Digital Listener as a Tool to Enhance Customer Experience in Business Projects

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A R T I C L E   I N F O

A B S T R A C T

The present study focused on assessing whether customer service enhancement via digital listening leads to customer satisfaction and loyalty. To achieve this objective, the study employed descriptive research and used survey as the main data collection method. Notably, the findings clearly indicate that the customers are highly aware of the concept of customer service enhancement and that they expect businesses to offer them competent and high-quality services. Further, the findings indicate that failing to use up-to-date digital listening technologies, difficulty in accessing the call centres, the call centre employees' inability to understand the specific service needs required by the consumers and inability of the employees to provide customizable customer engagement services are some of the main issues associated with digital listening strategies. This research also focuses on the implementation of Digital Listener technology with the understanding towards how it may improve the professional attitudes between customers and employees. In addition, the findings indicate that providing relevant training to all employees on a regular basis, using up-to-date technologies and facilities, and employing big data analytic technologies are some of the specific strategies that can be employed by companies in order to effectively enhance the customer care services. Digital technology has been improving over the past 10 years as organization seek for fundamental ways through which they can adopt and implement digital listeners efficiently. This research aims at communicating the practical theory and the importance of customer care services being emphasized by different organizations. The research examines the effects of Digital Listeners in organizations and how this technology is of importance to companies, which aim at providing effective services and product delivery to their customers. The research also demonstrates how important customer service is to organizations as it measures the successfulness of their performance. The research upholds digital listeners as one of the tools being utilized by companies to enhance communication with their customers while enhancing their reach to more consumers

1. INTRODUCTION

In today's world of quickly changing technology and customer expectations, customer experience (CX) has become a crucial factor in determining an organization's success (Klimmt et al., 2023). In order to remain competitive, businesses today realise how important it is to comprehend and act upon customer emotion instantly. As a result, creative technologies have been developed to improve the consumer experience; one such tool is the Digital Listener, which shows great promise

(Tabieh et al., 2020)(Tariq, Alshurideh, Akour, & Al-Hawary, 2022). The Digital Listener is an advanced tool for gathering, analysing, and quickly reacting to consumer input. It includes a variety of technologies, including sentiment analysis, social media monitoring, and data analytics. This study aims to investigate how the Digital Listener can improve customer experiences by looking at its uses, effects, difficulties, and possible implementation methods. Digital Listening is taking over the globe and the communication world. Over the past 10 years, there has been implantation of Digital Listeners by organizations in the attempt to reflect the professionalism intended between employees and their customers (Klimmt et al., 2023). More focus has been initiated towards understanding how digital communication may be improved in organizations (M. El Khatib et al., 2022; Lee, Nawanir, et al., 2023). As the world keeps on moving towards a digital age, organizations are seeking to adopt digital listening technology as an easier and faster way by which they may reach more customers (Tabieh et al., 2020). Various authors who went on and wrote about their experiences with digital listeners have researched upon demonstrating the effectiveness of digital listening (H. M. Alzoubi, Alshurideh, Kurdi, et al., 2022). These research carters for various objectives and tries to answer various questions concerning digital listening (Weber & Chatzopoulos, 2019).

Nonetheless, the available data reveals that incidences of customers complaining of having not received enhanced customer services have been on the rise (Al-Kassem et al., 2012; Aziz et al., 2023). Particularly, such incidences present a troubling factor for businesses because an unhappy customer tends to tell their friends and family about their unpleasant experience with an organization, a behaviour which may end up becoming bigger and deeply damage the business's brand (Dwivedi et al., 2021).

There is no disprove, however, that mastering the act of providing enhanced customer service can be challenging, especially given the ever-changing nature of the customers' needs, but businesses should attempt to continuously employ innovative techniques of enhancing the customer experience (Fitria, 2021). This research, as such, attempts to explore how new technologies, particularly digital listening, can help businesses to listen, assess and anticipate the customers' needs in order to customize their business process in a manner that will enable them to best satisfy their customers and ultimately enhance the efficiency of their business (M. T. Alshurideh, Alzoubi, et al., 2022; Ghazal, Hasan, Alzoubi, et al., 2023; Yasir et al., 2022).

Accordingly, having bad or weak experience will affect the business relationship at long term, because customer will not be willing to get back to the company again and this will influence the organization reputation, as customer will take their bad experience to others as well. As (H. M. Alzoubi, Ahmed, et al., 2022; M. El Khatib, Khadim, et al., 2023; M. T. Nuseir, Aljumah, & El Refae, 2022b) argued, low customer satisfaction means low reputation in a competitive market, a phenomenon which imply that profits and revenue will be affected (M. T. Alshurideh, Alzoubi, et al., 2022). Relatively, therefore, a company that is lagging behind in terms of customer service enhancement will not be able to maintain its competitive advantages, given the understanding that the global market is experiencing tough competition among big and upcoming players (Bawaneh et al., 2023; M. El Khatib, Ibrahim, et al., 2023). Thus, it becomes a very big problem when companies fail to run their business effectively, whilst looking at the customer's needs (Kassem & Martinez, 2022). Customer service enhancement helps businesses to leverage this challenge by identifying whether the customer would like to continue or build another business relationship with other competitors.

1.1. Research Gap

The gap between what customers expects from an organization and the service the end up receiving is often huge. Essentially, customers expect to receive competent and personalized service. More importantly, customers also expect to be able to interact or connect with an organization with ease, virtually or in person, at any given time (R. S. Al-Maroof, Alahbabi, et al., 2022). Thus, there is a debate in the position that customer service plays a crucial role in any organization. In fact, the available literary information indicates that the quality of customer service can either damages or enhance customer loyalty towards a certain brand (Fitria, 2021). It is unsurprising, therefore, that customer service is today used an important trigger to measure the organizational successful

performance, as being responsive from a customer support perspective is critical to solidifying customer loyalty and efficiently running a business.

1.2. Research Objectives

The main objective of the research is concerned with exploring the concept of customer service enhancement via digital listening. To achieve this main aim, the study is guided by the following specific research objective:

> ➤ To find out whether customer service enhancement via digital listening leads to customer satisfaction and loyalty?

1.3. Research Questions

In order to collect the relevant data in relation to the study objective and consequently test the above hypothesis, the research will be based on the following main questions:

1-   What are the main issues associated with digital listening?

2-   How can companies effectively resolve the various issues associated with digital listening?

1.4. Research Hypothesis

It is worth noting that listening to what the customers need and demand are very important to achieving a successful two-way communication which will last for a long time. Maintaining customers and their loyalty requires careful attention, knowing what they seek and being able to provide it better than the competition. Customers are aware of many of the market capabilities and the availability of different services and commodities as such the provider needs to ensure those requirements are available and provided to satisfy them (Abudaqa et al., 2021; El khatib, Mahmood, et al., 2023).

