# Common Uses for AI Technology in 2024

The introduction of ChatGPT in 2023 saw the world marvel at the first consumer-facing AI language model. AI continues to advance at breakneck speed, with the singularity expected sometime in the 2030s. Until then, the technology continues to break new ground and introduce wondrous innovations in the tech space. How will people and companies use artificial intelligence in 2024?

## Cybersecurity

AI offers a way to enhance security protocols in IT where it finds vulnerabilities in the system, patching them up before bad actors can exploit them. AI cybersecurity systems can recognize cyber threats and attacks by monitoring data inputs.

After detecting a security threat, the AI backtracks it to the source and repairs the vulnerability to prevent future threats. Companies can protect their infrastructure and data with AI-enabled security tools to stop hackers before they have a chance to cause havoc.

## Customer Relationship Management

Customer Relationship Management Systems (CRMs) are implemented by millions of companies. However, they're often challenging to navigate. CRM systems like Zoho and Salesforce require human interfaces to remain accurate and current.

AI-based CRM interfaces self-update and correct without human interactions. Automated workflows and chatbots offer CRMs additional user-friendly functionality that's beneficial for marketers, allowing them to manage, farm, and build their database.

## Data Research & Internet Search

AI can harvest and analyze huge data sets in a matter of seconds. Researchers and marketers can use this data in campaigns and monitor customer behavior. Data analysis can help AI identify search behavior to offer users a more relevant online experience.

Platforms like YouTube and Netflix already rely on data analysis to improve the user experience and suggest relevant content to the viewer. However, the introduction of LLMs like ChatGPT will forever change the face of search, making results more accessible and relevant than searching through Google search results.

## Digital Virtual Assistants & Chatbots

Artificial intelligence allows marketers to create chatbots on landing pages and websites that engage with visitors. Chatbot tech is so advanced that it's hard to tell the difference between chatting with an AI and a real person. In many instances, Chatbots can pull up information faster and more accurately than human customer service agents.

AI tech is also making waves in the virtual assistant marketplace. A fully AI-integrated VA isn't available right now, but it's coming in the future. An AI-powered VA could help with tasks like maintaining your inbox, managing your calendar, and recommending new methods to streamline processes.