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The impact of adopting AI tools on enhancing customer experience: Case study of mobilis enterprise-Algeria

Dr. Khadich Ghada[1] and **Dr. Boulkara Amina**[2]

[1] University of Oum el Bouaghi, Algeria, Email: khadich.ghada@gmail.com
[2] University of Constantine 2, Algeria, Email: amina.boulkara@univ-constantine2.dz

Abstract---Customers are the foundation of every business, and enhancing their experience has become a strategic priority in today's competitive market. The adoption of Artificial Intelligence (AI) tools plays a crucial role in achieving this goal by enabling organizations to better understand, predict, and respond to customer needs. AI tools, such as chatbots, recommendation systems, and predictive analytics, help businesses personalize interactions, improve service efficiency, and strengthen customer relationships. This study explores the impact of adopting AI tools on enhancing customer experience, focusing on how these technologies bridge the gap between businesses and clients through data-driven insights and intelligent automation. An exploratory-hypothesis-deductive approach is employed to conceptualize a model that explains the relationship between AI adoption and customer experience improvement. The study offers valuable implications for practitioners in developing AI-driven strategies, for managers in integrating AI into customer service frameworks, for researchers in expanding the marketing technology literature, and for society by promoting more satisfying and engaging customer experiences.

Keywords---Artificial Intelligence, AI Tools, Chatbots, Customer Experience, Mobilis, smart POS.
JEL codes: M15; L86; C88

Introduction

In the era of digital transformation, customer experience (CX) has emerged as a key differentiator for business success across industries. As markets become increasingly competitive, organizations are compelled to adopt innovative technologies that not only attract new customers but also retain existing

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ones through personalized and efficient services. Among these technologies, Artificial Intelligence (AI) stands out as a transformative force that reshapes how businesses interact with their clients. AI enables companies to collect, analyze, and interpret vast amounts of customer data to anticipate needs, tailor experiences, and deliver solutions with speed and precision.

The integration of AI tools such as chatbots, recommendation engines, predictive analytics, and intelligent automation has revolutionized customer service and engagement strategies. These technologies allow firms to offer 24/7 support, reduce human error, and create more personalized customer journeys. Consequently, AI adoption has become not just a technological trend, but a strategic necessity for enhancing customer satisfaction and loyalty. For telecommunications companies, where customer interaction and service quality are critical, the role of AI is particularly significant.

This study focuses on Mobilis, a leading telecommunications provider in Algeria, and examines how the adoption of AI tools such as chatbots and the Smart POS system can enhance customer experience and operational efficiency. Chatbots powered by Large Language Models (LLMs) can deliver real-time, human-like, and ethical interactions, while Smart POS systems optimize payment processing, sales management, and customer data tracking. By employing a narrative literature review approach, this research aims to conceptualize a model that explains the relationship between AI adoption and customer experience improvement.

Ultimately, the study contributes to the growing body of literature on AI in marketing and customer relationship management. It provides practical insights for managers and practitioners seeking to integrate AI strategically into customer service frameworks and emphasizes the societal value of promoting more engaging, transparent, and satisfying customer experiences through intelligent technologies.

Research Problem: With growing competition in the telecommunications sector, improving customer experience has become essential for companies like Mobilis. The adoption of Artificial Intelligence (AI) tools such as chatbots and Smart POS systems is seen as a key strategy to enhance service quality and customer satisfaction. However, the real impact of these tools on customer experience remains unclear:

What is the impact of adopting AI tools on enhance customer experience in Mobilis enterprise?

1.1. Study questions and hypotheses:

- **Sub-questions:**

In order to answer the problem, it is broken down into the following sub-questions:

- What is the level of adopting of AI tools in Mobilis enterprise, from the perspective of Algerian consumers?
-What is the level of customer experience with the services/products offered by Mobilis enterprise, from the perspective of Algerian consumers?
-Is there a statistically significant impact of AI tools on customer experience for Algerian consumers in the enterprise under study?
- Is there a statistically significant impact of of AI tools on cognitive dimension for Algerian consumers in the enterprise under study?
-Is there a statistically significant impact of AI tools on emotional dimension for Algerian consumers in enterprise under study?
- Is there a statistically significant impact of AI tools on pragmatic dimension for Algerian consumers in enterprise under study?
- Is there a statistically significant impact of AI tools on relational dimension for Algerian consumers in enterprise under study?

- **Hypotheses:**

In order to answer the research question and sub-questions, we propose the following hypotheses:

-The level of adopting AI tools in Mobilis enterprise is high from the perspective of Algerian consumers.
- The level of customer experience with the services/products offered through Mobilis enterprise is high from the perspective of Algerian consumers.
-There is a statistically significant effect of AI tools on customer experience for Algerian consumers in the enterprise under study.
-There is a statistically significant positive effect of AI tools on cognitive dimension for Algerian consumers in the enterprise under study.
-There is a statistically significant positive effect of AI tools on emotional dimension for Algerian consumers in enterprise under study.
-There is a statistically significant positive effect of AI tools on pragmatic dimension for Algerian consumers in enterprise under study.
-There is a statistically significant positive effect of AI tools on relational dimension for Algerian consumers in enterprise under study.

