

Open
AccessCheck for
updates

REVIEW ARTICLE

Section: *Digital Humanities***Role of artificial intelligence in the promotion of customer experiences: A legal administrative study and systematic review in the United Arab Emirates**Harith Yas¹, Zubaidah Aldabbagh², Ahmed A. Khalifa³, Ali Faghiri⁴, Amal Ali Bawazir⁵, & Fanar Shwede⁶¹Universiti Teknologi Malaysia (UTM), Johor Bahru, Malaysia²American University in the Emirates³Fujairah University, Fujairah, UAE 4 Department of Law, Imam Malik College, Dubai, United Arab Emirates⁵School of Business, Liberty University, Lynchburg, VA 24515 USA⁶City University Ajman, Ajman, United Arab Emirates*Correspondence: harith.albayati@yahoo.com**ABSTRACT**

Artificial Intelligence (AI) is considered one of the major drivers of global digital transformation, playing a crucial role in reshaping Customer Experience (CX) across sectors. The current study, however, aims to analyze AI's Role in promoting customer experiences in the United Arab Emirates, with a primary focus on administrative and legal aspects, and to provide a systematic review of the relevant literature. It is worth noting that the United Arab Emirates has widely adopted AI applications in Government Services, such as the Smart Assistant "Rashid", Process Automation, virtual banking assistants, fraud detection, e-commerce recommendation engines, customer service chatbots, Smart Hotel Assistants, ticket sales, calculating goals and scores in sports activities, and Personalized Travel Services. These applications help deliver faster, more efficient, and tailored services, boosting customer satisfaction and supporting the development of an Advanced Digital Economy. The UAE has a relatively advanced framework that supports the use of Artificial Intelligence from a legal and regulatory perspective, with a focus on data protection and privacy, as reflected in laws such as Federal Decree-Law No. 45 of 2021 on Personal Data Protection. Moreover, the country has established specialized bodies, including the AI Office, the UAE Council for Artificial Intelligence and Digital Transactions, and the Legislative AI Office. All these bodies indeed reflect the country's commitment to regulating this field and ensuring the responsible and ethical use of Artificial Intelligence. We recommend that Government Bodies and policymakers develop more flexible and dynamic legal frameworks,

Research Journal in Advanced Humanities

Volume 6, Issue 4, 2025

ISSN: 2708-5945 (Print)

ISSN: 2708-5953 (Online)

ARTICLE HISTORY

Submitted: 10 September 2025

Accepted: 20 October 2025

Published: 19 November 2025

HOW TO CITE

Yas, H., Aldabbagh, Z., Khalifa, A. A., Faghiri, A., Bawazir, A. A., & Shwede, F. (2025). Role of artificial intelligence in the promotion of customer experiences: A legal administrative study and systematic review in the United Arab Emirates. *Research Journal in Advanced Humanities*, 6(4). <https://doi.org/10.58256/m353d543>



Published in Nairobi, Kenya by Royallite Global, an imprint of Royallite Publishers Limited

© 2025 The Author(s). This is an open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0/>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

clarify issues of liability and intellectual property, promote ethical governance of Artificial Intelligence, invest in digital infrastructure, and enhance collaboration among the public, Private, and Academic Sectors. Furthermore, we advise Companies and Organizations to adopt a Customer-Focused Approach, ensure transparency in AI usage, invest in Employee and player training, balance automation with human interaction, and adhere to Ethical and Legal Standards. Future Researchers are advised to conduct in-depth case studies, analyze social and economic impacts, perform international comparisons, and develop evaluation models to determine the effectiveness of AI applications. Finally, the study confirms that the AI future in promoting Customer Experience in the UAE is somewhat promising, provided that legal and ethical frameworks continue to be developed, capacities are built, and collaboration is strengthened. Thus, the UAE will establish a global model for leveraging AI to achieve sustainable development and build a thriving, people-centric digital future.

KEYWORDS: artificial intelligence, customer experiences, legal administrative, systematic review

1. Introduction

There is no doubt that the Digital Transformations driven by rapid advancements in artificial intelligence technologies are unique and unprecedented. It has become increasingly apparent that AI is no longer just a futuristic concept but a tangible reality that affects all aspects of life, including Industry, Medicine, Education, and Government Services (Khudhair, Jusoh, Mardani, & Nor, 2019; H. Yas et al., 2024). Its role has emerged as a crucial factor in reshaping the Customer Experience, with Companies and Organizations striving to leverage its analytical, predictive, and automation capabilities to deliver more efficient, personalized, and satisfying services. We are obliged to confirm that the United Arab Emirates is leading the Global Scene in adopting and implementing Artificial Intelligence Technologies, driven by its Leadership Vision to transform the country into a global hub for innovation and technology (Aboelazm, Tawakol, et al., 2025). The UAE has launched ambitious strategies and initiatives, such as the UAE Artificial Intelligence Strategy 2031, which aim to integrate AI across all vital sectors, including Government Services and the Business Sector (Alsaadi, 2025).

It is worth noting that Customer Experience in the Digital Age has become a Strategic Focus for organizations seeking to achieve competitive excellence and sustainability (Yas et al., 2021). This is especially true for sports organizations, given their direct connection to both internal and external communities. Sports today are no longer what they once were. However, rather than being an essential requirement in the investment world, it is undeniable and non-negotiable that the increase in customer expectations and the diversification of communication channels, in addition to delivering a seamless and personalized experience, are now considered essential. Indeed, this is an area where Artificial Intelligence can play a crucial role, as it can analyze vast amounts of data to understand customer behavior, predict their needs, automate interactions, and provide immediate, personalized support, ultimately leading to increased loyalty and satisfaction (Aboelazm, Ibrahim, et al., 2025). Alongside this rapid adoption, there is a pressing need for in-depth studies of the administrative and legal aspects governing AI use to enhance Customer Experience, ensuring the desired benefits are achieved while addressing potential challenges (Khudhair, Jusoh, Mardani, Nor, et al., 2019). AI's ability to analyze massive amounts of data will undoubtedly lead to a deeper understanding of customer behavior, more accurate predictions of needs, automated interactions, and prompt, personalized support, ultimately strengthening loyalty and increasing satisfaction.

Despite these efforts, the application of Artificial Intelligence in the UAE faces multiple challenges, including legal challenges represented by the slow pace of legislation compared to the rapid development of technology, as well as determining liability in the event of errors, and intellectual property issues related to AI-generated content (Allouzi, Karima, et al., 2024). Ethical challenges, on the other hand, involve algorithmic bias, a lack of transparency and explainability, loss of human control, and risks of privacy violation. Moreover, there are technical challenges, such as the complexity of technologies and skill shortages, as well as economic and social challenges that include high costs and resistance to change (Aboelazm, Ibrahim, et al., 2025).

Both Public and Private Institutions have come to rely on Artificial Intelligence Solutions to improve operational efficiency, achieve customer satisfaction, and enhance competitiveness in dynamic and complicated work environments (Allouzi & Alomari, 2023). In the United Arab Emirates, digital transformation and AI strategies have emerged as key priorities within the Future Country Vision, represented by the launch of the “National Artificial Intelligence Strategy 2031,” which aims to strengthen the UAE’s Status as a Leading Global

Hub in this field. Accordingly, Customer Experience can be taken as a central focus where Artificial Intelligence intersects with Modern Management Practices and Regulations governing data use and privacy (N. Yas, M. N. I. Elyat, et al., 2024). On the other hand, Artificial Intelligence presents tremendous opportunities for the UAE to enhance its global competitiveness, improve operational efficiency, develop innovative services and products, foster a knowledge-based economy, attract top international talent, and pioneer smart legislation. It is worth noting that addressing challenges and leveraging opportunities will enable the UAE to maximize the benefits of Artificial Intelligence in enhancing the customer experience (Dafri et al., 2025).

This study, after all, aims to emphasize the administrative and legal roles of Artificial Intelligence Technologies in promoting Customer Experience in the United Arab Emirates (Aboelazm, Tawakol, et al., 2025). This has been carried out through a systematic review of existing literature and an analysis of current applications within Emirati Institutions. In addition, it has been seeking to shed light on regulatory challenges, future opportunities, and the limitations of using these technologies within established legal frameworks, ensuring a balance between operational efficiency and the protection of customer rights (Albanna et al., 2025). There is an urgent need for an in-depth examination of the Administrative and Legal Aspects governing the use of Artificial Intelligence to improve the Customer Experience, ensuring the desired benefits while addressing potential challenges.

1.1 Problem Statement

Despite the significant potential of Artificial Intelligence to enhance the customer experience and improve the quality and efficiency of services, its practical implementation faces multiple challenges, especially in administrative and legal contexts. Firstly, it is essential to note that integrating AI within organizations, including sports organizations, necessitates a comprehensive restructuring of operational processes, the development of strategies that enable employees to adapt to the technology through specialized training programs, and a shift in organizational culture to support innovation and mitigate resistance to change. Secondly, organizations are required to manage customer and beneficiary expectations realistically, while building a shared understanding of AI's capabilities and limitations, to ensure user satisfaction and strengthen trust in the New Digital System (Albayati et al., 2025).

There are numerous complex issues related to privacy protection and personal data, including determining legal liability in the event of errors committed by intelligent systems, as well as problems of algorithmic bias and intellectual property rights for content produced through the use of Artificial Intelligence Technologies. The UAE is addressing these challenges seriously by enacting legislation, such as the "Personal Data Protection Law" (PDPL), and by establishing national standards for the innovative application of data. However, there are still legal gaps that necessitate the expansion of ethical and regulatory frameworks, particularly regarding the responsibility for AI malfunctions and the legality of content generated by machines without direct human intervention (Saeed & Khudhair, 2024).

