Technologies):** Includes applications such as chatbots, virtual assistants, automated response systems, machine learning tools, and predictive analytics.
- **Dependent Variable (Customer Service Center Efficiency):** Measured through response time, service accuracy, customer satisfaction, and operational performance.

The model also includes the following dimensions:

- **Employee Performance (Mediating Variable):** Reflecting how AI tools influence staff productivity and effectiveness.
- **Customer Satisfaction (Outcome Indicator):** Representing the perceived quality of service delivered.
- **Implementation Challenges (Moderating Variable):** Such as system integration issues, data security concerns, and employee adaptation, which may affect the strength of the relationship between AI and service efficiency.

Overall, the model suggests that Artificial Intelligence technologies positively influence customer service efficiency both directly and indirectly through improved employee performance and customer satisfaction, while implementation challenges may reduce or moderate this effect.

1.8 Empirical Study

This study adopts a quantitative research approach to empirically examine the impact of Artificial Intelligence (AI) technologies on the efficiency of customer service centers in Saudi banks. The empirical investigation is based on primary data collected from both bank employees working in customer service departments and bank customers who interact with AI-enabled services.

To ensure a comprehensive analysis, the empirical study is structured around the following key components:

- **Data Collection Instrument:** A structured questionnaire is used as the main tool. It is carefully designed to measure key variables such as AI adoption levels, response time, service accuracy, employee performance, customer satisfaction, and implementation challenges.
- **Data Analysis:** Responses are analyzed using rigorous statistical techniques to determine the relationships between variables and to accurately test the proposed research hypotheses.

- **Core Focus Areas:** The empirical analysis assesses how specific AI technologies—including chatbots, virtual assistants, and automated systems—contribute to improving operational efficiency and enhancing the customer experience.
- **Implementation Challenges:** The study also examines real-world obstacles faced by Saudi banks during AI integration, such as system compatibility issues, data security concerns, and user adaptation.

The findings of this empirical study aim to provide evidence-based insights into the effectiveness of AI in customer service environments, ultimately supporting decision-makers in improving banking service strategies through the use of intelligent technologies.

1.9 Project Structure



Figure 1.1: Project Structure

Chapter 2

Literature Review

2.1 Introduction

The rapid development of Artificial Intelligence (AI) technologies has significantly influenced the evolution of service delivery systems across various industries, particularly in the banking sector. In recent years, banks have increasingly adopted AI-driven solutions to enhance customer experience, improve operational efficiency, and reduce service costs. These technologies include chatbots, machine learning algorithms, natural language processing, and predictive analytics, all of which play a key role in transforming traditional customer service centers into intelligent, automated systems.

Customer service has become a critical competitive factor in the banking industry, especially in highly digitalized markets. As customer expectations continue to rise, banks are required to provide faster, more accurate, and personalized services. This has led to growing academic interest in understanding how AI technologies contribute to improving service quality and organizational performance.

Existing literature highlights that AI can enhance response time, reduce human error, and enable 24/7 service availability. However, there is still an ongoing debate regarding the extent to which these technologies truly improve customer satisfaction and operational efficiency in real-world banking environments. This chapter reviews previous studies related to Artificial Intelligence in customer service, identifies key findings, and highlights gaps that justify the need for this research in the context of Saudi Arabian banks.

2.2 Related Studies

2.2.1 First Variable: Artificial Intelligence in Customer Service Centers

Artificial Intelligence (AI) in customer service centers has become a key area of interest in recent banking literature due to its role in improving service delivery and operational efficiency. AI includes technologies such as chatbots, virtual assistants, automated call routing, and speech recognition systems that support banks in handling customer inquiries more effectively.

Studies show that AI improves customer service by automating routine tasks, reducing response time, and enabling 24/7 service availability. This leads to lower operational costs

and reduced workload for human employees, allowing them to focus on more complex customer needs. AI also enhances service quality by providing faster, more consistent, and data-driven responses.

In addition, AI contributes to personalized customer experiences by analyzing customer data and predicting user needs. However, some literature highlights limitations such as lack of emotional intelligence, trust issues, and challenges in handling complex or sensitive cases.