Objectives : To address the research problem, the main objectives of this study are listed below:

- To examine the role of Artificial Intelligence (AI) tools in improving customer experience;

To identify the main AI applications (such as chatbots and Smart POS systems) used to enhance customer service efficiency;
To analyze the relationship between AI adoption and customer satisfaction, personalization, and loyalty;
To propose recommendations for effectively integrating AI tools to strengthen customer experience in telecommunications companies, particularly Mobilis.
Algerian consumers in enterprise under study.

1.2. Significance of the study:

The importance of the study lies in its treatment of a very vital topic that we experience daily in the field of e-commerce. What makes this study even more important is its attempt to embody what is discussed in it and link it to the Algerian reality, i.e., what are the ways to develop and strengthen this field so that the purchasing process for Algerian consumers is smoother, safer, and more reliable. The importance of this can be highlighted in the following points:
- Highlighting the vital role of digital transformation in improving the efficiency of supply chains.
- Clarifying the relationship between logistical innovation and customer satisfaction in e-commerce.
-Leveraging E-stores's pioneering experience as a model that can be replicated in other business environments.
- Analyzing customer perception of service quality.
- Providing practical insights to help organizations develop digital strategies that enhance customer loyalty and competitiveness.

1.3. Study objectives

The study aims to:
- Analyze the practices of the e-stores under study in the field of digital supply chain management.
- Measure the impact of the efficiency of these chains on service speed, quality, and transparency.
- Clarify the relationship between operational efficiency and customer satisfaction by assessing their perceived service quality.
- Propose an explanatory model linking digital supply chains and customer satisfaction, mediated by perceived service quality.

1.4. Methodology and tools

This study relied on the inductive-deductive approach, which is based on initial assumptions and attempts to test them in reality. We started from the assumption that there is a direct impact of adopting AI tools on enhancing customer experience, which is measured by four main dimensions: Cognitive Dimension, Emotional Dimension, Relational Dimension, and Pragmatic Dimension at the level of Mobilis enterprise that Algerian consumers deal with when purchasing various products or

services. The study data was then collected using a questionnaire as the primary method, which was distributed to a sample of Algerian consumers. The responses were then analyzed using the SPSS V.23 statistical package for social sciences and partial least squares modeling using SmartPLS4 software.

1.5. Study themes

The study themes were divided as follows:

- Introduction: including the problem statement, sub-questions, hypotheses, importance and objectives of the study, methodology, and tools;
- First axis: Review of previous research and theoretical literature on the study variables;
- Second axis: Methodological procedures for the field study;
- Third axis: Presentation and analysis of the study results and testing of hypotheses;
- Conclusion including the most important findings, recommendations, and proposals.

Theoretical literature on study variables

Several data scientists and market researchers investigated the impact of artificial intelligence (AI) in marketing across countries. In 2018, a customer experience futurist called Blake Morgan investigated three ways AI improves customer experience. Customers often prefer to communicate with a virtual assistant during or after the shopping process, according to the author. Personalized services have proven helpful in influencing customer purchasing decisions. Finally, AI provides insight into customer behavior, enabling organizations to create tactics accordingly (Abu Daqar & Smoudy, 2019)

We dedicate this section to identifying the theoretical aspects of the study variables, starting with AI TOOLS and their digital transformation in an environment that requires keeping pace with technological developments, then identifying customer experience and its measurement dimensions.

Artificial intelligence Tools

Artificial intelligence tools are advanced systems designed to perform tasks that mimic human intelligence, such as learning, reasoning, and problem-solving.

2.1.1 The concept of Artificial intelligence:

Artificial intelligence (AI) refers to systems or machines that can learn and use ground-level and practical concepts to perform tasks and make decisions in ways that resemble human cognitive abilities. However, from a philosophical standpoint, AI lacks true concepts those involving self-consciousness, propositional attitudes (such as beliefs and desires), and meta-concepts that enable reflective understanding. Thus, AI possesses concepts only in the sense of common sense and cognitive science, not in the deeper, transcendental sense recognized in philosophy. (Li, 2019, p. 3) ,It is a biologically inspired technology that mimics human methods of perceiving and processing information. (L, 2025, p. 142),

Philip Jackson also defines it as "the ability of machines to do things that require human intelligence" , Wolfgang Ertel asserted that "the goal of artificial intelligence is to develop machines with intended behaviour of acting as if they are intelligent." (Terkura, 2025, p. 122)

in simpler terms, Artificial intelligence is the field of study and technology aimed at building and understanding intelligent systems machines capable of performing tasks that normally require human intelligence by simulating human thought, perception, and actions.

