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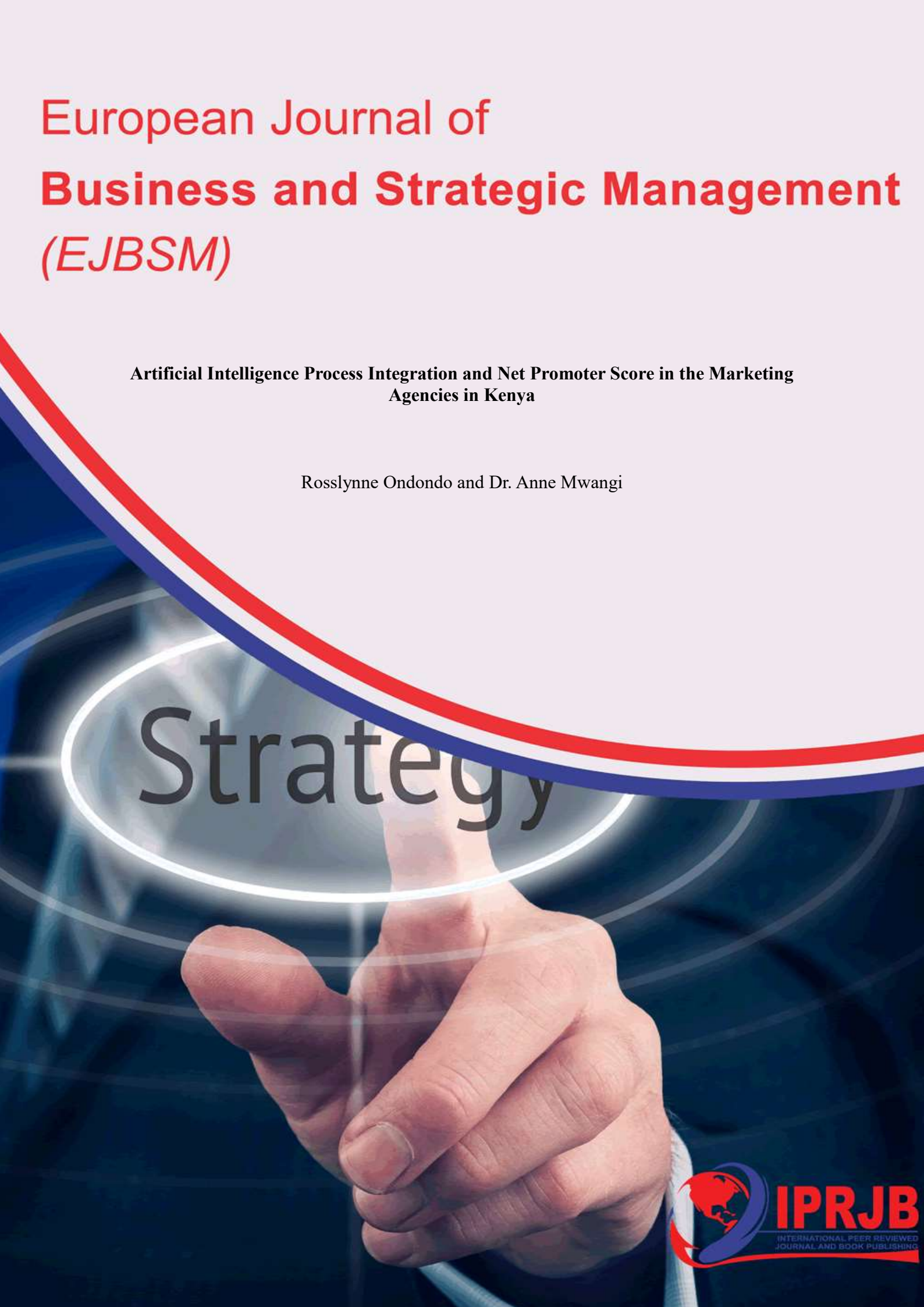

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Artificial Intelligence Process Integration and Net Promoter Score in the Marketing Agencies in Kenya

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Abstract

Purpose: The purpose of the study was to determine the impact of integration of AI into processes on the net promoter score within the marketing agencies in Kenya. Integrating AI into processes involves incorporating it into systems and workflows to enhance efficiency, timeliness and quality of products and services. When this is done customer experience is positive leading to high satisfaction. This then influences net promoter score since the satisfied customers will provide positive feedback and thus ensure high positive engagement with the entities deploying AI.