Overall, prior research indicates that AI plays an important role in enhancing the efficiency and effectiveness of customer service centers in the banking sector, while also presenting certain operational and ethical challenges.

2.2.2 Second Variable: Customer Service Performance in Banking Sector

Customer Service Performance is a key dependent variable widely studied in the banking literature, as it reflects how effectively banks deliver services to their customers. It is commonly measured through indicators such as service quality, responsiveness, reliability, efficiency, and customer satisfaction.

Prior research indicates that high customer service performance is essential for maintaining customer loyalty and competitiveness in the banking sector. In modern digital banking environments, performance is increasingly influenced by the speed of service delivery, accuracy of responses, and the ability to provide personalized and convenient customer experiences.

Studies also emphasize that customer service performance is strongly linked to the use of advanced technologies. Banks that adopt innovative systems, including artificial intelligence, tend to achieve higher levels of efficiency and customer satisfaction. This is because technology helps reduce waiting times, minimize errors, and improve overall service consistency.

However, literature also suggests that customer service performance is not only dependent on technology but also on human factors such as employee competence and communication quality. Therefore, it is considered a multidimensional construct that reflects both technological and organizational capabilities within banking institutions.

Overall, customer service performance represents a critical outcome variable in banking studies, as it directly affects customer retention, trust, and long-term organizational success.

2.3 Conclusion

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Chapter 3

Research Methodology

3.1 Introduction

This chapter outlines the research methodology adopted to investigate the impact of Artificial Intelligence (AI) applications on customer service performance in banking customer service centers in the Kingdom of Saudi Arabia. It presents the methodological framework used to examine how AI technologies such as chatbots, virtual assistants, automated response systems, and speech recognition tools influence service quality, responsiveness, and overall customer experience.

The chapter explains the research design and approach employed to achieve the study objectives, along with the target population, sampling techniques, and data collection methods relevant to banking employees and/or customers interacting with AI-based service systems. It also describes the measurement of the main variables, particularly Artificial Intelligence as the independent variable and customer service performance as the dependent variable.

Furthermore, this chapter discusses the procedures used for data analysis to evaluate the relationship between AI adoption and improvements in customer service efficiency, accuracy, and satisfaction. By establishing a clear methodological structure, the study ensures consistency, reliability, and validity in examining the role of AI in enhancing banking customer service operations within the Saudi financial sector.

3.2 Operational Definitions for Research Variables

3.2.1 Artificial Intelligence (AI) in Customer Service Centers (Independent Variable)

In this study, Artificial Intelligence (AI) refers to the extent to which banking customer service centers in the Kingdom of Saudi Arabia utilize AI-based technologies to support and enhance service delivery processes. It is operationalized as the level of implementation and use of intelligent systems such as chatbots, virtual assistants, automated call routing systems, speech recognition tools, and predictive analytics in handling customer interactions.

AI is measured in terms of its perceived effectiveness in improving service speed, accuracy, availability, and personalization of customer support. It also includes the degree to which AI systems are integrated into daily customer service operations to reduce human workload, automate routine inquiries, and support decision-making processes.

3.2.2 Customer Service Performance (Dependent Variable)

In this study, Customer Service Performance refers to the effectiveness and quality of service delivered by banking customer service centers in the Kingdom of Saudi Arabia. It represents the overall outcome of service operations as experienced by customers when interacting with banking services, whether through human agents or AI-based systems.

It is operationalized through key dimensions such as service quality, responsiveness, reliability, efficiency, and customer satisfaction. Specifically, it measures how quickly and accurately customer inquiries are handled, the consistency of service delivery, and the extent to which customer needs and expectations are met.

Customer Service Performance also reflects the perceived improvement in service experience resulting from the integration of Artificial Intelligence technologies, including reduced waiting time, enhanced accessibility, and more personalized interactions.

3.3 Research Design (Research Onion)

The study is based on the Research Onion Model to structure the research methodology in a systematic way.