Based on this understanding, the research assumes the following hypothesis:

H1: Customer service when enhanced properly using new technologies such as digital listening leads to customer satisfaction and loyalty.

2.   LITERATURE REVIEW

Digital Listener has been implemented in the last 10 years and reflected professional attitude between employees and customers (A. Aljumah et al., 2023; Gaytan et al., 2023; E. Khatib et al., 2021). At that time, management decided to concentrate more on digital call listener and add more quality for improvement (Abudaqa et al., 2022; A. I. Aljumah, Shahroor, et al., 2022; Lee, Wong, et al., 2023). Therefore, many authors wrote about their experiences toward Digital listener (A. Aljumah et al., 2020; M. El Khatib et al., 2022). For instance, Creating A Customer-Focused Help Desk, an e-book that provides the readers the best possible information to understand and evaluate options and to select the best for customer care enhancement (A. Al-Kassem et al., 2013) (M. Alshurideh et al., 2023). Therefore, another book "The Impact of Digitization on Digital Signatures". It discussed that how digital technology has changed and how equally important but not often considered. In this book, it examines the impact of digital listener and show how digital listener have allowed experimentation with spatiality (H. M. Alzoubi, In'airat, et al., 2022; M. El Khatib et al., 2021). Digital listener will be a very big problem and obstacle for the organization if the recorded calls was ignored and if the customer feedback did not take in consideration (H. M. Alzoubi, Ghazal, El khatib, et al., 2022; M. T. Nuseir & Aljumah, 2022). This project is discussing about functionalism theory and how organization care to enhance society about the importance of customer care (AlDhaheri et al., 2023; M. El Khatib, Alzoubi, et al., 2023; Ghazal, Hasan, Ahmad, et al., 2023). The project has several objectives and concentrating on some questions such as, within the expanding of technology "digital Listener" does that affect the economy of organization? What are the problems that need to be solved through call record? What are the examples of innovation we need to enhance customer satisfaction? What are the differences between before implementing digital app or direct call centre (M. T. Alshurideh, Obeidat, et al., 2022; M. El Khatib, Al Qurashi, et al., 2021).

According to (M. Alshurideh, Almasaeid, et al., 2022; M. M. El Khatib & Ahmed, 2020), the acceleration of digitalization has redefined the landscape of customer engagement, necessitating businesses to adopt innovative tools for a nuanced understanding of customer experiences (I. Akour et al., 2023; M. M. El Khatib et al., 2019). In this context, the Digital Listener has emerged as a focal point in contemporary research, demonstrating its potential to revolutionize how organizations interpret and respond to customer sentiments. Drawing upon insights from prior studies, this

research introduction aims to provide a concise overview of the existing knowledge on the Digital Listener as a tool to enhance customer experience (A. I. Aljumah et al., 2021b; Ghazal, Al-Dmour, et al., 2023). Previous researches has explored the capabilities of the Digital Listener, encompassing sentiment analysis, social media monitoring, and data analytics, to gain real-time insights into customer preferences and perceptions (A. I. Aljumah et al., 2021a) (R. S. Al-Maroof et al., 2021). By synthesizing findings from these studies, this research contribute to a deeper understanding of the implications, challenges, and best practices associated with leveraging the Digital Listener for optimizing customer experiences (El khatib, Beshwari, et al., 2023; Louzi, Alzoubi, El Khatib, et al., 2022). As organizations strive to stay attuned to the ever-evolving needs of their clientele, a comprehensive examination of the Digital Listener's impact on customer experience becomes paramount for informed decision-making and the continual refinement of customer-centric strategies (Alhamad et al., 2021; Farrukh et al., 2023) (M. Alzoubi et al., 2021; Mubeen et al., 2022). With the use of social media monitoring, sentiment analysis, and other data analytics technologies, The Digital Listener gives businesses a real-time way to assess consumer preferences, sentiments, and feedback (H. M. Alzoubi, Sahawneh, Alhamad, et al., 2022; M. El Khatib et al., 2020; Gulseven & Ahmed, 2022; M. T. Nuseir, 2020). This study explores research that highlight the significance of using the Digital Listener to efficiently record and analyse consumer voices (A. Al-Maroof et al., 2021; A. I. Aljumah, Nuseir, et al., 2022a; Ghazal, Hasan, Abdullah, et al., 2023). The particularities of projects, the research on the incorporation of Digital Listener technologies into project management frameworks is discussed (H. M. Alzoubi et al., 2019; Nuseira & Aljumahb, 2020). By taking into account client insights, it evaluates how these tools support proactive issue identification, risk mitigation, and overall project success (Al-Dmour et al., 2023; Mat Som & Kassem, 2013).

According to (M. T. Alshurideh, Alquqa, Alzoubi, Al Kurdi, & Alhamad, 2023), improving customer experience has a direct impact on customer satisfaction and loyalty, which makes it crucial (M. Alshurideh, Alzoubi, et al., 2022). This research examines how companies using the Digital Listener see increases in customer satisfaction measures,

which in turn leads to increased customer loyalty (I. Akour et al., 2022; M. El Khatib, Yaish, et al., 2021; M. T. Nuseir, Aljumah, & El-Refae, 2022). There are obstacles to overcome when implementing Digital Listener tools in project-based settings (Alshawabkeh et al., 2021; Amiri et al., 2020; M. El Khatib et al., 2023). This section examines research that identifies and addresses the issues that organisations might have with regard to the security of their data (Nadzri et al., 2023), the precision of sentiment analysis, and the incorporation of feedback into project management procedures (H. M. Alzoubi, Kurdi, Alshurideh, et al., 2022; M. El Khatib, Alnaqbi, et al., 2023). The best practices and tactics used by businesses that have successfully included the Digital Listener to improve customer experience in project environments, drawing from successful case studies (A. H. Al-Kassem, 2017; M. M. El Khatib et al., 2023; Louzi, Alzoubi, Alshurideh, et al., 2022). These observations offer helpful advice to companies looking to implement comparable technologies (A. I. Aljumah, Nuseir, et al., 2022c; Khan et al., 2022).

The integration of Digital Listener tools into project-based environments presents a promising avenue for organizations seeking to elevate customer experience (M. T. Alshurideh et al., 2023) (Ahmed et al., 2022; R. S. Al-Maroof, Alnazzawi, et al., 2022). Through sentiment analysis and real-time feedback mechanisms, these tools offer valuable insights that can be strategically leveraged to improve project outcomes, customer satisfaction, and loyalty (H. Alzoubi et al., 2020; M. El Khatib, Ahmed, et al., 2023; Hani Al-Kassem, 2021; Sakkthivel et al., 2022). As organizations increasingly embrace digital transformation, understanding the efficacy of the Digital Listener as a CX enhancement tool becomes pivotal for strategic decision-making and maintaining a customer-centric approach in various business contexts (A. Al-Maroof et al., 2021; A. I. Aljumah, Nuseir, et al., 2022a; Ghazal, Hasan, Abdullah, et al., 2023).

