Mapping Research on Artificial Intelligence in Customer Experience: A Bibliometric Analysis

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***Abstract*—The purpose of this article is to conduct a comprehensive bibliometric analysis of research on artificial intelligence and customer experience. The study data was extracted from Scopus and Web of Science, focusing on articles published between 2010 and 2025. VOSviewer and Biblioshiny software were used to map the intellectual landscape of the interaction between artificial intelligence and customer experience, identifying growth in scientific output, geographical distribution and collaboration, influential publications, leading authors, word co-occurrence, leading journals, and thematic trends. The study reveals that research only began in 2017, then interest in this topic began to grow, but most publications date from 2025. Furthermore, the findings reveal that research is concentrated in a limited number of leading countries which are more advanced in terms of technological infrastructures. This field of research is gradually evolving towards greater specialization and increased use of AI to improve customer experience in terms of personalization, decision-making and automation of service.**

***Keywords*—Artificial intelligence; customer experience; marketing; personalization**

I. Introduction

Artificial intelligence, one of the most recent general-purpose technologies (GPTs), which are still in development [1], is defined as the system's ability to interpret external data correctly, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaptation [2]. In the last few years, artificial intelligence has gained considerable attention in the business field, with the adoption of AI in at least one business function increasing from 78% in 2024 to 88% in 2025 [3].

At the same time, customer experience has become a central concept in AI human interaction research and a strategic priority in business. Companies now compete on the quality of their interactions with customers, not just on products or prices.

Conducting a bibliometric analysis allows us to observe the patterns and trends discussed by researchers regarding artificial intelligence in customer experience. It serves as a valuable guide for researchers and practitioners by highlighting the main topics covered, the most prominent researchers in the field, recent trends and advances in this area, and helps to better understand potential solutions and recommendations. The objective of this article is to map research on artificial intelligence and customer experience in order to explore and analyze their commonalities by analyzing peer-reviewed articles (review articles and research articles) published between 2010 and 2025. These articles are extracted from two databases, Scopus and Web of Science, and then analyzed and mapped using VOSviewer and Biblioshiny software. To achieve this objective, this study will answer the following research questions:

- RQ1: How has the volume of publications in Artificial Intelligence and Customer Experience evolved?
- RQ2: How is the scientific production distributed geographically, and which countries are leading the collaboration?
- RQ 3: Which core journals and prolific authors constitute the primary intellectual pillars of the AI-CX research domain?
- RQ4: How is the research output distributed geographically, and which countries exhibit the highest citation impact regarding AI applications in customer experience?
- RQ5: What are the dominant thematic clusters that define the current AI-CX landscape?

After presenting the objective of this article, the rest will be structured as follows: the methodological section, in which the research method is explained and the data collection process, research strategy, data refinement, data scanning, and data analysis are detailed. This is followed by the results section, which presents the main findings of the bibliometric analysis, including the evolution of scientific output over the years, country productivity and collaboration patterns, relevant journals, co-citation networks, word co-occurrence, and keyword thematic structures. Next, the "Discussion" section interprets these results in relation to the existing literature and mentions their implications for AI in the customer experience. Finally, the "Conclusion" section summarizes the main contributions of the study, highlights its limitations, and suggests avenues for future research.

II. Methodology

Bibliometric analysis is a research methodology that maps the progression and trends of a research topic, identifies key research trends in recent years, and provides insight into the articles, journals, and institutions that are at the heart of a given theme or research area. It also uses influence networks, literature

clusters, and keyword analysis to better position a gap in research. To conduct this analysis, a four-step approach is followed, beginning with (A) a search strategy using Scopus and Web of Science Boolean operators and all keywords referring to artificial intelligence and customer experience. In order to obtain relevant data, several keywords were used. For customer experience, we used the terms "consumer experience," "customer experience," "user experience," "UX," "customer journey," "customer service," "experience management," and "customer touchpoint." For artificial intelligence, we used the terms "AI," "machine learning," "deep learning," and "generative AI." Next, (B) we refined the data by selecting only articles published between 2010 and 2025. Then, (C) we scanned the titles and abstracts of the articles to eliminate those that were not relevant, as some articles may contain the keywords we were looking for without contributing to the topic. From there, we extracted the data to (D) analyze it using VOSviewer software, a computer program that builds maps based on co-occurrence data and visualizes these maps [4]. And the bibliometrix package of the R software via its web interface, Biblioshiny [5].

