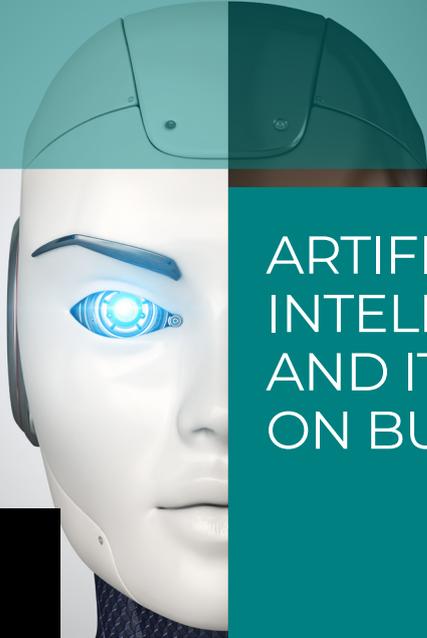


AI

Exploring the profound impact of AI
on business processes to maintain competitiveness
in an evolving marketplace



ARTIFICIAL INTELLIGENCE AND ITS IMPACT ON BUSINESSES



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Abstract

Artificial Intelligence (AI) tools have become essential for businesses of all sizes, providing cost-efficiency, scalability, and innovation. Tools such as Google Gemini and Microsoft Copilot are not limited to large corporations. Still, they are accessible to small and mid-sized businesses, enabling them to streamline operations, enhance decision-making, and improve customer experiences. AI's role in transforming tasks like data collection, customer service, and marketing drives widespread adoption across industries. The global AI market, valued at \$207 billion in 2023, is projected to grow exponentially, reaching \$1.8 billion by 2030. Companies that integrate AI are experiencing increased efficiency, cost savings, and higher growth, while businesses that fail to adopt AI risk falling behind. This paper explores the profound impact of AI on business processes and highlights its importance for staying competitive in an evolving marketplace.



Table of contents

Introduction	01
The importance of having AI tools in Business	01
Case Study: Walmart's Integration of Generative AI	03
What is the Business Market value of AI?	04
The Present Value of Businesses Not Using AI	05
How AI is Accelerating Data Collection	06
How AI Tools Transforming Business	08
Explore Infiflex's cutting-edge AI solution	09
Wrap Up	09
References	10

Introduction

Did you know businesses using AI see a 40% productivity increase? In 2024, AI technology trends are more important than ever, as revealed by the McKinsey Technology Council. Key trends like generative AI, machine learning, and AI-driven automation are reshaping industries by driving innovation and efficiency. With AI expected to add \$13 trillion to the global economy by 2030, companies adopting these technologies for personalized experiences and process optimization will stay ahead in the competitive digital landscape.

In today's marketplace business is changing rapidly by adopting Artificial Intelligence(AI) and automating the process, enhancing decision-making, and unlocking new growth opportunities. Once futuristic, AI is now a critical tool for organizations looking to stay competitive in the digital age. By harnessing the power of AI, a business can automate repetitive tasks, improve efficiency, and drive innovation. The capability of AI to analyze large amounts of data in real-time has significantly enhanced the decision-making process. Businesses can now optimize supply chains, predict trends, and deliver more personalized services with greater efficiency. This paper delves into the transformative potential of AI in business, demonstrating how AI tools are shaping the future of industries across the globe.

The importance of having AI tools in Business

AI tools like Google Gemini and Microsoft Copilot are now not reserved for large corporations with fat purses. Small businesses can access AI tools and offer numerous advantages for their customers, including:

→ **Cost Efficiency**

Small or Mid-size generally have low budgets to hire dedicated data teams. To choose AI -tools it will be cost-effective to provide advanced data capabilities, by doing this the businesses don't need expensive software or additional staff (Reis et al., 2023).

→ **Time Savings**

A business can save time on manual data collection and analysis with AI. This approach helps them to focus on core business activities and spend less time on administrative tasks. A data-driven campaign strategy can be generated with AI in minutes rather than days (Reis et al., 2023).

→ **Better Decision-Making**

AI tools help your business to make valuable information quickly and provide real-time, data-driven insights. This is particularly beneficial for small businesses, where decisions often need to be made on the fly.

To boost the growth of the company, AI helps you find the optimized pricing strategy, identify trends, and improve customer service.

→ **Competitive Edge**

To compete with larger companies a small business can leverage AI tools and utilize the same advanced technology to make key decisions. AI enables smaller firms to analyze large datasets and examine the flow of market changes to make effective decisions (Reis et al., 2023).

→ **Enhanced Customer Experience**

AI analyzes customers' behaviors and preferences and understands their experiences. For Example: On an E-commerce website, AI suggests products based on past purchases.