2.1.2 . Artificial Intelligence Features *:*

Artificial intelligence replicates human reasoning and learning; its most important features are listed below: (Derya, 2025, p. 841)

- Use of symbolic information rather than numbers AI systems represent concepts, rules, and objects, similar to how humans think;
- Heuristic methods AI uses heuristic (experience-based) approaches instead of strictly classical or algorithmic ones to solve problems;
- Ability to perform intelligent human-like behaviors Machines can mimic human intelligence such as thinking, reasoning, and interpreting events;

- Algorithms for object and event recognition AI can identify and determine objects and events;
- Conversational and communication ability AI can converse and communicate like humans;
- Rapid decision-making AI can make quick decisions based on prediction and analysis, especially using big data;
- Automation and autonomous operation AI can automatically operate systems, targets, or processes and create independent systems;
- Pattern recognition and classification AI can detect patterns, groups, designs, or trends within data and classify new information accordingly;

Customization and adaptability AI can adapt or customize outputs according to organizational needs or specific goals.

2.1.3. Artificial intelligence Tools

Artificial Intelligence (AI) tools are software systems designed to perform tasks that require human intelligence, such as learning, reasoning, and problem-solving. These tools help machines analyze data, make decisions, and improve performance automatically.

pplications used by the Mobilis company under study (is a company in Algeria. It is a mobile-network operator and subsidiary of Algérie Télécom), such as the Chatbot, Mobilis Smart POS, and others, are considered artificial intelligence tools, This is because these applications rely on artificial intelligence algorithms to process natural language, understand users' questions, and respond in a way that resembles human communication.

Chatbot: A chatbot or digital human is an artificial intelligence system designed to simulate human appearance, behavior, and communication through visual and linguistic realism. It combines 3D modeling, natural language processing, and interactive design to enable users to engage with a virtual character in a natural, human-like way. (Simone, Bruno, Enrico, & Luca, 2025, p. 5)

hatbots are AI-driven interactive platforms designed to enable users to access relevant information effortlessly, By leveraging Large Language Models (LLMs), they facilitate natural, intelligent communication between humans and digital systems serving applications across diverse sectors such as healthcare, education, and smart cities, while promoting responsible, ethical, and transparent AI utilization. (Mutiara, Wahyu, Ina, & Abdul, 2025, p. 575)

hatbots are AI-powered systems that simulate human interaction using natural language processing and intelligent design, enabling users to access information easily and engage ethically across various fields.
Mobilis Smart POS: Mobilis Smart POS is a free Android application developed by Innovate For IT Solutions that serves as a modern barcode scanning and point-of-sale system, enabling businesses such as retail stores and restaurants to manage orders, track sales, process payments, and handle customer information efficiently. (APK, 2025)

Mobilis can effectively integrate advanced AI tools such as chatbots and the Smart POS system to enhance customer experience and operational efficiency. Chatbots powered by Large Language Models (LLMs) can provide real-time customer support, answer inquiries, and guide users through services in a human-like, ethical, and transparent manner. Meanwhile, the Mobilis Smart POS application can streamline sales management, payment processing, and customer data tracking in retail branches or partner outlets. Together, these tools enable Mobilis to improve service delivery, optimize workflow, and strengthen its position as a leading telecommunications provider in Algeria

Customer Experience and its dimensions

Retaining and recruiting new customers is a huge problem for established businesses, as customers are crucial to success. Improving the customer experience can help reduce churn and increase retention rates. Business expansion leads to an increase in consumer base. Each consumer is unique and requires

distinct motivators to engage with a business. Therefore, we need to understand each customer individually (Sujata, Aniket, & Mahasingh, 2019, p. 700)

Klein et al. 2017 explored the impact of providing a positive customer experience on the organization. According to surveys, 86% of adults will spend more on a product if they are loyal to the brand. Additionally, over 70% of shoppers share positive buying experiences with others, and 43% of adults will purchase an inferior product if they have had "happy" experiences with the brand. Providing a great customer experience leads to increased sales, loyalty, and word-of-mouth referrals. Providing excellent customer service can give a significant competitive advantage (Abu Daqar & Smoudy, 2019, p. 25), The customer experience (CX) has sparked a new type of competitiveness. Providing a positive experience impacts customer happiness, loyalty, managing expectations, instilling confidence, supporting the brand, and creating emotional relationships with customers. However, it can also lead to emotional scars (Da Silva, 2021, p. 21).

