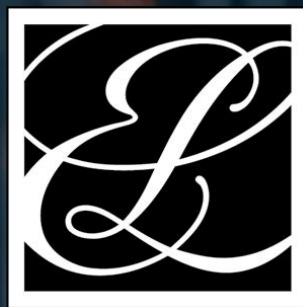


# 10 USE CASES OF AI IN BUSINESS





# 1. CLOUD COST OPTIMIZATION

Businesses like Airbnb and Dropbox are using AI to reduce cloud expenses. AI helps optimize cloud spending by analyzing usage patterns, detecting anomalies, and identifying cost-saving opportunities, leading to significant savings and more efficient cloud management.



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## 2. VOICE ASSISTANTS, CHATBOTS, AND CONVERSATIONAL AI

Conversational AI, including chatbots and voice assistants, is increasingly popular for enhancing customer support and accessibility. Estée Lauder, for instance, launched a voice-enabled makeup assistant to help visually impaired users, while companies like Pentagon Credit Union use chatbots to quickly address customer inquiries, easing the burden on service reps.



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### 3. UPTIME AND RELIABILITY OPTIMIZATION

For businesses dependent on web services, maintaining uptime is crucial. AI plays a key role by continuously monitoring systems for inefficiencies, potential disruptions, and threats that humans might miss. Major companies like Netflix, Uber, and Airbnb use AI to ensure their services remain reliable and available to customers 24/7, helping to prevent crashes, hacking, and human error by identifying issues before they escalate.



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## 4. PREDICTIVE MAINTENANCE

Companies like GE and Rolls-Royce are using AI for predictive maintenance to enhance safety and efficiency. GE analyzes data from aircraft engines to identify potential issues and maintenance needs, while Rolls-Royce uses AI to improve jet engine efficiency and reduce carbon emissions. The District of Columbia Water and Sewer Authority employs AI to predict water main breaks and monitor sewer systems, even using a tool called Pipe Sleuth to assess maintenance needs in real-time from CCTV footage.



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## 5. CUSTOMER SERVICE OPERATIONS

AI is crucial in customer service, streamlining support and managing high demands. Lufthansa used AI to handle call center overload during COVID-19, while Unilever employs AI to filter emails and enhance response efficiency, meeting the growing expectation for real-time service.



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## 6. PERSONALIZATION

AI powers personalized experiences on platforms like Spotify, Amazon, and YouTube by analyzing user behavior to tailor content and product recommendations. Companies like Nordstrom use AI to gain insights, manage inventory, and enhance customer experiences, making every interaction uniquely suited to individual preferences.



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## 7. IT OPERATIONS MANAGEMENT

AI-driven IT operations management (AIOps) tools are increasingly popular for tasks like intelligent alerting, root cause analysis, and threat detection. Delta Airlines uses AIOps to create a digital simulation of its global operations, helping maintain reliability during disruptions, such as severe weather, by analyzing data to guide critical decision-making.



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## 8. PROCESS AUTOMATION

AI streamlines operations by automating tasks, reducing errors, and freeing up staff for more complex work. Atlantic Health automates prior authorizations, Johnson & Johnson automates complex processes, and AT&T enhances efficiency by reducing manual tasks.



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## 10. RECRUITING AND HIRING

AI is revolutionizing recruiting by automating resume screening, matching candidates to roles, and conducting initial assessments. Amazon uses AI to streamline hiring, while Unilever employs AI-driven video interviews to evaluate candidates. AI also supports career development, as seen at Schneider Electric, where it matches employees with learning and networking opportunities.



Unilever



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