3. METHODOLOGY
3.1. Research Design
Research design is a blueprint of how the researcher intends to obtain raw data in order to provide answers to the various research questions in the most effective manner. As such, it is

important to have a good structure of research in order to collect data that will be provide answers to the various research questions, challenge or conform to the research hypothesis. Due to the nature of research methods in this study, the research was demonstrated around a descriptive research design, as we sought to provide answers to who, what, and how relating to customer service enhancement through Information Technology and Management. Moreover, descriptive research design is concerned with providing answers to who, what and how relating to the research problem. Descriptive research allows the research respondents to give a well detailed account of the issues relating the research topic. The research subjects can describe their opinion and experiences relating to the research subjects. We sought to determine how IT has enhanced customer service.

3.2 Data collection techniques and procedures
Data collection is the process involved in the collection and analysis of information in order to answer the research questions test hypothesis and analyze the results. We chose to use surveys for this particular research because they give us the ability to obtain data that is near to similar attributes of the larger population.

We produced 300 survey questionnaires which were sent through the monkey surveys and social media to different customers and were completed anonymously. The survey was distributed to the target population for this research. In order to obtain more relevant and quality data, we used Consumers of electronic devices such as those manufactured by Apple and Samsung companies as the target subjects for this particular research given the ease of accessibility to take part in the survey.

4. DATA ANALYSIS
Data analysis provides meaning and order to the mass of data collected. As such, the data collected through interviews and surveys was compared in

order to arrive at the correct findings and recommendations. We used SPSS to analyse the data collected in order obtain conclusive and relevant findings.
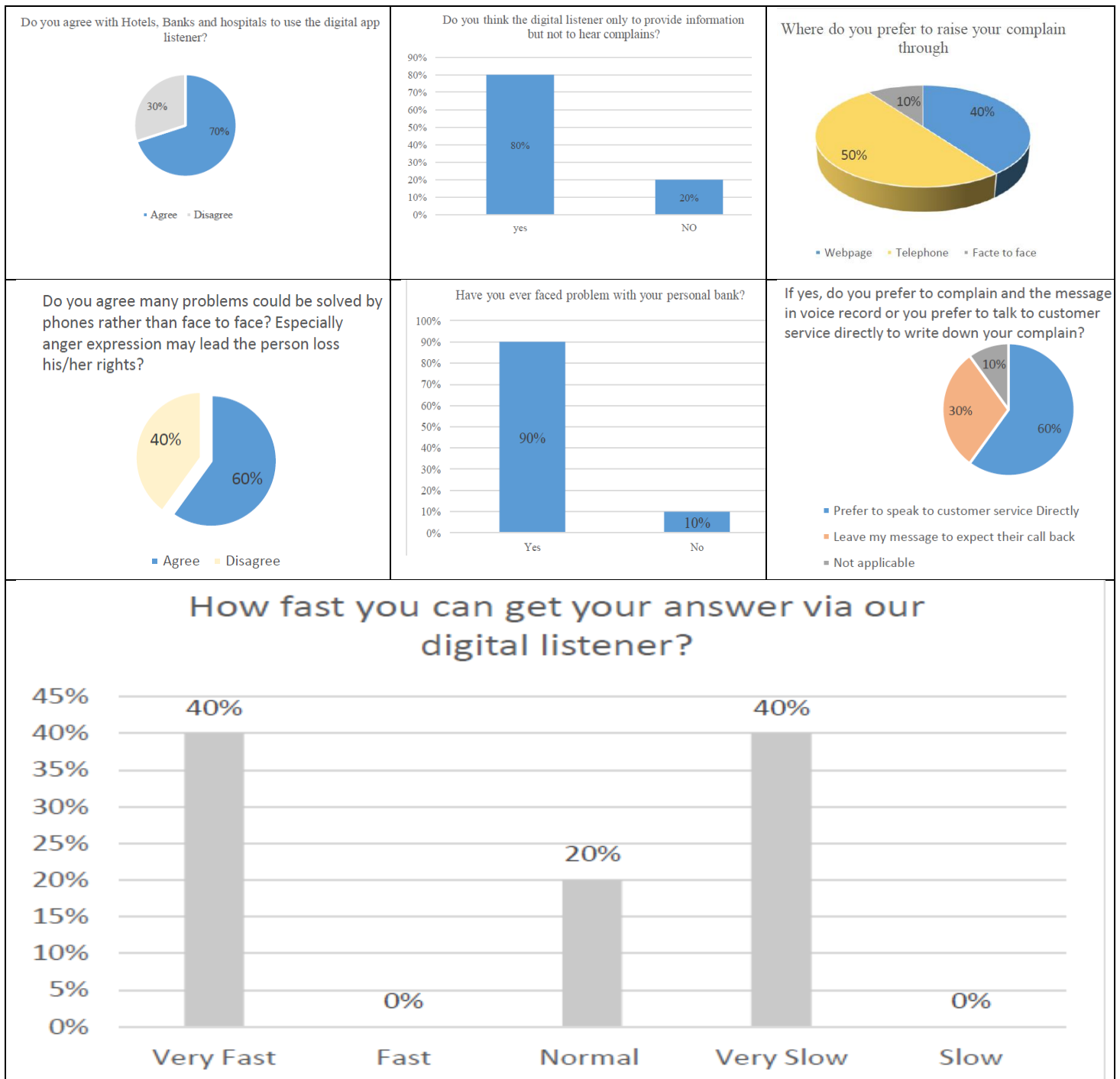
4.1. Response Rate
As mentioned earlier, in order to measure customer's awareness of the digital listener to support & enhance customer services, we have circulated the total of 300 surveys questionnaires to the customer database via monkey surveys and used the social media as well to reach other people and their experience in digital listener.

Using Digital Listening channels communication in organizations around the world have most customers care about the enhancement of customer services and that the quality of service offered and affected the customer's loyalty.