In this regard, Klaus and Maklan provide the most comprehensive definition, stating that consumer experience is "the cognitive and emotional evaluation of the consumer of various encounters, whether direct or indirect, with the organization related to their purchasing behavior" (Scibor-Rylski, Reducha, & Ochremiak, 2019, p. 15) Customer experience (CX) is broadly defined as a customer's cognitive, emotional, sensory, and behavioral responses resulting from direct or indirect interactions with a company, its products, or services. It is a comprehensive concept that captures how customers view their experience across different touchpoints and temporal spans. According to Kuppelwieser and Klaus (2021), CX is a cumulative psychological state that develops as customers compare their expectations to their actual experiences, incorporating satisfaction, emotion, and significance (Hasan, Darna, & Yulia, 2025, p. 83).

Customer experience is difficult to assess due to its subjective character. client experience encompasses emotional, cognitive, and behavioral sciences, as well as utility perspectives that are unique to each client. Furthermore, the relationship between the customer and the firm occurs at numerous touchpoints and channels, making it challenging to capture the holistic statistic (Prakash & Padmakar, 2024, p. 2) Gentile, Spiller, and Noci (2007) developed the notion of CX, emphasizing the importance of customer-product interactions in generating an experience. Additionally, they included personal experiences of customer involvement in various approaches, such as rational, sensory, physical, and emotional and spiritual. The intensity of the CX was then determined using one or more of these dimensions (Da Silva, 2021, p. 22) Related to the dimensions of experience, they use terms associated with the literature of the philosophy of mind (e.g., emotional; sensory; physical; behavioral; physical) (Gahler, Klein, & Paul, 2023; Hasan, Darna, & Yulia, 2025; Cachero-Martínez & Vázquez-Casielles, 2017):

- Cognitive dimension: The cognitive dimension involves the customer's intellectual stimulation and learning during the encounter. Driven by curiosity, both intellectual stimulation (from modest insights to great) and learning arise from cognitive processes that go beyond fundamental thinking; they include classifying, (dis)confirming, and integrating information received from an interaction. With prior knowledge. These cognitive processes generate or consolidate knowledge ("How do I perceive the new insights I gained?"), which are important attention control mechanisms and valenced reflections of CE during customer interactions.
- Relational dimension: this dimension describes how customers see their relationships with personnel, other customers, and brands throughout interactions.
- Sensorial Dimension: this dimension refers to the sensory aspects of a customer contact that reflect the usage of the five external senses: visual (e.g., color), auditory (e.g., sounds), tactile (e.g., texture), olfactory (e.g., fragrant), or gustative (e.g., sweet). Human senses operate continually, and consumer encounters typically elicit valenced sensory perceptions (e.g., "How do I perceive the color I see?").
- Symbolic dimension: The symbolic dimension encompasses a customer's self-affirmation and self-expression during the engagement. The symbolic meaning of an interaction is rooted in the customer's

self-concept, from which they determine whether the interaction represents their personal beliefs and values. Customers communicate their views and values throughout interactions to maintain a stable self ("How does this correspond to who I am?"). Therefore, the symbolic dimension of CX is a mental mirror with intrinsic polarity.

- Physical dimension: This dimension describes a customer's sense of bodily movement and positions during a transaction. Proprioceptors are responsible for eliciting these apparent behavioral reactions.

-Pragmatic dimension: The functional dimension appeals to consumers who value interest and monetary value over aesthetics, design, or even the social context in which the purchase takes place. Sellers can foster this experience by offering a selection of brands and items that are distinguished by quality and fascinating prices, in addition to special offers.

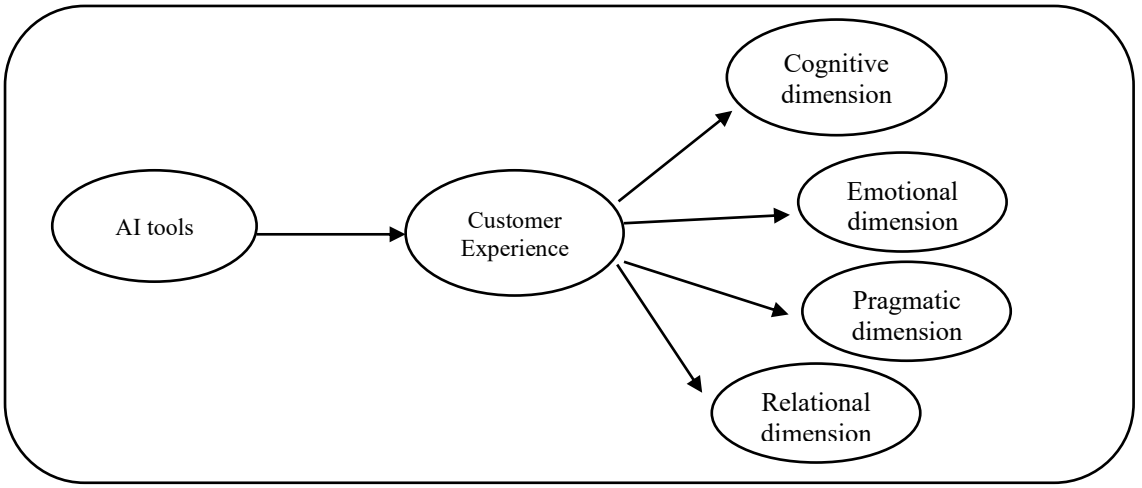
Briefly the concept of CX goes beyond the act of consumption, including several elements that work together to create a single perception. Wirtz et al. (2025) describe five major dimensions sensory, emotive, cognitive, behavioral, and social—that all influence how buyers perceive value. Sensory dimensions refer to physical or digital stimuli that elicit impressions of aesthetics, comfort, and design, whereas affective dimensions encompass emotional responses such as joy, trust, or excitement. Cognitive aspects are linked to problem-solving and decision-making processes, influencing whether experiences match expectations. Brand advocacy and repeat purchases are examples of behavioral dimensions, whereas social dimensions reflect relationship bonds and shared experiences within communities.