There is a growing need for integrated approaches that combine legislation, community awareness, and institutional policy transformation to ensure the responsible and sustainable use of this technology. The Government has launched several initiatives in this regard, such as the "Dubai AI Seal" and other programs focused on assessing the ethical performance of intelligent systems, while encouraging institutions to commit to transparency and the scrutiny of automated decision-making algorithms. Nevertheless, despite these advanced efforts, maintaining an effective balance between technological innovation and the protection of individual rights requires continuous development in both the legislative and executive frameworks to keep pace with the rapid changes in the digital landscape.

1.2 Significance of the Study

The current study addresses three main types of significance related to our subject: Theoretical Significance: The study contributes to enriching both Arabic and International Academic Literature through the provision of a systematic review and comprehensive analysis of the Role of Artificial Intelligence in promoting customer experience, with a focus on the UAE Context, characterized by an advanced regulatory environment and pioneering government initiatives. Practical Significance: The study provides valuable insights and recommendations for institutions and companies, including sports organizations in the UAE, that aim to adopt or enhance the use of

Artificial Intelligence in customer service, enabling them to maximize the benefits of these technologies while adhering to legal and ethical frameworks. **Legal and Regulatory Significance:** The study highlights the legal and ethical challenges associated with Artificial Intelligence. It provides an analysis of the current legal framework in the UAE, helping policymakers and legislators develop more comprehensive and effective regulations.

1.3 Study Objectives, including sports organizations

Concerning the Study Objectives, the focus shall be on analyzing the concepts of Artificial Intelligence and Customer Experience, exploring their integration, and emphasizing how AI technologies affect the quality of interactions between organizations and customers. Additionally, the study aims to identify the most prominent AI applications that can be utilized to enhance Customer Experience within the United Arab Emirates, while also examining local initiatives and best practices in both the Public and Private Sectors. We should also note that our study incorporates an evaluation of the current legal and regulatory framework in the United Arab Emirates regarding Artificial Intelligence, taking into account data protection and privacy laws, and assessing their adequacy in keeping pace with the rapid technological advancements (AlKhamaiseh et al., 2025). Moreover, the study has been exploring administrative, legal, and ethical challenges that might hinder or limit the use of Artificial Intelligence in the field of Customer Service, and carefully analyzing the impact of these challenges on the effectiveness and quality of the Customer Experience. Finally, we are obliged to note that the study has come up with a set of practical recommendations directed at Companies, Government Entities, and Policymakers that aim to promoting responsible and efficient use of Artificial Intelligence that shall lead to achieving Sustainable Customer Satisfaction (Yas et al., 2025).

1.4 Study Questions

The current study addresses a set of key questions. These questions can be listed as follows:

1. What is the role of artificial intelligence in the promotion of Customer Experience?
2. What are the main applications of Artificial Intelligence that are used in the field of customer service in the United Arab Emirates?
3. How does the Legal and Regulatory Framework govern the use of Artificial Intelligence?
4. What are the Legal Key Provisions that regard data protection and privacy?
5. What are the Administrative, Legal, and Ethical Challenges that might be faced in the implementation of Artificial Intelligence, while improving the Customer Experience in the UAE?
6. What recommendations are proposed to promote the responsible and effective use of Artificial Intelligence in the promotion of Customer Experience in the United Arab Emirates?
7. **What are the proposed recommendations to promote the responsible and effective use of artificial intelligence in enhancing sports institutions in the UAE?**

2. Literature review

Below are five essential studies on the role of Artificial Intelligence and its impact on Customer Experience in the United Arab Emirates, along with an expanded review that addresses several key issues. According to Yas, H., & Jusoh, A. (2025). *Airline, Role of Artificial Intelligence in the Promotion of Customer Experience in the Field of Tourism: UAE Experience as an Example*. The study aimed to explore how Artificial Intelligence Technologies are employed to enhance Customer Experience in the tourism sector, focusing on the UAE experience as a leading model in this field. Additionally, the study examined various applications, including Smart Chatbots, Tourism Data Analysis, and Personalized Recommendation Systems, to assess their impact on Customer Satisfaction and Loyalty (Yas, Mardani, Albayati, et al., 2020). Remarkably, the Researchers have used a Descriptive-Analytical Approach, supported by the UAE Case Study, in which Tourism Innovation Policies and Government Initiatives integrating AI into tourism services have been carefully analyzed. Finally, the study concludes that the effective use of Artificial Intelligence will contribute to providing more personalized services, reducing wait times, and enhancing the quality of interactions between Tourism Organizations and Customers (M Saeed & H Yas, 2023).

The Impact of Artificial Intelligence Technologies on Enhancing Digital Marketing Strategies. This study has examined the impact of employing Artificial Intelligence Technologies on the development and enhancement of Digital Marketing Strategies, analyzing the innovative tools and systems that would enable companies and

organizations to understand consumer behavior and target it accurately and effectively (Habib, 2024). Once more, the Researchers have also employed a descriptive-analytical approach, applying it to the study of a range of AI Technologies, such as Machine Learning, Big Data Analytics, Recommendation Systems, and Chatbots, as well as to their integration into Digital Marketing Campaigns. Finally, it has been concluded that Artificial Intelligence is capable of enhancing organizations' ability to personalize advertising content, improve user experience, and increase the efficiency of marketing operations, which is positively reflected in engagement rates and sales (N. Yas, W. Dafri, et al., 2024).

Customer Experiences in the Age of Artificial Intelligence. This study aims to explore how Artificial Intelligence Technologies impact Customer Experience in a Modern Digital Environment by integrating multiple theoretical frameworks, such as Technology Adoption Theory and User Experience Theory, with a primary focus on the factors that contribute to promoting customer trust and shaping behavior towards AI Services (Aboelazm & Afandy, 2019). The Researchers, however, have employed a Quantitative Approach in analyzing data collected from users of AI-powered applications and Services. Their findings, on the other hand, have revealed that the quality of interaction with AI Systems, ease of use, and transparency play a crucial role in shaping the Customer Experience. Additionally, the trust generated through usage enhances customer satisfaction and loyalty, especially when AI is integrated in a way that complements rather than completely replaces the human element (Aboelazm, Dganni, et al., 2024).

The Role of Artificial Intelligence in Enhancing Customer Experience. This study has focused on the role of Artificial Intelligence in enhancing Customer Experience across various sectors, emphasizing that AI Applications, such as Chatbots, Big Data Analytics, and service personalization, play a crucial role in creating smoother and more efficient Customer Experiences (Allouzi & Alomari, 2023). Researchers have explored how AI can enhance understanding of consumer behavior, provide instant responses, and reduce the effort required of customers, ultimately leading to higher satisfaction and loyalty. Ultimately, the study recommends that AI technologies should be invested in as part of organizational strategies to enhance customer engagement and gain a competitive advantage (Dahabreh, 2023).

AI Applications in Predicting Sports Injuries: A Comprehensive Review of Modern Methods for Prevention and Performance Improvement in Team Sports. This scientific study examines the application of artificial intelligence (AI) in predicting sports injuries and enhancing physical and tactical performance in team sports, with a focus on machine learning and neural network techniques (Khudhair, Jusoh, Mardani, & Nor, 2019). The sample consisted of 30 athletes, divided into two groups: an experimental group that utilized AI to analyze biometric and kinematic data, and a control group that relied on traditional methods. The results showed that AI had a predictive accuracy of up to 90% in detecting potential injuries, compared to 60% for conventional methods, with a 40% reduction in injury rates and a 30% improvement in individual performance due to the design of personalized training programs (Allouzi, Karima, et al., 2024). AI also contributed to enhancing tactical efficiency and to accurately analyzing training loads, leading to reduced fatigue and improved team coordination. The study faced challenges such as high costs, the need for accurate and comprehensive data, and the need to protect athlete privacy. The study recommends developing more cost-effective technological tools and enhancing collaboration between doctors, coaches, and AI experts to improve prediction accuracy and achieve greater integration between technology and traditional methods (Abdul-Al, 2024).

2.1 Artificial Intelligence and Customer Experience in the United Arab Emirates

It has been widely acknowledged that the United Arab Emirates is at the forefront of countries that have adopted Artificial Intelligence as a fundamental pillar for achieving its future vision, particularly in enhancing service quality and Customer Experience. This adoption is evident in many public and private initiatives aimed at integrating AI Technologies across various sectors (Khan et al., 2022). The UAE has witnessed the widespread implementation of Artificial Intelligence across diverse sectors, aiming to enhance customer experience in government services, Finance, Commerce, and Tourism. This adoption seeks to provide more efficient, personalized, and faster services, thereby boosting customer satisfaction and contributing to the development of an Advanced Digital Economy (N. Yas, W. Dafri, et al., 2024).

The Government Services are a testament to the UAE Government's pioneering use of Artificial Intelligence to streamline procedures and promote interaction between Citizens (Locals) and Residents (Allouzi,

Alomari, et al., 2024). For example, Virtual Assistants and Chatbots, such as “Rashid”, the Dubai Government Smart Assistant, provide comprehensive information by answering all types of inquiries, thereby reducing the need to visit government centers, which would lead to improved response times (Mohamed Saeed & Harith Yas, 2023)—Process automation. Many Government Entities are using AI to automate routine tasks, such as processing visa applications, renewing licenses, and issuing certificates, which minimizes human errors and speeds up transaction completion (Gorian & Osman, 2024). Besides, Government Agencies utilize AI to analyze customer data and forecast future needs, enabling them to offer proactive and personalized services, such as alerts about document expirations or suggestions of related services (Almuraqab et al., 2024).

