



# AI: WHAT BUSINESSES NEED TO KNOW ABOUT THE BUZZWORD-TURNED-DISRUPTOR



Artificial intelligence (AI) has evolved from a buzzword to a powerful disruptor transforming how organizations operate. Around **58% of business leaders say adopting AI technologies is their top strategic initiative this year.**<sup>1</sup> And it's no wonder why, considering **44% of companies report higher productivity after implementing AI and automation tools.**<sup>2</sup>

AI has the potential to streamline operations, improve customer satisfaction, reduce costs, and much more. Analysts even predict that, as more businesses create roles adapted to the new division of work between humans and machines, **AI could create 97 million new jobs by 2025.**<sup>3</sup> But despite its many benefits, some organizations are still hesitant to embrace AI technologies.

In this guide, we explore the role of AI in optimizing business collaboration, contact centers, and data centers so that you can learn more about how AI is here to work with us – not against us.

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## AI AND COLLABORATION

Video calling has become integral for connecting today's remote and hybrid workforces. **An estimated 45% of teams use video calling tools daily or weekly,**<sup>4</sup> resulting in increased collaboration and productivity. But as demand for better communication solutions grows, developers are exploring new ways to make video tools more powerful.

That's where AI comes in. AI has the potential to revolutionize video collaboration in several ways, including:

### *Automated Captioning*

AI can automatically transcribe video calls and meetings to make it easier for participants to follow along, especially in noisy environments. Captioning also improves accessibility for individuals with hearing impairments and non-native English speakers who may have difficulty understanding spoken language.

## **Meeting Summaries**

Meeting summaries can serve as a reference point for participants to review discussions, decisions, and action items. However, manually transcribing video meetings can be time-consuming and labor-intensive. Since AI can automatically transcribe meetings in real-time or post-meeting, your employees can focus on actively participating in the meeting rather than taking detailed notes.

## **Analytics and Insights**

AI can analyze video calls to track metrics related to engagement and performance, such as sentiment analysis and time spent discussing each agenda item. This data can provide businesses with valuable insights into employee engagement and meeting productivity, improving the overall effectiveness of video collaboration.

## **Real-Time Translation**

Language barriers can hinder video collaboration in global businesses. Luckily, AI-powered language translation tools can translate spoken words in real-time, allowing participants to communicate and collaborate seamlessly across language barriers.

## **Enhanced Presentations**

Many video meetings involve presenting critical information, typically via a virtual whiteboard. With AI, companies can quickly generate and share valuable content – such as charts, graphs, and infographics – on their virtual whiteboards. AI also helps to eliminate noise, remove distracting backgrounds, track the presenter, and more so that meetings are productive and efficient.

## **Virtual Meeting Assistants**

AI-powered virtual meeting assistants help manage video calls by automating tasks like scheduling, agenda management, and action item tracking. Virtual meeting assistants can also provide real-time insights and reminders during video collaboration sessions, allowing the presenter to improve meeting delivery based on recommendations.

## AI IN THE CONTACT CENTER

Contact centers are leading the charge in AI adoption. **According to 40% of businesses, improving the customer experience is a top motivator for using AI.**<sup>5</sup>

And while technology will likely never be able to substitute human-to-human connection during high-stakes customer interactions, there are many ways AI can optimize contact centers – and satisfy more customers.

Here are some key ways AI is helping organizations transform their contact centers:

### Self-Service Options

**75% of consumers want businesses to offer self-service support options.**<sup>6</sup> AI can help companies provide quick and convenient self-service options with tools like automated IVR systems, which enable customers to find answers to basic questions or perform self-service tasks without needing a human agent. AI-powered chatbots and virtual assistants can also handle routine customer inquiries, such as basic product information, order status, and frequently asked questions.

### Personalized Solutions

AI can analyze historical data and customer behaviors to predict customer needs and preferences, allowing contact centers to proactively offer solutions or resolve issues before they become problems. This can enhance the customer experience and foster customer loyalty, as customers receive tailored solutions that meet their specific needs.

### Enhanced Analytics

AI-powered speech analytics can provide insights into customer interactions during every call, including sentiment, tone, and keywords. This can help identify areas for improvement in agent performance and training needs, as well as customer pain points or opportunities for upselling.

## Omnichannel Services

Omnichannel contact centers are becoming a standard, as **90% of customers expect businesses to provide a consistent service experience across all touchpoints.**<sup>7</sup> AI enables seamless integration across multiple channels – phone, chat, email, social media, and more – to allow customers to interact with the contact center using their preferred method of communication.

## Workforce Management

AI can help organizations optimize agent scheduling, routing, and performance management using real-time data and analytics. This can help to ensure that the right agents with the right skills are always available to handle customer inquiries at the right time.

## Continuous Improvement

AI tools can identify patterns, trends, and areas for improvement in customer support. This data-driven approach enables contact centers to continually improve their operations, processes, customer interactions, and overall performance.

## Support for Machine Customers

Machine customers – smart machines and AI technologies that can shop for themselves and their owners – are rising steadily. Analysts estimate that **machine customers will be involved in or influence trillions of dollars in purchases by 2030.**<sup>8</sup> Preparing to sell to these customers could be key to long-term business growth.

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## AI IN THE DATA CENTER

Between the rise in big data, increased dependence on the cloud, and a demand for sustainability, data centers are more difficult to manage than ever. AI can help organizations overcome these challenges, which is why many are jumping on board. In fact, **82% of companies expect their use of AI in the data center to increase.**<sup>9</sup>

The potential uses for AI in the data center include:

## Task Automation

AI can automate routine tasks in data centers, such as provisioning, monitoring, and troubleshooting, to reduce manual intervention and human errors. Additionally, AI can automatically allocate resources based on workload demands, resulting in optimized performance and cost savings.

## Predictive Maintenance

**Over 60% of outages cost businesses at least \$100,000 in total losses.**<sup>10</sup> AI can analyze data from systems and equipment sensors to identify potential failures or maintenance needs. By addressing these issues proactively, data centers can minimize downtime and improve reliability.

## Energy Optimization

**Data centers account for 4% of all greenhouse emissions worldwide.**<sup>11</sup> By optimizing energy usage, data centers can reduce both their environmental impact – and overall operating costs. AI analyzes energy consumption metrics to help data centers identify opportunities for optimization, such as upgraded cooling systems, workload placement, and power management strategies.

## Capacity Planning

AI can analyze a data center's historical data on resource usage, workload patterns, and performance metrics to provide insights for capacity planning. This helps businesses accurately forecast resource requirements, improve resource allocation, and provision their data center to meet current and future workload demands.

## Security and Threat Detection

Data centers are particularly attractive targets for cyber attacks. However, new AI tools can strengthen data center security by monitoring for suspicious activities, identifying potential security breaches, and providing real-time alerts. **50% of companies believe AI-powered tools like ChatGPT could provide more accurate threat detection capabilities,** enabling data centers to more easily handle fast-evolving threats.

## TRANSFORM YOUR BUSINESS WITH AI

AI's potential to revolutionize industries, streamline processes, and unlock new opportunities is undeniable. However, as more organizations navigate the ever-evolving AI landscape, understanding its capabilities, limitations, and ethical considerations will be crucial for gaining a competitive advantage.

Embracing AI with a strategic approach can help your business stay ahead of the curve in this era of digital transformation. If you're not sure where to start when it comes to implementing AI solutions, we can help. Contact our team today for the trusted guidance you need to grow your business with the latest AI technologies.

## SOURCES

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7 Ridgedale Avenue  
Cedar Knolls, NJ 07927  
201.934.7400

[www.safari-solutions.com](http://www.safari-solutions.com)