In this study, we selected four dimensions that we believe are most appropriate to the nature of our study: Cognitive dimension; Emotional dimension; Pragmatic dimension; Relational dimension.

Theoretical and hypothetical model of the study

In light of the previous cognitive efforts on the subject of the study and the theoretical rooting of the variables (AI tools, customer experience) and in the context of the proposed problem, we propose the following conceptual model for the study.

Figure 1: Hypothesis model for the study



Source: Prepared by Researchers.

Methodological procedures for the field study

This section of the study focuses on determining the sample size and sampling method, the primary tool used to collect data and how it was distributed, as well as the statistical methods used to test the hypotheses under study.

Sample and study tool

The field study concerns Mobilis enterprise that is active on the Internet and promoted through various social media sites. Since the variables we are studying are qualitative (Adopting AI Systems, Customer Experience), an electronic questionnaire was used as the primary tool for data collection, targeting Algerian consumers throughout the country. We were able to obtain a sample size of 350 individuals between September 09, 2025, and October 12 of the same year. Therefore, a random sample was the most appropriate for the nature of the study.

3.2 . Statistical methods used

Descriptive statistical methods (mean, standard deviation) were used to determine the direction and dispersion of the responses to the questionnaire questions. As for testing the study's hypotheses and its hypothetical model, the Partial Least Squares (PLS-SEM) method was used as one of the structural equation modeling approaches, which is considered an alternative in the following cases (Kwong & Wong, 2013, p. 3):

-Failure to meet the conditions of multivariate normal distribution;

- Small sample size (less than 100 individuals);

- Lack of theories explaining the model or the relationship between variables, uncertainty about the accuracy of the model specification. Most of these correspond to our study, except for the sample size, which exceeded 100 individuals.

4. Presentation and analysis of study results and testing of hypotheses

The first part of this section deals with the presentation and analysis of the descriptive study results in order to determine the trends in the sample's responses to the questions and dimensions of the questionnaire. And describing the characteristics of the study sample. The second part presents the results of structural equation modeling using partial least squares to prove the validity of the hypothetical model and test the hypotheses.

4.1. Presentation and analysis of study results

We devote this part of the study to describing the characteristics of the sample under study (frequencies and percentages) and then determine the trends in their answers based on descriptive statistics (mean; standard deviation).

Table 1: Descriptive characteristics of the study sample

Descriptive characteristics		Repetitions	Percentages**(%)**
Sex	**male**	**183**	**52.3**
	female	**167**	**47.7**
Educational level	**PhD**	**84**	**24**
	university level	**217**	**62**
	secondary level	**49**	**14**

Source : SmartPLS4 outputs.

Looking at the previous table we note the following observations:
-Most of the respondents were male (183), accounting for 52.3% of the total, with the remainder being female, these are somewhat similar percentages, indicating that Mobilis offers privileges to business owners, students, university students, and others, in addition to its high ability to cover the network even in rural areas, so they tend to use it more than Ooredoo and Djezzy.
-The majority of respondents (62%) are university graduates, followed to a lesser extent by postgraduate students (24%) and to a very small extent by those with a secondary education level (14%), which proves to us that most of the respondents are from the educated category, and it is certain that they are self-employed, or work in major reputable companies that provide them with a Mobilis SIM card specifically due to the distinguished offers they provide them, in addition to the strength of the network coverage known for it.