A. Search Strategy

To ensure full coverage of scientific production about artificial intelligence and customer experience, bibliographic data were extracted from the most acknowledged academic databases Scopus and Web of Science, which are renowned for their extensive coverage and the quality of their scientific publications. The objective was to collect a representative set of relevant scientific documents on artificial intelligence and customer experience, two key concepts in current research. To do that, a structured keyword-based search strategy was developed to have Scopus search query and Web of Science search query (Fig. 1). A series of keywords associated with artificial intelligence and customer experience were selected. Scopus and Web of Science's advanced search Boolean operators were then used to combine these terms to refine the results.

B. Data Refining

The documents identified during the search were filtered using the "refine search" section in Scopus and Web of Science. This process is designed to exclude all documents that do not meet the inclusion criteria. As a result, the selected data was reduced from a total of 665 to 495 articles.

C. Data Scanning

In order to ensure the relevance of the data, 495 articles were reviewed by reading the title and abstract of each one. Ultimately, 325 articles were eliminated from the list because they did not correspond to the subject, and the bibliometric analysis will focus on a set of 170 articles.

D. Data Analysis

For better analysis we used the software VOSviewer to visualize all networks of the data and the bibliometrix package of the R software via its web interface, Biblioshiny, to map the intellectual landscape of the research.

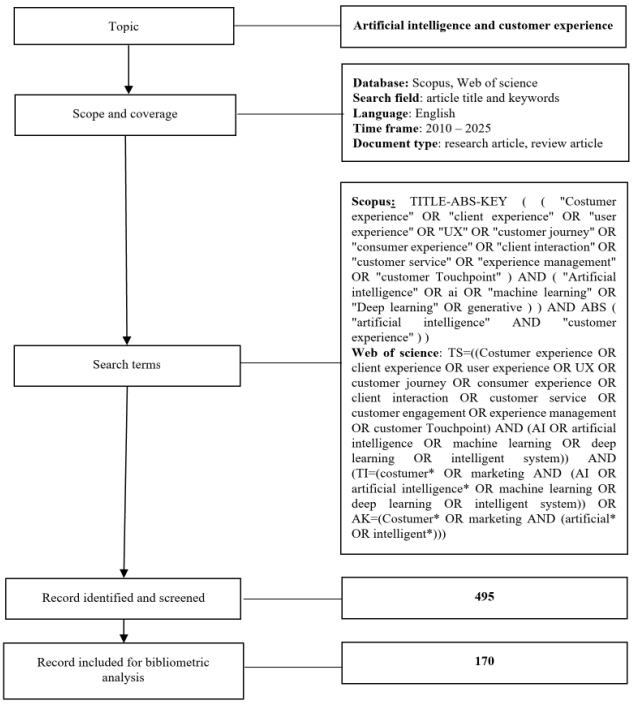

Fig. 1. Flow diagram of the search strategy.

III. Results

A. Publication Growth Over the Study Period

The search for articles on artificial intelligence and customer experience yielded 495 review and research articles, but after the selection process, we found that only 170 articles established a link between AI and customer experience. This does not mean that there were no publications in this field, but that previous publications dealt with AI and customer experience separately. Fig. 2 answers the first research question; it shows that the evolution of publications can be divided into 4 stages:

- Stage 1 (2017-2018): The research was marginal, with only 1 and 2 articles, indicating an emerging phase for the topic.
- Stage 2 (2019-2021): an exponential rise in activity is observed, and the number of publications is getting a bit higher.
- Stage 3 (2022-2023): The topic enters a period of remarkable growth, growing from 9 publications in 2021 to 15 in 2022, a level that will remain throughout 2023.
- Stage 4 (2024-2025): The most significant change happens between 2024 and 2025, when the number of publications increases exponentially from 33 to 88 publications. This shows that AI in customer experience is becoming a trending topic and gaining researchers' attention.