- Total Circulated Questionnaire : 300
- Total Received completed Questionnaire: 200
- Total un-completed Questionnaire: 70
- Total Un-returned Questionnaire: 30

As indicated, 30 questionnaires were not returned. Nonetheless, the response rate was considered valid for the purposes of proceeding on with the current as the questionnaires responded to were enough to provide valuable and reliable raw inputs. In reference to the collected answers, we have analysed the feedbacks and placed recommendations to better enhance the customer services fields. Based on the 66% answered questionnaire, customers are happy with using the Digital Listener channels in the organization from 70% of responses are agreeing to use it. This result should be interpreted with when knowing that 60% of customers prefer to use the phone more than any other Digital Listener channels such as the website, chatbot or go directly to the service centres, searching for information or complain about services by face to face. Below screenshot for the percentage that reflect customer feedbacks (appendix 1)

Do you agree with Hotels, Banks and hospitals to use the digital app listener?
30% / 70%
Agree   Disagree

Do you think the digital listener only to provide information but not to hear complains?
yes 80%   NO 20%

Where do you prefer to raise your complain through
40% Webpage / 50% Telephone / 10% Facte to face

Do you agree many problems could be solved by phones rather than face to face? Especially anger expression may lead the person loss his/her rights?
40% / 60%
Agree   Disagree

Have you ever faced problem with your personal bank?
Yes 90%   No 10%

If yes, do you prefer to complain and the message in voice record or you prefer to talk to customer service directly to write down your complain?
60% / 30% / 10%
Prefer to speak to customer service Directly
Leave my message to expect their call back
Not applicable

How fast you can get your answer via our digital listener?
Very Fast 40%   Fast 0%   Normal 20%   Very Slow 40%   Slow 0%

Apart from the benefits of Digital Listener channels for the customers and employee, it seems also associated with the number of challenges such as languages that customer services representatives speak or misconduct with the customer. When learned that almost 60% of responses prefer to speak to customer service directly, so in this case, customer services management must consider this could cost the organization allots of the customer.

So, they must consider some of the solutions like give employees training courses in how they deal with the customer.

There is also the extent to which the employee How fast to get an answer via our digital listener? The results showed that the rate of response was equal to 40% Very Fast and Very Slow. In this case, customer services representatives may do not have sufficient information or authority to respond to

the inquiry or complaint. Digital Listener helps a lot in knowing if a query or complaint, and if customer services representatives can respond inquiry. May help to know whether the customer's inquiry or complaint belongs to any department until the coordination in the process of responding to the client the right answer.
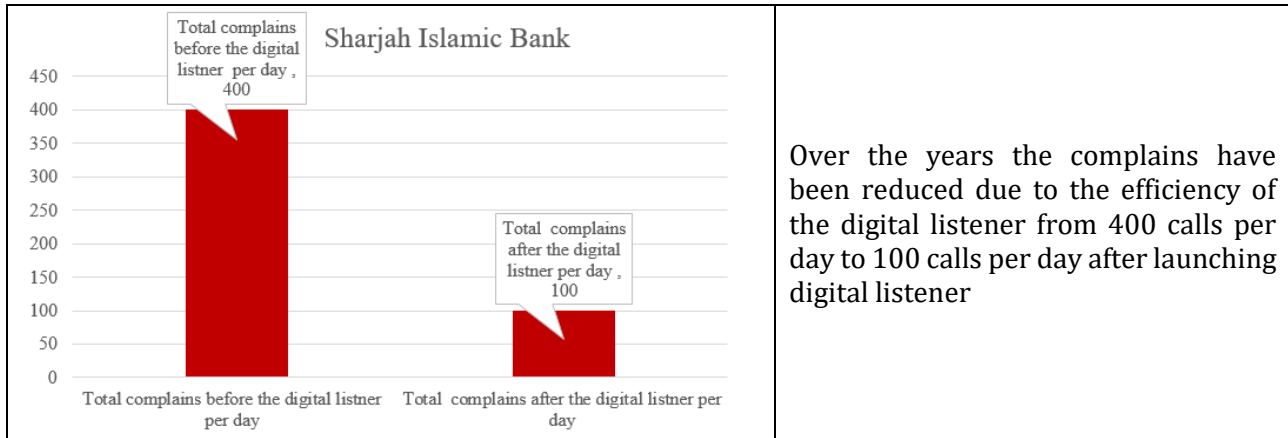
70% of customers prefer to use the digital app for any inquiries and additional information but 80% agreed it's not the professional way of solving the problems when any problem accrued or a way to raising complains. Which some are believing the records might be ignored. Out of 30 responses in the survey, 50% are disagree of raising any complains through web page or face to face, the customer prefers to have a phone calls and speaking directly to customer calls.

Furthermore, we have conducted interviews with the senior managers in banking sectors to better reaching feedbacks and information about the importance of th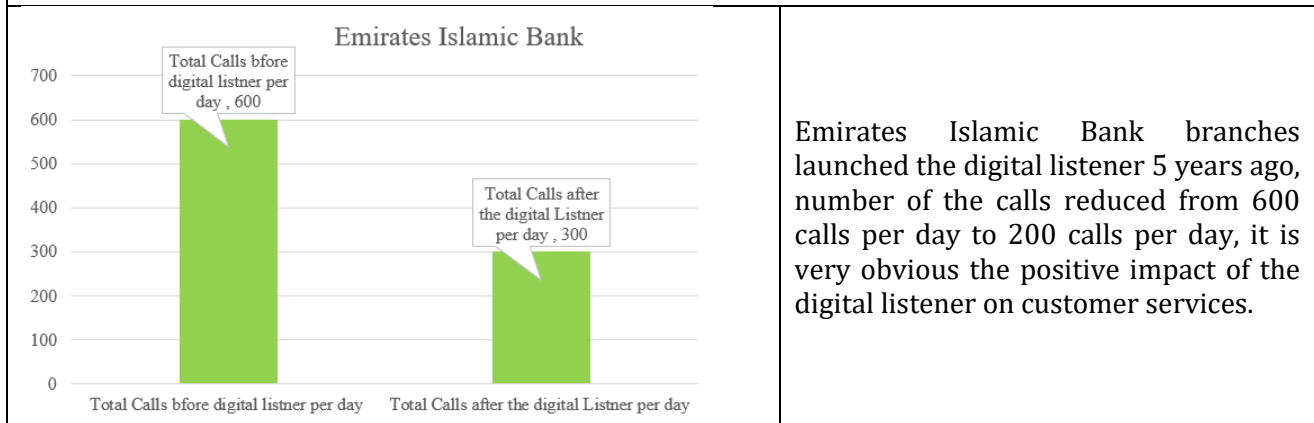e digital listener in enhancing customer services. The below graphs have been built based on the numbers provided during the interviews. Kindly refer to the Sharjah Islamic Bank & Emirates Islamic Bank conducted interviews (Appendix 3).
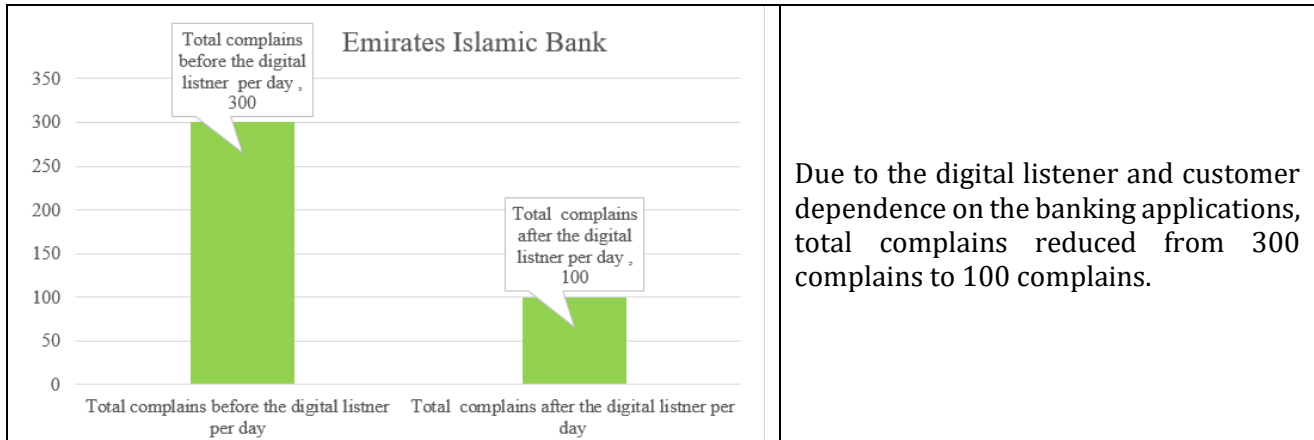
We have gathered information from both sides the customers who are using the digital listener and the management of two banks and their feedbacks after launching digital listener in their banks and the role of the quality assurance.

