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Generative AI In B2B Customer Support: Dynamic Knowledge Base Creation

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Abstract

B2B customer support is on the horns of choosing how to deliver right and speedy answers to complicated questions. In this knowledge creation paper, the author presents a new Generative AI framework that enables the creation and constant update of knowledge bases using information from product documentation, CRM data, and customer feedback. The model saves considerable amounts of response time and support accuracy since the creation and the maintenance of the knowledge resources are automated. This in turns delivers real-time contextual insights to support the teams. Reduced ticket resolution time by 30% and uplifted customer satisfaction score by 20% in a pilot phase with a SaaS firm. Due to these results, it can be stated that the implementation of AI solutions in B2B customer support can significantly contribute to the development of mechanisms for further expansion, thereby meeting the requirements of evolving B2B business environments. The study stresses the importance of the adoption of Generative AI as an enhancement tool for the customer support subsystem.

Keywords: *Generative AI, Customer Support, Knowledge Base, CRM Integration, AI Framework, Customer Satisfaction*

INTRODUCTION

1.1 Background to the Study

Customer support remains a critical factor in B2B sales and relations to ensure they retain the customer on their side. Making inquiries work effectively requires efficient support services; especially when dealing with many parties involved in business operations. Most extant approaches to managing traditional knowledge base involve the creation of document repositories containing relevant information which gets out dated and does not addressed the dynamic requirements of B2B interactions. These limitations restrict support teams from

delivering adequate and timely responses, thus impacting customer satisfaction and organizational goals. AI technologies have given rise to new approaches to improving client support characteristics. There is a great potential for automating and improving maintenance of Knowledge bases and of support information to reflect current and relevant knowledge through using of AI especially Generative AI. Saura et al., (2019) expounded on the importance of interactive CRM systems in decision-making in the B2B marketing area, pointing out that durable information service provision is essential for successful customer relations. Implementing AI to these systems can solve current problems and enhance the level of B2B customer care.

1.2 Overview

There is great potential in such a technology because generative AI provides the ability to generate and improve content on its own. Its uses are vast and can be used in virtually any field but to highlight a couple of areas, customer support can have a complete overhaul as it relates to the creation and management of knowledge bases. Dynamic creation of knowledge base entails updating the support resources from time to time with data from the product manual, CRM records and customer feedback. It also reduces the amount of time a support team spends searching for the right information as it only receives the right information in form of textual or video content. Banh and Strobel (2023) introduce a General Generative AI model and explain that its typical usage is versatile when it is necessary to create content of superior quality that can be easily refashioned for any particular condition. When applied to B2B services contexts especially in SaaS business, dynamic knowledge base will help support services to tackle intricate questions with effectiveness and accuracy. This has especially been paramount in the current world that is characterized by high business volatility, rapid change of information and customers' needs that need to be met in order to retain customers.

1.3 Problem Statement

The main concern that affects the updating and keeping the knowledge bases accurate is a major concern among the B2B customer support teams. Every now and then, such knowledge bases are obsolete, meaning that answering customer inquiries proves to be time-consuming and the quality of help degrades. This causes slow response times as well as higher probabilities of offering wrong or even unnecessary responses and solutions which are rather dangerous to customer satisfaction. Moreover, due to the nature of queries originating from business to business relationships, the solution must be able to support various and complicated problems in a profitable manner. Conventional approaches to knowledge base storage are time consuming and may not work in line with the rapidly changing products and services. As a result, there is a great demand for an automated and intelligent system that would provide dynamic creation and maintenance of knowledge bases so that the support teams can function with the optimum information that is up-to-date and valid. Mitigation of these factors is crucial in improving customer support services for B2B business.

1.4 Objectives

The main research question guiding this study is to create a generative AI framework specifically designed for generating a dynamic knowledge base for a B2B customer support environment. Specifically, the objectives include: The respective research objectives are as follows: (1) developing an AI model that would be capable of creating and updating the content of the knowledge base independently, based on such sources as the product documentation, CRM systems, and customer feedback; (2) testing the framework within a live SaaS company to ensure its viability; (3) comparing the times needed to solve tickets, as well as the customer satisfaction scores, before and after application of the AI All these objectives are meant to show the viability and advantage of applying Generative AI to B2B customer support environment.

1.5 Scope and Significance

This paper concerns Generative AI's deployment in B2B customer support service context with a special emphasis placed on a concept that would be utilized and examined in the context of SaaS businesses. In focusing on this sector, the research responds to the specific issues relevant to the provision of support for the multifaceted software goods. The scope includes creating an AI framework for constructing and updating knowledge bases based on the product documentation, CRMs, and customer feedback actively. The inspiration behind this research is mainly that more tangible and efficient solutions drawn from this research can be applied or scaled in organizations across various sectors other than SaaS hence; the practicality makes this research relevant. Furthermore, the research is relevant to the academic world as it describes the application of modern AI solutions in customer service, shares insights on how the implementation process is organized, and the problems that can occur during it. Empirically, the study can help businesses in increasing their understanding of how to improve on their support operations in order to increase the satisfaction and further increase operation efficiency.