The UAE Banking Sector heavily relies on Artificial Intelligence to enhance the Customer Experience and improve efficiency and security through Virtual Banking Assistants. Major banks, such as Emirates NBD, offer these services to help customers manage their accounts, make transfers, and respond to basic banking inquiries (Yas & Nasir, 2024). Indeed, AI is used today to analyze customers’ financial behavior and provide tailored recommendations for Financial Products, such as loans, investments, or savings plans, based on their needs and financial capabilities. Additionally, AI plays a crucial role in analyzing behavioral patterns to detect suspicious transactions in real-time, thereby enhancing the security of Customer Accounts and protecting them from all types of fraud (Aboelazm, Tawakol, et al., 2024). E-commerce and Retail Sector. This sector has experienced tremendous growth in the UAE, relying heavily on Artificial Intelligence to promote shopping experiences. (Almuraqab et al., 2024). This reliance is represented through the use of Recommendation Engines, such as Noon and Amazon UAE, and AI algorithms to offer personalized product suggestions based on purchase history, browsing behavior, and customer preferences. This will increase sales opportunities and improve the shopping experience. Many Online Stores also use customer service chatbots to respond to inquiries about products, order status, and return policies, providing fast and efficient support (Binsarhan Alzabbi & Mollah, 2025).

Tourism and Hospitality Sector. It is likely that the United Arab Emirates, a leading global tourist destination, has applied Artificial Intelligence to enrich the visitor experience through Smart Hotel Assistants (Yas, Alkaabi, et al., 2023). Some luxury hotels in Dubai and Abu Dhabi offer Virtual Assistants in rooms or via mobile applications to help guests request services, book restaurants, and obtain information about tourist attractions (Aboelazm & Afandy, 2019). Additionally, Artificial Intelligence is utilized to analyze crowd flow and improve resource management, thereby reducing wait times and enhancing the visitor experience (Federal Law, 2021). Investment in Artificial Intelligence: The UAE is considered one of the largest investors in AI Technologies in the Region, with the AI Market in the Middle East and North Africa expected to reach \$18.6 billion by 2025. There is no doubt that the UAE plays a pivotal role in this growth (Binsarhan Alzabbi & Mollah, 2025).

Customer Satisfaction Multiple studies have shown that the use of Artificial Intelligence in both Public and Private Services has effectively increased customer satisfaction and reduced waiting times. For example, Dubai Digital Initiatives in the use of Artificial Intelligence have led to a significant improvement in Customer Satisfaction Indicators (Binsarhan Alzabbi & Mollah, 2025). Dubai Police Dubai Police is deemed one of the leading entities in the use of Artificial Intelligence to foster public experience and provide innovative security services, launching several initiatives, such as Smart Patrols, AI-Supported Surveillance Systems, and Smart Reporting Services, which have contributed to increasing security and reducing response times to emergencies, thereby improving the public sense of safety and satisfaction (Aboelazm, 2023). Dubai Roads and Transport Authority has been utilizing Artificial Intelligence in Traffic Management, Route Planning, and providing real-time information to travelers through its innovative applications (Yas et al., 2022). This has contributed to reducing congestion, improving the travel experience, and raising public transport efficiency, which is positively reflected in the satisfaction of road and transport users (Aboelazm, Dganni, et al., 2024).

#	Application	Description	Sector	Benefits to Customers	Examples from the UAE
---	-------------	-------------	--------	-----------------------	-----------------------

1.	Virtual Assistants and Chatbots	Intelligent systems that interact with customers via text or voice to provide assistance and answer inquiries.	Government services, banking, e-commerce	24/7 service, immediate response, reduced wait times, multilingual support.	Rashid is the intelligent assistant of the Dubai government and the virtual assistant of Emirates NBD.
2.	Personalization and smart recommendations	Analyzing customer behavior and preferences to provide personalized recommendations for products or services.	E-commerce, entertainment, and tourism	Personalized experience, saving time in research, and discovering suitable new products.	E-commerce platforms like Noon and Amazon UAE, as well as entertainment applications.
3.	Predictive analysis of customer behavior	Using accumulated data to predict customer behavior and future needs	Banking, insurance, trade	Proactive services, timely offers, and service improvement.	Emirati banks for credit risk analysis and offering customized proposals.
4.	Natural language processing	Understanding and analyzing texts and voices in multiple languages to improve customer interaction.	Customer service, translation	Natural interaction, Arabic language support, and better understanding of customer needs.	Instant translation services at airports, multilingual customer service systems
5.	Computer vision	Analyzing images and videos to enhance security and streamline operations.	Security, trade, transportation	Enhanced security, streamlined operations, and a seamless experience.	Facial recognition systems at airports, smart cameras in stores.
6.	Intelligent Process Automation	Automating routine and complex tasks to speed up services and reduce errors.	Government and banking services	Faster processing, greater accuracy, reduced bureaucracy.	Processing visa applications, opening bank accounts, and issuing licenses.
7.	Emotional Analysis	Analyzing customer emotion through text or voice to understand their level of satisfaction.	Customer Service, Marketing	A better understanding of customer emotions and improving services based on feedback.	Call centers in large companies analyze social media comments to gain insights.
8.	Smart cybersecurity	Protecting customer data and transactions from cyber threats using artificial intelligence	Banking, e-commerce	Better data protection, greater trust in digital transactions.	Fraud detection systems in banks and the protection of electronic transactions.

Table 1: AI Applications in the Promotion of Customer Experience in the United Arab Emirates

2.3 Legal and Regulatory Framework of Artificial Intelligence in the United Arab Emirates

The United Arab Emirates recognizes the extraordinary importance of legal and regulatory frameworks that keep pace with rapid developments in the field of Artificial Intelligence. These frameworks aim to bring a balance between encouraging innovation, protecting individual and societal rights, and ensuring the responsible and ethical use of AI technologies (Al-Hajri et al., 2024). The efforts exerted by various Authorities and Institutions are integrated to create a comprehensive regulatory environment that supports innovation in Artificial Intelligence, with a focus on ethical and legal aspects to ensure the safe and responsible achievement of benefits. However, the legal and regulatory framework can be outlined as follows (Almheiri et al., 2024).

Laws and Regulations Related to Artificial Intelligence. There is still no comprehensive, unified law governing Artificial Intelligence in the United Arab Emirates. Instead, the country relies on existing laws and regulations, supplemented by new initiatives and policies that address specific aspects of AI. Among the most

notable of these legislations is the Personal Data Protection Law (Yas, Saeed, et al., 2023). This law serves as the cornerstone of Personal Data Protection in the UAE, coming into effect on 2nd January, 2022. It aims to establish a unified legal framework for the processing of personal data. The law, however, requires obtaining explicit consent from individuals before collecting and processing their data, while granting them multiple rights, such as the right to access, correct, and delete their data, as well as the right to object to its processing. Additionally, this law imposes obligations on data controllers and processors to implement appropriate security measures and protect the data. The Cybercrime Prevention Law (Federal Decree-Law No. 34 of 2021). This Law complements the data protection framework by imposing penalties for crimes related to unauthorized access to or misuse of data, including those arising from the use of Artificial Intelligence Systems. Intellectual Property Laws: AI Creations Often Raise Questions About Intellectual Property Rights (Allouzi, Alomari, et al., 2024). The current law in the UAE (Federal Decree-Law No. 38 of 2021 on Copyright) states that a work must be an original creation, thereby leaving some ambiguity regarding AI-generated works. Data Protection and Privacy Policies The UAE places utmost importance on data protection and privacy in the context of Artificial Intelligence Applications through a set of laws and policies aimed at balancing innovation with individual rights. Key Policies and Laws include the following:

- **Consent:** The Law requires explicit consent from individuals before collecting and processing their data.
- **Individual Rights:** Individuals are granted multiple rights regarding their data, such as the right to access, correct, delete, object to processing, and receive their data in an organized, machine-readable format.
- **Automated Processing:** The Law guarantees individuals the right to object to automated decisions made based on the automated processing of their data, ensuring transparency and accountability in AI Systems.
- **Data Security Measures:** The Law imposes obligations on data controllers and processors to implement appropriate security measures to protect personal data from unauthorized access, damage, or loss.

Legal and Ethical Challenges: The application of Artificial Intelligence in the UAE faces several ongoing challenges. One major issue is the rapid pace of technological advancement compared to the slow pace of legislative development, as AI evolves so quickly that Traditional Legal Frameworks struggle to keep up amid these rapid changes (Yas, Mardani, Albayati, et al., 2020). Determining liability is another significant legal challenge, mainly when damages or errors result from AI Systems. Furthermore, AI Algorithms can reflect biases present in their training data, leading to discriminatory outcomes (Aboelazm & Afandy, 2019). AI Systems often operate as “black boxes,” making it difficult to understand how decisions are made. This indeed raises Ethical Challenges related to transparency and the ability to explain AI decisions, especially in sensitive areas that impact customers’ lives. Lastly, loss of human control emerges as an ethical concern as AI Autonomy Increases, underscoring the need to maintain an appropriate level of human oversight and supervision (Jabeen et al., 2022). **Regulatory Authorities:** The UAE recognizes the importance of having strong regulatory bodies to oversee the development and implementation of Artificial Intelligence. Key authorities include:

- **The Artificial Intelligence Office (UAE):** This is the central entity responsible for leading and executing the UAE’s Artificial Intelligence Strategy 2031.
- **The UAE Council for Artificial Intelligence and Digital Transactions:** It proposes targeted policies that create a supportive environment for AI adoption, encouraging Research, and fostering collaboration.
- **The Ministry of Artificial Intelligence:** The first ministry of its kind in the world, aimed at accelerating the adoption and application of AI technologies across various sectors.
- **The Legislative Intelligence Office:** This office focuses on employing AI Technologies to analyze, draft, and amend legislation and laws.
- **Digital Dubai:** It plays a pivotal role in promoting the use of AI within the Emirate of Dubai and establishes ethical principles for responsible AI use.