→ **Improved Risk Management**

AI analyzes the data patterns and identifies the risks. This approach is especially useful in industries like finance to identify fraud or predict disruptions.

→ **Scalability**

AI solutions and business grow together and make the whole procedure useful for all sizes of companies. As a business expands, AI can handle larger amounts of data and more complex tasks (Reis et al., 2023).

→ **Innovation and Competitive Advantage**

AI uncovers valuable insights that might be missed by humans, helping businesses innovate. This can lead to new products, services, and strategies that keep a business ahead of the competition.

AI is reshaping business operations, and its growing role ensures businesses can stay agile, responsive, and competitive in a fast-evolving marketplace.



Case Study: Walmart's Integration of Generative AI

Walmart, the world's largest retailer, has effectively integrated generative AI across its business to enhance operations and customer experiences. Recognizing the potential of AI, Walmart introduced innovative solutions like Voice Order and Text to Shop, allowing customers to reorder items seamlessly through voice commands or texts. This technology not only simplifies the shopping process but also learns from past purchases, improving personalization (Marr, 2024, July 2). In-store, Walmart launched "Ask Sam", an AI assistant for associates, providing quick answers about product locations, pricing, and work schedules. This boosts efficiency and enhances employee productivity. Moreover, Walmart's AI-driven chatbots have revolutionized customer service. Since 2020, the company has reduced millions of customer support contacts by automating responses to common inquiries about order status, returns, and more across several countries (Marr, 2024, July 2).

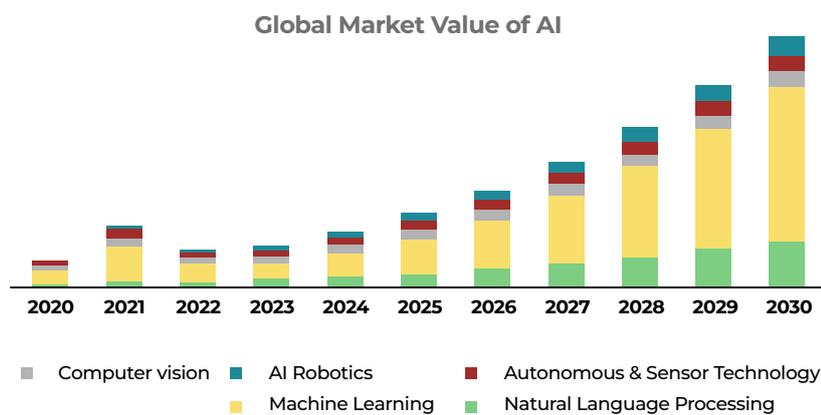
Walmart's successful implementation of generative AI showcases how retailers can leverage technology to streamline operations, improve service, and stay competitive.

Check out their more amazing ways with AI:

www.forbes.com/sites/bernardmarr/2024/02/15/the-amazing-ways-walmart-is-using-generative-ai/

What is the Business Market value of AI?

Industries' value changes day by day because of using AI, the growing market value is effective for the business. Most companies around the world adopt AI to enhance their operations, and for this, it is noticeable that the global market of AI is expanding at an impressive rate (Alsheibani et al., 2023). Here are some key statistics and insights that highlight the business market value of AI:



→ Global AI Market Size

In 2023, the global market was valued on AI at approximately \$207 billion. It is expected that the figure will reach \$1.8 billion by 2030, unveiling an extraordinary rate of growth of 37.3% per year (Alsheibani et al., 2023).

→ AI in Business Applications

Multiple sectors are using AI like healthcare, finance, retail, and manufacturing. It is predicted that 90% of large businesses will use AI applications and integrate them into their business process. Indeed, 87% of businesses are already investing in AI technology.

→ Cost Savings from AI

AI can automate tasks and also enhance decision-making and save businesses money. According to research, it is estimated that businesses can save \$340 billion annually by automating tasks and improving efficiency.

→ AI and Customer Service

Chatbots and Virtual assistance are broadly used to enhance customer service. It is expected that by 2024 Artificial Intelligence will manage 85% of customer minimizing the need for human intervention and cutting costs for businesses (Alsheibani et al., 2023).