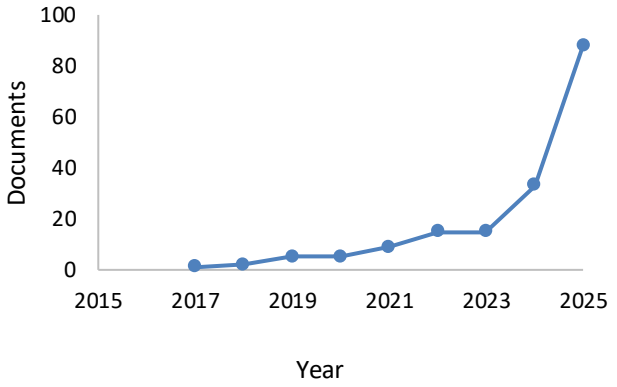

Fig. 2. Yearly distribution of publications.

The research focused on the period 2010-2025 so as not to overlook any research, as AI began to be discussed in the 1960s and its application to the business world later. But the intersection between AI and customer experience began to emerge mainly from 2017 onwards, reflecting its recent emergence.

B. Countries' Scientific Production and International Collaborations

To examine the geographical distribution of publications in the field of artificial intelligence and customer experience, the institutional affiliations of authors were analyzed using RStudio software "Biblioshiny", which provides an overview of the distribution of research efforts in this field. Fig. 3 shows that scientific production is visually encoded based on the blue color gradient, with variations in color intensity reflecting differences in publication volume. Countries shaded in darker blue represent more scientific productivity, whereas those displayed in lighter blue have relatively lower levels of research production.

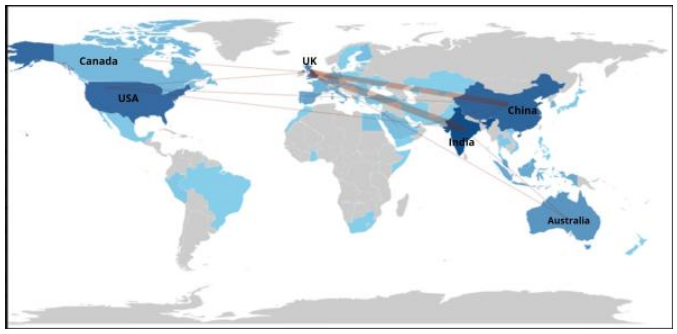

Fig. 3. Countries' scientific production and international collaboration.

The first group of countries, represented by a darker shade of blue, shows significant contributions; India leads with a total of 56 publications, followed by China with 52 publications, the United States with a total of 47 publications, Portugal with 40 publications, and the United Kingdom with 33 publications. Next comes the second group of countries, represented by a medium shade of blue, which shows a steady contribution to research, but with less intensity than the first group. It includes Australia (25), Spain (18), Indonesia (15), Malaysia (15), France (12), Jordan (11), and Finland (10). Next comes the group of countries with emerging research activities, such as Singapore (7), Egypt (6), and Peru (6). Finally, the countries represented in light blue have more modest and weaker contributions. Examples include the United Arab Emirates (3), Turkey (3), Monaco (2), Ukraine (2), Iran (1), Lebanon (1), and Morocco (1).

While analyzing countries' scientific output highlights the areas in which research about artificial intelligence and customer experience is concentrated, it does not determine the extent to which this knowledge is the result of international collaboration. To answer this question, we need to examine the lines connecting countries (Fig. 2). Each line indicates that authors from two countries have co-authored at least one publication: the thicker the line, the stronger the collaboration between the connected countries.

The countries that collaborated the most were the United Kingdom, with a total of 14 collaborations, including India (4 publications), China (3 publications), Australia (2 publications), and Indonesia (1 publication). France also has 14 collaborations with a single publication per collaboration, as do Canada, Estonia, Finland, Germany, Hungary, Lithuania, Romania, and Sweden.

Next is China with a total of 12 collaborations, including the United Arab Emirates (2 publications), the United States (2 publications), South Korea (1 publication), Egypt (1 publication), and Canada (1 publication). With the same number of collaborations (14), Malaysia collaborated on a single publication with countries such as Finland, Sweden, South Africa, Jordan, Pakistan, and Lithuania.

