# How AI Is Reshaping Business

Artificial Intelligence is one of the biggest trends of 2023, with many experts hailing this year as the start of the AI era. What this tech holds for us in the future is anyone’s guess, but here’s a few ways it’s already shaping business around the globe.

## Leveraging Big Data

Big businesses that exploit big data can develop strategies to reach new markets and customers, optimize workflows, and promote products. Big data can help organizations in all sectors increase profits through AI-enhanced data harvesting and analysis.

Companies can collect vast amounts of data on their customers and consumer markets via methods like cookie tracking, survey results, and social media engagement. Big data takes a broad overview of communications data across all channels, providing insights into consumer behavior.

By leveraging big data, organizations can improve their service or product offerings and communicate better with their target market. AI-enabled systems promise a way to optimize big data collection for companies of any size, reducing technology costs around implementing these strategies in smaller companies.

## Increasing Automation

Marketers are developing innovative AI-based marketing tools to help them reach more customers and increase sales. AI-powered CRM systems create user-friendly tech for business professionals to manage and promote offerings.

Automation in CRM systems sets up and manages workflows and pipelines to ensure better tracking of the customer journey and campaign results. Automation allows marketers to create complex workflows and manage everything from a central dashboard.

Beyond marketing, automation will extend into every aspect of commerce. Amazon has already implemented AI-enabled systems in its fulfillment warehouses to improve stock control and order processing.

Automated delivery vehicles are just a few years away from driving on the streets, and we can only speculate what the latest innovations in tying robotics and AI systems will bring to the global business landscape.

## Reduced Costs

Looking at the history of technology, we see that industry innovations are typically expensive when they first come to market. However, the cost of this tech drops as it undergoes mass adoption in the market. 2023 saw a huge growth in people using AI systems in their personal and professional lives. The tech might be expensive right now, but the process will drop as we move deeper into the AI Era.

AI can also help companies reduce operational costs, saving them money. AI systems can work around the clock, unlike their human counterparts. AI tech is more affordable than employing human capital, allowing companies to save costs on labor and skills.