GREATER EFFICIENCY

Example:
Recognising thousands of patterns when detecting for cancer, in comparison to only the hundreds that a human could detect.

GREATER ACCURACY

Example:
Analysing complex weather patterns and climate data which can result in more accurate climate forecasts.

BETTER CUSTOMER EXPERIENCES

Examples:
Retail: Chat-bots and digital assistants who are available 24/7 to converse with customers.

Hospital: Machines being able to understand a patients' medical history by reading through all the historical records.

Hotels: Apps to check into hotels using only a fingerprint or selfie.