Methodology: The study deployed a meta-analysis using secondary data that was collected to allow for analysis of the relationship between the variables. A meta-analysis design was adopted where data was collected by synthesizing recent research articles from the Daystar MyLoft Collection. PRISMA 2020 flowchart guided the identification, screening and inclusion of studies. A Random Effect Model was used to carry out the meta-analysis where the mean was utilized in effect size synthesis allowing for adequate presentation of the deployment of artificial intelligence into processes within the marketing agencies in Kenya and note its impact on the net promoter score. Heterogeneity was assessed using Q-statistic and I^2 statistic. Publication bias was synthesized and indicated through funnel plots

Findings: The study revealed from the analysis that artificial intelligence process integration has a statistically positive relationship with net promoter score where the Q-statistic provided a test of the null hypothesis and indicated that all studies in the analysis shared a common effect size. Further, the I-squared statistic was 99%, which tells us that some 99% of the variance in observed effects reflects variance in true effects rather than sampling error. In the analysis of publication bias, there is an indication of asymmetry in the funnel plot due to the number of studies included. This means that studies with insignificant results were not included. The indication that the mean effect size was not precisely zero therefore indicated a systematic, quantifiable relationship between the independent and dependent variable. The null hypothesis that AI process integration had no significant impact on net promoter score within the marketing agencies in Kenya was therefore refuted due to the findings indicated as not due to chance thus confirming a meaningful association

Unique Contribution to Theory, Practice and Policy: The study was anchored on Technology Acceptance Model and Resource Based View Theory. Technology Acceptance Model explains the acceptance of technology through noting its usefulness and ease of use (Davis, 1986). These impact the attitude towards technology and thus enhance behavioural intention. With the ease of use and usefulness, AI is deployed where it enhances the efficiencies of the entities deploying it leading for their ability to satisfy their customers thus providing an enhanced net promoter score(Ajibade, 2018). The Resource Based View underpins the foundation that firms require strategic resources to develop competitive advantage(Barney, 1991). Where AI is concerned, it is noted as a strategic resource that enhances the ability of firms to provide value to their customers. This value is through the efficiencies recorded with AI deployment which therefore ensures customer satisfaction and hence enhanced net promoter score. Ultimately, there are positive interactions from customer experiences where marketing agencies have integrated AI which lead to these stakeholders promoting the businesses(Davis & DeWitt, 2021). Marketing agencies would therefore do well to deploy AI into their processes so as to increase efficiencies which provide them with ability to satisfy their customers(Bhima et al., 2023). Kenya has a digital economy blueprint making it one of the African countries to have a documented digital strategy at national level. Further the Kenya National AI Strategy of 2025-2030 has been launched with the need for implementation of its interventions. With favourable policy surrounding AI, the sectors within the country will be encouraged to deploy it. The policy makers should therefore work to ensure favourable policy surrounding AI(Akello, 2022).

Keywords: *Business Customer Relationship, Innovation Processes, Marketing, Technology*

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INTRODUCTION

Over the last ten years, the use of AI has grown significantly with its development and use heightened since 2022 due to the development of advanced generative pretrained transformers (GPT) models. Companies are utilizing different components of AI for enhancing engagement and service delivery to their customers(Hlatshwayo, 2023). This is evident in the use of AI for marketing data collection and analysis and the use of platforms to engage with customers. Within the marketing industry and among marketing agencies, who are primarily tasked with direct engagement with customers, there has been a significant shift. The integration of artificial intelligence into processes has continued to increase globally. AI integration by businesses has increasingly been reported where enterprises continue to include this technology in systems and workflows. This is primarily because of the increased enhancement of the capabilities of AI which impacts efficiency of processes ensuring that businesses are able to improve their operations(Liang et al., 2024).

General Introduction

Integration of AI technology continues to grow with reports indicating that at least 72% of marketing agencies have integrated AI into one of their functions and generative AI embraced by at least 65% of businesses in the USA (Thormundsson, 2024). In China, the marketing entities integrating AI into their processes continues to grow with the country accounting for 35-38% of the global market share. In Europe, 19.95% of marketing agencies use at least one AI technology in their processes (Thormundsson, 2024).