Influence of the Digital Listener in enhancing customer services in Sharjah Islamic Banks

Sharjah Islamic Bank

Total Calls bfore digital listner per day , 600
Total Calls after the digital Listner per day , 200

SIB is one of the leading banks in UAE with more than 35 branches across UAE; they have launched the digital listener 10 years ago, over the years it has been improved and developed. The effect of the digital listener started to reflect on the number of the received calls due to the banking online services and application, calls reduced from 600 calls per day to 200 calls nowadays.

Sharjah Islamic Bank

Total Walk-in customer (visit) before launching the Digital Listner per day , 200
Total Walk-in customer (visit) after launching the Digital Listner per day , 20

Digital Listener reduced the number of customer visiting the branch to request for services, from 200 customer in normal day before digital listener up to 20 customer today.

Over the years the complains have been reduced due to the efficiency of the digital listener from 400 calls per day to 100 calls per day after launching digital listener

Influence of the Digital Listener in enhancing customer services in Emirates Islamic Banks

Emirates Islamic Bank branches launched the digital listener 5 years ago, number of the calls reduced from 600 calls per day to 200 calls per day, it is very obvious the positive impact of the digital listener on customer services.

Due to the fact that customer are using the banking application and the digital listener, customers don't need to visit the branch only for opening the accounts and provide the documentations.

Due to the digital listener and customer dependence on the banking applications, total complains reduced from 300 complains to 100 complains.

Social Media Questionnaires: social media is an important platform that we depend on to reach customer feedbacks; we have placed the questionnaire in the Instagram, Twitter and face book. That was useful to get the customer feedbacks and their perception about the digital listener in enhancing customer services as follows:

The question raised in the social media to know customer feedback about how fast is the digital listener, the majority stated it is very fast, only 10% mentioned that it is normal.	
70% of the social media customers followers agreed that banks, hotels and hospitals to use digital listener. 30% disagreed	
80% of the social media followers thinks digital listener to provide information but not to hear complains, however 20% thinks it can do both.	

The Quality assurance Team is playing a vital role to assess the digital listener and increase the quality of the provided services, the digital listener calls are recorded to measure the quality of the calls and the responses, and customer will spare time of 3 minutes to answer certain questions.

Description	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
My supplier's call centre is easily accessible	2	3	1	9	9	24
The call centre employees understand my service needs	2	5	0	10	7	24
My suppliers use up-to-date digital listening technologies to assess my service requests	1	4	0	12	7	24

Out of the 24 calls from customers, the feedbacks received on the call centre performance helped to put the corrective actions and solve the matters that concern the customers e.g. 10 out of 24 said that call centre employees don't understand my service needs, this trigger indicate the low skills of the employees therefore training and workshops are crucial for the employees.

Description	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Providing relevant training to all employees on a regular basis can enable my suppliers to improve their customer service	12	9	2	1	0	24
My suppliers can better the customer care services by using up-to-date technologies and facilities	7	14	1	1	1	24
Big data analytic techniques which help in integrating data from various sources can enable my suppliers to effectively enhance the customer service	9	13	0	2	0	24

Based on the previous data in regards to the low performance, we have put recommendations to increase the efficiency of digital listener. Above table illustrate the description for the solutions to increase the performance and customer reactions toward these recommendations.

5. DISCUSSION

From the previous results, we can see that customer's using the digital listener oftentimes, and this is indication that the use of Digital Listener enhances the loyalty of the customer to the organization. But there are some challenges facing the Digital Listener, which the organization may lose its reputation and customer loyalty.
Accessing to the required service is a first step that

making the opinion of the customers about the services provided through Digital Listener, so simplifying access to services is one of the most important steps through which the customer completes using the digital listener or goes to a service centre, which may affect the reputation of the organization that using Digital Listener is just a waste of time (Amiri et al., 2020; M. T. Nuseir, 2021; Varma et al., 2023).

The language in Digital Listener is a very important feature for the customer's. Companies should provide services according to the majority of the language in the country. When the customer contacts a company to inquire about some services or obtain some information, and the customer service agent does not speak that language can customer understand and there are no employees who speak the language (I. A. Akour et al., 2022; A. H. Al-Kassem et al., 2022). Therefore, some customers may start complaining and searching for another institution that can provide the service in the language that the customer understanding. And may customer reduce to use of the services through Digital Listener and visiting the service centre.

Customer service staff is the main interface of the image for the company to the customer, so listen to the customer is considering to be 50% of the service delivery, and when the continuous development of services enhances the happiness of the customer, also ongoing training for the customer service staff and the acquisition of some language, listening and Talking skills with customer enhances the use of Digital Listener services.

