

# Service Marketing Strategy for Study Abroad Service Companies in the Age of AI

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**Abstract:** The application of AI technology in the service marketing of study abroad service enterprises can not only improve the marketing efficiency, but also provide customers with personalised recommendation services, meet customer needs and further optimize customer relationships. Based on this, the article describes the advantages of the application of AI technology in the service marketing of study abroad service enterprises, analyses the positive impact of AI technology on the service marketing of study abroad service enterprises, and explores the strategic measures of the service marketing of study abroad service enterprises in the era of AI, aiming to provide some useful references to improve the efficiency of the service marketing of study abroad service enterprises and to promote the better and faster development of study abroad service enterprises.

**Keywords:** Age of AI; study abroad service companies; service marketing strategy.

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## 1. Introduction

With the continuous development of economy and society and the general improvement of national quality, studying abroad has become one of the ways for people to further their education. The market demand for studying abroad is constantly rising, and study abroad service enterprises play an increasingly important role, which can not only provide students and parents with one-stop solutions such as study abroad consulting, application and follow-up services, but also connect domestic and foreign educational resources and promote cultural exchanges as an important bridge. Therefore, it is also necessary to continuously optimize the service marketing strategy, which has a positive effect on the better development of the study abroad service enterprises. The application of AI technology not only improves the accuracy of the data analysis of the study abroad service enterprises, but also provides accurate personalized service for customers, meets the needs of the customers, and improves the effect of customer relationship management. This paper analyzes and discusses the service marketing strategy measures of study abroad service enterprises in the AI era, hoping to provide reference for the optimization of service marketing strategy of study abroad service enterprises and promote the sustainable development of study abroad service enterprises.

## 2. Advantages of the Application of Ai Technology in The Service Marketing of Study Abroad Service Enterprises

### 2.1. Accurately conduct data analysis to improve marketing efficiency

The application of AI technology in the service marketing of study abroad service enterprises can, on the one hand, deeply excavate and analyze a large amount of customer data, including customer browsing records, search history, consulting content and other data information, to more accurately grasp the customer's study abroad needs, interest preferences and budget, and then provide targeted study abroad solutions and recommended services for customers,

and improve customer satisfaction and conversion rate; on the other hand, it can analyze the Historical data, combined with real-time data, can be used to make intelligent predictions of market trends, so that study abroad service companies can adjust their service marketing strategies in advance according to these predictions, seize market opportunities in time, improve marketing efficiency and achieve healthy and sustainable development.

### 2.2. Provide personalised recommendation services

The application of AI technology in the service marketing of study abroad service enterprises can provide customers with personalised recommendation services, such as suitable schools, majors, reasonable accommodation, travel routes and so on, to meet customers' own needs. Study abroad service enterprises provide customers with personalised recommendation services, on the one hand, it can attract and retain potential customers more effectively, provide customers with valuable information and suggestions, and improve the marketing effect; on the other hand, it can increase the customer's satisfaction and trust in the enterprise's services, which can help to enhance the customer's loyalty, prompting them to be willing to establish a long-term cooperative relationship with the study abroad service enterprise, and promote the study abroad service enterprise's Long-term development.

### 2.3. Optimise customer relationship management to exploit customer potential

The application of AI technology in the service marketing of study abroad service enterprises, through the construction of intelligent customer service system, to achieve 24-hour 24/7 online service, through natural language processing and voice recognition technology, accurate understanding of customer intentions, and rapid response to customer inquiries and questions, provide appropriate answers and suggestions, improve customer service efficiency, increase customer stickiness, and optimise the management of customer relations. Not only that, study abroad service enterprises can also establish a customer feedback system with the help of AI technology to collect and process customers' opinions and

suggestions in real time. In this way, enterprises can identify and solve problems in a timely manner, improve service quality and customer satisfaction, consolidate customer relationships and achieve sustainable development.

### **3. The Positive Impact of AI Technology on The Service Marketing of Study Abroad Service Enterprises**

#### **3.1. Achieve accurate market segmentation and provide personalised study abroad services**

With the support of AI technology, study abroad service companies can use big data analysis to deeply mine various information about consumers, such as search behaviour, social media activities, purchase history, etc., so as to grasp consumers' consumption characteristics. For example, study abroad service companies can use AI technology to discover which countries and specialisations international students from certain specific regions are more inclined to choose for further study, or which students from certain family backgrounds are more likely to choose high-end study abroad services, and so on. In other words, AI technology can support study abroad service enterprises to accurately segment the market, and then more accurately locate their target market and formulate corresponding marketing strategies to improve the accuracy of service marketing. On this basis, study abroad service enterprises can provide customers with personalised study abroad services. For example, for students who intend to major in art, study abroad service enterprises can use AI technology to recommend suitable art colleges and majors and provide targeted application strategies based on the combination of the customer's artistic going, portfolio quality, academic performance and other factors, which helps to improve the efficiency of the enterprise's service marketing and increase customer satisfaction.