Legal / Regulatory Framework	Party in Charge	Main Objectives	Impact on Artificial Intelligence and Customer Experience
Personal Data Protection Law (Federal Decree-Law No. 45 of 2021)	Artificial Intelligence Office, Ministry of Artificial Intelligence	Protection of personal data, regulation of data collection and processing, and granting individuals rights over their data.	It ensures the privacy of customer data used in artificial intelligence systems, specifies the conditions for data usage consent, and grants customers the right to object to automated decisions.
Charter for the Development and Use of Artificial Intelligence	Artificial Intelligence Office	Establishing guidelines for the ethical and responsible use of artificial intelligence and promoting transparency and accountability.	The development and implementation of AI solutions in customer service are directed to ensure fairness, transparency, and impartiality, thereby enhancing customer trust.
Principles and Ethics of Artificial Intelligence in Dubai	Digital Dubai	Identifying eight fundamental principles for the ethical use of artificial intelligence, including fairness, transparency, accountability, and privacy.	It provides an ethical framework for designing and implementing AI systems that interact with customers, reducing ethical risks and enhancing the overall experience.
Legislative Intelligence Office	The General Secretariat of the Council of Ministers	The use of artificial intelligence to analyze, draft, and amend legislation and laws	It contributes to the development of a flexible legal framework that keeps pace with rapid advances in artificial intelligence, effectively supporting innovation and protecting customer rights.
UAE Council for Artificial Intelligence and Digital Transactions	Artificial Intelligence Office	Policy proposals, encouraging research, and enhancing cooperation between the public and private sectors in the field of artificial intelligence.	It supports the creation of an encouraging environment for developing innovative AI solutions that serve customers and align with national goals.

Table 2: Legal Frameworks related to Artificial Intelligence in the United Arab Emirates

2.3 Challenges and Opportunities in the Application of Artificial Intelligence to Enhance Customer Experience in the United Arab Emirates

Despite the widespread adoption and diligent efforts of the United Arab Emirates in the field of Artificial Intelligence, the application of these Technologies is facing lots of challenges. Nevertheless, it has opened vast horizons of opportunities (Yas, Mardani, & Alfarttoosi, 2020). Understanding these contradictory aspects is crucial to maximizing the benefits of Artificial Intelligence and overcoming potential obstacles. The challenges facing the application of Artificial Intelligence in the promotion of Customer Experience in the UAE are pretty diverse and can be classified into several main areas (AlKhamaiseh et al., 2025). Legal and Regulatory Challenges. They include the following: the speed of Technological Development versus the Slowness of Legislation. The rapid advancement of Artificial Intelligence Technologies poses a significant challenge to Legislators, as Traditional Legal Frameworks struggle to keep pace with this speed. Accordingly, considerable flexibility is required in drafting laws and regulations to ensure their effectiveness and continuity (Khudhair et al., 2021). Determination of Liability. It is crucial to determine legal responsibility in cases of errors or damages caused by Artificial Intelligence Systems, especially in Self-Learning Systems (Aboelazm, Dganni, et al., 2024). Does the responsibility lie with the developer, the programmer, the user, or the Artificial Intelligence itself as an independent entity? This indeed requires a redefinition of traditional concepts of legal liability. Another issue will also be raised. The content generated by Artificial Intelligence raises more questions about Intellectual Property Rights. Can the work produced by Artificial Intelligence be considered original and protected by copyright? Moreover, who owns these rights? (Khudhair, Jusoh, et al., 2020).

Ethical Challenges: These challenges can be summarized as follows. AI algorithms can reflect the biases

present in the data they are trained on, and might lead to discriminatory outcomes against certain customer groups in areas such as service delivery, pricing, or even employment opportunities. A lack of transparency and explainability often makes AI Systems, especially those based on deep learning, act as “black boxes,” making it difficult to understand how they arrive at a decision. This raises ethical challenges related to transparency and explainability of AI decisions, especially in sensitive areas that affect customers’ lives. With the increasing autonomy of AI Systems, the Ethical Challenge of maintaining an appropriate level of human control and oversight emerges to ensure that final decisions shall remain in human hands, especially in cases that require moral judgment or empathy. As it heavily relies on collecting and analyzing vast amounts of personal data, the risk of privacy violations and data misuse shall increase. Accordingly, strict controls must be applied (Allouzi, Alomari, et al., 2024). AI Technologies require specialized knowledge and expertise for their development, implementation, and maintenance. This issue will pose a challenge to organizations lacking these skills. There is still a shortage of specialized competencies in Artificial Intelligence and Data Science, which would undoubtedly affect the speed of adoption and the development of solutions (A. Allouzi, 2024). With the increasing volume of data processed by Artificial Intelligence, the risk of cyberattacks and Data Breaches shall rise, necessitating continuous investments in cybersecurity solutions (Khudhair, Alsaud, et al., 2020).

Economic and Social Challenges. They include developing and implementing AI Solutions, which require significant financial investments in Infrastructure, Software, and Employee Training, which may impose a barrier for Small and Medium-Sized Enterprises. The spread of Artificial Intelligence can automate some tasks, raising concerns about job displacement. However, new jobs may be created that require entirely different skills. The adoption of Artificial Intelligence may face resistance from some customers or employees who prefer human interaction or fear new technology. (Kothari et al., 2025). **Opportunities.** There is no doubt that Artificial Intelligence has opened vast opportunities for the United Arab Emirates, despite the challenges, to enhance its pioneering position in customer experience further. AI can provide companies and institutions in the UAE with a significant competitive advantage by offering unparalleled Customer Experiences, attracting more investments and businesses. (Khudhair, Jusoh, et al., 2020). Task automation and data analysis, where Artificial Intelligence can significantly improve operational efficiency by reducing costs and increasing productivity, will positively impact the quality of service provided to customers. We should also keep in mind that customer needs will be analyzed more deeply, leading to the development of new, innovative services and products that proactively meet them. In addition to investing in Artificial Intelligence, building a knowledge-based, innovation-driven economy will reduce reliance on traditional resources and create new economic opportunities. (A. S. Allouzi, 2024).

Aspect	Challenges	Opportunities	Proposed Solutions
Legal and regulatory	The speed of technological advancement versus the slow pace of legislation - determining liability in case of errors, ambiguity in intellectual property rights for AI-generated content	Establishing the Legislative Intelligence Office - Creating a flexible and advanced legal framework - Global leadership in technical legislation	Developing flexible, updatable laws - establishing rapid mechanisms for legislative review - collaborating with technical experts in law drafting
Ethical	Algorithmic bias - lack of transparency in decision-making - loss of human control - privacy violation	Establishing clear ethical principles - building customer trust - enhancing transparency and accountability	Applying the principles of ethical artificial intelligence - conducting regular audits of algorithms - ensuring human oversight on essential decisions
Technical	Complexity of technologies - shortage of specialized skills - integration of legacy systems with new ones - data security	Investment in research and development, attracting global talent, building advanced infrastructure, and developing innovative local solutions.	Talent training and development programs - partnerships with universities and research centers - investment in technological infrastructure

Economic	High implementation costs - Impact on the job market - Uncertain return on investment	Improving efficiency and reducing costs - creating new jobs - attracting technological investments - diversifying the economy	Government support for startups - Workforce rehabilitation programs - Incentives for investing in artificial intelligence
Social	Resistance to change from some clients - the digital divide - loss of human interaction	Improving quality of life - more accessible and easier services - empowering people with disabilities	Awareness and education programs - ensuring equitable access to technologies - maintaining the balance between automation and human interaction
Data and Privacy	Collecting large amounts of personal data - Risks of privacy violations - Difficulty in ensuring data quality	Improving services through data, developing customized solutions, and building customer trust through transparency.	Applying data protection principles by design - Transparency in data collection and usage - Giving customers control over their data

[Table No. 03: Challenges and Opportunities in applying Artificial Intelligence]

3. Methodology

This study aims to explore and analyze the role of Artificial Intelligence in enhancing Customer Experience in the United Arab Emirates, with a focus on Administrative and Legal Aspects. To achieve this goal, the study has employed a Comprehensive Research Methodology that combines a Systematic Literature Review with Legal Analysis. Remarkably, the study has adopted a Descriptive-Analytical Method, primarily aimed at describing phenomena related to the application of Artificial Intelligence in Customer Service and analyzing the Administrative and Legal dimensions in the UAE context. Besides, a Qualitative Method has been primarily used to collect and analyze data, with the possibility of utilizing some available quantitative data. The study mainly relied on secondary data sources, including Almasafri.

Official documents include laws, decrees, regulations, national strategies, such as the UAE Artificial Intelligence Strategy 2031, and government reports issued by relevant authorities, including the Artificial Intelligence Office and Dubai Digital. Academic literature encompasses scientific articles published in Peer-Reviewed Journals, Research Papers, Master's and Doctoral Theses, as well as Specialized Books in the fields of Artificial Intelligence, Customer Experience Management, and Technology Law (Al Dweik et al., 2024). Industrial Reports and Consultancy Studies comprise reports issued by major consulting firms, as well as Research addressing the applications of Artificial Intelligence and its impact on Customer Experience in the Middle East and North Africa Region, especially in the UAE. Official websites refer to those of Government Entities, Research Centers, and Universities in the UAE that publish information or studies on Artificial Intelligence. It is also worth noting that the Researcher has adopted a Multidimensional Approach, including conducting a Comprehensive and Systematic Review of Academic Literature, Official Reports, and Published Studies on Artificial Intelligence, Customer Experience, and the Legal and Regulatory Framework in the United Arab Emirates. Legal analysis of Laws, Regulations, and Legislation issued in the United Arab Emirates related to Artificial Intelligence, Data Protection, Privacy, and Legal Liability (Żyminkowska & Zachurzok-Srebrny, 2025).

