

Machine Learning and AI can improve different aspects of Businesses such as automation, advertising and 24 hour customer service

Machine learning is a form of artificial intelligence (AI) that can allow processes using computers to perform certain tasks (Staff, C, 2025). This can help increase performance in many aspects of a business such as using automation, advertising and 24-hour customer service (Panel, E, 2021). Now why hasn't every business already implemented machine learning if it's that simple? It's perceived that these machines can do a poor job or can be very costly, whereas this is not the case. Machine learning can save lots of time and money for businesses if used to its full potential and can be very easily implemented and learnt (Panel, E, 2021).

A very easy way that machine learning can be implemented is using this for automation. Automation is the use of technology to carry out tasks automatically instead of a human doing so (GeeksForGeeks, 2024). Now being able to use technology to automatically complete tasks for a business would save not only time but also money. Unmudl, a skills-to-jobs marketplace states that up to 50% of work in a business could be automated (Unmudl, 2024). Now this means that certain tasks within businesses, in particular ones that are repetitive, can be done by automation (Unmudl, 2024). For example, this can be automated emails for a business that give automated replies when a staff member is on leave or can be generated responses to certain emails. Furthermore, automation allows for less human error as it is all done through a machine (Unmudl, 2024).

Although there are many upsides to machine learning and AI in businesses, there are some ethical concerns that underlie the issue. Due to AI automation there could be a reduction in jobs and the machine could potentially replace somebody's job (Thomas, M, 2024). This reduces the amount of human influence in the business, with large amounts of work being completed by a machine (Thomas, M, 2024). As a business you are probably going to want to make as much profit as possible, especially for small businesses that may be struggling, hence this can be a way where they reduce their costs, resulting in increasing the businesses profit. This can also mean that other staff members can be allocated elsewhere to better effectively manage their time working. Furthermore, the work done by the machine is going to be done the same, or can be even better than a human, especially for the repetitive more simple automated jobs.

Machine learning can also be used to help businesses with their advertising. Machine learning and AI have the ability to deal with large amounts of data and can make predictions based on the information (Appen, 2022). This can make personalised ad targeting, making sure that customers that are most likely to interact with your business or purchase goods and services from your business are seeing these ads (Appen, 2022). There are many algorithms and programmatic advertising processes such as audience targeting, media planning and campaign optimization that allow your ads to be most effective (Sweeney, M., & Wacławczyk, P. 2024). Generative AI has the potential to boost marketing productivity by 5% to 15% which is around \$463 billion each year (Harkness, L., Robinson, K., Stein, E., & Wu, W, 2023). This type of advertising can be used on social media platforms such as Instagram, Facebook, or TikTok as

the user's data can be analysed and targeted ads can pop up on their feed (Sweeney, M., & Wactławczyk, P. 2024).

Something that can be implemented to improve businesses can be 24-hour customer service using AI and machine learning. Since the implementation of AI chatbots on websites this has been something that has improved businesses customer service. AI chatbots are chatbots that respond to your messages (Wright, A, 2024). AI chatbots can be implemented to solve customers problems without them having to ring or contact the business. This is something that can provide 24-hour customer service on a website or an application, as well as this, the AI chatbot can also relieve stress off customer service workers from less customer enquiries going straight to them. This could also reduce labour costs as you can reduce the number of hours or reduce the number of staff members for the customer service team. Furthermore, for smaller businesses that do not have a customer service team, AI chatbots are something that can provide your customers with 24-hour service where they can enquire about the goods and services the business has to offer whenever possible.

Machine learning and AI is something that can help increase performance in many aspects in a business such as using automation, advertising and 24-hour customer service (Panel, E, 2021). Implementing these into your business can save lots of time, as well as being easy to implement (Panel, E, 2021). With paying a one off fee to implement some of these machines into your business, it can be very cost effective for businesses long term, saving them in labour costs massively (Panel, E, 2021). Although there may be concerns about why to implement Machine learning and AI into your business, the effectiveness of this can help boost your business drastically.

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