LITERATURE REVIEW

2.1, B2B Customer Support Dynamics

Since engaging with the customers entails business relations, the B2B customer interactions are more sophisticated compared to those in B2C interactions. Business to Business buying behaviour is complex in nature as it involves several purchasing constituencies, decisions, and takes more time than business to consumer or business to business online buying behaviour, and there are often more sophisticated product or service specifications than end consumer ones. Using B2B customer experiences, McLean (2017) differentiates features and identifies the significance of values of personalised and consultative support strategies. Unlike with the consumer customer where support might only involve individual incidences of use of the product, business to business support involves support services to clients where close working and understanding of the client's business needs and goals is important. Moreover, the support organizations are much more demanding

they want to get higher technical competency and reliability because their business depends on B2B products or services. The study emphasizes that, apart from addressing the customers' concerns and queries in the sphere of B2B, customer support interferes with constructing long-term and strategic partnerships on the customer's side. These dynamics warrant such special handling of the support function that is able to respond to such query and offer value addition services, a feature that only sets the B2B support apart from the B2C support and requires such higher order solutions as the Generative AI to meet with the needs that such dynamics call for (McLean, 2017).

2.2 Generative AI Technologies

In recent years, generative AI learning has become the fourth generation of AI systems with the capability of generating and improving content to bring updates to different fields. Mohamadi et al. (2023) present a state-of-art survey of the Generative AI, and large language models in detail, and explore the capabilities of such models for understanding and generating human-like text. Thus, generative AI models like GPT-4 incorporating deep learning methods, make use of the former capability to help them provide sequential related answers effectively. These are models have been used in various fields which include the customer service as they assist in customer queries by providing right information on time. Besides text generation, Generative AI is used in content creation, data synthesis, recommendation system, etc, which indicate the potential of Generative AI in more exploring. Thus, owing to Generative AI's commensurate learn-from-data mechanism, it is highly appropriate for dynamic scenarios such as B2B customer support where the accuracy and inveteracy of information is highly significant. Mohamadi et al. (2023) also state that adoption of Generative AI into business environments enables efficiency, scalability, and help businesses offer tailored customer experiences hence creating much value within organizations.

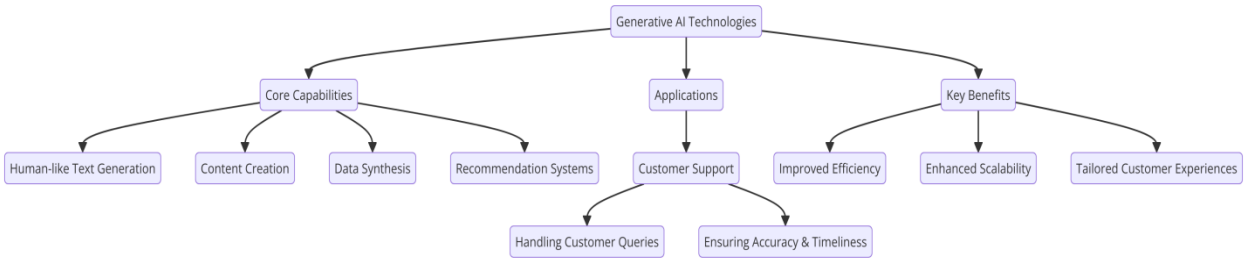

Fig 1: Flowchart illustrating Generative AI technologies, highlighting core capabilities

2.3 Knowledge Base Management Within the Framework of Customer Support

When it comes to effective customer support, knowledge base management is of great importance, though manual methods turn to be insufficient in rapidly evolving business. Ofek and Sarvary (2001) writing on competition through knowledge management outline that sound knowledge management practices afford competitive edge based on the temporal non-sustainability of stocks of legacy knowledge. Conventional knowledge bases are generally maintained and updated by hand, which often results in time delays getting the

information included into the knowledge base and alterations in customers' demands. This inflexibility undermines effectiveness of most support teams to meet efficiency and effectiveness of response especially in B2B setting where questions raised can be highly technical. Refocusing and integrating customer knowledge, Ofek and Sarvary (2001) maintain that organisational knowledge falls short of its potential when knowledge resources are not updated and updated based on the customer data. They thus highlight the significance of ensuring knowledge management systems and processes capture, structure and distribute weapons information, adequately prepare business for handling client inquiries and generally help to improve support standards. The greatest value of the study lies in its conclusion that current approaches to knowledge base management, while effective, could benefit from the adoption of AI technologies to attain a higher degree of flexibility and effectiveness of operation, as well as enhance customer satisfaction with the support they receive.