4. Results and Discussions

Based on a systematic review of Literature and Legal Sources, as well as an Administrative Analysis of the role of Artificial Intelligence in promoting customer experience in the United Arab Emirates, the following results have been drawn. Emirati institutions have employed Artificial Intelligence to improve the speed of service delivery. On the other hand, Government Reports showed that Artificial Intelligence has reduced processing times for requests, enabling immediate and accurate analysis of customer data, and thus offering customized services and products, in addition to anticipating future needs (Yasa et al., 2021). Moreover, major institutions such as Banks, Airlines, and telecommunications companies have been using Predictive Analytics Tools to enhance Customer Loyalty and improve their overall experience. It should be noted that survey results have also shown

that approximately 68% of consumers in the UAE prefer human interaction, believing that Artificial Intelligence still lacks Emotional Intelligence, Contextual Understanding, and Colloquial Language Comprehension. This, therefore, underscores the importance of integrating Artificial Intelligence with human efforts in customer service (Almuraqab et al., 2023).

It has become clear that full reliance on Artificial Intelligence may create a gap in human interaction, necessitating that Emirati institutions invest in developing Emotional Intelligence for Smart Systems and in training their employees to work alongside these technologies. However, in recent years, the UAE has enacted advanced laws regulating the use of Artificial Intelligence, such as the Personal Data Protection Law (PDPL) and the AI Ethics Legislation. These laws require institutions to provide the highest standards of transparency, data protection, and ethical handling of personal information. Accordingly, the Sandbox Laws Approach should be adopted, where laws permit the testing of new technologies within a controlled environment before being applied under public law, thereby ensuring the continuous updating of legislative frameworks in response to rapid changes (Solaiman et al., 2024).

The Legal Framework requires UAE Institutions to provide clear disclosure regarding the use of Artificial Intelligence in making any decision that might affect individuals' rights, along with mechanisms for objection and appeal against automated decisions, and to subject them to human review when necessary (Alsharif et al., 2024). The National Policies also required developers and companies to periodically examine their algorithms to detect any biases and address them, while setting standards to ensure transparency and fairness to enhance public trust in Artificial Intelligence Technologies. It has been determined that AI Systems still lack emotional understanding and the ability to handle local cultural and linguistic contexts, leading to around half of users being dissatisfied with Chatbots and Smart Customer Service.

Meanwhile, Trust in Artificial Intelligence has been increasing for routine, low-risk tasks, such as tracking orders or booking services, but has sharply declined in sensitive matters or those requiring empathetic communication, where customers prefer human intervention. Companies and institutions face challenges in adapting to Legal Compliance Requirements and in providing effective data and privacy protection, as well as the need for periodic audits of algorithms and for linking their results to institutional accountability. Risk Management and determination of Legal Liability in the event of errors or damages caused by Intelligent Systems are still under legislative development. Regulatory Bodies are hastening to close gaps, regulate objections and appeal processes, and protect intellectual property rights for content generated by Artificial Intelligence. (Alhajaj & Moonesar, 2023).

Now, there is no doubt that Artificial Intelligence has significantly contributed to accelerating the Government's Digital Transformation, reducing Bureaucracy, and providing faster and more accurate services to citizens and residents, thereby enhancing the UAE's Global Ranking in AI Readiness and Smart Government Services (Tun et al., 2025). AI is expected to deliver more than 45% of Economic Gains in the UAE by 2030 by improving products and services, stimulating demand, and enhancing innovation across vital sectors such as Healthcare, Banking, and Smart Transportation. The United Arab Emirates has widely adopted Artificial Intelligence across various sectors (Government, Banking, E-Commerce, and Tourism) to improve Customer Experience. This adoption has indeed been supported by a clear Government Vision and ambitious National Strategies, making the UAE a Regional and Global Leader in this field.

The applications of Artificial Intelligence used to enhance Customer Experience in the UAE are numerous, including Virtual Assistants, Smart Personalization, Predictive Analytics, Natural Language Processing, Computer Vision, Intelligent Process Automation, Emotional Analysis, and Smart Cybersecurity. These applications have contributed to providing faster, more efficient, and personalized services, thus enhancing customer satisfaction (Wongso et al., 2024). The UAE has a relatively advanced legal and regulatory framework that supports the use of Artificial Intelligence, with a particular focus on data protection and privacy, as outlined in the Personal Data Protection Law. The state has established Specialized Bodies, such as the Artificial Intelligence Office, the UAE Artificial Intelligence and Digital Transactions Council, and the Legislative Intelligence Office, reflecting its commitment to regulating this field (Younis et al., 2022).

There are still significant Legal and Ethical Challenges facing the application of Artificial Intelligence, the most prominent of which are the rapid pace of Technological Development versus the slow pace of Legislation, which requires determining liability in the event of errors, addressing intellectual property issues, addressing algorithmic bias, ensuring transparency, and maintaining human control. Despite the efforts exerted, these challenges need ongoing addressing and updating of the existing frameworks. Artificial Intelligence presents tremendous opportunities for the UAE to enhance its global competitiveness, improve operational efficiency, develop innovative services and products, foster a knowledge economy, and attract top international talent, while also striving to improve the quality of life and empower people with disabilities. (Rajguru, 2024).

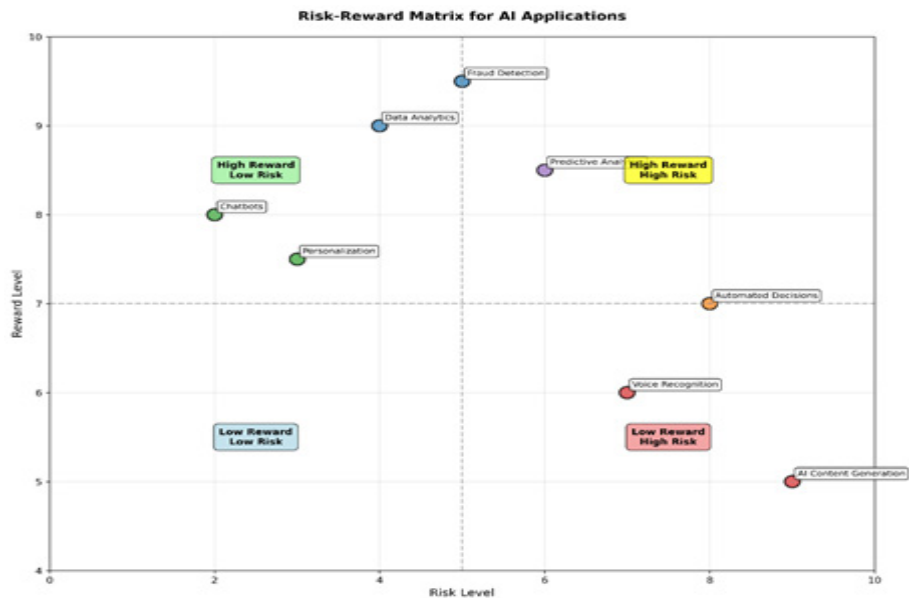


Figure 1: Risk-Reward Matrix for AI Application

To classify the application of AI, a Risk-Reward Matrix was developed (Figure 1) that categorizes each type by the benefits it can yield and the risks it entails. The matrix can be broken down into four quadrants, i.e., Low Risk Low Reward, High Risk Low Reward, Low Risk High Reward, and High Risk High Reward. The best applications to use would be in the Low Risk-High reward quadrant, where value is high, and downsides are minimal (e.g., AI to automate data entry to the database) (Zarrouk et al., 2021). High-risk, high-reward applications, such as autonomous vehicles, offer transformative benefits but also pose substantial ethical, safety, and legal risks. Projects categorized as Low Risk-Low Reward are typically routine AI tasks with no significant strategic impact. In contrast, High-Risk-Low-Reward projects are usually not chosen due to their low cost-benefit. It is based on this matrix that enables the stakeholders to gauge where to invest with the appropriate balance between innovation and responsibility that surrounds risk management. It aids in decision-making related to strategy by aligning AI initiatives with the organizational risk tolerance and expected value.

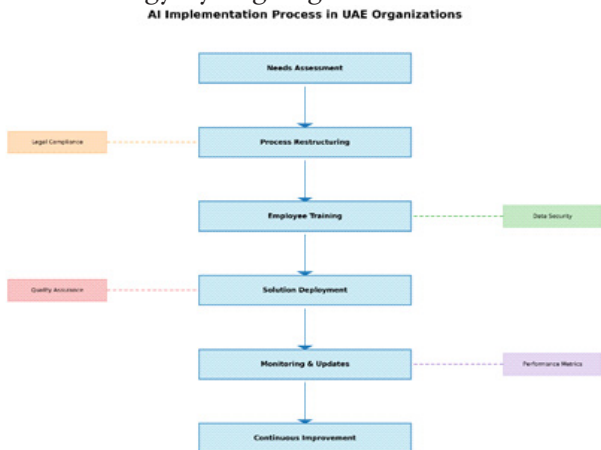


Figure 2: AI Implementation Process in the UAE Organization

The process of AI implementation that organizations in the UAE undertake is described in Figure 2 below, which depicts a sequential, gradual approach. This usually starts with Strategic Planning, where plans are developed in line with national AI plans and organizational goals. Then there is Assessment and Readiness, which evaluates infrastructure, data availability, and talent capacity. Pilot Projects, the third phase, aims to test AI tools in non-life settings to assess their feasibility and impact. Effective pilots lead to the Integration Phase, during which AI solutions can be incorporated into the core workflow of business processes. This is then complemented by Change Management and Training, which ensure that employees adjust and acquire the necessary skills. Lastly, Monitoring and Optimization will enable AI systems to be continually enhanced based on feedback and performance analysis. The diagram demonstrates the UAE’s involvement in innovation, with an emphasis on the measured, sustainable adoption of AI technologies across health care, government, and finance.

