NAMA : M HABIBI RAFI  
PRODI : TEKNIK INFORMATIKA (04319011)

Artificial Intelligence, Important for Business Success

When we shop online and fix problems, we will make a complaint, and in the application available content for customer complaints is available — choices up to a small survey that he does increase customer satisfaction with the assistance provided. it is a glimpse of how artificial intelligence is collected to replace the role of humans and replaced by machines.

Artificial Intelligence (abbreviated as AI) jumps above all aspects of our lives, and we cannot appreciate technology more. From individual lives to big business, the wave of Artificial Intelligence (AI) has leveled everything.

Here we will explore what AI has for business and why this is no longer a luxury but a necessity in the 21st century. Artificial Intelligence has woven itself into our lives in ways that don't even appear outside the box anymore.

From email filtering and automatic chatbot / engine functions to Google predictive searches or special product recommendations, AI is all around you. Because of this, there is still a lot of confusion that appears around this keyword.

**Definition of Artificial Intelligence (AI)**

Artificial Intelligence (AI) or Artificial Intelligence is a simulation of human intelligence in machines. Machines are programmed to think and act like humans. In this case, machine learning and problem solving through supervised, not supervised, or reinforced learning.

**The Role of Artificial Intelligence in Various Industries**

Artificial Intelligence has been integrated seamlessly into business processes. It not only makes our business life easy but also performs tasks in a far more efficient way.

**Market and Customer Insight,** AI functions on large amounts of data. Be it through system matrices, web matrices, or social media, there is no scarcity of data about markets or customers. All of this acts as a raw material for AI systems to make efficient decisions about marketing products / services.

**With Virtual Assistance**, companies can be there for customers there. It's a Fact - most customers get service to look for general answers. All of these questions can be done efficiently by chatbot / automated machines.

**Automated Processes**, How Do Businesses Want Their Human Resources to do Automated Tasks? AI facilitates various business processes in various industries. This not only completes the whole process but also issues human error.

***“Efficient Data Usage, unlike before, the data currently available is not in a structured format. It goes beyond the ability of humans to process that data and identify human meaning from it.”***

AI is a tool to sail business through this too. In addition, businesses can now use this data to understand customers better and stop following a one-size-fits-all approach.

**Improved Customer Experience** - Is there more to business than loyal customers? Just to build it you don't need to accept them, but also have to support them better than you.

AI analyzes them and with actionable insights offering what they are looking for.

**Why Artificial Intelligence is very important for business**

Affordable AI Solutions - The best part about AI is the fact that it's for everyone. From small companies to large companies, artificial intelligence has something for everyone. So, you don't need to wait for a very high income to be able to combine AI solutions

**Here are a few ways to get started:**

**Automating the marketing process helps in increasing sales -** New age marketing requires that you show the products to the customers they want to see. And automating the marketing process facilitates that.

**AI makes it easier to understand** customer patterns and market products accordingly. Chatbots / automated machines also play a big role in changing the customers who open the organization's website

**AI streamlines the marketing process and generates** sales with targeted advertising, customized product recommendations, remarketing strategies, price adjustments, and many other techniques

**Businesses that support AI increase work efficiency and effectiveness** - Makes you reduce manual tasks from a list of jobs that must be done, they improve to focus on what works best. And this increases efficiency. AI works best in compiling human intelligence. AI can do the same task every day without losing concentration.

*Source:* [*https://www.kompasiana.com/krisbanarto5251/5ea3b259097f3615013b6ad3/artificial-intelligence-penting-untuk-keberhasilan-bisnis*](https://www.kompasiana.com/krisbanarto5251/5ea3b259097f3615013b6ad3/artificial-intelligence-penting-untuk-keberhasilan-bisnis)

**QUESTION**

1. What is AI **(Artificial Intelligence )?**Artificial Intelligence (AI) or Artificial Intelligence is a simulation of human intelligence in machines. Machines are programmed to think and act like humans. In this case, machine learning and problem solving through supervised, not supervised, or reinforced learning

2. What are the roles of AI in the industry?

Artificial Intelligence has been integrated seamlessly into business processes. It not only makes our business life easy but also performs tasks in a far more efficient way.

3. Mention the role of AI in the Industry?

Market and Customer Insight, AI functions on large amounts of data. Be it through system matrices, web matrices, or social media, there is no scarcity of data about markets or customers. All of this acts as a raw material for AI systems to make efficient decisions about marketing products / services.

With Virtual Assistance, companies can be there for customers there. It's a Fact - most customers get service to look for general answers. All of these questions can be done efficiently by chatbot / automated machines.

AI is a tool to sail business through this too. In addition, businesses can now use this data to understand customers better and stop following a one-size-fits-all approach.

Improved Customer Experience - Is there more to business than loyal customers? Just to build it you don't need to accept them, but also have to support them better than you.

AI analyzes them and with actionable insights offering what they are looking for.

Automated Processes, How Do Businesses Want Their Human Resources to do Automated Tasks? AI facilitates various business processes in various industries. This not only completes the whole process but also issues human error

4. Why Artificial Intelligence is very important for business?

Affordable AI Solutions - The best part about AI is the fact that it's for everyone. From small companies to large companies, artificial intelligence has something for everyone. So, you don't need to wait for a very high income to be able to combine AI solutions

5. Is there more to business than loyal customers? Just to build it you don't need to accept ***“them***”, but also have to support them better than you. What is meant by “***them*** “in the sentence?

The meant of them is the Costumer ‘s

6. What is Virtual Assistance?

Virtual Asisstance is like Automated Machines

7. What is the meant of ***“Affordable AI Solution***” in Business?

From small companies to large companies, artificial intelligence has something for everyone. So, you don't need to wait for a very high income to be able to combine AI solutions