Table 2: Trends in the responses of the study sample

	N	Minimum value	Maximum value	Mean	STDV
	AI Tools				
AI 1	**350**	**2.0**	**4.0**	**3,450**	**0,613**
AI2	**350**	**2.0**	**4.0**	**3,415**	**0,655**
AI 3	**350**	**2.0**	**4.0**	**3,608**	**0,562**
AI 4	**350**	**2.0**	**4.0**	**3,444**	**0,628**
AI 5	**350**	**2.0**	**4.0**	**3,585**	**0,582**
	Cognitive Dimens				
CD1	**350**	**2.0**	**4.0**	**3,450**	**0,586**
CD2	**350**	**2.0**	**4.0**	**3,717**	**0,535**
CD3	**350**	**2.0**	**4.0**	**3,421**	**0,616**
Emotional Dimens					
ED1	**350**	**2.0**	**4.0**	**3,640**	**0,555**
ED2	**350**	**2.0**	**4.0**	**3,633**	**0,545**
ED3	**350**	**2.0**	**4.0**	**3,540**	**0,598**
ED4	**350**	**2.0**	**4.0**	**3,508**	**0,620**
Pragmatic Dimens					
PRD1	**350**	**2.0**	**4.0**	**3,521**	**0,549**
PRD2	**350**	**2.0**	**4.0**	**3,524**	**0,554**
PRD3	**350**	**2.0**	**4.0**	**3,441**	**0,580**
PRD4	**350**	**2.0**	**4.0**	**3,688**	**0,516**
Relational Dimens					

RD1	**350**	**2.0**	**4.0**	**3,479**	**0,665**
RD2	**350**	**2.0**	**4.0**	**3,514**	**0,605**
RD3	**350**	**2.0**	**4.0**	**3,402**	**0,643**

Source : Smartpls4 outputs.

Looking on the results of Table 2 we note the following:
-With regard to the questions on the variable **(AI Tools)**, we note that all of the sample tended to agree, with means ranging from 3.444 to 3.585 which falls into the agreement category.
-For questions and dimensions of the variable **(Customer Experience)**, we note that most of the sample members also tended toward the agreement option, with arithmetic means ranging between 3.373 and 3,688, indicating that the sample agreed with the questions and dimensions of this variable.
-It is noted that the answers of the sample members were not scattered, but rather directed towards one option, and this is reflected in the small standard deviation values. This is because most of the respondents are university graduates and have postgraduate studies, which makes them well aware of the efforts made by the company to satisfy them.
- The agreement of the respondents to the questionnaire indicates the existence of high-level study variables in the enterprise under study. Therefore, the following hypotheses are verified:
- The level of Adopting AI systems in Mobilis enterprise under study is high from the perspective of Algerian consumers **(achieved).**
- The level of customer experience with the services/products offered through these enterprise is high from the perspective of Algerian consumers **(achieved)**.

4.2. Structural equation modeling using partial least squares (PLS-SEM)

After describing the general characteristics of the study sample and determining the trends in the respondents' answers to the questions and dimensions of the questionnaire, we move on to the next stage, which is considered one of the most important stages because it tests the hypothetical model of the study and then tests the research hypotheses set to answer the problem posed. To this end, we sequentially test convergent validity and then discriminant validity, and then extract the results of structural equation modeling.

4.2.1. Convergent Validity Test

The convergent validity test measures the degree of convergence and compatibility of the measured questions or indicators with the measurement model under study. The results of this test are presented in the following table:

Table 3: Convergent validity test results

Latent Variables	Measured indicators	Loading	Cronbach's alpha	CR	AVE	VIF
AI	**AI1**	**0.712**				1,773
	AI2	**0.653**				1,680
	AI 3	**0.767**	**0.772**	**0.844**	**0.520**	1,537
	AI 4	**0 .705**				1,440
	AI 5	**0.765**				1,598
CusExp	**CD1**	**0.846**				1,414

	CD2	**0.654**				1,161
	CD3	**0.780**				1,336
	ED1	**0.826**	**0.912**	**0.924**	**0.463**	1,925
	ED2	**0.857**				2,228
	ED3	**0.875**				2,453
	ED4	**0.847**				2,116
	PRD1	**0.838**				2,091
	PRD2	**0.887**				2,576
	PRD3	**0.785**				1,648
	PRD4	**0.739**				1,483
	RD1	**0.795**				1,433
	RD2	**0.840**				1,451
	RD3	**0.741**				1,463

Source : Smartpls4 outputs.

By looking at the table above we notice the following:
- With regard to the saturation values (Loadings), we note that most of them exceeded 0.7 and are therefore acceptable, except for two terms: AI2 (0.653), C-D2 (0.654).
-The Alpha Cronbach values are perfect: (0.772) for AI Tools variable and (0.912) for Customer Experience variable.
- The composite reliability (CR) values far exceeded 0.7 and are therefore excellent for the two variables.
- The AVE values also exceeded 0.5, so they are acceptable for the AI Tools variable (0.520), and less than 0.5 for the customer Experience variable (0.463).
- The VIF values are less than 5 for the variables and indicators, so they are acceptable.
- Based on these results, we believe that they reflect the validity and reliability of the study tool and its standard model and its compatibility with it. We, the researchers, decided not to delete the statements that had saturation values less than 0.7, as they did not negatively affect the composite reliability and AVE values.

