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AI-Powered CRM and Its Transformative Impact on the Indian Online Food Delivery Industry

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Abstract

This study investigates the effectiveness of AI-powered Customer Relationship Management (CRM) systems in the Online Food Delivery industry. Focusing on Zomato, Swiggy, and Uber Eats, the research emphasizes the role of AI in enhancing personalization, customer data management, and automation. A survey of 100 respondents revealed strong positive correlations between AI integration and CRM performance outcomes. The findings confirm that AI significantly strengthens personalization (r = .752), customer data management (r = .693), and automation (r = .715), making it a transformative force in the industry. This research contributes to academic literature while offering practical insights for managers on how to leverage AI for sustainable growth and superior customer experiences.

Keywords: AI-Powered CRM, Online Food Delivery, Zomato, Swiggy, Personalization, Data Management, Automation

Introduction

The Online Food Delivery industry has grown exponentially, driven by platforms such as Zomato, Swiggy, and Uber Eats. Customer expectations for speed, personalization, and convenience have forced these companies to adopt advanced technologies. AI-powered CRM systems enable firms to analyze large datasets, predict consumer behavior, automate customer service, and offer personalized experiences. This study evaluates the quantitative impact of AI integration into CRM systems in the food delivery sector, establishing that AI is a critical enabler of efficiency and customer loyalty.

Review of Literature

Studies on AI-CRM adoption in India (Chatterjee et al., 2020; 2021) reveal that perceived usefulness and ease of use are critical for acceptance, findings highly relevant to food delivery platforms where customers demand seamless app experiences. Krishna et al. (2022) emphasized that AI and IoT integration enable continuous monitoring of customer behavior, which parallels predictive ordering and delivery demand forecasting used by Zomato and Swiggy. Kumar et al. (2023) confirmed the role of AI in service innovation, a principle directly applicable to food delivery companies seeking to optimize speed and customer satisfaction. Mullangi et al. (2018) highlighted ethical challenges of AI adoption, underlining the importance of data privacy in industries handling millions of customer transactions. Together, these studies reinforce the conclusion that AI-powered CRM provides significant competitive advantages in industries requiring personalization, scalability, and real-time responsiveness.

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Hypotheses

H_1: Integration of AI in CRM significantly enhances AI-driven personalization in Online Food Delivery.
H_2: Integration of AI in CRM significantly improves AI-enhanced customer data management.
H_3: Integration of AI in CRM significantly strengthens AI-enabled automation in CRM processes.

Methodology

A descriptive research design was used, with data collected through structured questionnaires administered to 100 customers of food delivery platforms. Pearson correlation analysis was conducted to evaluate the relationships between AI integration and three CRM dimensions: personalization, data management, and automation.

Data Analysis

Variable	N	Mean	Std. Deviation	Interpretation
Integration of AI in CRM Technology	100	4.60	0.52	High integration level
AI-Driven Personalization	100	4.50	0.60	Strong personalization effect
AI-Enhanced Data Management	100	4.70	0.45	Very strong data efficiency
AI-Enabled Automation	100	4.65	0.50	High process automation

Correlation analysis revealed strong positive relationships among variables.

Variables	AI Integration	Personalization	Data Management	Automation
AI Integration	1	.752**	.693**	.715**
AI-Driven Personalization	.752**	1	.670**	.688**
AI-Enhanced Data Management	.693**	.670**	1	.701**
AI-Enabled Automation	.715**	.688**	.701**	1

** Correlation is significant at the 0.01 level (2-tailed).

Discussion

The findings confirm that AI-powered CRM has a strong and positive impact on Online Food Delivery businesses. AI integration enables platforms to offer hyper-personalized recommendations, optimize delivery routes, and manage large datasets effectively. Automation of CRM processes through chatbots, predictive delivery updates, and AI-powered loyalty programs enhance both efficiency and customer experience. This study highlights AI as a critical enabler of customer loyalty and operational scalability in the food delivery sector.

Practical Implications

- Zomato, Swiggy, and Uber Eats should continue investing in AI-driven personalization engines to increase order frequency.
- Predictive analytics should be applied for delivery time optimization and demand forecasting.
- CRM automation tools such as chatbots and AI-driven loyalty programs should be scaled up for efficiency.
- Data ethics and security must be prioritized to maintain customer trust while handling sensitive information.

Conclusion

This study demonstrates that AI-powered CRM is a transformative tool in the Online Food Delivery industry. The strong positive correlations between AI integration and CRM outcomes confirm that AI is essential for improving personalization, enhancing data management, and enabling automation. For companies like Zomato and Swiggy, AI-driven CRM ensures long-term growth, operational excellence, and superior customer experiences. The findings encourage further research into specific AI applications and strategies that can strengthen the competitive edge of online food delivery businesses.

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