The Pros and Cons of Using AI and Bots in Organizational Communication with

stakeholders using Spotify as a contemporary example

1. Introduction

The technological advancements in AI and bots in organizational communication have changed how organizations are involved in traditional communication patterns with their stakeholders. Artificial intelligence devices play an important role for enterprises which has one of the biggest strengths of services that incorporate AI and viable essentials for use in organizations that work more efficiently than human beings (Krishnan et al., 2022). The use of artificial intelligence-based Chatbots on social media and messaging platforms like Whats App, Facebook, and others have emerged as essential for almost all firms to address the big consumer base the platforms have and offer them real-time assistance. For example, the use of AI in music streaming platform enhancement has greatly revolutionized the user interface, especially through the measurability of personalized values. (Janice & Kusumawati, 2024). Global music streaming platform Spotify is one of the best examples of the impact of AI on digital communication. This platform offers initial and direct ways of engaging the consumer through AI-created services like an automatic playlist titled 'Discover Weekly', as well as through bots for customer support (Janice & Kusumawati, 2024). However, AI and bots have peculiar disadvantages such as the inability to address and solve equivocal or affective-like requests as well as inconsistency in responding to ethical questions about privacy and disclosure. The essay aims to analyze the function and effectiveness of introducing AI and bots as mediators in organizational communication identifying its strengths and weaknesses involving customer and emotional intelligence is a core value in organizational communication. The argument of the essay brings into balance the efficiency of the application of AI and corporations' ethical actions and people-oriented approach to trust and satisfy stakeholders. To enrich this discussion, the use of AI-based customer support to be used by Spotify will be one of the contemporary examples to illustrate both the promises and challenges of these technologies in the actual working world.

2. Identifying the main areas of using AI and Bots

2.1 The Use of AI and Bots in Organizational Communication

AI and Bots have changed the approach to communication, extensively in industries where consumer involvement is considerable.   The role of AI is to build the appropriate customer touchpoints and improve the efficiency of artificial intelligence (AI) and machine learning (ML) in advertising communications (Malthouse & Copulsky, 2023). This research notes that AI ecosystems enhance customer targeting, a factor that companies such as Spotify utilize to enhance their users. Malthouse and Copulsky (2023) suggested that understanding AI adoption in the field of Marketing Communications goes beyond the formulas and models which comprise algorithms, customer data, digital environments, digital content, and information technology infrastructure (Malthouse & Copulsky, 2023). This framework underscores enhanced targeting which organizations such as Spotify use to boost user interaction. These components collectively together with a range of stakeholders from consumers to regulators help marketers maximize various consumer touch points to gain insights. The key components of AI such as customer data, and digital environments are relevant in analyzing the role of AI in Organizational communication because the broader perspective enhances a clear view of the pros and cons of AI systems in shaping marketing environments. Meanwhile, AI through chatbots can complete tasks much faster with real-time contextualized responses increasing performance in customer service and equal accuracy to human beings within a much shorter time (Krishnan et al., 2022). Thus, this states that AI transforms the interaction between people and machines in special ways because the owners allow the machines to decide something without their interference.

AI is viewed in the marketing field as an integrated technology that can acquire real-time information, which after processing to meet the needs of customers. While chatbots accomplish conversations like humans, they are not good at interactions based on the subtle

understanding of emotions potentially causing frustration to customers (Syvanen & Valentini, 2020). This states that the way of chatbots can greatly boost conversational rate and engagement but at equally little cost however this fact brings about the question of how high stakeholder interaction will be addressed and the ethical use of chatbots. This aligns with the fact that chatbots are advantageous to an organization in diverse facets but raises concerns with the same about issues to do with trust and complex expectations for communication channels. In addition, concerns of an ethical nature relating to the uses of AI, such as concerns with privacy and data openness are vital for continuing stakeholder trust (Gungor, 2020). The right to data privacy and transparency is quite important for stakeholders. Altogether, these views offer clear insights into the ways AI can strengthen communication, as well as its weaknesses allowing unethical and emotionally equivocal communication as seen in Spotify.

2.2 Advantages of AI in Organizational Communication

The primary strength of AI is the fact that the technology can help optimize processes and thereby cut down on expenditures. AI technologies are an uninterrupted platform to solve normal business problems and engage with customer queries without ambling to personnel, which in the long run reduces significant costs. There may be increased automation and personalization in the efficiency of AI and better experiences for customers (Potwora et al., 2024). This kind of capability of delivering answers to customers periodically also increases customer satisfaction, thereby promoting the use of AI in communication. Such as Spotify uses three key AI technologies to drive its recommendation software. There is collaborative filtering, natural language processing (NLP), and also audio models (Potwora et al., 2024). The recommendation system of Spotify is the artificial intelligence that makes customers remain loyal to the business since it frequently offers the next related tracks with the desired music. This helps to connect the user to new artists and music that the user will like as well as

prolong the domination of the platform by attracting more users and influencing them to buy the premium version. In the same way, Spotify can identify related songs through audio modelling, the distributors can train the models to learn related and similar products from product descriptions, attribute data, and transaction data. When it comes to similar and related product recommendations, B2B buyers get exactly what it is that they require to achieve their goals (Krishnan et al., 2022). Similar to Spotify, distributors can utilize personalization approaches as a method of enhancing customer experience and aligning productivity with efficacy as well as generating sustainable revenue streams.