4.2.2. Discriminant Validity Test

Discriminant validity testing measures the extent to which the questions and dimensions of the questionnaire differ from each other in representing latent variables, the ability of the measured indicators to represent the latent variable to which they belong better than the other variables, and examines the extent of overlap between them. The following table shows the results of the discriminant validity test (cross loadings).

Table 4: Results of the discriminant validity test (cross loadings)

	AI- Tools Variable	Cog-Dim	CusExp Variable	Emot-Dim	PR-Dim	Relational-Dim
AI1	**0,712**	0,375	0,388	0,374	0,316	0,266
AI2	**0,653**	0,284	0,331	0,312	0,273	0,261
AI3	**0,767**	0,426	0,474	0,428	0,414	0,347
AI4	**0,705**	0,416	0,459	0,378	0,448	0,342
AI5	**0,765**	0,420	0,495	0,440	0,472	0,343
C-D1	0,475	**0,846**	**0,734**	0,634	0,617	0,459
C-D2	0,354	**0,654**	**0,514**	0,418	0,374	0,384
C-D3	0,397	**0,780**	**0,627**	0,560	0,482	0,395
E-D1	0,481	0,597	**0,756**	**0,826**	0,584	0,523
E-D2	0,448	0,572	**0,761**	**0,857**	0,582	0,534
E-D3	0,464	0,613	**0,784**	**0,875**	0,614	0,511
E-D4	0,449	0,646	**0,780**	**0,847**	0,606	0,525
PR-D1	0,490	0,592	**0,763**	0,591	**0,838**	0,571
PR-D2	0,480	0,571	**0,768**	0,584	**0,887**	0,566
PR-D3	0,429	0,456	**0,704**	0,566	**0,785**	0,561
PR-D4	0,365	0,508	**0,666**	0,540	**0,739**	0,445
R-D1	0,316	0,373	**0,595**	0,458	0,484	**0,795**
R-D2	0,422	0,531	**0,717**	0,574	0,590	**0,840**
R-D3	0,287	0,364	**0,563**	0,414	0,487	**0,741**

Source : Smartpls4 outputs.

By looking at the table above we notice the following: All measured indicators express the underlying variable to which they belong and represent it better than other indicators. For example, we find that the statement "AI1" intersects with the variable "AI Tools" with a value of 0.712, and with the variable "Customer Experience" with a value of 0.388. The same applies to the rest of the questions and dimensions of the questionnaire, indicating that they differ from each other and that each measured indicator best represents the underlying variable to which it belongs compared to the other variables. In the next step of this test, we examine the linear overlap, the results of which are shown in the following table.

Table 5: Fornell and Larcker test

	AI- Tools Variable	Cog-Dim	CusExp Variable	Emot-Dim	PR-Dim	Relational-Dim
AI- Tools Variable	**0,722**					
Cog-Dim	0,539	**0,764**				
CusExp Variable	0,604	0,680	**0,827**			
Emot-Dim	0,541	0,713	0,851	**0,905**		
PR-Dim	0,544	0,655	0,814	0,701	**0,892**	
Relational-Dim	0,437	0,541	0,793	0,614	0,660	**0,794**

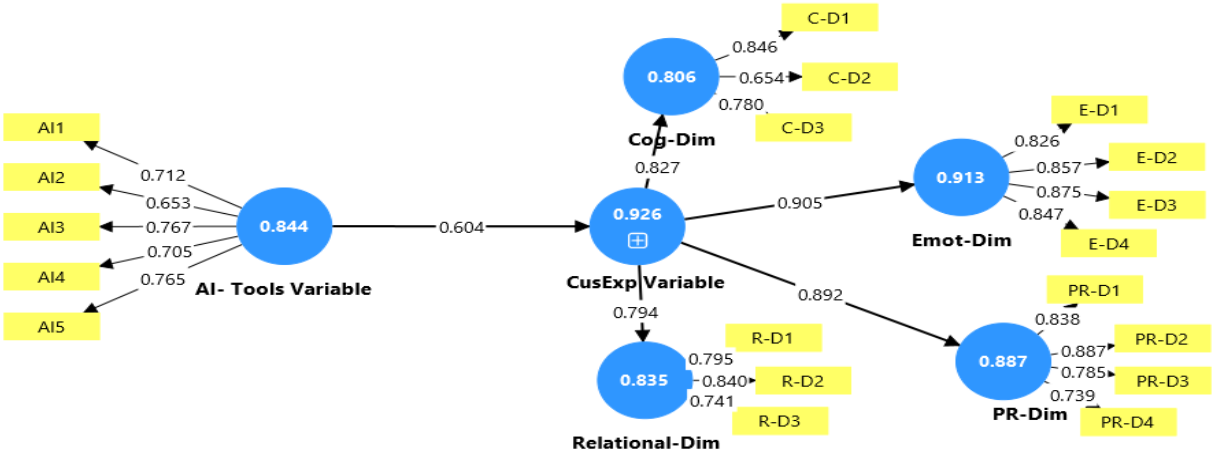
Source : Smartpls4 outputs.

