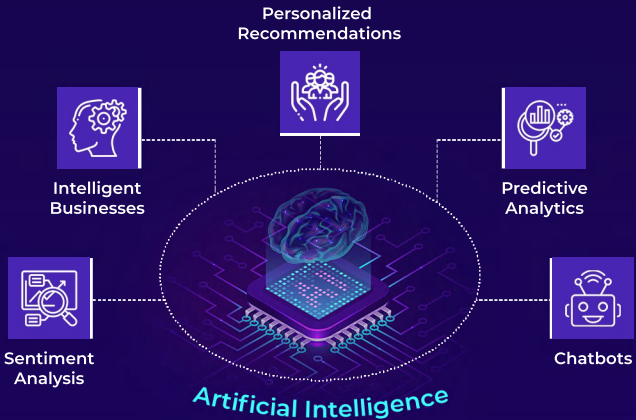


5 Reasons Why AI Is Critical In 2022

The ability of Artificial Intelligence (AI) to transform businesses from the center out has made it one of the most sought-after investment prospects for enterprises globally.

Here are the top 5 reasons that support this notion



1. AI provides personalized recommendations

AI leverages data analysis methods to help customers make relevant purchase decisions by helping them find products that meet their unique needs. This helps businesses improve customer experience, achieve higher visitor retention, and boost revenues.

2. AI unlocks the power of predictive analytics

AI coupled with predictive analytics leverage statistical algorithms combined with data to forecast future trends. This equips businesses to optimize inventory, improve delivery time, boost sales, and drastically reduce costs. With AI, the insights garnered from these cutting-edge systems reap more accurate and timely forecasting going forward.

3. AI facilitates chatbots

Chatbots come under the umbrella of conversational AI and are essentially software equivalent to a digital assistant that imitates human conversation to provide personalized customer service. With chatbots, businesses can cater to customers instantly, generate targeted offers, and improve engagement.

4. AI helps in gauging customers' emotions

AI can conduct sentiment analysis by monitoring customers' emotions in different types of text. Sentiment analysis can help businesses detect opinions expressed by customers and analyze feedback from a plethora of forums. This equips them to establish customer needs, preferences, and intents.

5. AI builds intelligent businesses

Business today can use AI to automate, streamline, and optimize their day-to-day processes across the entire supply chain. AI can be integrated into any business function such as HR, manufacturing, marketing, quality control, finances, and more.

Once you have defined where you are as a business, you can use AI to get to where you want to be, and in turn, become an intelligent business!



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