The results developed from the current study reveals that the majority of customers care about enhanced customer services and that the quality of customer service offered by different banks tend to affect the customer's loyalty (I. Akour et al., 2021; M. T. Nuseir et al., 2021). More importantly, the findings indicate that nearly three-quarters of the customers often provides their complaint whenever they encounter problems with the customer service. This clearly indicates that the customers are highly aware of the concept of customer service enhancement and that they expect businesses to offer them competent and high-quality services. This supports (Aityassine et al., 2022; H. Al-Kassem, 2014; Almasaeid et al., 2022) statements that the quality of customer service can either damage or enhance customer

loyalty towards a certain brand.

Some organizations also regulate the process of responding to a complaint or inquiry to customers using the services through Digital Listener, such as to give the customer service agent some powers to access the service and provide immediately without reference to the responsible department, for example, the opening of a new account in the bank, why customer need to go to the bank? Customer can provide all the information which is needed through Digital Listener with the help of the customer service agent (Elkhatib, M., Al Hosani, A., Al Hosani, I., & Albuflasa, 2022). Also, some organizations need to give the customer services agent list of questions and expected responses when the customer inquire about some services so that the responses to the inquiry are comprehensive enough that the customer does not need to go to the service centre. Smart applications are one of the advanced methods to communicate with customers.

Therefore, we may see that the using of the Digital Listener in the coming years may be reduced with the availability of all services through smart applications, but it is possible to connect Digital Listener to smart applications, so if the customer needs to complain or inquire about Service, it is possible through the smart application to search for the service and then submit a request for contact through phone call. So customer service agent to communicate with him immediately after receipt of the request, and there are many smart applications that can be connected to Digital Listener.

Nonetheless, the findings indicate that digital listening in the vast majority of businesses is faced by a numerous of issues. These issues, revolve around the business venture failing to use up-to-date digital listening technologies to assess the customers' service requests, difficulty in accessing the call centres and inability of the call centre employees to provide customizable customer engagement services. Further, the findings indicate that the vast majority of the call centre employees do not understand the specific service needs required by the consumers reaching out to them for help (H. Alzoubi et al., 2022; M. T. Nuseir, Aljumah, & El Refae, 2022a). The realization that the businesses are unable to understand the customer needs even after investing heavily on different digital listening tools is worrying because

it means that such ventures will still be unable to achieve enhanced customer care services if they are unable to proactively determine the customers' needs as noted by (Al-Awamleh et al., 2022; Arshad et al., 2023; M. El Khatib, Zitar, et al., 2023). Consequently, the findings indicate that providing relevant training to all employees on a regular basis, using up-to-date digital listening technologies and facilities, and employing big data analytic technologies are some of the specific strategies that can be employed by companies in order to effectively provide better customer care services. It is, thus, evident that providing relevant training to the workforce from now and then, coupled with the effective use of new technologies can enable businesses to enhance their customer services. This is typical of (H. M. Alzoubi et al., 2020; Blooshi et al., 2023; M. Nuseir & Elrefae, 2022) who observed that new technologies, particularly innovative digital listening technologies, can help businesses to listen, assess and anticipate the customers' needs in order to customize their business process in a manner that will enable them to best satisfy their customers and ultimately enhance the efficiency of their business (Tariq, Alshurideh, Akour, Al-Hawary, et al., 2022). The findings, thus, give an impression that for a business venture to be in a better position to keep the new and existing customers happy with the products they offer in the market, they must be able to provide high quality of customer service, whilst listening carefully to what the customers' needs. Apart from listening, however, the companies must be able to provide strategic, helpful and timely responses, a miracle that can only be achieved through developing enhanced communication channels. This is in conformity with (M. T. Alshurideh, Alquqa, Alzoubi, Al Kurdi, & Hamadneh, 2023; H. M. Alzoubi, Kurdi, Akour, et al., 2022; M. El Khatib, Beshwari, et al., 2023) argument that having effective and easily accessible communication channels between the customers, market, and businesses able the organizational management to get a better idea of how to acquire new customers, whilst keeping the existing customers happy.

The customers are the critical part of the organization; should focus on taking the feedback from the customers regarding the Digital Listener channels (A. I. Aljumah, Nuseir, et al., 2022b; H. Alzoubi & Ahmed, 2019). The feedback will help in improving the problem areas. Also, the employee feedback should also be considered so that the issues can be identified, and relevant steps can be taken to resolve any issues or dilemmas.

Many banks sectors around the world relied on using digital app in responding to their customers. Many customers were unhappy when in certain situation the digital application system recorder responded to their calls especially with urgent circumstances. Many of the customer who have distinctive and unique accounts with the banks and are categorised as silver or platinum category holder have faced such situation in which they wait for a while before a call centre agent or representative can get to them which has resulted in poor feedback of the service. Those banks have argued the excellent service and fast reach to customers from the first call, by resolving their concerned matter which is rarely the case and thus frustration on the customer escalates.

Digital conversation is happening everywhere around us at an accelerated pace, but many marketers barely scratch the surface when it comes to connecting to those conversations. It may be challenging to try to get meaningful information from a river of quick-moving conversations. For digital listening to be effective, conversations must be more personal - that is, listening to the person.

Social listening tools become more complicated when choosing phrases and labels in social conversation, so CRM tools and business management give us unprecedented access to the ideas, interests, and needs of our customers. It is undeniable that customer services are an important trigger to measure the organizational successful performance, being responsive from a customer support perspective is critical to solidifying customer loyalty and efficiently running a business (M. T. Alshurideh et al., 2023; M. T. Nuseir et al., 2020). Today with the booming technology and the Artificial Intelligence, customer services have taken modern concept and increase the bar for the company to get the competitive advantages.

Digital Listener is one of the tools used by the companies to better reach the customer and enhance the communication; however, so many issues might pop-up during the service and affect company relationship with the customers. When you call the company, you will get the voice mail to provide you with the service, the quality level

differs from company to another, therefore, most will use the call recording system to measure the level service and customer interaction.

6. CONCLUSION

The findings indicate that failing to use up-to-date digital listening technologies, difficulty in accessing the call centres, the call centre employee's inability to understand the specific service needs required by the consumers and inability of the employees to provide customizable customer engagement services are some of the main issues associated with digital listening strategies.

In addition, the findings indicate that providing relevant training to all employees on a regular basis, using up-to-date technologies and facilities, and employing big data analytic technologies are some of the specific strategies that can be employed by companies in order to effectively enhance the customer care services. Based on the above findings, therefore, the study approves the research hypothesis that customer service when enhanced properly leads to customer satisfaction and loyalty. Thus, the study concludes that maintaining customers and their loyalty require careful attention to the customer's needs, strategically investigating what they seek and being able to provide the same in an enhanced manner.