The pros of AI are the personalized feature to enhance brand or substance loyalty which makes it easier to engage users. The feature of personalization is well explained by the Spotify platform offers its users called "Discover Weekly" which provides a list of songs based on the preferences of customers (Janice & Kusumawati, 2024). This states that Personalization techniques such as "Discover Weekly," reveal that AI engagement tools increase users' bond with Spotify, increasing customer loyalty. Such features help create loyalty among users, especially the younger generation. Therefore, the accent on the application of AI in the personalization of the streaming platform made Spotify the market leader. The role of artificial intelligence in customer communication by Spotify reveals the strengths and weaknesses of AI-based tools as part of the communication strategy of a company. The former enhancement not only increases the degree of user satisfaction but also promotes long-term customer loyalty and retention since no other website can provide an identical experience for the user. Therefore, such hyper-personalization keeps the customers engaged and improves the experience. This states that various recommender systems implemented in the Spotify AI have led to the popularity of the App in the market because the users who continue to use the application recommend others to use it (Janice and Kusumawati, 2024). This also relies on mapping Spotify's AI models with other opportunities

applicable to other business-to-business organizations which include but are not limited to product curation, and product recommendation to distributors. However, there are unique strengths in personalization and engagement using artificial intelligence that Spotify needs to integrate to work around the problem of privacy that is becoming a cause for concern among many users. Thus, showing the persuasive depth of AI in enhancing brand engagement, by presenting each user with relevant content that would increase their satisfaction with the service.

2.3 Challenges and Limitations of AI in Communication

The strengths of AI in communication are vast whereas the challenges and limitations of AI; significantly complex interactions remain a problem. AI has its limitations due to the absence of emotional intelligence to answer questions that still need an empathetic touch in traditional human client-consultant interaction (Syvanen & Valentini, 2020). This states that to avert them some strategies can be taken like setting measures to make a guarantee that the chatbot is confined to the data it was trained into but there are times when problems may come up. This state to ensure optimal experience in the first instance the organizations should dedicate their time and finances to testing the chatbots to the optimum before going live. While organizations can ask their AI chatbots to handle most customer questions, the chatbots are not designed to handle multiple-part questions and answers. However, the natural language processing (NLP) that is being used in the development of this chatbot has some drawbacks that would otherwise limit it from fully interpreting complicated requests hence providing unrealistic or even inconsequential answers (Janice and Kusumawati, 2024). Consequently, a number of these issues may require human interaction to be resolved, which could offset many of the efficiencies achieved through automation from the perspective of business at least. Another point by Instruction-giving is a very important activity that is generally associated with lots of proverbs, idioms, and cultural slang that AI chatbots find

hard to comprehend. Despite recent developments in exploring their capabilities for comprehending natural language, the bots still fail to grasp colloquialisms and idioms and do not understand sarcasm (Malthouse & Copulsky, 2023). This limitation can be a problem with customers, since users of the chatbot may feel that their chosen device cannot maintain a normal conversation. These drawbacks cannot be avoidable and need to periodically update and calibrate the chatbots to identify certain acronyms or expressions that their clients tend to use frequently which is a time- taking and expensive process. Therefore, these challenges draw attention to the moderated strategy while incorporating AI chatbots in organizational communication.

Conclusion

The essay aimed to analyse the usage of AI and bots in organizational communication and the advantages and disadvantages of using them to increase the performance, engagement, and effectiveness of the communicating parties and reduce costs. It was argued that AI and bots are quite effective tools providing definite pros in terms of productivity and there are several cons one of the most vital being the difficulties connected with effective coping with complicated or sensitive situations in consumers that demand empathy. Here, with the help of AI, task automation, personalization, and the right pricing strategy all of which provide substantially the tools that can improve the crucial aspects of business, profitability, and the ability to attract customers. Therefore, it provides real examples of how AI applications convince clients rather than nudge them by using the example of Spotify with personalized recommendation features depicting AI as a very powerful tool in persuasion science in marketing and consumer influence. The recommendation example of Spotify of the customer engagement approach analysis showed that AI improves interaction by simplifying contacts and offers tailored experiences and also faces certain difficulties if it has to deal with emotionally charged issues and problems. The data privacy issues and ethical

awareness, as well as the balance between the use of AI and the human qualities of understanding and integrity, entail the requirement for such organizations to build ways for successful optimization of the rapid use of AI and the humane interaction. The pros and cons of AI in the essay showed that organizations through a mindful approach to the ethical implications, should incorporate practice and address these into business processes to build and maintain the trust of stakeholders in the age of digitalization.

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