In Africa, AI is transforming the marketing strategies being deployed. Kenya, Nigeria, South Africa and Egypt are hubs for technology development with significant advances where this is concerned. 51% of marketing firms are benefitting from AI integration in South Africa with 73% of marketing teams already using some form of AI in their day-to-day operations and the same noted to be integrated in their processes for ease of use (Du Plessis & Swart, 2024). The same is reported for Nigeria where 83% of marketing teams are deploying AI in their day-to-day tasks with the entities they work for ensuring these tools are readily available in their systems(Ughulu, 2025). Egypt reports 18 – 20 companies providing AI solutions and servicing marketing agencies in the country (Mah Ndifor & Ngang, 2025).

In Kenya, with the internet penetration at 40%, there is a positive environment for AI deployment. For marketing agencies, availability of internet enables enhanced digital deployment which impacts their processes and hence ensures stellar service delivery to customers. This ultimately ensures satisfaction for these customers and hence a positive net promoter score. Mobile adoption is also quite enhanced and with AI tools readily available on these gadgets, the deployment of the same is quite enhanced in marketing agencies in the country (Chege, 2024). There is therefore a notable impact of artificial intelligence integration in processes on net promoter score outcomes enabling the marketing agencies in the country to record positive engagement with customers in a manner that enhances recommendation of these entities thus increasing their brand strength. The purpose of the study is therefore to determine the impact of Artificial Intelligence Process Integration and Net Promoter Score in the Marketing Agencies in Kenya (Digital, 2024)

The null hypothesis of the study was:

H01: AI process integration has no significant impact on net promoter score within the marketing agencies in Kenya

Statement of the Problem

There is a notable rapid expansion and adoption of AI across marketing agencies in Kenya. A critical gap still exists in understanding how AI integration into processes affects client satisfaction and hence net promoter score in marketing agencies. National statistics show a 96% rate of incorporation of AI into organizations with marketing being a key function where integration of AI is concerned where one third of entities are placing focus on marketing as a priority for AI integration. 43% of these entities report cost challenges and 40% report skills shortages hampering AI integration(Charleson, 2023). The landscape of marketing agencies in Kenya indicates varying digital maturity levels. The environment necessitates a need for AI integration for value delivery to customers to ensure satisfaction and loyalty. The integration of artificial intelligence by the marketing agencies has been noted to have significant impact on efficiencies, timeliness and quality and hence enhancing customer satisfaction and ultimately net promoter score with the AI highly integrated into processes at the global scale. In Kenya however, AI integration is noted as critical for the marketing agencies with those who have integrated AI reporting enhanced customer satisfaction and hence net promoter score(Chege, 2024). The reverse is true for those entities that have not integrated AI in their operations and particularly where customer satisfaction is concerned. A number of marketing agencies are investing in AI despite significant cost and skill barriers, yet there is no unified metric to prove this investment translates into higher net promoter scores. This study therefore analyzed the integration of AI into processes and its impact on the net promoter score in the marketing agencies in Kenya through deploying a meta-analysis research design. It investigated this impact in order to provide statistically significant relationship between AI integration into processes and its impact on net promoter scores. The findings would allow directions to entities to integrate AI especially where this impact was noted to have a significant effect on their operations and further the satisfaction of their customers (Akello, 2022).

LITERATURE REVIEW

Theoretical Framework

Technology Acceptance Model

Technology Acceptance Model is a theory that models how users come to accept and use technology (Davis, 1986). The behavioural intention is influenced by attitude to the technology and usefulness and ease of use of the technology further influence the decision to use it. External variables also influence the attitude, and these include social regulation aspects like the role of government in technology development and adoption. Inspecting the constructs of the independent variable, where the contribution of AI integration on net promoter score is concerned, this theory provides that customer satisfaction is enhanced through visible results achieved once the technology has been noted to provide impact on service delivery by the business to its client. This service delivery is determined by the usefulness of the technology and its ease of use which impacts the attitude towards it and thus the behavioral intention that ensures the technology is integrated seamlessly into processes and this integration impacts the efficiency of entities who use the technology. Once the efficiency is noted by customers, the entities that have deployed the technology will satisfactorily service these customers hence enhancing their net promoter score. The theory is limited in that the behavioural intention variable is subjective where recommendation made by a friend to use technology is considered as an interpersonal influence (Ajibade, 2018). Behaviour cannot also be quantified in an empirical investigation due to its subjective nature (Ajibade, 2018). Further, in the workplace,

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influence is governed by policies that determine the use of the technology and hence the recommendation of a friend would not be considered. This study utilized meta-analysis as a methodology to synthesize findings from different studies within the Kenyan context allowing a minimization of the subjectivity indicated in the Technology Acceptance Model.

