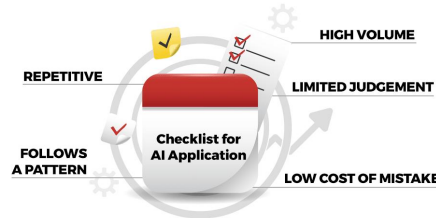# APPLICATIONS OF
ARTIFICIAL INTELLIGENCE
AND MACHINE LEARNING
IN BUSINESSES

According to a report by BofA Merrill Lynch, Robots and AI solutions market will grow to US$153bn by 2020, comprising US$83bn for robot and robotics, and US$70bn for AI-based analytics.
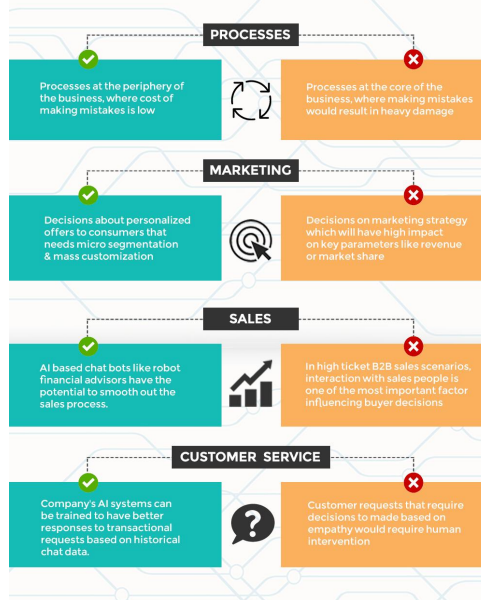
Here is our view on how organizations can start implementing AI.

AI IMPLEMENTATION CHECK LIST: WHERE TO START?

HIGH VOLUME

REPETITIVE

LIMITED JUDGEMENT

Checklist for AI Application

FOLLOWS A PATTERN

LOW COST OF MISTAKE

Tasks which satisfy these criteria are starting points for AI implementation.

ARTIFICIAL INTELLIGENCE BASED AUTOMATION

PROCESSES

✔ Processes at the periphery of the business, where cost of making mistakes is low

✘ Processes at the core of the business, where making mistakes would result in heavy damage

MARKETING

✔ Decisions about personalized offers to consumers that needs micro segmentation & mass customization

✘ Decisions on marketing strategy which will have high impact on key parameters like revenue or market share

SALES

✔ AI based chat bots like robot financial advisors have the potential to smooth out the sales process.

✘ In high ticket B2B sales scenarios, interaction with sales people is one of the most important factor influencing buyer decisions

CUSTOMER SERVICE

✔ Company's AI systems can be trained to have better responses to transactional requests based on historical chat data.

✘ Customer requests that require decisions to made based on empathy would require human intervention

What can be automated should be. In rule based processes, AI is more efficient than human interaction. However we are far away from AI being center stage. I estimate that on an average about 90 percent of analysis today is done by humans and 10 percent by machines. As we build technology that helps machines get smarter, this will change. In another 10 years, machines will do 50 percent of analysis.

- Venkat Viswanathan,
Chairman and Founder at LatentView Analytics

HOW TO INITIATE AI BASED AUTOMATION IN YOUR BUSINESS

IDENTIFY THE PROBLEM

Start by identifying the business problem. Decide where can using AI improve efficiency?

In commercial airlines, one of the major issues is to suggest best possible alternatives when customers miss their flight.

IDENTIFY THE DATA SOURCE

Now, identify the data source & focus on collecting data from the relevant customer touch points

In this case, when the customer request is received, airlines will have internal data to suggest an alternative route.

DEVELOP AN AI BASED SOLUTION

In this step, an AI based solution must be developed to aid algorithmic decision making.

Use NLP to understand the request & develop an algorithm to suggest possible alternatives based on the request real-time

IMPLEMENTATION AND ACTION

Once the AI solution is developed, it has to be implemented & training must be given to operate it.

Now, airline staff must be trained to understand where to use AI and where human intervention is needed