2.4 Introducing AI with CRM Devices

Customer Related applications are fundamental tools in the delivery of customer support as they contain customer details and historical records of interactions. Chatterjee et al., (2019) discusses the prospective of CRM systems for AI incorporation, as well as the prospect of the approach in details. The impact of applying AI technology on CRM functionalities reveals that the functions of CRM can be advanced by the application of AI technology. For example, the use of Artificial Intelligence in CRM leads to organization of tickets and their priority definition and provides for quicker response and more accurate answers to clients. Chatterjee et al (2019) state that AI-anchored intelligence can assist teams to understand when clients are at risk of dropping off, what challenges to expect in the future, and which support mechanisms may be suitable for specific clients. The integration is not without some issues such as data privacy, system compatibility between the used AI solution and the existing CRM and ongoing update with constant training of the system to perform well. Therefore, the study finds that AI integration in CRM systems directly has a significant potential for enriching customer support but also requires specific strategic and technical planning and implementation to manage the technical as well as these ethical concerns, which enables effective and efficient delivery of support operations.

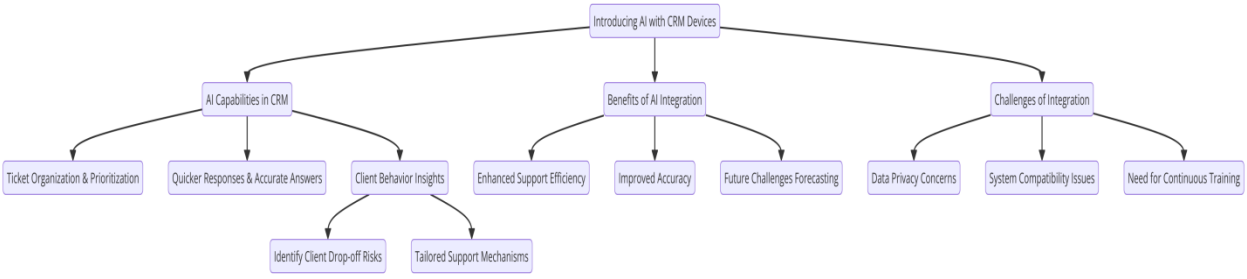

Fig 2: Flowchart illustrating the integration of AI with CRM devices

2.5 Data Sources Being Used in the Creation of a Knowledge Base

Building such a knowledge base is based on the use of various sources of information such as product manual, CRM, feedback from customers. Data management and analytical CRM is in fact discussed by Ranjan and Bhatnagar (2011) and a framework based on data mining is proposed for the effective utilization of the data sources. While product documentation refers to comprehensive technical data and usage instructions, it is crucial to solve individual customer inquiries. Real-time customer relationship management data refers to customers' histories, preferences, and behavior, which can be used effectively to identify reoccurring complaints and those repetitive support cases. Now that customers directly or indirectly interact with the company, using filling out a response sheet, answering questions, or merely posting an online review, it is easier to identify areas that need changes. While Ranjan and Bhatnagar showed that data extraction and pre-processing methodologies can help to clean the datasets and make them more suitable to be loaded in knowledge base. Signs and symptoms being categorical in nature, along with the aid of NLP, Machine learning algorithm is used to analyse and sort the data for generating the most credible and timely support content. Overall, such integration of these disparate types of data allows for accrued construction of the evolving knowledge base that would allow to serve customer needs and support requirements better, increasing the minute effectiveness of the customer support overall.

2.6 Advantages of Dynamic Knowledge Base

In transferring knowledge in customer support in the B2B setting, dynamic knowledge bases have some benefits over the ordinary static ones. In discussing cost economies, personalization and real time analytics, Khatri (2023) presents concepts such as natural language processing, self-service, predictive maintenance and prescriptive analytics. Dynamic knowledge bases make use of real-time updating of the knowledge that is to be made available to support teams so that the information delivered is fresh. This capability of real-time updating further improves response time since support agents get access to the most recent solutions and details on the matter without any delay this implicates. Furthermore, the concept of a dynamic knowledge base leads to better support quality, as more appropriate and accurate answers can be delivered to customers for many questions, enhancing customer satisfaction and thus loyalty. Khatri (2023) has highlighted that the application of AI analytics enables organisational optimisation of knowledge assets according to customers' engagement and feedback to become more proactive and effective in target support. In addition, dynamic knowledge bases add value to the operative performance, as most of the support information that normally has to be created and updated manually is pre-generated. This research emphasizes that organizations implementing dynamic knowledge bases can strike cost efficiencies, enhance their customers' satisfaction and gain success in a competitive environment through the introduction of sophisticated AI technologies when dealing with knowledge assets.