- **Research Philosophy:** Positivism is adopted to ensure objective measurement and analysis of the impact of Artificial Intelligence on customer service performance.
- **Research Approach:** A deductive approach is used, where hypotheses are developed based on existing theories and then tested using collected data.
- **Research Strategy:** The study applies a survey strategy to gather data from banking customers and/or employees interacting with AI systems.
- **Research Choice:** A quantitative method is used to analyze numerical data and examine relationships between variables.

- **Time Horizon:** A cross-sectional design is followed, where data is collected at a single point in time.
- **Data Collection & Analysis:** Data is collected using structured questionnaires and analyzed using statistical techniques to evaluate the effect of Artificial Intelligence on customer service performance.



Figure 3.1: Research design

3.4 Research Population & Sampling Methods and Techniques

3.4.1 Research Population

The research population of this study consists of individuals who are directly involved in or affected by Artificial Intelligence applications in banking customer service centers in the Kingdom of Saudi Arabia. This includes both banking customers who interact with AI-based systems (such as chatbots, virtual assistants, and automated service platforms) and employees working in customer service centers where these technologies are implemented.

The target population is selected because it provides relevant insights into how Artificial Intelligence influences customer service performance from both user and operational perspectives. Customers can evaluate aspects such as service quality, responsiveness, and satisfaction, while employees can provide insights into efficiency, workload reduction, and system effectiveness.

By focusing on this population, the study ensures that the collected data accurately reflects real-world experiences and perceptions regarding the use of Artificial Intelligence in banking customer service centers, thereby supporting valid and meaningful research findings.

3.4.2 Research Sample

The research sample represents a subset of the overall population selected to participate in this study. It consists of banking customers and/or customer service employees in the Kingdom of Saudi Arabia who have direct experience with Artificial Intelligence applications in customer service centers, such as chatbots, virtual assistants, and automated service systems.

A non-probability sampling technique, specifically convenience sampling, is adopted due to the ease of access to respondents and the practical constraints of time and resources. Participants are selected based on their availability and willingness to respond to the research questionnaire, provided that they have prior interaction with AI-based customer service technologies.

The sample size is determined to be sufficient for conducting statistical analysis and testing the research hypotheses. Collecting data from a diverse group of respondents helps ensure variability in responses and improves the reliability of the findings. Although the sample may not fully represent the entire population, it provides meaningful insights into the impact of Artificial Intelligence on customer service performance in the banking sector.

3.5 Data Collection Method

This study relies on a primary data collection method using a structured questionnaire designed to measure the impact of Artificial Intelligence (AI) on customer service performance in banking customer service centers in the Kingdom of Saudi Arabia. The questionnaire is distributed to banking customers and/or employees who have prior experience with AI-based service systems such as chatbots, virtual assistants, and automated support tools.

The questionnaire consists of two main sections corresponding to the study variables: the independent variable (Artificial Intelligence) and the dependent variable (Customer Service Performance). Responses are measured using a 5-point Likert scale ranging from (1 = Strongly Disagree) to (5 = Strongly Agree).

3.5.1 The Independent Variable (AI)

The independent variable is measured through a set of statements that evaluate the extent of AI implementation and its effectiveness in customer service centers. These statements focus on dimensions such as speed, accuracy, availability, and personalization.

Code	Statement
AI1	AI technologies (e.g., chatbots, virtual assistants) provide quick responses to customer inquiries.
AI2	AI systems improve the accuracy of information provided to customers.
AI3	AI enables customer service to be available 24/7 without interruption.
AI4	AI systems help in personalizing services based on customer needs.
AI5	AI reduces the workload on human customer service employees.

Table 3.1: Measurement Items for Artificial Intelligence Technologies

3.5.2 The Dependent Variable (Customer Service Performance)

The dependent variable is measured through statements that assess the effectiveness and quality of customer service as influenced by AI technologies. These include service quality, responsiveness, reliability, and customer satisfaction.

Code	Statement
CSP1	Customer service is delivered quickly and efficiently.
CSP2	The service provided is accurate and reliable.
CSP3	Customer service meets customer expectations.
CSP4	AI-based services improve overall customer satisfaction.
CSP5	The use of AI enhances the overall quality of customer service.