Resource Based View

The Resource Based View (RBV) was enhanced by Jay Barney's article "firm resources and sustained competitive advantage" in 1991. Through Barney's pivotal work in its emergence, it underpinned the foundation that firms require strategic resources to develop competitive advantage. The theory details that a firm's performance relates to its unique and valuable tangible or intangible resources which present a competitive advantage allowing the firm to continuously record enhanced performance (Barney, 1991). This performance is measured through financial or non-financial metrics. Inspecting the constructs of the dependent variable, we note that net promoter score can be enhanced through efficiency from integrating AI into processes. With efficient processes, there is enhanced delivery to customers thus ensuring their satisfaction which would impact on their desire to promote the company that has ensured their satisfaction thus net promoter score. The theory is limited in that it is dependent on the VRIN (valuable, rare, inimitable, non-substitutable) framework which is subjective and would lead to different interpretations of the resource depending on the researcher's point of view (Davis & DeWitt, 2021). The theory is criticized for its tendency to overlook the dynamic nature of markets where there are changes in technology and shifts in customer preferences that render a firm's resources obsolete (Davis & DeWitt, 2021). This study utilized meta-analysis as a methodology to synthesize findings from different studies within the Kenyan context that present dynamism within this market and hence address the tendency of the Resource Based View to overlook this aspect.

Conceptual Framework

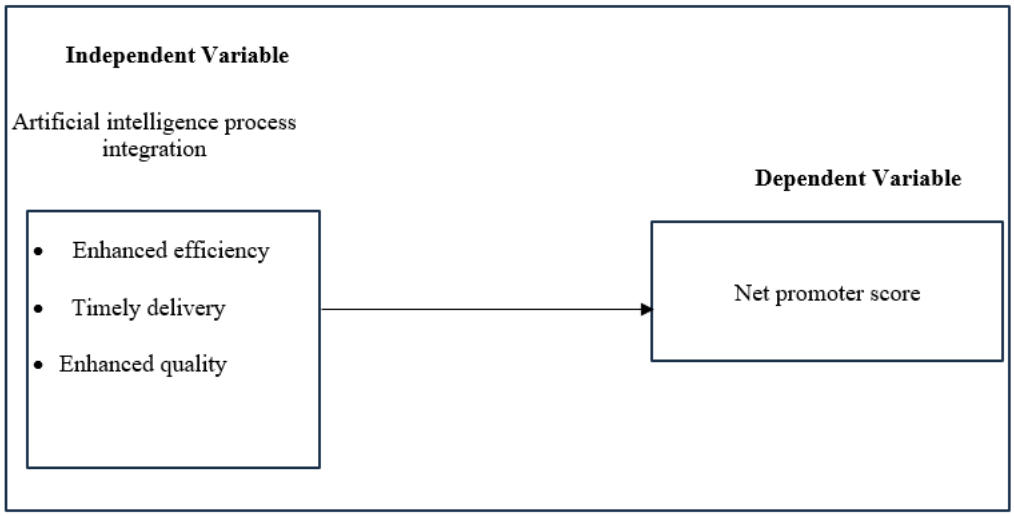

Figure 1: Conceptual Framework

The independent variable is AI process integration and is informed by the constructs enhanced efficiency, timely delivery and enhanced quality. These are the metrics used to analyze the impact of AI process integration to net promoter score which is the dependent variable. The study therefore seeks to analyze the interplay between AI process integration and net promoter

score within the context of marketing agencies in Kenya. It is noted that entities that deploy AI record high levels of customer satisfaction which would translate to high net promoter scores. The entities will record this due to the stellar service they provide following deployment of AI. AI is also noted to impact quality of service and products for customers. Entities that deploy AI generate good quality which ultimately ensures customer satisfaction and hence enhanced net promoter scores. Where AI integration is concerned, optimized decision making and minimized downtime thus increasing throughput. This impacts on the timeliness of delivery to customers by entities deploying GAI. This ultimately leads to customer satisfaction which also allows these customers to provide a positive recommendation for these entities and thus a high net promoter score(Bhima et al., 2023).