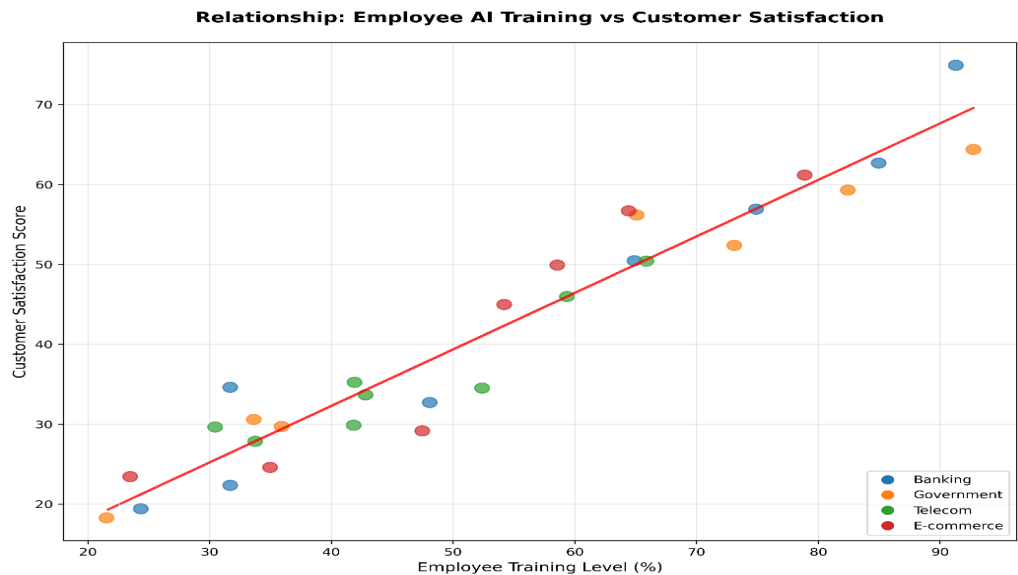


Figure 3: Relationship: Employee AI Training and Customer Satisfaction

As shown in Figure 3, a positive relationship exists between customer satisfaction and employee AI training. As employees receive more AI training and thus gain more knowledge about the subject, it becomes easier to work with AI tools, and service speed increases, as does the personalization of experiences and the accuracy of customer interactions. Such performance improvements directly increase customer satisfaction. The figure reiterates that well-trained workers are better positioned to harness AI capabilities to help customers meet demands, solve problems effectively, and deliver quality consistently. Organizations that invest in training their employees in AI enable their staff to provide a more customer-oriented, responsive service, contributing to long-term loyalty and trust.

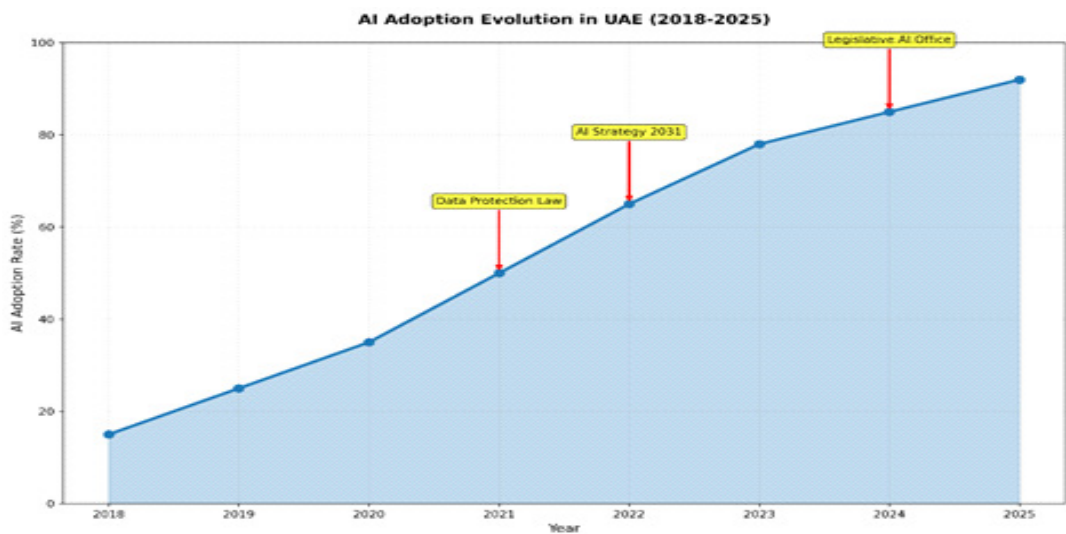


Figure 4: AI Adoption Evolution UAE (2018-2025)

public sectors. Adoption in the period 20182019 was in its infancy, with pilot projects and prototype activities primarily in government and in large corporations. Between 2020 and 2022, the pace picked up, driven by national plans such as the UAE AI Strategy 2031, increased spending, the development of accelerators, and seed funding for startups. Finance, health, and energy representatives discussed the need for regular AI applications. By 20232024, AI integration became common across processes, ranging from smart cities and chatbots used by customer service to predictive analytics and automation platforms. As 2025 begins, the emphasis is on scale, optimization, and governance of established AI implementations with sound regulatory regimes and on evaluating impact. This development is a targeted national policy, infrastructure maturity, increased talent, and extensive organizational preparedness, which place the UAE in the global league of AI leaders.

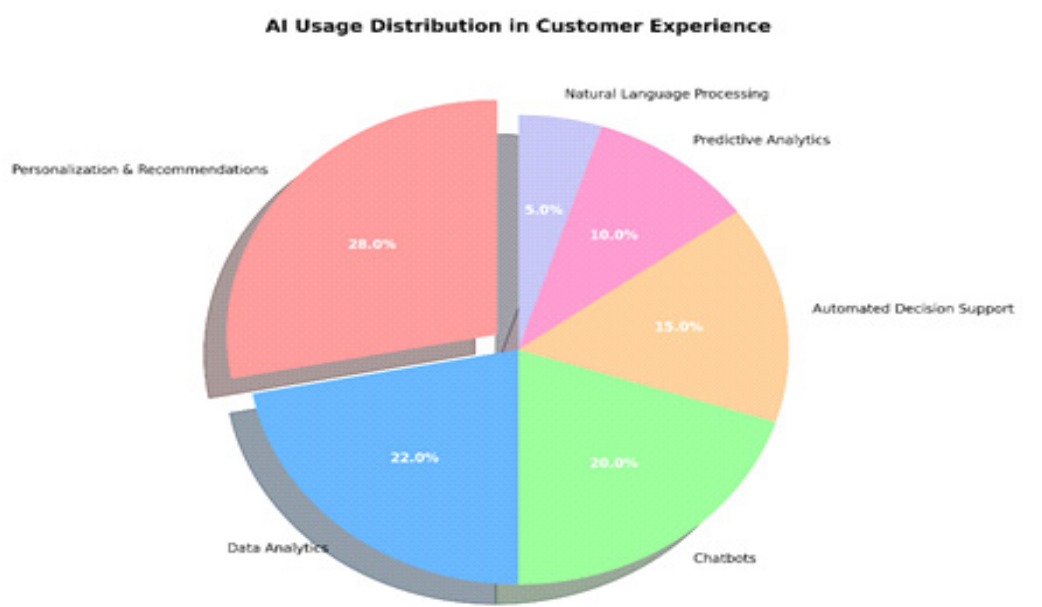


Figure 5: AI Usage Distribution in Customer Experience

Figure 5 shows the distribution of AI across different customer experience activities. The most intensive use is in chatbots and virtual assistants, which add support and reduce wait time in real time. Next are personalized recommendations, which help businesses customize products and services according to individual preferences. This is followed by predictive analytics that will empower business enterprises to predict customer behavior and ultimately make better decisions. Others include automated email responses, effective use of voice recognition, and sentiment analysis. This allocation is crucial to implementing AI and facilitating more rapid, customized, and efficient customer connections. As adoption surges, the use of AI in business is becoming increasingly prevalent to enhance satisfaction, loyalty, and the overall user experience and engagement on online platforms.

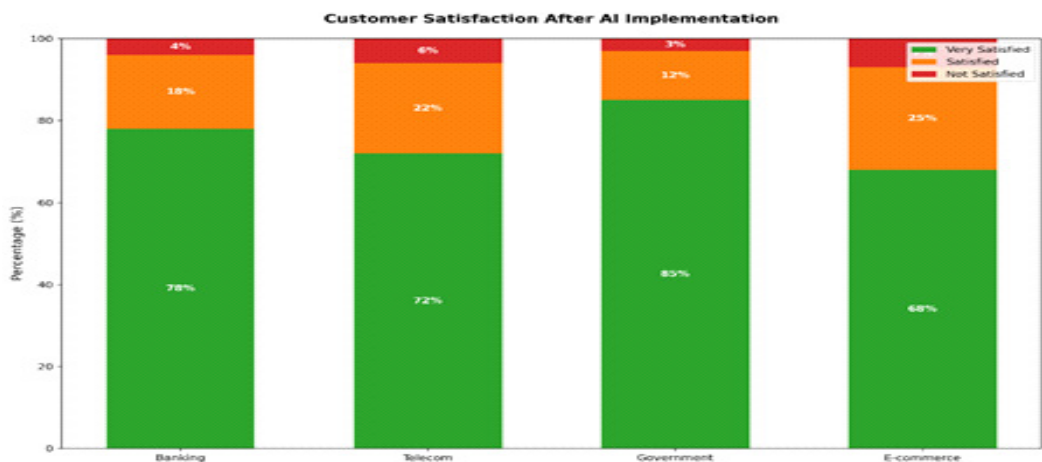


Figure 6: Customer Satisfaction after AI Implementation

As shown in Figure 6, customer satisfaction rises after AI technologies are implemented. Before the adoption of AI, satisfaction was moderate, and widespread concerns included low responsiveness, a lack of personalization, and inconsistent service availability. Measures such as response time, service accuracy, and user engagement improved significantly after AI implementation. Customers felt their problems were being resolved more efficiently and had improved experiences due to personal and 24/7 support. The statistics indicate that AI is a positive change to customer service because it is quicker, more innovative, and responsive. In general, the figure illustrates the rationale that strategic AI integration delivers quantifiable results, including increased customer satisfaction and service excellence.