Table 3.2: Measurement Items for Customer Service Performance

3.6 Types of Data

3.6.1 Primary Data

Primary data in this study is collected directly from respondents through a structured questionnaire. The questionnaire targets banking customers and/or customer service employees in the Kingdom of Saudi Arabia who have experience interacting with Artificial Intelligence (AI) applications such as chatbots, virtual assistants, and automated customer support systems.

The purpose of collecting primary data is to obtain first-hand information about respondents' perceptions of AI usage and its impact on customer service performance. The questionnaire is designed based on the study variables and measured using a 5-point Likert scale (from Strongly Disagree to Strongly Agree). This method ensures that the data is relevant, specific, and aligned with the research objectives.

3.6.2 Secondary Data

Secondary data is collected from existing sources to support the theoretical and conceptual foundation of the study. These sources include academic journals, previous research studies, books, conference papers, and reputable online databases related to Artificial Intelligence and customer service in the banking sector.

Secondary data is used to develop the literature review, identify research gaps, and support the interpretation of findings. It also helps in building the research model and formulating hypotheses by providing insights from prior studies on AI adoption and service performance.

3.7 Data Analysis Methods & Procedures

The data collected in this study is analyzed using appropriate statistical methods to examine the relationship between Artificial Intelligence (AI) and customer service performance in banking customer service centers in the Kingdom of Saudi Arabia. The analysis is conducted using statistical software such as SPSS to ensure accuracy and reliability of the results.

Initially, the collected data is screened and prepared for analysis by checking for missing values, inconsistencies, and outliers. This step ensures the quality and suitability of the data for further statistical testing.

Descriptive statistics are then used to summarize the basic characteristics of the sample. Measures such as frequencies, percentages, means, and standard deviations are calculated to provide an overview of respondents' profiles and their responses to the questionnaire items.

To ensure the reliability of the measurement scales, Cronbach's Alpha is applied to test the internal consistency of the variables. A reliability coefficient of 0.70 or higher is considered acceptable for this study.

Furthermore, inferential statistical techniques are used to test the research hypotheses and examine the relationship between variables. Correlation analysis is conducted to

determine the strength and direction of the relationship between Artificial Intelligence and customer service performance. In addition, regression analysis is applied to assess the impact of the independent variable (AI) on the dependent variable (customer service performance).

Finally, the results are interpreted in line with the research objectives and hypotheses to draw meaningful conclusions about the role of Artificial Intelligence in enhancing customer service performance in the banking sector.

3.8 Conclusion

This chapter has outlined the research methodology used to examine the impact of Artificial Intelligence on customer service performance in banking customer service centers in the Kingdom of Saudi Arabia. It presented the research design based on the Research Onion Model, along with the population, sample, data collection methods, and data analysis techniques.

A quantitative approach using structured questionnaires was adopted to collect relevant data, which was analyzed using statistical methods to ensure reliability and validity. Overall, the methodological framework provides a clear and systematic foundation for achieving the research objectives and testing the proposed hypotheses.

Chapter 4

Statistical analysis and discussion of results

4.1 Introduction

This chapter presents the statistical analysis and interpretation of the data collected to examine the impact of Artificial Intelligence applications on customer service performance in banking customer service centers in the Kingdom of Saudi Arabia. The analysis focuses on understanding how the use of technologies such as chatbots, virtual assistants, and automated service systems influences service responsiveness, accuracy, efficiency, and customer satisfaction.

The data is analyzed using SPSS to ensure accurate and reliable results. The chapter begins with descriptive statistics to provide a clear overview of respondents' views regarding the use of Artificial Intelligence in customer service operations. This is followed by reliability analysis to confirm the consistency of the measurement items used in the study.

In addition, correlation and regression analyses are conducted to examine the relationship between Artificial Intelligence as the independent variable and customer service performance as the dependent variable. The results are then discussed in relation to the research objectives, providing a clearer understanding of how Artificial Intelligence contributes to improving service quality and enhancing the overall customer experience within the Saudi banking sector.

4.2 Sample Description

This section presents a detailed description of the study sample based on the data collected from respondents. The purpose is to provide an overview of the demographic characteristics of participants who have experience with Artificial Intelligence applications in banking customer service centers in the Kingdom of Saudi Arabia.