India and Finland follow closely behind, with collaborations covering 11 partner countries, while Australia and the United States each collaborate with 10 countries. Canada and Italy also demonstrate good international connectivity, collaborating with 8 different countries. In contrast, several countries show limited international connectivity, collaborating with only one partner country.

C. Keyword Co-Occurrence

The use of keyword co-occurrence as a method for mapping research on a given topic is widespread in bibliometric analysis. It reveals the structure and clarity of research themes in a given field (Zhang and Wang). Keywords are, as their name suggests, essential for understanding a subject and providing an overview of the content; they can provide an overview without reading all articles, simply by analyzing the links between nodes and counting the weight of the link that connects the keywords. From 173 articles, 633 keywords had emerged. With a minimum of 4 occurrences, 40 standardized keywords were included in the analysis. Keywords with the highest co-occurrence and total link strength are listed in Table I.

The co-occurrence output has identified four clusters; each cluster represents specific sub-research within the topic.

The first cluster (red) is more technical and focuses on the "how?" (natural language processing, predictive analytics, machine learning, learning systems) and the "in what context?" (banking sector, service sector). Most AI applications were found in financial services, particularly in banking, in the areas of risk management (operational efficiency, data confidentiality) and customer experience (customer service, customer

satisfaction). Artificial Intelligence provides theoretical frameworks to financial services providers, AI developers, marketers, policymakers, and academics.

TABLE I. TOP 10 KEYWORDS

Keyword	Co-Occurrence	Total link strength
Artificial intelligence	70	181
Customer experience	36	153
Sales	30	155
User experience	20	94
Chatbots	14	66
Machine learning	14	63
Customer-service	9	57
Natural language processing systems	8	80
Learning systems	8	77
Predictive analytics	8	55

The second cluster (green) shows the dominance of "artificial intelligence" (the largest node), which is linked to the following keywords: machine learning, big data, sentiment analysis, marketing, digital marketing, service marketing, personalization, financial services and systematic literature review. This cluster focuses on the use of technology in marketing, especially artificial intelligence and machine learning. We can tell that AI is used most in financial services and that it gained the attention of researchers since it has a direct link to systematic literature review keywords.

The third cluster (bleu) shows the keyword sales as the center node; it is linked to customer interactions, consumer behavior, chatbots, machine learning algorithms, personalization, service marketing, social media, and user experience. The primary theme of this cluster is the commercial applications of chatbots and ML in customer experience and personalization.

The fourth cluster (yellow) shed light on customer experience as the center node, which related successively to artificial intelligence, customer engagement and service quality. It primarily reflects research on AI-based personalization and customer engagement, encompassing studies on chatbots, recommendation systems, and data-driven customer journey personalization. This section highlights how companies are leveraging artificial intelligence to improve customer interactions and perceived value.

Together, these groups demonstrate that the field revolves around complementary trends linking technological capabilities, managerial strategy, and analytical rigor, thus confirming the interdisciplinary and application-oriented nature of AI-driven customer experience research.

D. Most Relevant Journals and their Thematic Orientation

Fig. 4 shows the ten most relevant journals in terms of number of publications in the analyzed data (Fig. 4). The results reveal that research on artificial intelligence and customer experience is spread across a wide range of academic journals, with no single publication overwhelmingly dominating publication output. IEEE Access emerges as the most productive journal with six published articles, it is primarily associated with the following keywords artificial intelligence, digital marketing, marketing, customer experience and customer engagement, indicating a strong focus on AI-driven approaches to costumer related research (see Fig. 6). followed by the Journal of Research in Interactive Marketing with five publications devoted to AI, particularly chatbot interaction with consumers. Next are journals that have each published four articles on artificial intelligence, machine learning, marketing, customer engagement, and customer experience, including the Journal of Retailing and Consumer Services, the Journal of Theoretical and Applied Electronic Commerce, and Kybernetes.