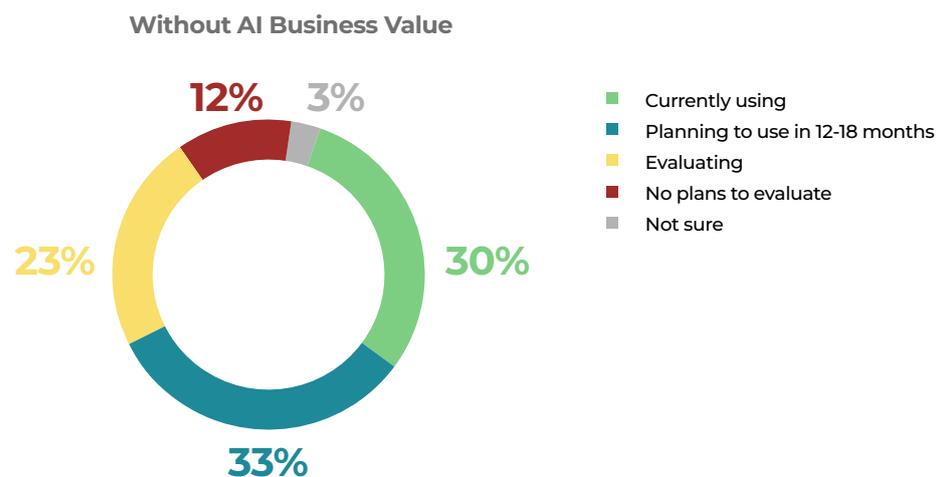
→ AI's Contribution to GDP

By 2030, AI is expected to contribute up to \$15.7 trillion to the global economy, adding about 16% to global GDP.

These statistics demonstrate how AI is not only driving technological innovation but also creating immense value for businesses worldwide. As AI continues to evolve, its market value is set to grow even further, making it a key factor in business success across industries.

The Present Value of Businesses Not Using AI

A business can transform by using Artificial Intelligence, however, most industries are left behind by not adopting these technologies. These companies' value is presently overshadowed by those leveraging AI for efficiency, growth, and innovation. Forgetting AI, businesses have lost competitive advantages that can drive their market value upwards. Let's explore the current market situation of those businesses that are not using AI:



→ Limited Efficiency and Productivity

Without AI, companies are stuck with manual processes which can increase operational costs because of slower productivity. AI-adopting businesses increase their profit by around 40% through real-time data analysis, automation, and faster decision-making. Moreover, a business can face productivity challenges without AI (Wamba-Taguimdje et al., 2024).

The McKinsey report stated that without AI productivity goes slower and companies face a 30-50% increase in their operational costs compared to those using AI-driven automation.

→ **Declining Customer Engagement**

AI enhances the customer experience by improving response time and personalizing interactions with virtual assistants and chatbots. Those companies that are not using AI are at a disadvantage, as 85% of companies are using customer interaction tools according to Gartner.

→ **Higher Costs and Inefficiency in Data Management**

For any business data is a backbone. Not using AI can limit the business's ability to analyze, collect, and leverage the vast amount of data. In this digital era manual data processing makes the whole process slower and prone to errors, leading to inefficiencies (Wamba-Taguimdje et al., 2024).

→ **Missed Opportunities for Growth**

Without AI, businesses miss out on these growth opportunities, limiting their ability to adapt to market changes and customer demands.

In a 2021 report by PwC, businesses using AI saw a 12% increase in revenue compared to those not using AI, who experienced stagnant or declining growth. This gap is expected to widen, with businesses that integrate AI projected to experience up to 30% higher growth rates by 2030 (Wamba-Taguimdje et al., 2024).

→ **Increased Risk of Business Failure**

The global economy is increasingly driven by technology and businesses that fail to adopt AI face a higher risk of falling behind. A report from Harvard Business Review states that 77% of executives believe businesses not adopting AI within the next five years will face severe risks of obsolescence.

Furthermore, businesses that resist AI adoption may find it harder to compete in industries where AI-driven innovation is becoming the norm. This could result in declining market share, a loss of customer loyalty, and ultimately, business failure.

How AI is Accelerating Data Collection

In this present digital market businesses depend on creating decisions that are informative, improving their services, and staying competitive. After discussing above about the large amount of data it's already said that processing a large amount of data can be complex and time-consuming. AI has drastically changed the way of collecting data on business, making the process faster and more accurate. The following is a breakdown of how AI facilitates faster, more accurate data collection:

→ **Automation**

Traditionally, manual work takes a lot of time, like filling out forms, and spreadsheets or gathering information and making phone calls. This process created errors and was slow, completing this required a lot of human effort. AI changes all that by automating data collection.

Tools powered by AI can automatically gather data from different sources, like social media platforms, websites, online forms, and emails. For example, AI can jot down data from a website in minutes, for a person it will take more than a day to do manually. This automation allows businesses to capture vast data with minimal effort (Mikalef et al., 2024).

→ **Real-Time Data Gathering**

Before AI, businesses had to wait for surveys or reports to be finished before they could access the data. With AI, instantly businesses can scrap information as soon as it's available.

