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A Study of Performance of AI Models in Customer Decision-Making Satisfaction

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ABSTRACT

The performance of AI models in customer decision-making satisfaction has become increasingly significant in modern digital environments. AI models analyze large volumes of customer data, including past purchases, preferences, and behavioral patterns, to generate accurate recommendations and predictive insights. By offering personalized product suggestions, pricing options, and service solutions, AI supports customers in making informed and confident decisions. Machine learning algorithms continuously improve their accuracy through feedback and interaction, which enhances the relevance and reliability of recommendations over time. Furthermore, AI-driven decision support systems reduce information overload by filtering and prioritizing options that best match individual customer needs. Real-time responsiveness and adaptive learning capabilities also contribute to faster decision-making, increasing customer satisfaction and trust. When customers perceive AI recommendations as transparent, accurate, and unbiased, their satisfaction with the decision-making process improves significantly.