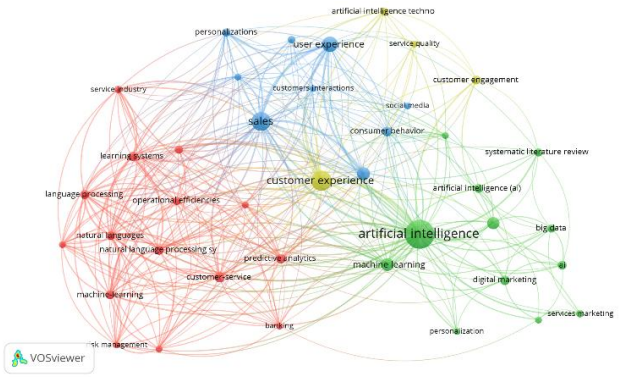

Fig. 4. Keyword co-occurrence.

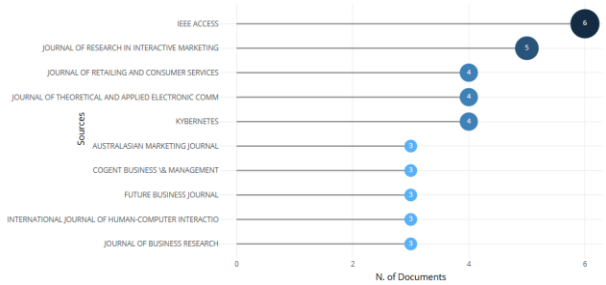

Fig. 5. Top ten journals.

Other journals, such as the Australian Marketing Journal, Cogent Business and Management, Future Business Journal, International Journal of Human-Computer Interaction, and the Journal of Business Research, each have a total of three publications. The publications in these journals focus on the application of AI (machine learning, chatbots) in digital marketing, particularly in relation to customers.

E. Co-citation

Mapping the intellectual structure of a given field complements meta-analysis and qualitative synthesis of literature reviews [6]. Co-citation analysis is a bibliometric technique that shows the coherence of publications by determining the frequency of documents that cite two documents together [7],[8]; it can be performed based on authors [9] or documents. Since the study aims to reveal related documents that represent common theoretical and conceptual foundations and findings in the fields of artificial intelligence and customer experience, the analysis will be performed on the basis of document co-citations. As shown in Fig. 7, the co-citation analysis results reveal three primary clusters.