Thus, the study recommend that companies should establish a research and development function whose mandate should be focused on conducting surveys and examining the market through digital listening in order to explore what the customers want. In particular, the research and development function will enable the companies to ask, listen and explore what is required in the market, why it is required and the manner in which they can be able to provide it to the customers in a better way than the existing competitors. This is in line with who observed that having a competitive research and development function which assures better communication between the customers, market, and what is happening in the market, businesses are able to get a better idea of how to maintain their market share, whilst keeping the new and existing customers happy through the act of listening and responding innovatively to their needs.

It is important to know and focus on the idea of how effective digital listening is and how it can be beneficiary for organizations. Maintaining better customer ties allows organizations to understand what their customer needs or rather desire from their products. Understanding the concepts of digital listening is important for organizations seeking to create better relationships with their customers. Digital listening allows companies to adhere to the preferences of their customers through listening and gauging what their customer's desire and how they can actively implement these preferences.

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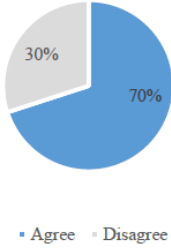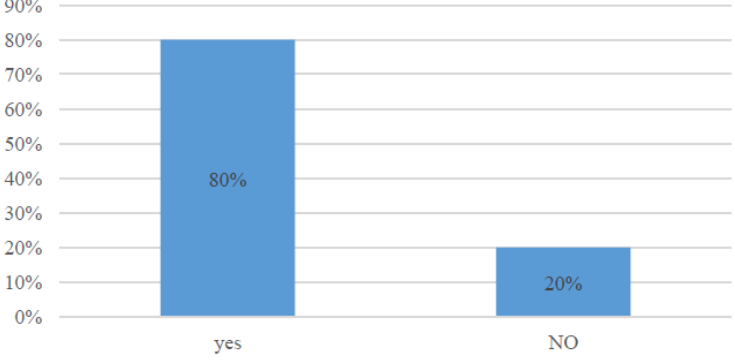
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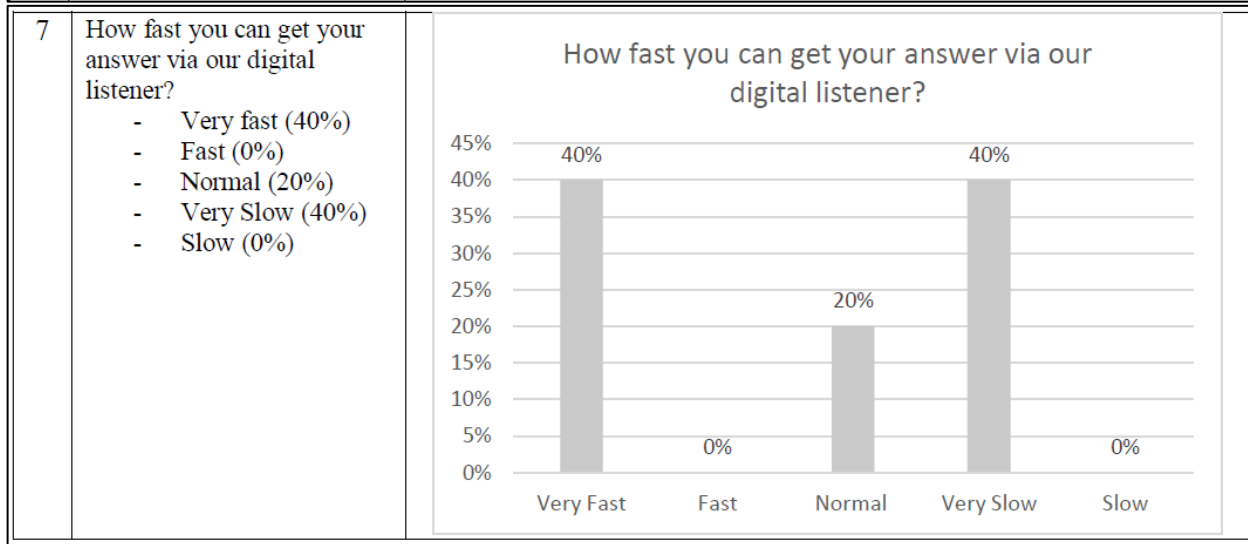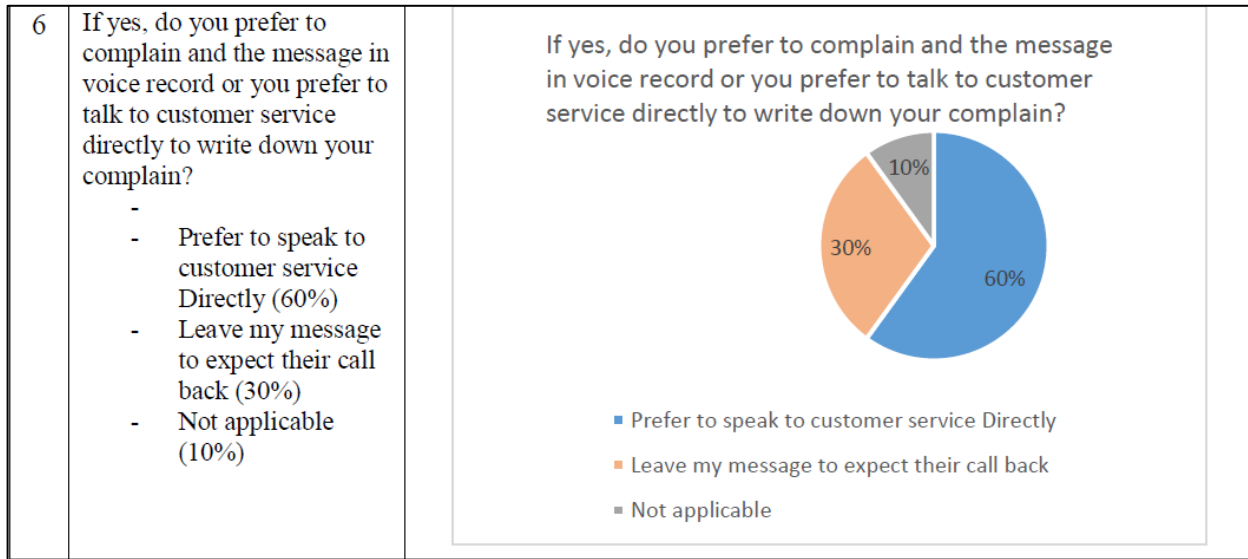
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Appendix 1

1-   Distributed Questionnaires feedback

- Customer Satisfaction Survey –

1	Do you agree with the Hotels , Banks & Hospitals to use the digital application listener - Agree (70%) - Disagree (30%)	
2	Do you think the digital listener only to provide information but not to hear complains - Yes (80%) - No (20%)	

