

WHAT IS ARTIFICIAL INTELLIGENCE?

It is related to the creation of computers and machines that can reason, learn and act in a way similar to human intelligence.

Types of artificial intelligence

Reactive machines: Limited AI that only reacts to different types of stimuli based on pre-programmed rules. It does not use memory and therefore cannot learn with new data.

Theory of mind: The term refers to AI that can emulate the human mind and has human-like decision-making capabilities, including recognizing and remembering emotions, and reacting in social situations as a human would.

Limited Memory: Puede usar la memoria para mejorar con el tiempo mediante el entrenamiento con datos nuevos, por lo general, a través de una red neuronal artificial o algún otro modelo de entrenamiento.

Self-knowledge: describes a mythical machine that is aware of its own existence and has the intellectual and emotional capabilities of a human being.

Artificial intelligence practical cases

Fraud detection: The financial services sector uses artificial intelligence in two different ways. Initial credit application screening uses AI to determine creditworthiness. More advanced AI engines are needed to monitor and detect fraudulent card transactions when making payments in real time.

When a person initiates a dialogue on a web page using a chat (chatbot), the interaction is often carried out with a computer running a specialized AI system. If it reaches a point where the chatbot cannot interpret or address the question, a person intervenes and communicates directly with the chatbot.

virtual help for clients (VCA): Speech recognition, along with simulated human dialogue, is the first point of interaction in a customer service inquiry. In more difficult queries, they are redirected to a person with whom you can interact directly.

Why is artificial intelligence important?

Today, the amount of data being generated, both by humans and machines, greatly exceeds people's ability to absorb, interpret, and make complex decisions based on that data. Artificial intelligence is the basis of all machine learning and the future of all complex decision-making processes.