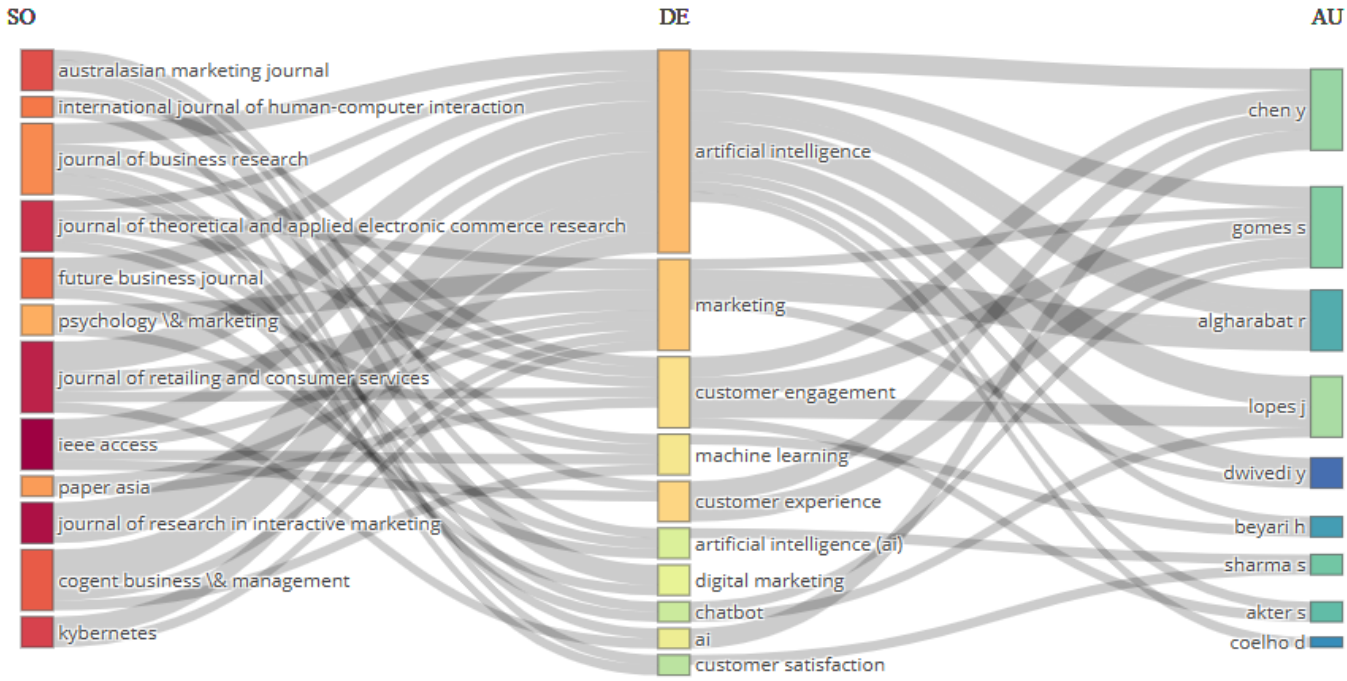

Fig. 6. Three field plot.

The first cluster (blue) is the largest and densest. It clearly focuses on the acceptance and adoption of artificial intelligence using the TAM model [10], customer engagement and experience [11],[12], digitization of services, and AI-based services for marketing transformation [13],[14],[15]. These studies are most often cited because they provide theoretical foundations that explain how the adoption of AI, as a cutting-edge technology, contributes to improving customer experience and engagement.

The second cluster (red) reflects the strategic and managerial implications of applying artificial intelligence in businesses.

The third cluster (green) focuses on the methodological aspect and measurement of artificial intelligence in the field of customer experience to support empirical research and quantitative modeling. This cluster links articles that do not focus solely on artificial intelligence or customer experience, but rather articles that analyze and test the theoretical relationship between AI and customer experience outcomes through the application PLS-SEM [16]. It highlights the growing interest among researchers in the empirical examination of this field.