Empirical Review

Integrating AI into processes by marketing agencies has indeed become increasingly important for businesses seeking to get the most return on investment by optimizing their marketing efforts. Technological advancements have made AI quite capable of managing several tasks for marketing agencies. Due to the need for efficiencies in workflows to ensure customer satisfaction, and the capabilities AI has in ensuring this is achieved, businesses continue to incorporate use of AI in their day-to-day tasks. Previously the use of AI in marketing was confined to its use primarily for the collection of data and its analysis, which was used to understand customer behaviour and preferences. Since then, the use of AI to further service these customers has been on the increase. With this efficiency in service of customers and coupled with the insights generated on these customers, AI has since began being used to deeply engage these customers and keep them satisfied with the company(Potwora et al., 2024).

Indeed, AI use by marketing agencies has been used for a myriad of tasks. AI has been noted to be quite significant in informed decision making. This is made feasible through the integration of AI into Customer Relationship Management (CRM) tools. This allows big data to analyze customer behaviour which allows organizations to have the capabilities to internalize this information and craft response strategies. Businesses are able to foresee trends, determine opportunities and minimize risks. This allows strategic and significant decisions that will positively impact the business. Decision making is therefore raised to a higher level which provides the business with competitive advantage. With the use of AI for decision making, businesses are able to operate in dynamic markets optimally and hence thrive and innovate (Morshedul et al., 2025).

AI is also used in value creation by marketing agencies. Here AI deploys insights from various databases that provide solutions that are attuned to consumer needs. AI allows businesses to engage customers in an outstanding and highly satisfying manner where disruptive strategies are incorporated into business operations. The thinking of the businesses evolves into dynamic thinking different from conventional ways of doing business allowing these enterprises to deploy fresh thinking and hence identify new windows of opportunity, changing how companies perceive and deliver value. AI allows companies to evolve from the traditional ways of doing business. This provides an opportunity for them to break through boundaries. It further transforms marketing strategies to ensure improved value generation and encourage collaboration. This means that AI therefore helps businesses intertwine with key stakeholders in the market. This allows these enterprises to develop longstanding relationships with their customers (Amini & Amini, 2024).

Research Gaps

A notable drawback in the study conducted by (Amini & Amini, 2024) is the limited emphasis on the customer satisfaction and how this leads to an enhanced net promoter score. A study by (Ughulu, 2025). has made an attempt to indicate a direct link between how integration of AI into processes enhances efficiency which could ultimately lead to enhanced customer satisfaction. This is noted due to the positive interaction these customers have with the entities that have enhanced efficiency due to AI integration. (Ogonjo, 2024) has however delved into an analysis of how integration of AI into processes cascades into an enhanced net promoter score. The scarcity of supporting data for the direct link between AI process integration and net promoter score does not go unnoticed. Consequently, there exists a knowledge gap concerning the impact of AI process integration and net promoter score for marketing agencies in Kenya, emphasizing the critical need to examine these parameters as done within this study.

METHODOLOGY

A rigorous and systematic research methodology ensures validity, reliability and generalizability of findings. A positivist research paradigm measures the relationship between the constructs of AI integration and net promoter score in an objective manner with the statistical testing of the same to ensure scientific rigour. The target population was studies that examined the relationship between Artificial Intelligence (AI) integration into organizational processes and Net Promoter Score (NPS) among marketing agencies in Kenya(Ayiro, 2024). The inclusion criteria were studies published between 2019 and 2026, in English where full text articles were analyzed for the relationship between the independent and dependent variables. The exclusion criteria were studies that were published prior to 2019, studies not in English and those that did not have the context of Kenya. The title was used to develop key words that allowed search on Daystar MyLOFT collection (Ahn & Kang, 2018). The input of the key words in conjunction with the inclusion and exclusion criteria generated 120 studies. These were screened for relevance thus leading to 10 studies selected for review. The sample was therefore specific academic literature that had been identified as relevant to the study. Data was collected from these 10 studies taking into consideration the relationship between the variables. The CMA software was used for analysis. This software allows a minimum of 10 studies to be used for synthesis in order to generate data for use in the discussions.

