



RESPOND → PLAN → RETURN STRONGER

Growing Your Small Business with Artificial Intelligence

PRESENTED BY
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AI Technologist & Expert

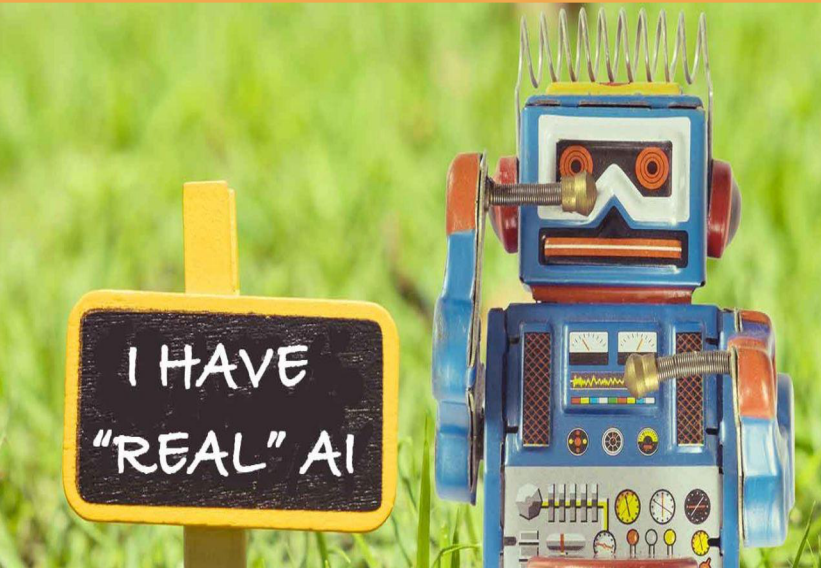


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Brian M. Kennedy is the CEO of Willow.ai and has over 20 years of advanced technology and artificial intelligence experience working with the Department of Energy, Department of Homeland Security, Microsoft, Facebook, Home Depot, and more.

AI Overview & Introduction



What Is AI?

- "Artificial Intelligence (AI) is simply using computers to perform human tasks faster and better."

What Exactly Can AI Do?

- Automate business processes
- Provide organizational insights
- Engage customers and employees
- Identify new opportunities
- Save money, make money

AI Benefits & Advantages



What Are the Benefits of AI?

- Faster Decision Making
- Automating Repetitive Tasks
- Forecasting Business Efficiency
- Minimizing Organizational Errors
- Augmenting Employee Capabilities

What Are the Advantages of AI?

- Available 24/7
- Solve Complex Challenges
- Predict Buyer Behaviors
- Optimize Business Operations
- Enhance Customer Experiences

AI Industry Uses



E-Commerce

* sales patterns, product trends, regional disparities, shortages.



Retail & SMB

* product selects, inventory automation, store sensors.



Financial

* credit risk, forecast demand, maximize liquidity, detect fraud.



Sales & Marketing

* predict buyers, profile prospects, improve ads, ↓ churn.



Manufacturing

* factory automation, fix defects, scheduling, ↓ scraps, ↓ delays.



Customer Service

* ↓ support calls, helpdesk, automate upsells/cross sells.

AI Role Uses



For Leaders

I Need To...

- * Make predictions based on historical records.
- * Increase sales by knowing what clients want.
- * Optimize customer engagement & interactions.
- * Produce final decisions that improve processes.



For Marketers

I Need To...

- * Improve advertising campaign conversions.
- * Optimize digital journeys and experiences.
- * Reduce churn by identifying likely suspects.
- * Improve customer experience with chat bots.



For Operators

I Need To...

- * Identify employees who are likely to depart.
- * Predict demand for resources and inventory.
- * Calculate risks, breakdowns, and malfunctions.
- * Automate invoices, work orders, and contracts.



For Financiers

I Need To...

- * Automate invoicing, receivables, and transactions.
- * Discover errors throughout the accounting system.
- * Forecast potential fraud in expenses and budgets.
- * Determine the exact tax basis of current assets.



AI Case Studies

facebook

- * **Challenge** - Improve **jobsite safety** by identifying issues and optimizing engagement.
- * **AI Solution** - Analyze worksite incidents and create an **AI app** for workers to utilize to monitor and correct safety risks.
- * **Results** - Safety related accidents greatly reduced and insurance premiums **decreased from \$3/day/employee to \$0.03**.



- * **Challenge** - Lower **customer acquisition costs** by better qualifying sales prospects in digital marketing programs.
- * **Solution** - Combine store data with market trends and use AI to create **audience profiles that can be targeted online**.
- * **Result** - **Cost-per-interaction** in the advertising campaigns was **reduced from \$0.32/per/int to \$0.02/per/int**.

AI Tools & Apps



Turn Data into Action



Coach Your Sales

Tea



Answer Customers 24/7



↑ Shopping
Experiences



AI Questions & Answers