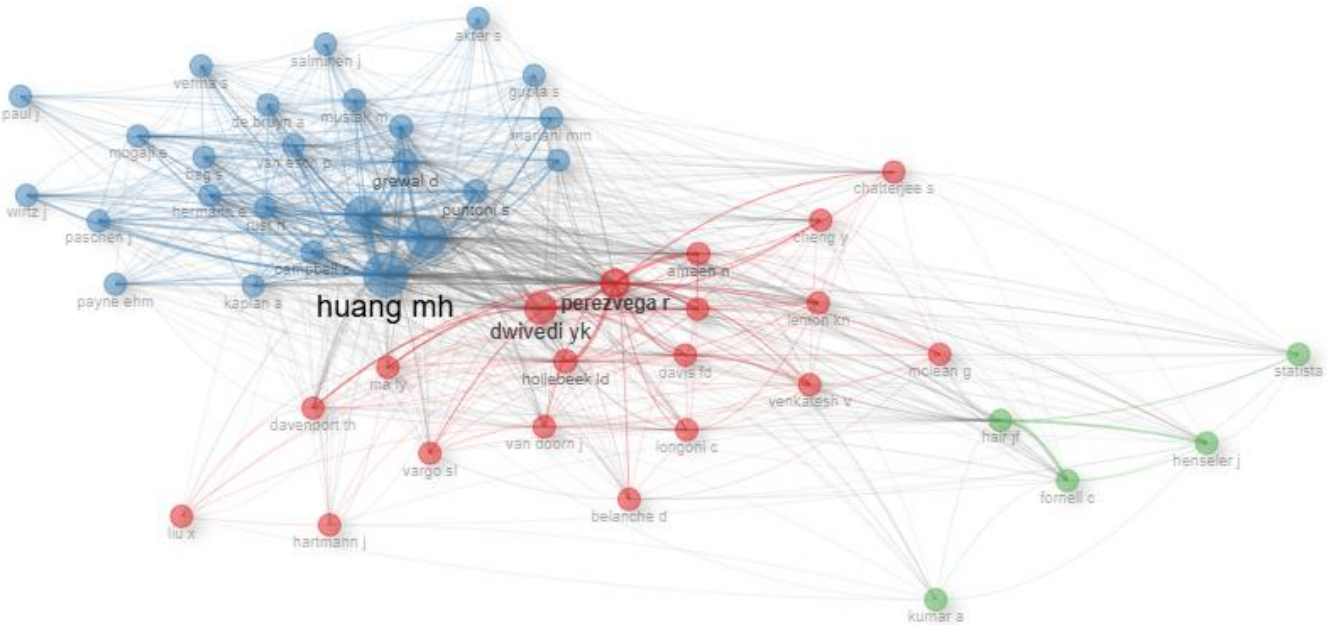

Fig. 7. Co-citation network.

F. Most Cited Publications

The relevant articles are determined based on their number of citations. Table II shows the 10 most cited publications at the local and global levels. Local citations measure the number of times an article is cited in the field of artificial intelligence and customer experience. Global citations, on the other hand, measure citations across the entire scientific database [17].

At the top of the list is the article with 311 global citations, but in this bibliometric analysis, it has 17 citations. It discusses the role of artificial intelligence in providing personalized offers to customers and provides predictions about customer management practices [18]. Next is the second most cited article, which explores the role of chatbot marketing efforts in establishing the relationship between a brand and its customers. It highlights that the most important elements of CMEs are information, interaction, accessibility, entertainment, and personalization [19]. This article has 171 global citations and 7 local citations. Next is the third most cited article, with 110 global citations and 4 local citations, which examines how AI has changed consumer decision-making, impacting marketing, management, and research services [20]. In fourth place is the article with 110 global citations and 4 local citations, which focuses on the challenges of including customers in financial systems through the integration of AI into marketing practices [21].

Several articles on the list feature the same two local citations. Two of these articles examine the use of AI and machine learning to extract actionable customer insights from social media data [22],[23], while the other two articles examine the application of these technologies in the areas of strategy, customer loyalty [24], and personalized engagement [25]. Finally, there are two emerging articles with one local citation. Together, these articles extend AI and customer research beyond commercial application to innovation in social inclusion centered on AI-human interaction [26],[27].

TABLE II. TOP TEN ARTICLE

Document	Year	Local Citations	Global Citations	LC/GC Ratio (%)	Normalized Local Citations	Normalized Global Citations
Understanding the Role of Artificial Intelligence in Personalized Engagement Marketing	2019	17	311	5,47	3,00	2,33
Customer–brand relationship in the era of artificial intelligence: understanding the role of chatbot marketing efforts	2022	7	171	4,09	13,22	2,26
AI voice bots: a services marketing research agenda	2020	4	110	3,64	5,33	0,89
The implications of artificial intelligence on the digital marketing of financial services to vulnerable customers	2021	3	110	2,73	12,00	0,95
Supporting customer-oriented marketing with artificial intelligence: automatically quantifying customer needs from social media	2020	2	49	4,08	2,67	0,39
Detecting Pain Points from User-Generated Social Media Posts Using Machine Learning	2022	2	27	7,41	3,78	0,36
Artificial intelligence in customer retention: a bibliometric analysis and future research framework	2024	2	8	25,00	24,67	0,50
AI-driven personalization: Unraveling consumer perceptions in social media engagement	2025	2	28	7,14	30,80	10,47
Artificial intelligence service agents: a silver lining in rural India	2024	1	3	33,33	12,33	0,19
Anthropomorphism in artificial intelligence: a game-changer for brand marketing	2025	1	8	12,50	15,40	2,99

IV. DISCUSSION

This bibliometric analysis aimed to map research on artificial intelligence and customer experience to explore their interactions. The results provided important insights into the field, answering the research questions posed in the introduction.

The interest in AI and customer experience only began to grow at the end of 2023 and increased in 2025 with 77 publications. This growth can be explained by the fact that artificial intelligence is attracting increasing interest in the business world [3]. This acceleration in the volume of publications goes hand in hand with technological advances in artificial intelligence and the challenges they pose for businesses [28], particularly regarding customer experience, including personalization, customer engagement, and service automation.