→ **Analyzing Unstructured Data**

Dealing with unstructured data is one of the biggest challenges for businesses, which includes things such as social media posts, emails, and customer reviews.

AI with its excellent tools can handle unstructured data. Natural Language Processing, a part of AI, can understand and read text, gathering insight info like social media comments or customer feedback. This allows businesses to analyze not just numbers, but also the sentiments and opinions of their customers, providing a more comprehensive view of the data.

→ **Improved Accuracy and Reduced Errors**

AI can process large datasets without any mistakes, ensuring that the information used for decision-making is correct. This accuracy helps businesses avoid costly errors and make better decisions based on reliable data (Mikalef et al., 2024).

→ **Scalability**

As businesses grow, the amount of data they need to collect increases. Manually collecting and processing such large volumes of data can quickly become overwhelming. AI solutions are scalable, meaning they can handle increasing amounts of data without any extra effort or resources.

For instance, a small business that starts using AI for data collection can easily expand its data operations as it grows, without needing to hire more people or invest in additional tools. AI can handle large datasets effortlessly, ensuring that the business stays efficient as it scales.

How AI Tools Transforming Business

AI tools are revolutionizing the business world, making processes faster, smarter, and more efficient. Here's a look at how some of these tools are transforming businesses:

→ Automating Tasks with Copilot

Copilot is a branch of AI developed by GitHub. It assists by suggesting code snippets, writing entire functions, and optimizing lines of code. This automation reduces errors and speeds up development so that developers can focus on more complex problems.

→ Enhanced Customer Service with ChatGPT

ChatGPT, an AI language model by OpenAI, to improve customer service. These Chatbots manage the customer's inquiries around the clock, resolve common issues, and provide instant responses. This leads to better customer experiences and frees up human staff for more complex tasks (Mikalef et al., 2024).

→ Personalized Recommendations with Gemini

Gemini is an AI tool powered by Google, that helps businesses offer personalized experiences. For example: in the finance sector, Gemini helps to analyze the customer's transaction history and investment pattern to provide recommendations. This strategy enhances client satisfaction and potentially increases asset growth.

→ Enhancing Marketing with HubSpot's AI Tools

To analyze customer preference and behavior Hubspot is only one tool. These tools help businesses automate email marketing, create targeted marketing campaigns, and generate ideas for content. By understanding what customers want, businesses can tailor their marketing efforts more effectively.

→ Facilitating Remote Work with Microsoft Teams

Microsoft Teams incorporate AI to improve remote work. Features like smart scheduling, automatic meeting transcription, and virtual collaboration tools assist teams to work together more effectively, no matter where they are located (Mikalef et al., 2024).

→ Driving Innovation with Salesforce Einstein

Salesforce Einstein brings AI to customer relationship management (CRM). It offers features like predictive analytics, automated data entry, and personalized customer interactions. This helps sales and service teams work more efficiently and build stronger relationships with clients (Yeung, 2023).

→ Productivity Develop with Giffy and AI

Infiflex proudly introduces Giffy-CMS's AI Article Module, designed to streamline content creation. Whether it's blogs, news, or product descriptions, AI generates personalized, high-quality content quickly and effortlessly. With no coding needed, users can customize preferences like article length, saving time while producing unique, diverse content for any industry—perfect for fast, original writing!

Explore Infiflex's cutting-edge AI solution

- > Infiflex offers inventive AI solutions to streamline operations and enhance productivity.
- > Microsoft Copilot is one of the key offerings that integrate seamlessly, enabling businesses to access real-time insights and automate routine tasks.
- > The company can get end-to-end support, from strategy to implementation, securing businesses to maximize Copilot benefits.
- > Moreover, Giffy AI Integration allows businesses to fetch advanced AI benefits even without extensive coding knowledge.
- > Infiflex also offers 24/7 hours customization support and ensures that the integration of AI aligns with the specific business needs, and simplifies the business process.
- > Whether it's implementing AI to streamline workflows, enhancing applications with AI features, or strategizing AI adoption, Infiflex empowers businesses to thrive in the AI-driven future.

Wrap Up

AI is transforming businesses by offering efficient, scalable, and innovative solutions. AI tools like Microsoft Copilot and Gemini provide enormous value to all sizes of companies from enhancing customer interactions to automating routine tasks. This paper concluded that the global market of AI is important for business success, while companies that do not adopt AI face increased operational costs and reduced competitiveness. Evolve businesses must adopt these trends to stay ahead in a competitive marketplace. Infiflex's cutting-edge solution can efficiently enhance and empower business value.

Infiflex's success demonstrates the power of AI in transforming business operations. Ready to elevate your business? Discover how AI can revolutionize your strategy today! www.infiflex.com/ai.

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