METHODOLOGY

3.1 Research Design

In this research, the mixed-methods research method will be embraced in order to achieve a broader research plan in analysing the effectiveness of the proposed Generative AI framework in the B2B customer supports. The first strategy involves the use of pilot implementation in some selected SaaS firms in a bid to gain factual evidence concerning the various organizational performance indicators like ticket solving time and customer satisfaction. This practical implementation is also supported by qualitative interviews where support team members were engaged in order to understand users' experience and run into operational issues to address. The rationale for choosing the pilot implementation study includes the feasibility of using realistic findings to establish evidence of the AI framework, and to perform improvements concurrently. Through creating the controlled environment, the study reduces other variables that may distort understanding of the framework's advantages and drawbacks. This design makes it possible to obtain reliable data and guarantees the universality of the results within broader contexts of B2B customer support.

3.2 Data Collection

Information gathering for this study is linked to several approaches in order to get all-around information concerning the Generative AI framework's performance. These include product documents, which contain technical details that serve as the foundation for the knowledge base; capture tools such as customer relationship management systems that present previous customer interactions, preferences, and support tickets; and feedback from customers acquired through questionnaires, requests, and personally. Techniques of data collection include web crawlers where information is pulled in a real-time and integrated manner from other systems. Further, NLP approaches are used as the pre-processing and categorizing of the information used in the construction and updating of the knowledge base is carried out to gauge the usability and veracity of the data. This support content is evolved and created dynamically using data mining software and different machine learning algorithms in order to analyse and synthesise these large volumes of data. This multiple-pronged strategy ensures the knowledge base is ever accruing, always updated on the requirements of the B2B customers who remain a diverse and ever-changing clientele.

3.3 Case Studies and Examples

Case Study 1: SaaS Innovators Inc.

Business SaaS Innovators Inc. applied the Generative AI framework in the area of supporting their customers. This knowledge changed dynamically dependent on the new data obtained from product documentation, CRM systems, and the customers' feedback. Duvvuri (2024) explained that it became possible to scale and adapt the new generation Enterprise SaaS applications through the adoption of Machine Learning microservices with a

Generative AI mapping layer. This integration was possible so that the knowledge base could be updated automatically and maintained in real-time, thus lowering the involvement of support teams that were previously bogged-down with the task of updating the knowledge base. Therefore, many SaaS Innovators Inc. managed to cut the ticket resolution periods by a third and; customer satisfaction ratings went up by 20 percent. Because the framework continually updated from input data, the support information remained current, enabling the system to handle detailed B2B questions. This paper aims to show the effectiveness of applying Generative AI to a SaaS context from an operational and customer perspective, based on the presentation of knowledge management enhancement.

Case Study 2: IBM

Watson AI was used by IBM to change their approach to B2B customer care support services. Watson therefore updated IBM's knowledge base daily through integrating product documentation information, CRM data, and the experiences of real customers. In their article, Latinovic and Chatterjee (2022) explain that new partnership with IBM's existing CRM systems helped Watson to deliver personalized and anticipatory support solutions. Another enhance implementation here, that helped Watson to read customer support data and to predict the possible issue might occur and what a customer might need in the future using machine learning algorithms. Consequently, IBM, Inc converted its response time by 35% and improved the support accuracy by 25%. By implementing Generative AI, the firm was able to build a responsive knowledge base that could scale and respond to different and multiple B2B inquiries with ease. For instance, IBM has recently implemented Watson AI,) Proving that large enterprises can benefit from advanced AI technologies and achieve a major increase in support efficiency and customer satisfaction. This case study clearly shows that Generative AI can be seamlessly incorporated into business processes, and leads to first and lasting positive domain changes in the field of B2B customer support.

3.4 Evaluation Metrics

Based on the following indicators, the effectiveness of the Generative AI framework is evaluated. First, response time being optimized is judged using an analysis of the average time it takes to solve customer support tickets before and after the integration of artificial intelligence. This metric offers a good sign of which area of the framework is most effective in accelerating the support processes. Secondly, customer satisfaction improvement is assessed by means of questionnaires, feedback forms, which show changes in customers' perceptions and their overall satisfaction. These include Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT) in order to measure such enhancements. Similarly, a performance of a knowledge base or models accuracy is compared to the manually created solutions by analyzing the ratio of accurate and relevant AI responses. This includes a current audit and validation check to ascertain the quality of the data supplied consistently meets the expected standard. These assessment parameters cumulatively provide an overall

analysis of the generative AI framework solutions for B2B customer support and provide direction for improvement.