#### **3.2. Provide customised products and continuously optimise products**

In the application of AI technology, during the service marketing process of study abroad service enterprises, the staff of the enterprises can more accurately analyse the information of customers' academic background, language ability, interests, career planning, etc., and then tailor-make study abroad programs for them. For example, in terms of choosing schools, study abroad service enterprises can use AI technology to recommend the most suitable schools for customers under the premise of analysing customers' academic performance, professional interests, geographic location and other factors; in terms of study abroad application, study abroad service enterprises can use AI technology to assist customers in accurately personalising their application materials, such as personal statements, recommendation letters, etc., so as to improve the success rate of the application and satisfy customers' actual needs. In addition, AI technology can also help study abroad service enterprises continuously optimize their service products. For example, enterprises can use AI technology to collect and analyze customer feedback, market trends and other information, analyze the problems and difficulties encountered by customers in the process of studying abroad, and then optimize the process of study abroad services, enrich

the types and contents of services, optimize the service products, and improve the efficiency of service marketing and marketing quality.

#### **3.3. Implement dynamic pricing and optimise price structure**

The application of AI technology in the service marketing process of study abroad service companies enables dynamic pricing and also optimizes the pricing structure. On the one hand, traditional pricing methods are keyed to factors such as cost, demand and competitors' prices, but often cannot be adjusted in real time. In the case of AI technology application, study abroad service companies can use AI-driven dynamic pricing models to consider multiple factors such as seasonal demand, inventory status, consumer purchase history, consumer demand, competitors' prices, market trends, etc., and then respond to market changes in a timely manner and dynamically adjust the product price to attract and satisfy customer demand. On the other hand, for high-value customers, study abroad service enterprises can provide higher-end and more personalized services and increase prices accordingly; for price-sensitive customers, study abroad service enterprises can provide more cost-effective services to increase their willingness to buy. Enterprises adopt such means to help optimize the price structure.

#### **3.4. Implement personalised, automated, multi-channel promotions**

With the application of AI technology, the service promotion methods of study abroad service enterprises are gradually diversified, and they can implement both personalized promotion, automated marketing and multi-channel promotion. For one, study abroad service enterprises can formulate personalized promotional programs based on data analysis results, and then recommend them to target customers to increase customers' purchase intention and conversion rate, enhance customers' brand awareness and loyalty, and consolidate customer relationships. Secondly, study abroad service enterprises can accurately place the advertisements to the target audience through the intelligent placement system to improve the click rate and conversion rate of the advertisements, and can also automatically adjust the marketing strategy according to the market trend and consumer feedback to ensure the effect of the promotional activities. Thirdly, according to consumers' social media habits, study abroad service enterprises can promote study abroad information through social media platforms such as microblogging and wechat, and at the same time, they can implement promotional activities combining offline and offline to strengthen customer interaction and experience and attract more potential customers.

### **4. Strategic Measures for Service Marketing of Study Abroad Service Enterprises in the Age of AI**

#### **4.1. Construct customer portrait, provide personalised recommendation and customised service**

Customer profiling is a key tool for study abroad service enterprises to understand customer needs. Overseas study service enterprises should fully apply AI technology to collect and analyze various data of customers, including personal

information, educational background, interest preferences, occupation, budget, etc., by means of questionnaires through microblogging, weibo, wechat and other media platforms, and then, based on the results of the data analysis, they can grasp the personal information characteristics of the customers and build up a unique portrait of each customer, which will provide support for the subsequent accurate marketing of the services. On this basis, the study abroad service company can recommend appropriate programs, schools and majors that meet the customers' academic background and interest preferences, and satisfy the customers' budget and career planning needs based on the information in their profiles. In addition to personalized recommendations, study abroad service companies can also provide customized study abroad services, such as personalized study abroad planning, application programs, visa guidance, etc., according to the specific needs and actual situation of the customers, so as to improve the quality of services.