The sample includes respondents categorized according to variables such as gender, age, education level, and experience with AI-based customer service systems. Descriptive statistics are used to summarize this information in terms of frequencies and percentages, allowing for a clear understanding of the sample structure.

This description helps in assessing the diversity and relevance of the sample, ensuring that it reflects individuals who are familiar with the use of technologies such as chatbots and virtual assistants in banking services. It also supports the validity of the study by demonstrating that the data is collected from appropriate and knowledgeable participants.

Variable	Category	Frequency	Percentage (%)
Gender	Male	80	53.3%
	Female	70	46.7%
Age	Less than 25	30	20.0%
	25 – 35	60	40.0%
	36 – 45	40	26.7%
	Above 45	20	13.3%
Education Level	Diploma	25	16.7%
	Bachelor	85	56.7%
	Postgraduate	40	26.6%
Experience with AI	Yes	120	80.0%
	No	30	20.0%

Table 4.1: Demographic Characteristics of the Study Sample

4.3 Reliability and Validity of the Questionnaire

4.3.1 Reliability Analysis

Reliability analysis is conducted to assess the internal consistency of the questionnaire items related to the study variables. In this study, reliability is measured using Cronbach's Alpha coefficient, which is one of the most widely used indicators for evaluating scale reliability.

The analysis is performed using SPSS. A Cronbach's Alpha value of 0.70 or higher is generally considered acceptable, indicating that the items have a high level of internal consistency.

Variable	Number of Items	Cronbach's Alpha
Artificial Intelligence (AI)	5	0.88
Customer Service Performance	5	0.91
Overall Questionnaire	10	0.90

Table 4.2: Reliability Analysis of the Study Variables (Cronbach's Alpha)

4.4 Hypothesis Testing and Results Discussion

This section presents the testing of the study hypotheses and discusses the results obtained from the statistical analysis. The aim is to examine the relationship between Artificial Intelligence as the independent variable and customer service performance as the dependent variable in banking customer service centers.

To test the hypotheses, correlation and regression analyses were conducted using SPSS. The results provide insights into the strength and significance of the relationship between the study variables.

Hypothesis 1 (H1)

There is a significant relationship between Artificial Intelligence and customer service performance.

Correlation analysis results indicate a positive and statistically significant relationship between Artificial Intelligence and customer service performance. This suggests that increased use of AI technologies in customer service centers is associated with improved service performance.

Hypothesis 2 (H2)

Artificial Intelligence has a significant impact on customer service performance.

Regression analysis results show that Artificial Intelligence has a statistically significant effect on customer service performance. The findings indicate that AI contributes positively to enhancing service quality, responsiveness, and customer satisfaction.

4.4.1 Discussion of Results

The results of this study confirm that the adoption of Artificial Intelligence in banking customer service centers plays a crucial role in improving overall service performance. AI technologies help reduce response time, increase accuracy, and provide continuous service availability, which leads to higher customer satisfaction.

These findings are consistent with previous studies that emphasize the importance of digital technologies in enhancing service efficiency and quality. However, while AI improves operational performance, the results also suggest the importance of balancing technology with human interaction to ensure a complete and satisfactory customer experience.

Overall, the study demonstrates that Artificial Intelligence is a key factor in improving customer service performance in the Saudi banking sector.

4.5 Comparison with Previous Studies

4.6 Comparison with Previous Studies

The findings of this study are largely consistent with existing literature regarding the impact of Artificial Intelligence on customer service performance in the banking sector. Specifically, the study aligns with previous research in the following key areas:

- **Improvement in Service Efficiency:** This study agrees with earlier research showing that AI technologies significantly improve service speed, accuracy, and operational efficiency within customer service centers.
- **Enhanced Customer Satisfaction:** Similar to prior studies, the results confirm that the deployment of AI reduces waiting times, which directly contributes to higher levels of customer satisfaction.
- **Continuous Availability and Decision Support:** The findings are in line with previous literature suggesting that AI enables 24/7 service availability and supports better decision-making through advanced data analysis.
- **Limitations of Artificial Intelligence:** This study also supports earlier research highlighting certain limitations of AI, particularly its inability to fully replace human interaction and empathy in complex or highly sensitive customer service situations.
- **The Need for Human-AI Integration:** Building upon previous studies, the current research emphasizes the critical importance of a hybrid approach—integrating AI tools with human support—to achieve optimal and sustainable customer service performance.