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RESULTS

Descriptive Analysis

Table 1: Descriptive Analysis

Sheet Name	StudyID	Mean	Standard Deviation	N_Sample
Study_1	Chibole and Ondara, 2025	4.23	0.7394	192
Study_2	Wanyaga,2025	3.9578	0.9334	186
Study_3	Kakai,2025	3.7258	0.5834	146
Study_4	Namahia,2025	4.06	1.099	339
Study_5	Musau and Muathe,2025	3.786	0.897	203
Study_6	Mohamed,2024	2.45	0.846	384
Study_7	Nkanata and Maina, 2025	4.134	0.956	165
Study_8	Mwangi et al, 2025	3.276	1.002	204
Study_9	Ngware, 2025	3.9123	0.7045	190
Study_10	Kagiri, 2019	4.15	0.95	163

The analysis was based on ten studies. These studies were selected from the databases in the Daystar MyLoft Collection. Key words from different versions of independent and dependent variables were used to develop search strings. These were then placed in the Daystar MyLoft Collection providing different studies from the databases therein. The total number of studies screened were 120 with a resulting sample size of 10 studies following the screening exercise. The relevant studies for the meta-analysis were therefore selected as guided by the PRISMA 2020 flowchart (Page et al., 2021).

Statistical Model

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The random-effects model was employed for the analysis. The studies in the analysis were assumed to be a random sample from a universe of potential studies, and this analysis was used to make an inference to that universe(Gillespie, 2020).

Heterogeneity

Q-Statistic Test

The Q-statistic provided a test of the null hypothesis that all studies in the analysis shared a common effect size. If all studies shared the same true effect size, the expected value of Q would be equal to the degrees of freedom (the number of studies minus 1). The Q-value is 1107.449 with 9 degrees of freedom and $p < 0.001$. Using a criterion alpha of 0.100, we can reject the null hypothesis that the true effect size is the same in all these studies. Using a criterion alpha of 0.100, we can reject the null hypothesis that the true effect size is the same in all these studies (Allen, 2019).

The I-squared statistic

The I-squared statistic was 99%, which tells us that some 99% of the variance in observed effects reflects variance in true effects rather than sampling error (Basu, 2017).

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Publication Bias

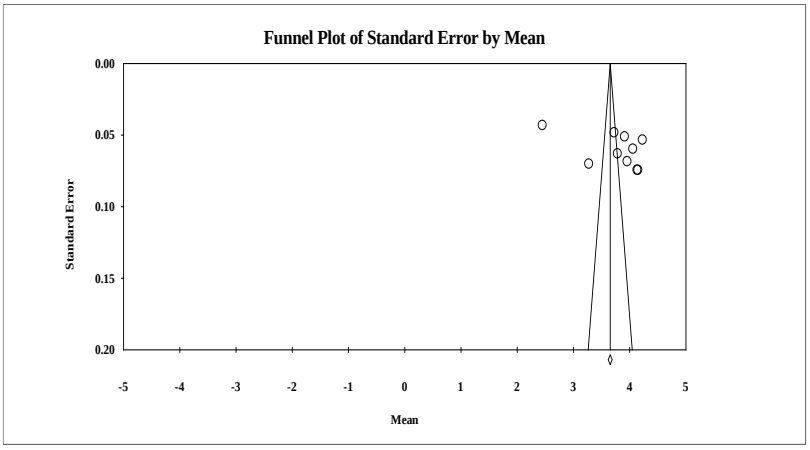

Figure 2: Publication Bias

In the analysis of publication bias, there is an indication of asymmetry in the funnel plot due to the number of studies included. This means that studies with insignificant results were not included.

Effect Size

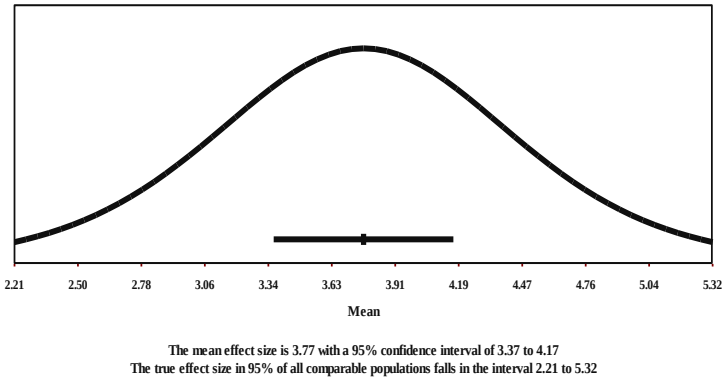

Figure 3: Effect Size

The effect size index indicator was the mean. The mean effect size was 3.768 with a 95% confidence interval of 3.368 to 4.167. The mean effect size in the universe of comparable studies could fall anywhere in this interval.

