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Unit 6: Discussion

Generative AI and Its Business Impact

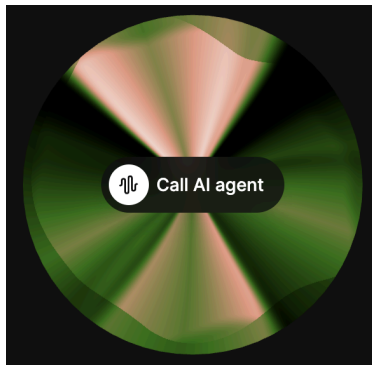
My Thoughts on Generative AI: Generative AI is one of the most exciting technologies I have come across recently. It does more than automate mundane tasks; it creates new content from scratch. Whether writing blog posts, designing visuals, or generating human like speech, generative AI is reshaping our view of creativity and communication. I find it fascinating how neural networks learn patterns from large data sets and then use that knowledge to produce intelligent output that feels natural (Eapen, Finkenstadt, Folk, & Venkataswamy, 2023).

Impact on Businesses and a Hands On Example: The potential for businesses is huge. Companies are already using generative AI to speed up customer support, tailor marketing messages, and generate product ideas. To explore this myself, I built a voice assistant called ClassCompanion using the ElevenLabs platform. It is trained on our Unit 6 materials for this class and can respond to questions in real time (Washington, 2024).

You can try it here: https://elevenlabs.io/app/talk-to?agent_id=8LSFkEGEudKIgFSMmmaL.

This example shows how easy it is to create a domain specific assistant for any business or educational purpose.

Note: Click on “Call AI agent” and try it!



Why Generative AI Matters: I believe the true power of generative AI lies in its accessibility. Tools like ElevenLabs make it possible for anyone, even without a programming background, to build smart assistants and creative applications. These tools can also listen and adapt while interacting, making conversations feel more natural. Used responsibly, generative AI can empower individuals and small teams to automate tasks, deliver personalized experiences, and drive innovation (Stackpole, 2024).

I would love to hear from you. Please reply with one interesting AI tool that you would recommend I try next.

References

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