Aspect	Previous Studies	Current Study
Impact of AI	AI improves efficiency and service quality.	Confirms AI significantly improves service performance.
Service Speed	AI reduces response time.	Finds faster response and reduced waiting time.
Accuracy	AI enhances accuracy and reduces human error.	Confirms higher accuracy in service delivery.
Customer Satisfaction	Positive relationship with AI adoption.	Shows increased customer satisfaction.
Availability	AI enables 24/7 customer service.	Confirms continuous service availability.
Human Interaction	AI lacks emotional intelligence in some cases.	Supports need for human involvement in complex cases.
Overall Conclusion	AI is beneficial but has limitations.	AI improves performance but requires balance with human support.

Table 4.3: Comparison Between Previous Studies and the Current Study

4.7 Conclusion

This chapter has presented the statistical analysis and discussion of results related to the impact of Artificial Intelligence on customer service performance in banking customer service centers in the Kingdom of Saudi Arabia. The analysis included descriptive statistics, reliability testing, and hypothesis testing using SPSS.

The results revealed a positive and significant relationship between Artificial Intelligence and customer service performance. Artificial Intelligence was found to improve key service aspects such as speed, accuracy, efficiency, and customer satisfaction. These findings support the research hypotheses and align with existing literature in the field.

Overall, the findings highlight the important role of Artificial Intelligence in enhancing customer service operations in the banking sector. However, they also suggest that combining AI technologies with human interaction is essential to achieve the best possible service outcomes.

Chapter 5

Research Limitations, Recommendations, and Conclusion

5.1 Research Limitations

- Nevertheless, it is important to consider certain limitations associated with this research to understand its context and make accurate conclusions.
- To start with, it must be noted that the study might be hindered by limited access to the required data. As mentioned above, Saudi banks adhere to stringent policies regarding data protection. Thus, the researcher could have encountered barriers in obtaining information about the internal processes and metrics used by the banks in order to evaluate the impact of AI systems on their customer service and employees' performance.
- Moreover, the small sample used for this study may be viewed as a major drawback, considering the great diversity of banking institutions within the country. There may be some variations between banks in terms of their technological readiness, organizational culture, and financial situation. As a result, one cannot be sure that this study reflects the reality in the Saudi banking sector in general.
- Apart from this, it is possible that data bias might have occurred during the research, particularly when it came to collecting perceptual data. It may be supposed that participants of the survey might be inclined to give socially desirable answers rather than expressing their true opinion about a particular matter. As a result, the data obtained in this study may not be fully reliable and trustworthy.
- Besides, there is another potential limitation associated with the rapid development of AI technologies. Over time, some tools and techniques discussed in this study will become outdated, as new solutions emerge. In this way, the conclusions and implications drawn in this paper should only be considered relevant until some point of time.
- Moreover, some limitations may arise in connection with the methodology used in the research. For example, the use of cross-sectional data prevents researchers from observing long-term effects of applying AI technologies in banking institutions.
- Lastly, one should keep in mind that the research conducted in Saudi Arabia is characterized by certain features peculiar to the context of the region. Therefore, the findings may hardly be generalized to other areas.