The Z-value tested the null hypothesis that the mean effect size is zero. The Z-value was 18.476 with $p < 0.001$. Using a criterion alpha of 0.050, we rejected the null hypothesis and concluded that in the universe of populations comparable to those in the analysis, the mean effect size was not precisely zero (Ahn & Kang, 2018).

The indication that the mean effect size was not precisely zero therefore indicated a systematic, quantifiable relationship between the independent and dependent variable. The null hypothesis that AI process integration had no significant impact on net promoter score within the marketing agencies in Kenya was therefore refuted due to the findings indicated as not due to chance thus confirming a meaningful association.

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SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary

AI process integration, details that the use of AI in the marketing agencies is within their day-to-day processes. It is noted that the deliverables of these agencies require enhancement of processes that ensure that these deliverables are achieved. Indeed, with integration of AI in these processes the achievement of day-to-day tasks is enhanced. With the efficiencies noted by integrating AI into processes indeed, the customer satisfaction levels are enhanced ultimately leading to high net promoter scores (Du Plessis & Swart, 2024).

Where the efficiency through AI integration is concerned, there is a direct impact with the delivery of value propositions to customers. This leads to satisfaction of these customers with the services of the marketing agencies and therefore increases their tendency to advocate for these agencies. This leads to a high net promoter score(Liang et al., 2024).

The studies selected indicated how the integration of AI into processes by marketing agencies in Kenya would impact net promoter score outcomes by customers of these agencies. There is a growing use of AI within marketing agencies in Kenya with enhanced use of AI and its adequate integration into processes by these agencies would lead to positive interaction with their customers. We note that this positive interaction would lead to enhanced net promoter score as these customers would be adequately satisfied when working with agencies that have integrated AI into their processes(Chege, 2024).

Conclusion

AI integration into processes continues to be critical in marketing agencies across the world. Within Kenya, it remains critical for the adoption of AI and its integration into processes to be considered. This ensures enhanced efficiency thus impacting customer satisfaction and hence net promoter score. It is also crucial for adoption to changing market dynamics and thus ensure competitive advantage(Glover, 2024).

There remain challenges in the implementation of AI. It is critical for marketing agencies to note these challenges and address them for a secure future in a technology-rich business environment. Some of the challenges include having a workforce skilled in AI. This requires training and development and when leaders in marketing agencies invest in building the capacities of their teams then they ensure competitive advantage even at a global level. With the ability to enhance their competitive advantage, marketing agencies stand to serve their local customers well thus enhancing their satisfaction and hence ensuring a high net promoter score. Further with attaining global competitivity, they are able to service customers from different regions across the world. This opens them up to customers from different markets thus impacting their capabilities to effectively serve a diverse customer and ensure a positive net promoter score(Kentritas et al., 2024).

There is need to underscore the importance of a suitable policy and regulatory environment for the entities in the business world to be encouraged to integrate AI into their processes. Policies and interventions should provide incentives for an environment that supports technological innovation and adoption. A favourable policy is critical as this will encourage entities to integrate AI into their processes. With this position, they will have the capacity to serve their customers and ensure their satisfaction thus building their net promoter score. This ultimately ensures strong industries which generate sufficient revenue for their operations and the country at large(Bukonola, 2024).

Recommendations

The study therefore recommends that the marketing agencies in Kenya should work towards strengthening their capacity for AI integration through upskilling their staff to be able to utilize the highly dynamic AI platforms available. The study recommends stakeholder engagement within the sector to ensure that each entity represented is able to adequately relate to the available AI platforms relevant for the processes in their entities and is quite conversant with the same. Knowledge sharing amongst the players in the sector is primary for exchange of information on technology and how to deploy it.

The study further recommends that the regulatory framework around AI is developed and disseminated to the relevant stakeholders in each sector. This will allow them to become familiar with the policy surrounding AI and how this impacts their operations. Public participation in forums organized by the policy makers will allow them to own the regulatory framework surrounding AI and work towards enhancement of the AI environment within the country.

Based on the summary and conclusions above, the study recommends that the marketing agencies concerned should ensure proper networking and collaborating in the deployment of AI, and that leaders facilitate coaching to all team members.

Based on the empirical evidence of this research, the study recommends that policy makers, the Republic of Kenya, donors, and other interested stakeholders should design policies that support all-inclusive stakeholder engagement towards development and deployment of AI.

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