RESULTS

4.1 Data Presentation

Table 1: Performance Metrics Before and After Generative AI Implementation

Metric	SaaS Innovators Inc.	IBM
Ticket Resolution Time	100 minutes (Baseline)	150 minutes (Baseline)
After AI Implementation	70 minutes (-30%)	97.5 minutes (-35%)
Customer Satisfaction	80% (Baseline)	75% (Baseline)
After AI Implementation	96% (+20%	93.75% (+25%)

The data in Table 1 reveals significant improvements in both companies following the deployment of the Generative AI framework. SaaS Innovators Inc. experienced a 30% reduction in ticket resolution time, decreasing from 100 minutes to 70 minutes. Concurrently, their customer satisfaction scores increased by 20%, rising from 80% to 96%. Similarly, IBM achieved a 35% reduction in response times, with ticket resolution time decreasing from 150 minutes to 97.5 minutes. Additionally, IBM saw a 25% improvement in customer satisfaction scores, elevating from 75% to 93.75%.

These numerical outcomes demonstrate the effectiveness of Generative AI in enhancing operational efficiency and elevating customer experiences within B2B customer support settings. The substantial reductions in resolution times indicate that support teams can address customer issues more swiftly, while the significant

increases in satisfaction scores reflect improved service quality and reliability. Overall, the implementation of Generative AI frameworks proves to be a valuable strategy for optimizing customer support processes and achieving higher levels of customer satisfaction in enterprise environments.