5. Study Recommendations

Based on a review of previous studies and the results obtained, the Researcher has developed a set of recommendations, which are listed in the following subsections.

5.1 Recommendations for Government Entities and Policymakers

It is essential to develop flexible and dynamic legal frameworks that keep pace with rapid developments in Artificial Intelligence. Therefore, adopting a “sandbox” approach is an important step that allows for testing new technologies within a controlled environment, being subject to be reviewed and modified, which is supported by the State Strategy in Artificial Intelligence that aims to achieving innovation and excellence while maintaining a balance between Technological Advancement and Social Values, in addition to promoting principles of Ethical Governance, such as accountability, transparency, and auditing algorithms to detect biases. Such a project requires providing clear guidelines to Developers and Users, as well as designing continuous auditing processes to maintain the Sustainability and Reliability of Artificial Intelligence. Priority should be given to investing in Advanced Digital Infrastructure and developing Specialized Education and Training Programs to bridge future skills gaps, enabling National Competencies to lead Digital Transformation. It is strongly emphasized that Government Entities, Companies, and Academic Institutions collaborate to exchange expertise and develop AI-based solutions and Innovations that serve the Sustainable Development Goals.

5.2 Recommendations for Companies and Institutions

It is recommended that the emphasis primarily be on the Customer, with a deep understanding of their needs and expectations, ensuring that AI Technologies genuinely enhance their experience rather than complicate it. Additionally, emphasis should be placed on training employees to handle new AI Systems and on developing their skills in areas such as data analysis, customer interaction through digital channels, and Chatbot management. Additionally, a balance must be struck between automating routine tasks and maintaining human interaction when necessary. Indeed, long-term customer relationships are significant. Companies must ensure that all AI applications comply with the ethical and legal standards in force in the UAE, especially those related to data protection, privacy, and fairness.

5.3 Recommendations for Future Research

There should be an in-depth case study on specific applications of Artificial Intelligence in various sectors in the UAE, with a detailed analysis of the challenges and successes. Furthermore, studying the long-term social and economic impacts of Artificial Intelligence on Labor Markets and wealth distribution should be considered. Comparative studies of the Legal and regulatory frameworks for artificial intelligence in the UAE are also required. Moreover, the development of Models and Tools to evaluate the effectiveness of AI Applications in promoting customer experience has a priority, taking into account Administrative, Legal, and Ethical Aspects.

6. Conclusions

In general, this study is considered an essential step towards a deeper understanding of the challenges and opportunities that result from the use of Artificial Intelligence to enhance Customer Experience. It should be acknowledged, however, that the United Arab Emirates, like many other parts of the world, is witnessing the rapid adoption of these modern technologies. By reviewing the administrative and legal aspects of Artificial Intelligence, the study has highlighted the need to develop advanced, flexible legal frameworks that accommodate its evolving

nature, as well as to create work environments that can adapt to dynamic technological transformations. Meanwhile, the study has emphasized the importance of establishing Ethical Governance Principles to ensure transparency, fairness, and accountability, as well as conscious human intervention in processes that rely on Intelligent Algorithms, to ensure that automation serves humanity rather than replacing it.

On the other hand, the study emphasizes that the success of Artificial Intelligence in improving Customer Experience requires continuous investment in Digital Infrastructure and the enhancement of Human Resource Capabilities through specialized training programs in Artificial Intelligence and Data Science. The human factor shall hence remain an indispensable element in ensuring service quality and monitoring any shortcomings in the performance of Intelligent Systems. Moreover, sustainable collaboration among Government Entities, the Private Sector, and Academic Institutions is considered a fundamental pillar for developing innovative solutions that meet Local Market Requirements, keep pace with global practices, and thereby promote the UAE's position as a leading hub in Artificial Intelligence and Digital Development. The study has confirmed the urgent need for a clear, strict legislative framework that defines the responsibilities of all participating parties — whether developers, users, or digital platforms — especially when addressing sensitive issues such as Privacy, Intellectual Property Rights, handling technical errors, and algorithmic bias.

Accordingly, reviving and activating flexible laws, such as “sandbox laws,” will undoubtedly provide a practical mechanism to keep pace with developments and prevent the increase of legal loopholes that could be exploited improperly. Similarly, strict adherence to ethical and legal principles will foster trust between institutions and clients, thereby contributing to the development of a safe and sustainable digital society. Based on the above, it can be determined that integrating Artificial Intelligence into the Customer Experience is an inevitable path to keeping up with modern technology and achieving competitiveness and excellence. However, this requires a joint effort among policymakers, legislators, various institutions, and researchers to ensure that artificial intelligence is employed in a manner that balances innovation on one hand with the preservation of rights, values, and principles on the other. Finally, we are obliged to note that ongoing research and development, enhanced regulatory and human capacities, and the development of a comprehensive legal and ethical framework are the foundation for achieving sustainable and effective results that would serve the interests of the Emirati Community and place it at the forefront of countries.

References

- Abdul-Al, T. (2024). *Investigating the ethical use of artificial intelligence systems in the United Arab Emirates: a framework for governance using the analytic hierarchy process*, Westcliff University.
- Aboelazm, K. (2023). Debatable issues in the rule of law in British constitutional history and their influence on Egyptian constitutions. *International Journal of Doctrine, Judiciary and Legislation*, 4(2), 521–568.
- Aboelazm, K. S., & Afandy, A. (2019). Centralization and Decentralization of Public Procurement: An Analysis of the Role of the General Authority for Governmental Services (GAGS) in Egypt. *Journal of Advances in Management Research*, 16(3), 262–276.
- Aboelazm, K. S., Dganni, K. M., Tawakol, F., & Sharif, H. (2024). Robotic judges: a new step towards justice or the exclusion of humans? *Journal of Lifestyle and SDG Review*, 4(4).
- Aboelazm, K. S., Ibrahim, E., Sharif, H., & Tawakol, F. (2025). Policies of Civil Service Leadership Reform in Egypt and the United Arab Emirates in Light of the United Kingdom's Experience. *Journal of Lifestyle and SDGs Review*, 5(2), e03304-e03304.
- Aboelazm, K. S., Tawakol, F., Dganni, K. M., & AlFil, N. Z. (2024). Public-private partnership: A new policy to ameliorate the quality of public utility services to the public. *Journal of Lifestyle and SDG Review*, 4(4).
- Aboelazm, K. S., Tawakol, F., Ibrahim, E., & Ramadan, S. A. (2025). The Legal Framework for BOT Contracts in Egypt and the United Arab Emirates. *Journal of Lifestyle and SDGs Review*, 5(2), e03286-e03286.
- Al-Hajri, A., Abdella, G. M., Al-Yafei, H., Aseel, S., & Hamouda, A. M. (2024). A systematic literature review of the digital transformation in the Arabian Gulf's oil and gas sector. *Sustainability*, 16(15), 6601.
- Al Dweik, R., Ajaj, R., Kotb, R., Halabi, D. E., Sadier, N. S., Sarsour, H., & Elhadi, Y. A. M. (2024). Opportunities and challenges in leveraging digital technology for strengthening the mental health system: A systematic review to inform interventions in the United Arab Emirates. *BMC Public Health*, 24(1), 2592.
- Albanna, N., Alshamsi, S., & Almourad, M. B. (2025). Systematic Literature Review of Adopting AI Robots in the UAE Judicial System. 2024 International Conference on IT Innovation and Knowledge Discovery (ITIKD),
- Albayati, Y. K., Allouzi, A. S., Abdalaziz, M. M. O., Al-Ali, M., & Yas, H. (2025). Development of a sustainable society and economy based on knowledge in the United Arab Emirates. *International Journal of Innovative Research and Scientific Studies*, 8(2), 854.
- Alhajaj, K. E., & Moonesar, I. A. (2023). The power of big data mining to improve the health care system in the United Arab Emirates. *Journal of Big Data*, 10(1), 12.
- AlKhamaiseh, M. A., Allouzi, A., & Karima, K. (2025). The adequacy of the UAE Commercial Law in 2023 in regulating artificial intelligence as a subject of the contract. *Humanities*, 6(1).
- Allouzi, A. (2024). Mediation and conciliation centers and their impact on resolving legal disputes in the UAE "Under Federal Law No. 17 of 2016 and its amendment No. 5 of 2021.". *Journal of Infrastructure, Policy and Development*, 8(10), 6703.
- Allouzi, A. S. (2024). Digital Justice and Its Impact on the Functioning of Procedural Rivalry in UAE Law. *Research Journal in Advanced Humanities*, 5(4), 300–315.
- AlLouzi, A. S., & Alomari, K. M. (2023). Adequate legal rules in settling metaverse disputes: Hybrid legal framework for metaverse dispute resolution (HLFMDR). *International Journal of Data & Network Science*, 7(4).
- Allouzi, A. S., Alomari, K. M., & Maghaydah, S. (2024). Enhancing Game Classification Systems with Machine Learning: A Comparative Study on Techniques and Legal Implications. *International Journal of Data and Network Science*, 8(4), 2319–2332.
- Allouzi, A. S., Karima, K., & AlKhamaiseh, M. A. (2024). The Role of Artificial Intelligence and Emerging Technologies in UAE Commercial Transactions Law (2023).
- Almasafri, A. H. S. H. (2022). *Financial Technology, Customer Experience, Behaviour and Banks' Financial Performance: The Case of the United Arab Emirates*, The British University in Dubai.
- Almheiri, H. M., Ahmad, S. Z., Abu Bakar, A. R., & Khalid, K. (2024). Artificial intelligence capabilities, dynamic capabilities, and organizational creativity: contributing factors to the United Arab Emirates Government's managerial performance. *Journal of Modelling in Management*, 19(3), 953–979.
- Almuraqab, K. A. S., Alrae, R., & Almuraqab, N. A. S. (2023). Ethical Challenges of Adopting AI and E-commerce

