

## Ways In which AI and Automation are becoming the Need of the Hour

As the advancements in the field of technology are growing day by day. It is quite evident that the role of AI in our lives as well as in the corporate world is only growing bigger. While the voice for the need of this technology has been ever rising, AI has been acting like a boon for humans. Due to its existence, AI has been solving various problems that are related to fields such as medical, hospitality, robotics etc.

Although, there have been speeding rumors that AI will soon take over most human-filled jobs and in turn may leave millions of people unemployed. In fact, according to the National Science and Technology Council's subcommittee on Machine Learning and Artificial Intelligence, these concerns are not entirely unfounded. Also, when such an evolution takes place; there is an equal possibility of its misuse. And thus, it has been noted that there have been multiple cases of AI being used for malicious purposes.

Despite all this, we have always discovered that there are two sides of the coin and the bad & good sides always come along. Hence, the need of the hour is not to fear AI and rather focus on understanding its relevance to our corporate world and human life. So, here we start with the ways AI is becoming the need of the hour.

### Offering Personalized Experience

Though the initial in AI which is 'artificial', seems to be something dehumanized or imitation, it can actually help you to offer a more personalized experience to your customers. AI actually analyzes the vast dataset in a more efficient...