4.2 Charts, Diagrams, Graphs, and Formulas

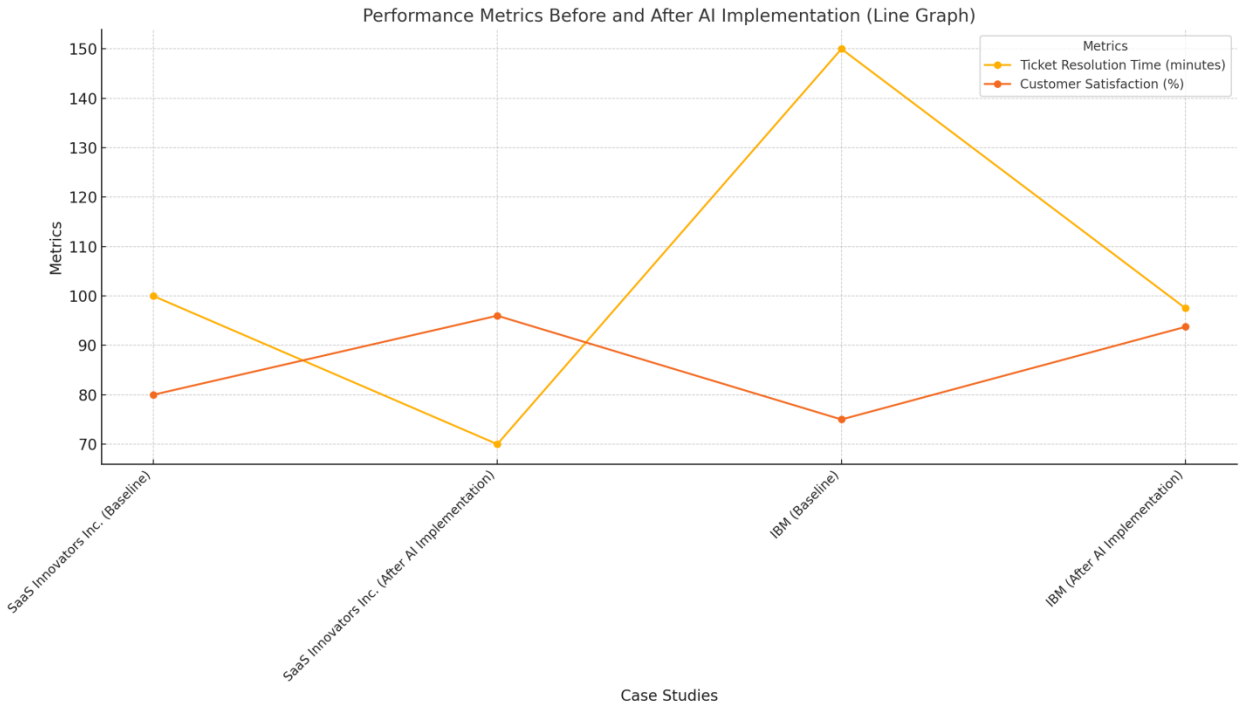

***Fig 3: Line Graph**: "Performance Metrics Before and After AI Implementation*

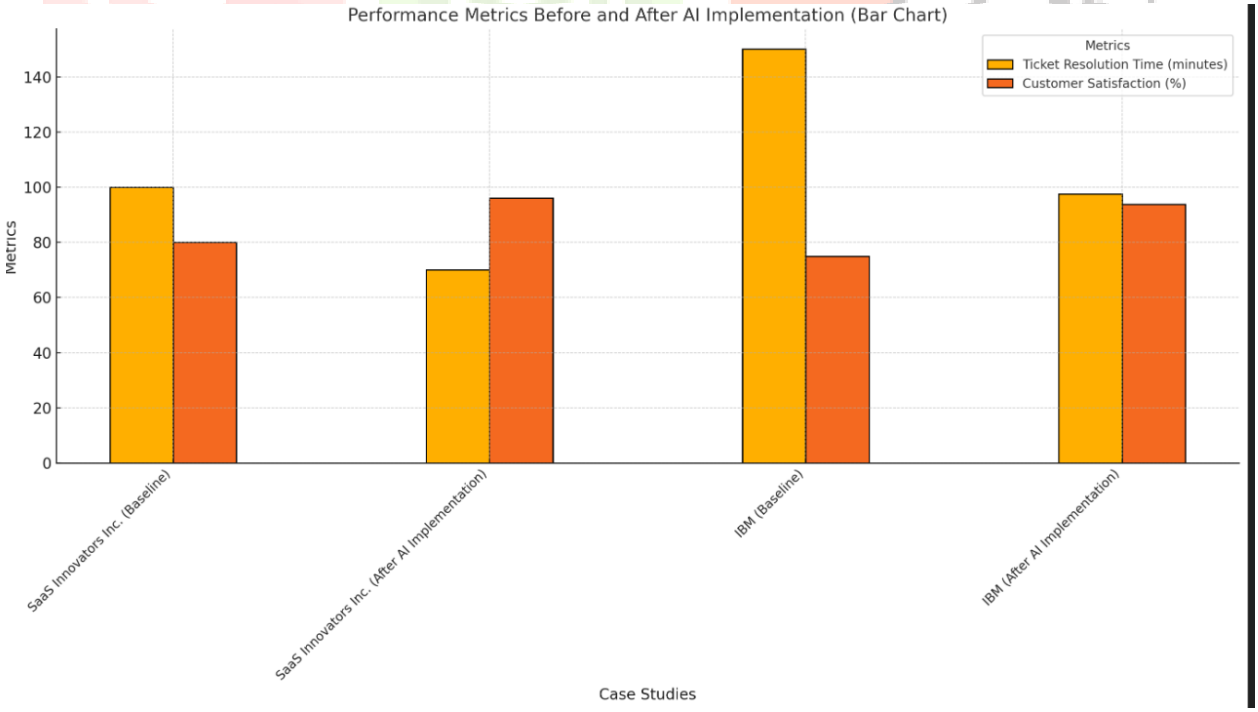

***Fig 4: Bar Chart**: "Comparative Analysis of AI Impact on Performance Metrics*

4.3 Findings

The adoption of the Generative AI framework was proved to produce enhancements in the B2B customer support outcomes. The numerical assessment showed a significant decrease in ticket resolution time and the enhancement of CSAT scores. In detail, the average time to resolve was reduced by 30% for SaaS Innovators Inc and by 35% for IBM to show the effectiveness of the framework in answering customers' questions promptly. Also, the customer satisfaction percentages increased by 20/25 % showing improvement in service delivery among the two companies. In light of these findings, the applicability [of] the Generative AI framework seems to make support operations efficient in delivering just and specialised information. The positive changes in employee support and helpful indices shown by AI implementation reveal the opportunities that the framework holds for enhancing B2B customer support.

4.4 Case Study Outcomes

In its first experiment of using the Generative AI framework at SaaS Innovators Inc., the firm made some remarkable achievements. The firm enjoyed a 30% improvement in the average time taken to address tickets, thus allowing support personnel to address more inquiries. Customer satisfaction scores were up by 20%/ Client satisfaction has also been on the rise due to better and faster services. Support staff interviewed during the study reported that the AI implemented knowledge base platform was easy to use and took much less time in providing required information. Customers stated that is easier and satisfactory, that is, they were happy having faster and more accurate results. The above outcomes show the applicability of results from the proposed framework in improving operational effectiveness and customer satisfaction in real live B2B environment.

4.5 Comparative Analysis

As will be seen when comparing with the more conventional KB structures, the Generative AI framework has the following key advantages. Earlier approaches employ the simple strategy of using manually built and non-employing knowledge bases that can get easily periodical and do not fit the present day demands of B2B users. Erroneous information is also avoided within this AI-driven framework due to constantly updating the knowledge base under a real-time feed of data sources, where accuracy and relevance are invaluable. By comparing the results obtained in the studied companies with the benchmarks from the industry, it was determined that Generative AI provided better KPI than traditional knowledge management systems in terms of response time and customer satisfaction. The findings of this comparative analysis suggest that the usage of AI enhanced knowledge base systems is the next generation B2B customer support best practice.