#### **4.2. Multi-channel marketing and promotion, provide intelligent consulting services**

Regarding multi-channel marketing and promotion, first of all, study abroad service enterprises can make use of social media platforms such as microblogging, WeChat public number, Jitterbug, etc., to release study abroad information, successful cases, event information, etc., to attract the attention of potential customers. At the same time, the enterprise pushes personalized preferential information through accurate positioning of the target user group to improve the conversion rate. Secondly, study abroad service companies use search engines, news sites and other channels to target online advertising, expand brand exposure, ensure that the ads can accurately reach the target user groups, and improve the effect of advertising promotion. Next, study abroad service enterprises can organize offline seminars, study abroad exhibitions, campus recruitment and other activities to communicate with potential customers face-to-face, answer their questions, and deepen students' understanding of the enterprise brand. At the same time, enterprise personnel should collect feedback from customers in a timely manner to provide reference for the optimization of subsequent service marketing strategies. Finally, study abroad service enterprises establish cooperative relationships with educational institutions and study abroad agencies to share customer resources, broaden enrollment channels, and expand the scope of enterprise brand and product promotion. In addition, study abroad service enterprises should utilize AI technology to build an intelligent consulting service system: first, build an intelligent online customer service system to provide customers with 24-hour uninterrupted online consulting services, timely help customers answer questions about study abroad application, visa processing, selection of colleges and universities, etc., and improve the response speed of customer service; second, build an intelligent recommending system, which can be used according to the personal information input by the customer, such as interests and preferences, budget, intended majors and other information, to recommend suitable study abroad programs, including schools and majors, to promote the service marketing effect.

#### **4.3. Explore new service modes such as virtual study abroad experience and online course auditioning**

Study abroad service companies should utilize AI technology to simulate real study abroad environments so that students can feel the atmosphere of overseas campuses, classrooms, and life in advance. For example, campus simulation. Study abroad service companies can use VR technology to simulate the real overseas environment, students can "visit" the campus of the target institution online, including classrooms, libraries, dormitories, cafeterias and other places, to deepen their understanding of the target institution. Classroom experience, study abroad service companies use AR technology to simulate the classroom teaching environment, allowing students to advance the classroom teaching atmosphere, helping students better understand the overseas teaching mode, but also enabling students to better adapt to overseas teaching methods. Life scene simulation. Study abroad service enterprises simulate various scenes of overseas life, such as shopping, transportation, socializing, etc., to help students understand the local lifestyle and cultural habits. In addition, study abroad service companies can provide online course trial service, i.e. students can have a trial listening to some courses of the target institutions before formally applying for study abroad, in order to assess whether their academic level and interests match with the course, which will help students to more accurately choose the study abroad program that suits them. Before that, study abroad service companies should recommend suitable online trial courses for students based on their academic background, interest preferences and other information. During the audition, students can ask questions and discuss ways to increase the sense of experience and participation. After the audition session, students provide feedback and evaluation so that study abroad service companies can further understand students' needs and provide reference for the optimization of subsequent service marketing strategies. By adopting a new service model, it helps to attract the attention of potential customers, and also consolidates existing customers, improves the efficiency of customer relationship management, and enhances the effect of service marketing.

#### **4.4. Customer relationship management and maintenance, cultivate AI technology and marketing talents**

Study abroad service enterprises should apply AI technology to strengthen customer relationship management and maintenance, and at the same time focus on cultivating AI technology and marketing talents to accelerate the realization of sustainable development goals. First, study abroad service enterprises should use AI technology to collect basic customer information in all aspects, understand customers in depth, identify customer needs more accurately, provide a basis for better customer relationship management, meet the actual needs of customers, and increase customer stickiness. Secondly, study abroad service enterprises can combine customer data to provide them with personalized interactive experiences. For example, study abroad service enterprises provide customized consulting services to customers through AI chatbots, or send personalized blessings and preferential information to customers on specific festivals or anniversaries to increase customer

recognition of enterprise services and further maintain customer relationships. Third, talent is the basic guarantee for the long-term development of enterprises. Overseas study service enterprises should strengthen the cultivation of AI technology and marketing talents, and the specific measures are as follows: first, overseas study service enterprises should introduce talents with AI technology background and experience, optimize the talent introduction standard, and reserve more excellent talents. At the same time, enterprises should strengthen cooperation with universities, synthesize the advantageous resources of both sides, jointly formulate and set up AI technology + marketing talent cultivation plans and courses, and ensure the relevance and timeliness of the content of talent cultivation by sharing with each other information on market development trends, the current situation of AI technology and service marketing development. Enterprises should also work with universities to build practice bases, and regularly send outstanding staff representatives to schools to work part-time as instructors to help students connect theoretical knowledge with reality from a practical perspective, so that students can understand the connotation of AI technology and grasp new marketing skills more quickly. Secondly, study abroad service enterprises should encourage interdisciplinary talent training, such as combining talents specializing in computer science, data science, marketing and other disciplines, to jointly develop new service models and marketing strategies, and improve service quality and competitiveness.

## 5. Conclusion

In summary, the application of AI technology in the service marketing of study abroad service enterprises can not only

improve the marketing efficiency, but also provide personalized recommendation services to customers, meet customer needs, and further optimize customer relationships, which has a positive effect on the better development of study abroad service enterprises. Therefore, study abroad service enterprises should grasp the positive impact of AI technology and accelerate the implementation of service marketing strategic measures: building customer profiles, providing personalized recommendation and customized services; multi-channel marketing and promotion, providing intelligent consulting services; exploring new service modes such as virtual study abroad experience and online course trial; customer relationship management and maintenance, and cultivating AI technology and marketing talents.

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