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Recent Advancements in Cloud Technology: Revolutionizing CRM with AI

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Cloud technology has transformed the landscape of Customer Relationship Management (CRM) systems, enabling organizations to deliver more efficient, scalable, and personalized customer experiences. Recent advancements in cloud computing, combined with the integration of Artificial Intelligence (AI), are revolutionizing CRM by automating routine tasks, analyzing vast amounts of customer data, and generating actionable insights. AI-powered tools such as predictive analytics, natural language processing, and chatbots enhance customer engagement, streamline operations, and drive decision-making. This topic explores the latest trends in cloud technology and AI integration within CRM, highlighting their impact on data security, scalability, and innovation. It also examines case studies demonstrating how organizations leverage these technologies to achieve competitive advantage, foster customer loyalty, and adapt to a dynamic business environment. The synthesis of AI and cloud-based CRM systems represents a pivotal step toward creating intelligent, adaptive, and customer-centric business strategies.