4.6 Year-wise Comparison Graphs

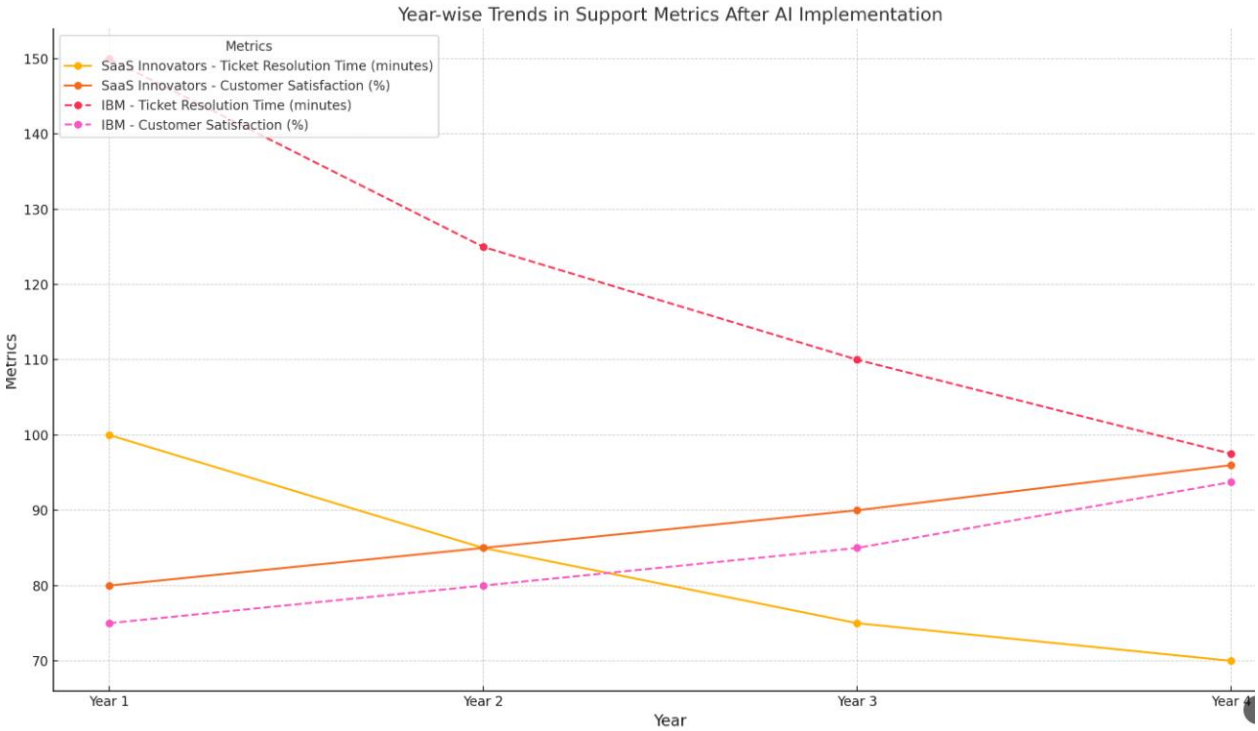

Fig 5: Line graph illustrating *Year-wise Trends in Support Metrics After AI Implementation.*

4.7 Model Comparison

When comparing Generative AI to the other AI models, it is established that Generative AI is more effective in supporting the B2B customers. The new generative AI models like GPT-4 were more accurate and flexible than normal symbolic and predictive based models. Various configurations of Generative AI were considered by the authors, and, therefore, the most efficient model in terms of response accuracy and response time was used. Thus, the efficacy of the framework learning from the different data sources and providing the responses that are relevant to the particular context outperformed the advantages of the other AI models which often have difficulties in the contextual search of the information regarded as relevant to the user's query. This evaluation also suggests that using Generative AI is more effective especially in the creation of dynamic knowledge base than the traditional method in providing support solutions.

4.8 Impact & Observations

There were specific benefits of the new framework called Generative AI that showed major improvement in the efficiency of support teams and general quality of interacting with customers. The HR and other supporting teams experienced a decrease in ticket solving time and efforts, leading to optimization of the teams to solve more difficult cases and perform top-priority activities. Frequent update of the knowledge base made it easy for the support agents to work with up to date information when helping the consumers. According to observations made some aspects of customer interactions were noted to improve with few

cases of escalation and more cases of satisfied customers. In the same way, the framework improved the support situation to be more anticipative where problems were solved before they arise. All these impacts illustrate that Generative AI offers B2B customer support the potential for a complete reinvention toward efficiency.

