DIGITAL CHESHIRE

How to Increase Productivity with AI Technology

The digital landscape is evolving rapidly, and many businesses are now utilising the power of Artificial Intelligence (AI) across their day-to-day work. In fact, 64% believe AI will help increase productivity within their business. Are YOU part of that 64%? Have you considered how you can benefit from the use of AI technology?

AI technology offers solutions such as automation and workflow efficiency; it has become a game-changer for productivity across several different industries, not just in tech. Here's a few ways you can integrate AI technology into your business operations to increase productivity.

Automate Repetitive Tasks

AI technology can take over monotonous activities such as data entry, file organisation or even responding to simple website queries. With AI, these tasks can be completed at the touch of a button, when it may take hours to be done manually.

Enhanced Data Analysis

Using AI-driven data analysis allows you to analyse large datasets with ease, providing the opportunity to make more informed decisions. Predictive analytics can help with things such as forecasting demand and supply, allowing for easy management of inventory or pricing for example.

Customer Service Chatbots

Being responsive to customer queries is important, however it can also be very time consuming. AI powered chatbots can provide instant responses with a 24/7 service. Whilst there will be some queries that need a human answer, using a chatbot streamlines this process by helping the customers that have a simple question.

Personalised Experiences

Using data analysis and machine learning helps businesses to understand customer wants, needs and preferences. Products, services, or content can then be personalised to create a better customer experience, which in turn helps to strengthen relationships and brand loyalty.

Predictive Maintenance

Sectors such as manufacturing or engineering can also benefit from AI powered operations.

For example, AI systems can use historical and real-time data to predict when equipment is likely to fail, as well as schedule the required maintenance. This approach helps to minimise any downtime and can help to extend the lifespan of machinery. Being proactive means productivity is increased.

As you can see, there are several ways to increase productivity with AI technology. It is important that businesses continue to adapt to advancement in technology such as AI, to keep up with the competitive landscape.

Here's a further look at how companies are using AI in Digital Marketing.