The table above shows that the correlation values of the variables with themselves are the highest. For example, the AI Tools variable correlates with itself at a value of **0.722**, while correlates with the customer Experience variable at a value of **0.604**, the same thing with the othor variables and indicators, indicating that the variables are distinct from each other and that there is no linear overlap between them.

4.2.3. Structural equation modeling (PLS-SEM) results

After testing the validity and discriminant validity and confirming their accuracy, the following figure shows the study model as proposed, explaining the saturation values between the different variables and between the latent variable and its measured indicators.

Figure 2: PLS-SEM results for the study model



Source : Smartpls4 outputs.

The figure above shows that the proposed model for the study is valid for estimating the relationship between variables and testing research hypotheses, whether in terms of the measurement model or the structural model. It should be noted that the value of all saturations exceeded 0.7, except for the aforementioned statements, which we decided to retain and not delete.
In more detail, the following table shows the predictive accuracy results for the study model.

Table 6: Predictive accuracy results for the study model

	R^2	R^2adjusted	F^2	Q^2
Cog-Dim	0.684	0.683	///	0.282
CusExp Variable	0.364	0.362	0.573	0.355
Emot-Dim	0.819	0.818	///	0.284
PR-Dim	0.796	0.796	///	0.289
Relational-Dim	0.631	0.630	///	0.182

Source : Smartpls4 outputs.

The following observations can be made regarding the table above:

- The value of the determination coefficient for the Costumer experience (0.364) indicates that 36.4% of the changes in this variable are attributable to the AI Tools variable, the remaining 63.6% of the variations in the dependent variable are due to other factors not included in the analysis or to random errors. This means that the model explains a moderate proportion of the variance, which is acceptable in human and administrative studies which are usually influenced by many factors that are difficult to explain with high percentage.
- The impact of AI Tools on Customer experience was 0.573, indicating a strong impact between the variables studied.
- The predictive accuracy (Q^2) of customer experience variable exceeded 0%, indicating the importance and predictive power of the model.

The following table shows the path coefficients for the direct study hypotheses.

Table 7: Direct path coefficients for the study hypotheses

	Original sample (O)	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values**
AI- Tools Variable -> CusExp Variable	0.604	0.606	0.042	14.374	0.000
AI –Tools Variable -> Cog-Dim	0.827	0.828	0.020	40.469	0.000
AI –Tools Variable -> Emot-Dim	0.905	0.905	0.013	68.847	0.000
AI –Tools Variable -> PR-Dim	0.892	0.892	0.015	58.485	0.000
AI –Tools Variable -> Relational-Dim	0.794	0.794	0.028	28.523	0.000

Source : Smartpls4 outputs.

The following table allows us to confirm all the study hypotheses that examine the relationship or direct impact between the two variables. This is due to the probability value P equal to 0.000, which is less than 0.05, indicating that the hypotheses are valid. We explain this in more detail in the following points:

- The AI tools has a positive effect on Customer Experience (**Achieved**).
- The AI tools has a positive effect on Cognitive Dimension **(Achieved**).
- The AI tools has a positive effect on Emotional Dimension **(Achieved).**
- The AI tools has a positive effect on Pragmatic Dimension **(Achieved).**
- The AI tools has a positive effect on Relational Dimension **(Achieved).**

5. Discussion and Conclusions

This study broadens our understanding of AI and its impact on businesses, customers, and society overall. The purpose of this study was to investigate the impact of employing Artificial intelligence can improve the whole consumer experience. The field study was conducted on a sample of customers of Mobilis enterprise. The study reached a number of conclusions:

- The level of Adopting AI systems in Mobilis enterprise under study is high from the perspective of Algerian consumers.
- The level of customer experience with the services/products offered through these enterprise is high from the perspective of Algerian consumers.
-There is a statistically significant effect of AI tools has a positive effect on Customer Experience for Algerian consumers in Mobilis enterprise.
-There is a statistically significant positive effect AI tools has a positive effect on Cognitive Dimension for Algerian consumers in Mobilis enterprise.
-There is a statistically significant positive effect of The AI tools has a positive effect on Emotional Dimension for Algerian consumers in Mobilis enterprise.

-There is a statistically significant positive effect of The AI tools has a positive effect on Pragmatic Dimension for Algerian consumers in Mobilis enterprise.
-There is a statistically significant positive effect of The AI tools has a positive effect on Relational Dimension for Algerian consumers in Mobilis enterprise.
The study recommends investing in the digital transformation of work methods through the adoption of modern technologies (artificial intelligence, Internet of Things, block chain), which enhance transparency, speed, accuracy in the management of logistics operations; focusing on customer and understanding its perception of value; and finally, integrating customer satisfaction as a key indicator for performance improvement.

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