However, that acceleration of publications is not geographically even; the analysis of AI customer experience research activities around the world has revealed that research is concentrated in a limited number of leading countries, meaning that global contributions to knowledge creation in this field are uneven. The countries that contribute most to research are those with good technological infrastructure [29], research funding, and more developed digital economies, which automatically facilitate research. These countries are the United States, China, India, the United Kingdom, and Australia. However, some countries, such as Malaysia, Indonesia, and Egypt, have moderate research activity, even though AI is still in its infancy. Then some countries have contributed to research only once or twice, including Morocco, Somalia, Pakistan, etc. Most of these countries are still researching the adoption and acceptance of AI.

Fig. 3 indicates that countries with higher scientific productivity also serve as hubs in the global research network. By collaborating, they enable the development of diverse and interdisciplinary perspectives (Fig. 3). However, collaboration with other countries from emerging economies results in their inclusion in future research, giving them visibility and allowing

them to contribute to specific contexts, particularly in service sectors such as banking [30], where there is a strong interest in AI and customer experience.

Beyond the geographical distribution of research in AI in the customer experience domain, the relevant journals (Fig. 5) provide further information on how the research is distributed globally. Articles written by leading countries are more likely to be published in interdisciplinary journals that are oriented in engineering and analytics rather than being published in a single source.

It is also important to examine the intellectual structure of the field, identifying the fundamental authors and studies that shape research.

Co-citation analysis reveals that research on AI and customer experience revolves around three main themes. The dominant theme provides the theoretical foundations that explain how the adoption of AI, as a cutting-edge technology, contributes to improving customer experience and engagement. The second theme reflects the strategic and managerial implications of applying artificial intelligence in businesses. It connects all articles that examine how adopting AI in a business can create value [31], improve service innovation [32], and the implications of AI in decision-making [33]. The third theme is primarily methodological and brings together studies on quantitative modeling, which provides the analytical rigor needed to test the relationships between AI and customer experience.

The co-occurrence analysis confirms these dominant themes and provides further insight into them. It focuses on AI and its components (natural language processing, predictive analytics, machine learning, and learning systems) as well as sales and customer experience, reflecting a strong interest in the use of AI in sales to improve customer interactions and optimize service delivery.

Overall, all the analyses carried out in this bibliometric study describe a globally interconnected field of research that is gradually evolving towards greater specialization and increased use of AI.

V. Conclusion

Looking at the data as a whole, it is clear that research has been growing rapidly in recent years (2023, 2024, 2025) and that the field of artificial intelligence and customer experience revolves around AI innovation, customer-centric strategy, and methodological frameworks. AI is therefore transforming the way businesses, particularly marketers, interact with customers through service automation and AI-based personalization. Furthermore, over the years, academics have shifted from defining AI as a new individual concept to how AI drives sales and customer experience, meaning that the customer has become a central variable in AI research.

This study has enabled comprehensive conclusions to be drawn on the research topic. However, it is worthwhile mentioning certain limitations that affect the interpretation of the results and imply directions for future perspectives.

The first limitation is that the study was based on only two databases (Scopus and Web of Science). Although these are renowned for their comprehensive coverage and the quality of their scientific publications, they do not cover all of the literature on artificial intelligence and customer experience. In addition, other types of documents (conference proceedings, non-indexed articles, industry reports) were excluded from the analysis, which may have led to interesting contributions being overlooked. Secondly, the research map provided by this bibliometric analysis is interesting because it gives an overview of the subject, but it is not sufficient to explore the research questions in depth. Third, during this study, it was observed that new, impactful articles appear to be less influential, as older publications naturally accumulate more citations.

To overcome these limitations, future research could include additional databases and sector-specific reports. For a more in-depth analysis, bibliometric analysis could be supplemented by qualitative content analysis, systematic literature review or empirical research. Furthermore, the number of citations alone should not be used to determine whether an article has greater impact. To account for citation lag bias, the study used normalized citation metrics provided by Bibliometrix, which adjust citation counts for the year of publication and allow for a more equitable comparison between older and newer publications.

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