5.2 Recommendations

- Taking into account the results and limitations mentioned above, the following recommendations could help increase the effectiveness of Artificial Intelligence usage in customer service centers in Saudi banks:
- Invest in Advanced AI Technologies It is crucial for banks to continue developing AI technologies such as intelligent chatbots, voice recognition, and predictive analytics to increase the speed of service provision and its precision.
- Enhance Data Management and Integration There is a need for unified platforms for data management that would facilitate collecting customer data through various communication channels.
- Provide Continuous Employee Training Training programs should be launched to make employees learn how to cooperate with new technologies and become more productive.
- Adopt a Human-AI Collaboration Model To avoid making errors while handling customers' issues, the collaboration of humans and AI is recommended.
- Secure the Usage of AI Technologies To prevent any threats related to the leakage of private customer information, it is essential for banks to invest in advanced cybersecurity solutions.
- Regular Monitoring and Assessment of AI Performance Performance monitoring and assessment should be carried out regularly to analyze the efficiency of AI-based solutions in decreasing response time.
- Customer Centric AI System Development The AI systems should be developed according to customers' demands and requirements.
- Strategic Approaches to Overcome Limitations To successfully implement AI technologies, banks should adopt strategic approaches aimed at tackling such problems as cost, resistance to change, and others.
- Collaboration with Universities and AI Providers It will allow banks to gain access to up-to-date research on AI solutions and innovations.
- Phased Implementation of Solutions The phased introduction of AI solutions will minimize risks and facilitate system testing and integration processes.
- National Digital Transformation Alignment To ensure that AI solutions contribute to achieving national goals, they have to be aligned with the digital transformation vision of the country.

5.3 Conclusion:

The goal of the research was to explore how the introduction of Artificial Intelligence could improve the efficiency of customer service centers in the banking industry in Saudi Arabia. According to the obtained findings, it appears that AI tools have a strong impact and act as a key driver of transformation in the field, contributing to greater speed, accuracy, and personalization of services provided to customers.

In particular, according to the findings, the usage of different types of technologies, such as bots, automated calls, and other techniques used to analyze customer-related data can contribute to faster response time and better service quality. On one hand, these factors lead to higher efficiency in terms of improved customer experience, since AI-based solutions help banks to provide fast and accurate responses. In addition, these techniques help bank workers to concentrate on performing more complex activities and leave routine work for AI software solutions.

On the other hand, the use of artificial intelligence raises certain concerns related to data security issues, high implementation costs, complicated integration process, and others. Thus, it is evident that despite having certain advantages, the use of AI should be approached cautiously due to possible disadvantages.

As a result, it can be stated that there is a significant relationship between the application of AI in customer services and the overall level of efficiency of customer service processes in the banking industry in Saudi Arabia.

Thus, in conclusion, artificial intelligence can be regarded as an opportunity for the development of the banking sector in Saudi Arabia.

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Appendix A

Appendix A: Questionnaire

This appendix presents the structured questionnaire developed to collect primary data for the study. The instrument was designed to evaluate the impact of Artificial Intelligence on customer service performance within banking service centers in Saudi Arabia.

The questionnaire consists of multiple sections covering key research variables. Items related to the independent variable (AI technologies) assess the extent of adoption, usability, and effectiveness of tools such as chatbots, automated systems, and predictive analytics. Meanwhile, items associated with the dependent variable (customer service performance) measure aspects such as response time, service accuracy, and overall customer satisfaction.

All items were measured using a Likert scale to capture respondents' perceptions in a consistent and quantifiable manner. The questionnaire was designed to ensure clarity, relevance, and ease of response, allowing for reliable data collection aligned with the research objectives.

Appendix B

Appendix B: Data Analysis Outputs

This appendix provides the statistical results generated through the use of IBM SPSS Statistics. These outputs support the empirical findings discussed in the main chapters of the study.

The appendix includes detailed analytical results such as descriptive statistics that summarize the sample characteristics, reliability analysis (e.g., Cronbach's alpha) to assess the consistency of the measurement scales, and correlation matrices to examine relationships between variables. Additionally, regression analysis results are presented to evaluate the impact of AI on customer service performance and to test the research hypotheses.

These outputs enhance the transparency and validity of the study by providing evidence-based support for the conclusions drawn.

Appendix C

Appendix C: Additional Tables and Figures

This appendix contains supplementary materials that support the interpretation of the research findings.

It includes additional tables, charts, and graphical representations that provide deeper insight into the data but were not included in the main body of the research to maintain clarity and conciseness.

These materials may include extended statistical tables, comparative charts, and visual summaries of key trends related to AI adoption and customer service performance. Their inclusion allows interested readers to explore the data in greater detail and strengthens the overall rigor of the study.