

Abstract

The adoption of Artificial Intelligence (AI) in customer engagement is transforming enterprise growth in Kenya by enhancing service delivery, marketing strategies, and decision-making processes. This study examines the adaptation and navigation of AI-driven customer engagement strategies and their influence on enterprise growth in Kenya. Specifically, it evaluates the effect of automated customer support and personalized marketing on business growth. The study employs a secondary data analysis methodology, drawing from existing scholarly articles, industry reports, and case studies on AI adoption in customer engagement. By synthesizing data from reputable sources, this research identifies trends, challenges, and opportunities associated with AI implementation in Kenyan enterprises. The findings contribute to knowledge by providing empirical insights into how AI-driven customer engagement strategies enhance operational efficiency, customer satisfaction, and business expansion. From a policy perspective, the study offers recommendations on AI governance, data privacy, and infrastructure development to support AI adoption in Kenya's business ecosystem. Additionally, the study informs enterprise decision-makers on best practices for leveraging AI technologies to optimize customer interactions and drive sustainable growth.