



# Application of Artificial Intelligence (AI) in Business

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## Abstract:

*With the revolution in technology almost all sectors have been revolved with digitization. The present era is of marketing because none of the business can survive without marketing. To create core competency in the business, the marketers have also used some latest use of technologies. As a result, artificial intelligence has come as rescue. Use of artificial intelligence strengthen the marketing work. This paper deals with the emergence of artificial intelligence in marketing and functioning of artificial intelligence in business. Mainly, this study deals with application of AI to be done by some well companies to keep customers engaged.*

## 1. Introduction

Now-a-days, AI is becoming a commonly used competitive tool. The AI can offer course of action and present them to the human user. This streamline the decision-making process with high degree of accuracy and wide range of data. AI software are completely different as compared to traditional software. This trait makes AI more valuable then before. Industries can maximize its customized services by identifying need and want of customers. Depending upon the inquiry and search history, the companies can know potentiality of demand of such customers. In the Information Technology era, data remain very important. Data give valuable inputs of various groups of customers. With the introduction of AI, Customer Relationship Management (CRM) and Customer Engagement Program have become more efficient as AI facilitates the gathering, interpreting and serving the customer in a better way than before.

## 2. Emergence of Artificial Intelligence in Marketing

- Marketing has become very dynamic phenomenon nowadays due to influence of technology.
- Application of artificial intelligence is changing the way of traditional marketing.
- Today, success of business depends on data, artificial intelligence facilitates marketing.
- AI provide millions and billions of data for accurate decision making.

## 3. Functioning of AI in Business

- Majority of the companies are using Chatbots which has become integral part of marketing.
- A Chatbot is a kind of conversation between company and customers, which try to understand customers queries i.e. wants and preferences.
- It was very difficult to answer queries which is big number as result, AI came to the rescue.

## 4. Companies using AI

- **H & M:** It is one the prominent fashion brand. This company conducts quizzes about tastes and preferences of fashion desired by the customers. This company uses Chatbots to organize these quizzes. Once the relevant information is acquired, H & M designs such kind apparels.
- **Disney:** Before the introduction of 'Zootopia' movies, one the lead character Judy Hopps interacts with the audience on Facebook for at least for 10 minutes. This strategy catches the audience attention and gives significance popularity during pre-release of this movie.

- **Amazon, Microsoft and Google:** These companies are using voice search technology namely Alexa, Cortana and Hello Google respectively. This enhances customized services to the customers.
- **Whirlpool:** Whirlpool has collaborated with Amazon to create intelligent and voice-activated appliances. It is great initiation to produce smart futuristic home appliances.
- **Domino's:** It has used voice search technology to allow the customers to place order through Alexa by speaking into it.
- **Ikea:** As Ikea is multinational customized furniture making company, it has introduced VR technology. With the help of this, a customer can virtually visit the store and see various products. There is no requirement of physical presence. This saves lots time and cost of both customer and Ikea.
- **Facebook:** Facebook has added one of key feature to connect more people i.e. 'People You May Know'. This feature is AI enabled which calculate more number mutual friends to users to expand network.
- **Netflix:** As this an entertainment platform, it has introduced 'Other Movies You May Enjoy'. AI offers a new range of movies which is derives from search history or watched movies.
- **LinkedIn:** 'Job You May Be Interest In' is new feature of LinkedIn, this feature explores the profile, search history and network of the users. On the basis of all these the AI gives recommendation of some other suitable jobs and offers unique customized services.
- **Youtube:** It show relate videos depending on browsing history of the viewer for better customer engagement and catering for personalized services.

## 5. Conclusion

From the above discussion, it can be concluded that AI offers companies some very valuable information like potentiality of the demand, analysis of existing of demand, emergence of new group of customers. With the help of these unique information, the companies not only increase profitability, but it also enhances market shares and customer satisfaction.