3	Where do you prefer to raise your complains through - Webpage (40%) - Telephone (50%) - Face to face (10%)	Where do you prefer to raise your complain through 10% 40% 50% ■ Webpage ■ Telephone ■ Facte to face
4	Do you agree many problems could be solved by phones rather than face to face? Especially anger expression may lead the person loss his/her rights? - Agree (40%) - Disagree (60%)	Do you agree many problems could be solved by phones rather than face to face? Especially anger expression may lead the person loss his/her rights? 40% 60% ■ Agree ■ Disagree
5	Have you ever faced problems with your personal bank - Yes (90%) - No (10%)	Have you ever faced problem with your personal bank? 100% 90% 90% 80% 70% 60% 50% 40% 30% 20% 10% 10% 0% Yes No

6	If yes, do you prefer to complain and the message in voice record or you prefer to talk to customer service directly to write down your complain? - - Prefer to speak to customer service Directly (60%) - Leave my message to expect their call back (30%) - Not applicable (10%)	If yes, do you prefer to complain and the message in voice record or you prefer to talk to customer service directly to write down your complain? 10% 30% 60% ■ Prefer to speak to customer service Directly ■ Leave my message to expect their call back ■ Not applicable
7	How fast you can get your answer via our digital listener? - Very fast (40%) - Fast (0%) - Normal (20%) - Very Slow (40%) - Slow (0%)	How fast you can get your answer via our digital listener? Very Fast 40% Fast 0% Normal 20% Very Slow 40% Slow 0%

Appendix 2

Research Questions	Purpose of the Question
Do you agree with Hotels, Banks and hospitals to use the digital app listener? - Agree - Disagree	How important for the Banks & other entities to use the digital listener and how it contributes to enhance customer services.
Do you think the digital listener only to provide information but not to hear complains? - Yes - No	The reason to know the feedback to assess how effective the companies using the digital listener, are they limiting the same to certain task such as complains or informative tool as well.

Where do you prefer to raise yours complains through? -Webpage -Telephone -Face to Face	What is the best approach for the customers to raise their complains, this will help us to focus on the most used platform
Do you agree many problems could be solved by phone rather than face to face? Especially anger expression may lead the person loss his / her rights? - Agree - Disagree	To know what is the best way in the customer opinion to solve the problems coming personally or via telephone.
Have you ever faced problems with your personal bank? - Yes -No	How frequency customer face issues and challenges with their banks,
If yes, do you prefer to complain via message in voice or prefer to talk to the customers directly to write down yours complains? -Prefer to speak to customer services directly - Leave my message to expect their call back - No applicable	It is very important to know the customer preference in approaching the customer service and the method (speak directly to the customer , leave a message, so to define customers depend on the digital listener.
How fast you can get your answer via our digital listener? -Fast - Very Fast - Normal - Slow -Very Slow	Is Digital Listener as technology tool facilitating the customer service enhancement, what are the main issues that behind the slow digital listener.

Appendix 3
Interview (1) – Sharjah Islamic Bank (Samia Aqeel Assisstant Manager- Call Center)

1- Hello Ms.Samia and thank you for sparing your time to be with us, since you are heading the call center in Sharjah Islamic Bank ? do you agree with the banks, hotels and hospitals to use digital listener?

- Yes. strongly agree, today the technology contributed to the customer services enhancement and especially the banking sector. The banking market is very comparative and every day customer is expecting high service. Digital Listener is playing a vital role to interact with the customers. In Sharjah Islamic Bank, we use the digital listener since 10 years. Over the years it has been improved and developed. The effect of the digital listener started to reflect on the number of the received calls due to the banking online services and application, calls reduced from 600 calls per day to 200 calls nowadays. Digital Listener reduced the number of customer visiting the branch to request for services, from 200 customer in normal day before digital listener up to 20 customer today.

2- Ms. Samia, do you think the digital listener only to provide information but not to hear complains?

- Well, today technology is available everywhere, how effective organizations are utilizing the technology, I believe digital listener not only for complains, it extends to other important usage such as informative tool, guiding the customers.

3- From you experience, where do you think customer prefer to raise complains.
- We have different platform for our customers to reach us, they can reach us either via webpage, telephone or face to face, however there are variety approaches. Customers might solve certain issues via the digital listener, or talking to customer service officer. Some like to interact with the customer service officer face to face, they feel more. comfortable. The digital listener might restrict the customer from selecting other options. Over the years the complains have been reduced due to the efficiency of the digital listener from 400 calls per day to 100 calls per after launching digital listener

4- Do you agree many problems could be solved by phone rather than face to face?
- Yes, there are minor issues that can be solved through the telephone no need for the customer to walk in to the branch / bank. Sometimes customer might identify how urgent is the matter, the call center will call back to get the customer with the services. In case if the digital listener is down or facing technical issues, then upset and walk in customer will increase.

5- What systems do you currently use for digital listening and how does it help?
- Avaya: which links to Social media, SMS, enabled Web chat, and Mobile application; all in which are important in the customer experience trip. Each provides a new connectivity way to link between the company and the customer. It helps us achieve a unique view of the customers' requirements which makes us understand them better.
- Among other tools such as BCMS, Snorkel, Hamony, and Witness which we are always seeking for enhancement and improvement in our systems to serve the customer better

Interview (2) – Emirates Islamic Bank (Mr. Fouad Mohammed – Branch Manager)

1- Good Morning Mr. Fouad, thank you for accepting our invitation, we would like to highlight the importance of the digital listener in the customer services enhancement.

- Banking sector is very competitive, we have launched the digital listener five years ago to serve our customer and reach them, however still technology is booming which require to be more interactive. The digital listener it need to be more friendly use.

2- Can you tell us Mr. Fouad , how many calls do you receive from the customers in daily basis?

- Well, every day is dynamic for the branches regardless normal day or weekend therefore we make sure that we reach our customer 24 hours, 7 days. the digital listener reduced the number of the complains by 40%.

- Due to the fact that customer is using the banking application and the digital listener, customers don't need to visit the branch only for opening the accounts and provide the documentations. Emirates Islamic Bank branches launched the digital listener 5 years ago, number of the calls reduced from 600 calls per day to 200 calls per day, it is very obvious the positive impact of the digital listener on customer services

3- Can you elaborate more

- Yes, sure. The digital app came to reduce the effort that spent on responding all questions that are coming from customer which they found that 50% are not important questions. Examples of these questions, what is my balance in my account? How can I change my password, how can I access to online banking. Due to the digital listener and customer dependence on the banking applications, total complains reduced from 300 complains to 100 complains.

- Digital app facilitated for the banks and customers to have the answers faster and save time for both parties. At the same time, we are as the managers, have to hear the records to improve our quality and take in to consideration any single complain that may raise.