TECH FALCON
Member of Lootah Holding

AI And Automation

## 4 Different Ways Of Using AI And Automation To Surge Profits

Swipe Left

Mobile Interactions

Customers in today's world no longer want to have limited options as far as their channels of interaction with the company are concerned.

While browsing the products and services offered by a website, modern consumers expect to seamlessly transition between desktop and mobile devices. Establishing omnichannels to render smoother experiences of customer interactions could present your business with a competitive advantage in the market and make its operations more consumer-centric for ascertaining higher profits. Chatbots embedded with the capabilities of machine learning and artificial intelligence and omnichannels would simplify your business's endeavours of maintaining continuity and as a result, close more deals than ever. Also, according to studies, regardless of how quick or great a company's services are, clients prefer opting for a different provider if those cannot be accessed through mobile devices.
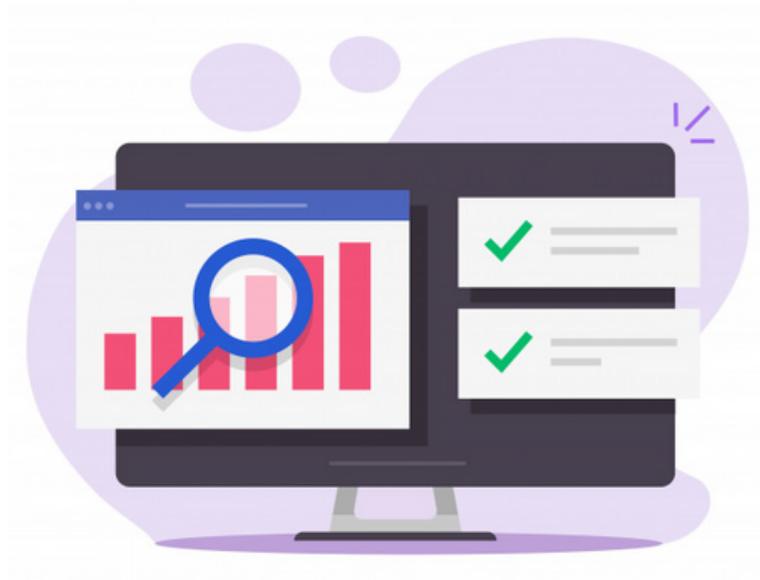
Data Analytics

Digitally analysing historical data and the information captured from different conduits of online customer interactions could help companies understand their audience and the latter's needs better to formulate personalized offers and services and get rewarded with customer loyalty.

Following the same strategy for launching new products and delivering new services for years could backfire at some point of time. Because the market has so much to offer, customers no longer want to stick to the same kind of product or brand forever. This is where the role of analytics comes into play. Automate the processes of data gathering and sorting so that you know that the information that is being used to run analytics is accurate and of high-quality. Manually spotting and recording important consumer data on spreadsheets are now a thing of the past. Automating these tedious tasks of collecting and analysing data could empower your workforce to focus on the more challenges areas such as using the insights to make smarter decisions about planning, introducing and marketing new products and services.

Proactive Services

Automation is capable of improving responsiveness to customer queries in terms of speed and being available for assistance all around the clock.

With virtual assistants, companies have a higher chance of retaining customers and building long-term relationships. Systems embedded with the features of artificial intelligence can monitor and skim through unlimited in-app and website activities to spot customer issues and grievances. If the queries are generic, the software can itself respond in real-time and close the tickets. Whereas, in case of more pressing concerns, it can pass it on to the customer service agents thereby, reducing their load and surging productivity. These virtual agents can be expected to predict customer queries and resolve them even before they arise in the future – which means, customer abandonment rates can be reduced and consumer satisfaction can be enhanced at the same time.

Cultivate a responsible AI-ready culture throughout their businesses and put principles into place from implementation to governance with practices, tools, and technologies.
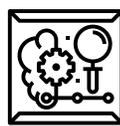
Put your principles into practice by taking a people-centered approach to the research, development, and deployment of AI.

It is important to evaluate where AI can add the most value in the organization, or what has the highest return on investment. AI solutions should be measured by their impact on business outcomes.

TECH FALCON
Member of Lootah Holding

Bridge the Gap Between Existing And Upcoming Forms Of Automation

By combining artificial intelligence with automation, companies can enjoy better control over supply chain management where time is equal to money.

Precursors of automation such as internet of things (IoT) can create the ground with all that is necessary to seamlessly integrate intelligent systems and allow even physical channels to connect with digital systems. This implies that by pairing artificial intelligence with automation, companies can bridge the gap between the existing forms of automation that it relies on and the upcoming forms. AI can free up workers from performing repetitive, mundane tasks and focus on market research to capture more profitable leads and maximize ROI.

TECH FALCON
Member of Lootah Holding

DIGITAL TRANSFORMATION PARTNER

Applications | Automation | Analytics

Tech Falcon LLC is a digital transformation partner for enterprises as they embark on their digital transformation journey. We are headquartered in Dubai. We help clients in manufacturing, projects, distribution, public sector, real estate, and public sector to achieve business and operational goals with business applications, automation, and analytics services.

Contact us:

Office No 125,	Phone: +971 45 965 555
Al Ferdous 4,	Email: info@techfalcon.ae
Al Wasl Road, Dubai.	Website: https://techfalcon.ae

Connect with us:

linkedin.com/company/tech-falcon-dubai

facebook.com/techfalcondubai

https://twitter.com/techfalcondub

TECH FALCON
Member of Lootah Holding