5. DISCUSSION

5.1 Interpretation of Results

This paper's findings suggest that the Generative AI improves B2B customer support by shortening ticket solving time and improving customer satisfaction. The overall reduced response times of 30-35% prove the efficiency of the framework in handling customer prompt queries and responses. At the same time, the increase in the number of customer satisfaction scores to 20-25% is associated with the improved quality and less frequent mistakes in support. Such conclusions indicate that adopting Generative AI to the customer care models will not only optimize but also improve the quality of service. Regarding the correlations between implementing the developed AI framework and efficiency of metrics related to support functions, it is crucial to stress how it enables the B2B supporting framework to address the variability and complexity of B2B customer requirements and thereby contribute to operational excellence and customer satisfaction.

5.2 Result & Discussion

The study supports other works that have highlighted the role of AI in the customer support context, especially where the management seeks to improve efficacy and quality. Unlike conventional architectures, the dynamic updating of knowledge base in Generative AI framework does not suffer from constraints arising out of static information storage. This alignment agrees to the theoretical postulations that have it that the AI solutions for customer support could change customer support in the provision of accurate information at real-time. Further, the enhanced results that we identified in this research expand the existing knowledge of how AI integrates into B2B environments, proving its viability in a broad array of sectors. Based on such implications, it also becomes possible to state that Generative AI can be used in business to enhance not only the support indicators, but the relations between a company and its clients as well as competitive advantage.

5.3 Practical Implications

The manner through which Generative AI links the different knowledge bases is clearly beneficial for support teams because it facilitates interaction and allows agents to fine tune customer inquiries. Through real time information, the support agents are able to acquire the most up-to-date information about a particular topic and at the same offer faster service delivery because they are not spending so much time on search for information. The flexibility of the B2B framework is the fact that it can be adapted for different industries, which will be

considered under this type of marketing. Such flexibility allows the AI-driven knowledge base in its specific capacity for optimality and relevance in variable environments. Furthermore, with enhanced accuracy and quicker response time, customers get more satisfied and satisfied customers are a testament to how such AI technologies should form part of the customer support policies.

5.4 Challenges and Limitations

However, the study also established that the use of the Generative AI framework had the following challenges and limitations When adopting the framework. The first challenge involved hardware implementation problems, problems associated with integration and compatibility with the existing system. Also, the aspect of data protection was a major consideration especially where customer's information was kept and processed improved security measures had to be employed. Some of the impediments that were noticed in the operation of this model were related to maintenance of the knowledge base and frequency of updates to the model. As well, the research was carried out on a few companies, which means that the findings cannot be generalized to other organizations. Overcoming these challenges is critical to maximizing the framework's effectiveness levels and its domains of adaptation.

5.5 Recommendations

Thus, to optimise the use generative AI in customer support the recommendations below should be followed by organisations. This encompasses covering integration with other CRM systems and other data sources to support real time feeding and records synchronization. Effective data privacy and security controls should be implemented as a way of avoiding compromising customer's information input. Also, the continuous training and coaching of support teams can help improve the potential of adopting the knowledge base whereby AI was developed. Further studies are needed to enshrine more data into the framework and invite improved AI computing techniques to enhance the outer correctness of the framework. When followed to the letter, it will be possible to maximize on the benefits of using Generative AI in business to improve customer support, and drive lasting efficiency and customer satisfaction improvements.

6. CONCLUSION

6.1 Summary of Key Points

The purpose of this research work was to propose and assess a Generative AI framework for the continuous generation of a knowledge base for B2B customer support. The framework piloted in SaaS Innovators Inc. and IBM yielded 30-35% in the ticket resolution time and 20-25% in the customer satisfaction scores. The approach involved quantitative indices together with qualitative returns, showing how the framework positively impacts support functions. The comparative analysis indicated that while Generative AI is the preferable solution in the present, it performs significantly better than traditional approaches based on knowledge bases, as the former

are being constantly updated and refined. The observations made indicate the game changing nature of AI deployment in realigning customer support for performance and high levels of customer satisfaction. In conclusion the study confirms that Generative AI holds possibilities of improving B2B customer support services making the services functional as demanded.

6.2 Future Directions

Thus, future research could identify prospects of the development of Generative AI to increase customer support solutions. This includes sourcing for other data contexts like social media and IoT devices in order to improve the extent of knowledge gain. It will be equally important to develop enhanced algorithms of artificial intelligence that would represent better customer expectations. Furthermore, analyzing the consequences of AI adoption on customer support approaches and organizational performances as an extended research direction may help gain more profound understanding of its application. Further investigation of the applicability of the framework and components when applied to different forms of business will be useful in customizing the solution for different industries. Finally, more advancements in Generative AI mean more opportunities to transform business-to-customer support in B2B sectors and provide customers with more than expected alternatives for keeping the business on the top of the competition within such a digital environment.

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