Use-cases of AI & ML

1. **Marketing analytics**: AI systems learn from, analyze, and measure marketing efforts. These solutions track media activity and provide insights into PR efforts to highlight what is driving engagement, traffic, and revenue. As a result, companies can provide better and more accurate marketing services to their customers.
2. **Personalized Marketing**: The more companies understand their customers, the better they serve them. AI can assist companies in this task and support them in giving personalized experiences for customers. Companies can send personalized emails or special offers and recommend new products that go along with customers’ tastes.
3. **Context-Aware Marketing**: Can leverage [machine vision](https://research.aimultiple.com/machine-vision/) and [natural language processing (NLP)](https://research.aimultiple.com/nlp/) to understand the context where your ads will be served. With context-aware advertising, you can protect your brand and increase marketing efficiency by ensuring your message fits its context, making static images on the web come alive with your messages.
4. **Sales Forecasting**: AI allows automatic and accurate sales forecasts based on all customer contacts and previous sales outcomes. Automatically forecast sales accurately based on all customer contacts and previous sales outcomes. Give your sales personnel more sales time while increasing forecast accuracy.
5. **Sales Chatbot**: [Chatbots](https://research.aimultiple.com/business-chatbot/) are ideal to answer first customer questions. If the chatbot decides that it can not adequately serve the customer, it can pass those customers to human agents. Let 24/7 functioning, intelligent, self-improving bots handle making initial contacts to leads. High value, responsive leads will be called by live agents, increasing sales effectiveness.
6. **Customer Sales Contact Analytics**: Analyze all customer contacts, including phone calls or emails, to understand what behaviors and actions drive sales. Advanced analytics on all sales call data to uncover insights to increase sales effectiveness
7. **Automated Machine Learning (autoML)**: Machines helping data scientists optimize machine learning models. With the rise of data and analytics capabilities, automation is needed in data science. AutoML automates time consuming machine learning tasks, enabling companies to deploy models and automate processes faster.
8. **Data Visualization**: Visualize your data for better analytics and decision making. Let the dashboards speak. Convey your message more easily and more esthetically.
9. **Data Management & Monitoring**: Keep your data high quality for advanced analytics. Adjust the quality by filtering the incoming data. Save time by automating manual and repetitive tasks.
10. **Fraud Detection**: Leverage machine learning to detect fraudulent and abnormal financial behavior, and/or use AI to improve general regulatory compliance matters and workflows. Lower your operational costs by limiting your exposure to fraudulent documents.
11. **Data Gathering**: Use AI to efficiently gather external data such as sentiment and other market-related data. Wrangle data for your financial models and trading approaches.
12. **Credit Lending & Scoring**: Use AI for robust credit lending applications. Use predictive models to uncover potentially non-performing loans and act. See the potential credit scores of your customers before they apply for a loan and provide custom-tailored plans.
13. **Debt Collection**: Leverage AI to ensure a compliant and efficient debt collection process. Effectively handle any dispute and see your success right in debt collection.
14. **Employee Monitoring**: Monitor your employees for better productivity measurement. Provide objective metrics to see how well they function. Forecast their overall performance with the availability of massive amounts of data.
15. **Smart Security Systems**: AI-powered autonomous security systems. Functioning 24/7 for achieving maximum protection. Computer vision for detecting even the tiniest anomalies in your environment. Automate emergency response procedures by instant notification capabilities.
16. **AI Consultancy**: Provides consultancy services to support your in-house AI development, including machine learning and data science projects. See which units can benefit most from AI deployment. Optimize your artificial intelligence spending for the best results from the insight provided by a consultant.
17. **Process Mining**: Leverage AI algorithms to mine your processes and understand your actual processes in detail.
18. **Self-Driving Cars**: From mining to manufacturing, self-driving cars/vehicles are increasing the efficiency and effectiveness of operations. Integrate them into your business for greater efficiency. Leverage the power of artificial intelligence for complex tasks.
19. **Driving Assistant:** Required components and intelligent solutions to improve rider’s experience in the car. Implement AI-Powered vehicle perception solutions for the ultimate driving experience.
20. **Invoicing**: Invoicing is a highly repetitive process that many companies perform manually. This causes human errors in invoicing and high costs in terms of time, especially when a high volume of documents needs to be processed. Thus, companies can handle these repetitive tasks with AI, automate invoicing procedures, and save significant time while reducing invoicing errors. The company avoids re-invoicing costs with AI tools, as well.