

Reference

36 Artificial Intelligence Examples Shaking Up Business Across Industries

From smart virtual assistants and self-driving cars to checkout-free grocery shopping, here are examples of AI innovating industries.

AI is on the rise. And not in a creepy way.

While there are legitimate concerns about the rapidly advancing technology, there are also numerous artificial intelligence examples that prove it's shaping the future for the better.

AI has already made a positive impact across a broad range of industries. It can automate processes to free employees of unnecessary labor, provide personalized learning options for students, enable cybersecurity companies to deploy faster solutions and help fashion companies design better-fitting clothing for their customers. Even ChatGPT is applying deep learning to detect coding errors and produce written answers to questions.

AI in Retail

Ever scrolled through a website only to find an image of the exact shirt you were just looking at on another site pop up again? You can thank artificial intelligence for that.

Implementing machine learning into e-commerce and retail processes enables companies to build personal relationships with customers. AI-driven algorithms personalize the user experience, increase sales and build loyal and lasting relationships.

Companies use artificial intelligence to deploy chatbots, predict purchases and gather data to create a more customer-centric shopping experience. Here's how some major retail and e-commerce leaders are implementing AI to boost sales and loyalty.

Company "WHOLE FOODS MARKET":

Whole Foods has relied on Amazon's Just Walk Out to give its stores a competitive edge. The system uses computer vision, sensor fusion and deep learning to track every item customers put in or take out of their cart and build a matching virtual shopping cart. Customers can connect their payment method when they enter the store and get a digital receipt after leaving without any checkout interaction.

Company "LIVEPERSON":

Businesses can create conversational ads with LivePerson's technology, engaging consumers on company websites, social media and other third-party channels. Rather than navigate to landing pages, consumers can now access personalized interactions through their preferred method. The conversational AI of LivePerson also gives

customers the option to message in lieu of calling, reducing call volumes, wait times, and costs.

Company “AMAZON”:

Amazon is the king of e-commerce AI. Whether it's the company's recommendations on which products to buy, the warehouse robots that grab, sort and ship products or the web services that power the website itself, Amazon employs AI in almost every step of its process.

AI in Marketing

Marketers are allocating more and more of their budgets for artificial intelligence implementation as machine learning has dozens of uses when it comes to successfully managing marketing and ad campaigns.

Another reason for the budget increase? AI-powered tools like keyword search technologies, chatbots and automated ad buying and placement have now become widely available to small and mid-sized businesses.

Here are some examples of AI-powered marketing and advertising tools.

EliseAI uses an AI-powered assistant to relieve marketing teams of communication duties. It interacts with prospects and customers via email, contact forms, texting and phone calls. In addition, EliseAI can also reschedule meetings, send follow-up messages and share instructions. As a result, marketing teams can focus on more urgent needs while entrusting EliseAI to maintain constant communication with top leads and customers.

RTB House goes beyond basic AI-powered marketing campaigns, informing each campaign with deep learning algorithms. Marketing teams can then quickly compile and organize complex data, segment and target specific audiences and determine the best platforms to reach their ideal buyers. RTB House also offers interactive banners for online environments, so companies can place ads, gather feedback and refine their marketing tactics.

Drift uses chatbots, machine learning and natural language processing to help businesses book more meetings, assist customers with product questions and make the sales cycle more efficient. The technology can automate tasks like replying to email, routing leads and updating contact information. For example, once a customer is on a website using Drift, a chatbot will pop up, ask questions and automatically slot them into a campaign if they are a lead.