- in the UAE. *Journal of Namibian Studies: History, Politics, Culture*, 34, 1674-1684.
- Almuraqab, N. A. S., Jasimuddin, S. M., & Saci, F. (2024). Exploring determinants that influence the usage intention of AI-based customer services in the UAE. *Journal of Global Information Management (JGIM)*, 32(1), 1–16.
- Alsaadi, R. (2025). *Exploring the relationship between artificial intelligence and service quality in the United Arab Emirates' public sector, as published in Anglia Ruskin Research Online (ARRO)*.
- Alsharif, A., Isa, S. M., & Alqudah, M. N. (2024). Smart Tourism, Hospitality, and Destinations: A Systematic Review and Future Directions. *Journal of Tourism and Services*, 15(29), 72–110.
- Binsarhan Alzabbi, A. A., & Mollah, A. S. (2025). The Impact of Emerging Technologies on The Digital Transformation of Governance in The UAE: A Systematic Literature Review. *University of Sharjah Journal for Humanities & Social Sciences*, 22(2).
- Dafri, W., Yas, N., Salem, O., Khalifa, A. A., & AlLouzi, A. S. (2025). Policies and laws governing the digital customer and digital government services in the Emirates.
- Dahabreh, F. M. (2023). *The continued usage of artificial intelligence in the United Arab Emirates public sector organisations: An extended information system success model*, University of Northumbria at Newcastle (United Kingdom).
- Gorian, E., & Osman, N. D. (2024). Digital ethics of Artificial Intelligence (AI) in Saudi Arabia and the United Arab Emirates. *Malaysian Journal of Syariah and Law*, 12(3), 583–597.
- Habib, M. (2024). Artificial Intelligence-Driven Risk Management: The effectiveness of the Government AI governance framework in building community trust for using AI tools in the United Arab Emirates.
- Jabeen, F., Al Zaidi, S., & Al Dhaheri, M. H. (2022). Automation and Artificial Intelligence in Hospitality and Tourism. *Tourism Review*, 77(4), 1043-1061.
- Khan, H. U., Malik, M. Z., Alomari, M. K. B., Khan, S., Al-Maadid, A. A. S., Hassan, M. K., & Khan, K. (2022). Transforming the Capabilities of Artificial Intelligence in the GCC Financial Sector: A Systematic Literature Review. *Wireless communications and mobile computing*, 2022(1), 8725767.
- Khudhair, H. Y., Alsaud, A. B., Alsharm, A., Alkaabi, A., & AlAdeedi, A. (2020). The impact of COVID-19 on supply chain and human resource management practices and future marketing. *International Journal of Supply Chain Management*, 9(5), 1681–1685.
- Khudhair, H. Y., Jusoh, A., Mardani, A., & Nor, K. M. (2019). A conceptual model of customer satisfaction: Moderating effects of price sensitivity and quality seekers in the airline industry. *Contemporary Economics*, 13(3), 283.
- Khudhair, H. Y., Jusoh, A., Mardani, A., Nor, K. M., & Štreimikienė, D. (2019). Review of scoping studies on service quality, customer satisfaction, and customer loyalty in the airline industry. *Contemporary economics*, 13(4), 375–387.
- Khudhair, H. Y., Jusoh, A., Nor, K. M., & Mardani, A. (2021). Price sensitivity as a moderating factor in the relationship between airline service quality and passenger loyalty satisfaction in the airline industry. *International Journal of Business Continuity and Risk Management*, 11(2-3), 114–125.
- Khudhair, H. Y., Jusoh, D. A. B., Abbas, A. F., Mardani, A., & Nor, K. M. (2020). A review and bibliometric analysis of service quality and customer satisfaction by using the Scopus database. *International Journal of Management*, 11(8).
- Kothari, U., Grandhi, B., & Thrassou, A. (2025). Digital transformation of retail banking in the United Arab Emirates. *Journal of Asia Business Studies*, 19(1), 163–181.
- Rajguru, K. (2024). Artificial Intelligence and the Perspective of Value Creation: Present Research Focus and Future Directions. *The Impact of Digitalization on Current Marketing Strategies*, 163-181.
- Saeed, M., & Khudhair, H. (2024). MANAGING COMPLEXITY AND STAKEHOLDER DYNAMICS IN LARGE-SCALE INFRASTRUCTURE PROJECTS. *International Journal on Technical and Physical Problems of Engineering*, 16(1), 265–276.
- Saeed, M., & Yas, H. (2023). Building information modelling (BIM) and knowledge management in implementation for construction projects. *Manag. Sci. Lett*, 13, 277–286.
- Saeed, M., & Yas, H. (2023). Project Waste Management and Recycling: Reduce Project Material Expenses. *Migration Letters*, 20(S5), 1249–1266.

- Solaiman, B., Bashir, A., & Dieng, F. (2024). Regulating AI in health in the Middle East: case studies from Qatar, Saudi Arabia, and the United Arab Emirates. *Research handbook on health, AI and the law*, 332–354.
- Tun, H. M., Rahman, H. A., Naing, L., & Malik, O. A. (2025). Trust in Artificial Intelligence–Based Clinical Decision Support Systems Among Healthcare Workers: A Systematic Review. *Journal of Medical Internet Research*, 27, e69678.
- Wongso, B., Lienaka, K. N., Firstian, V., & Magdalena, Y. (2024). User-centered design in AI applications: a systematic literature review. 2024 International Conference on Information Management and Technology (ICIMTech),
- Yas, H., Abdalaziz, M. M. O., Dafri, W., AL-Falahi, Q., Kashmoola, B., & Salem, A. (2025). Artificial Intelligence and Digital Marketing: Ethical Challenges of Digital Influence on Public Perception and Consumer Behavior in the UAE Law. *Humanities*, 6(3).
- Yas, H., Aburayya, A., & Shwede, F. (2024). Education Quality and Standards in Public and Private Schools: A Case Study in Saudi Arabia. In *Artificial Intelligence in Education: The Power and Dangers of ChatGPT in the Classroom* (pp. 563–572). Springer.
- Yas, H., Alkaabi, A., AlBaloushi, N. A., Al Adeedi, A., & Streimikiene, D. (2023). The impact of strategic leadership practices and knowledge sharing on employees' performance. *Polish Journal of Management Studies*, 27.
- Yas, H., Jusoh, A., Streimikiene, D., Mardani, A., Nor, K. M., Alatawi, A., & Umarlebbe, J. H. (2021). The Negative Role of Social Media During the COVID-19 Outbreak. *International Journal of Sustainable Development and Planning*, 16(2), 219–228.
- Yas, H., Mardani, A., Albayati, Y. K., Lootah, S. E., & Streimikiene, D. (2020). The positive role of the tourism industry in Dubai, United Arab Emirates. *Contemporary Economics*, 14(4), 601.
- Yas, H., Mardani, A., & Alfarttoosi, A. (2020). The major issues facing staff in the Islamic banking industry and their impact on productivity. *Contemporary Economics*, 14(3), 392.
- Yas, H., & Nasir, M. M. (2024). Threat Detection and Mitigation in the Realm of Connected Vehicle Systems. *International Journal of Wireless & Ad Hoc Communication*, 8(1).
- Yas, H., Othman, B., Mohammad, A. J., & Agala, S. R. (2022). Investigating the role of leadership and organisational culture in fostering innovation. *International Journal of Health Sciences*, 6(S5), 2316–2334.
- Yas, H., Saeed, M., Alkuwaiti, H. H. H., & Lootah, S. E. (2023). Country of Origin Perceptions: An Ethnocentric study of Chinese Products and Life Cycle Assessment in the Malaysian market. *Migration Letters*, 20(S7), 470–481.
- Yas, N., Dafri, W., Yas, H., & Shwede, F. (2024). Effect of e-learning on servicing education in Dubai. In *Artificial Intelligence in Education: The Power and Dangers of ChatGPT in the Classroom* (pp. 623–639). Springer.
- Yas, N., Elyat, M. N. I., Saeed, M., Shwede, F., & Lootah, S. (2024). The Impact of Intellectual Property Rights and the Work Environment on Information Security in the United Arab Emirates. *Kurd. Stud.*, 12(1), 3931–3948.
- Yasa, H., Alsaudb, A. B., Almaghrabic, H. A., Almaghrabic, A. A., & Othmand, B. (2021). The effects of TQM practices on the performance of organizations: A case of selected manufacturing industries in Saudi Arabia. *Management Science Letters*, 11, 503–510.
- Younis, H., Sundarakani, B., & Alsharairi, M. (2022). Applications of Artificial Intelligence and Machine Learning within Supply Chains: A Systematic Review and Future Research Directions. *Journal of Modelling in Management*, 17(3), 916–940.
- Zarrouk, H., El Ghak, T., & Bakhouch, A. (2021). Exploring economic and technological determinants of FinTech startups' success and growth in the United Arab Emirates. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 50.
- Żymkowska, K., & Zachurzok-Srebrny, E. (2025). The Role of Artificial Intelligence in Customer Engagement and Social Media Marketing—Implications from a Systematic Review for the Tourism and Hospitality Sectors. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(3), 184.