



Optimize Existing Technology with Artificial Intelligence (AI)

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*Grand View Research predicts that, “**AI** will see an annual growth rate of **37.3%** in a little more than **five (5) years.**’*

*If you incorporate **AI** into existing **Apps** or **Software**, you can enjoy the benefits of this new **Technology**.*

- ✓ Language translation, **Data** summarization and responding to queries and questions.
- ✓ Automate routine tasks and enhance communications to improve customer support.
- ✓ Create, tune and evaluate prompts for input and output in business systems to leverage available **Data**.
- ✓ **AI** approaches and **Algorithms** can contribute to finding new business opportunities, market optimization and more effective marketing and sales.

It is impossible to listen to the news, read a business publication or browse social media without finding an article or story about Artificial Intelligence (AI). Grand View Research predicts that, “AI will see an annual growth rate of 37.3% in a little more than five (5) years.’

Some business executives are anxious to find a place for AI in their organization just to capitalize on the buzz, and market and advertise their use of advanced technology. But the wise enterprise executive will look to leverage Artificial Intelligence (AI) in apps

and software to actually improve the delivery of technology, streamline and/or optimize resource allocation, and move the organization forward.

To use AI to improve the features and function of your app or software program you must first understand the potential and how you can integrate AI into existing technology to make measurable progress.

Here are just a few of the ways you can incorporate AI into existing systems to achieve results:

- Language translation, data summarization and responding to queries and questions.
- Automate routine tasks and enhance communications to improve customer support.
- Create, tune and evaluate prompts for input and output in business systems to leverage available data.
- AI approaches and algorithms can contribute to finding new business opportunities, market optimization and more effective marketing and sales.

Understanding the value of Artificial Intelligence (AI) in app upgrades and feature and function expansion is key to your vision. Other businesses have already taken this approach. Let's use two case studies to illustrate results:

[Fitness and Wellness App](#) – This Client is a start-up healthcare technology company, based in the United States. It takes a holistic approach to overall health by focusing on nutrition and lifestyle, with the goal of decelerating the aging process and providing better quality of life. Among the various aspects of AI in place in this app is support for users to take photos of food, and allow the system to detect the food type, portion size, calories, and macro and micro nutrients, and display and analyze nutrition and calorie intake, providing a comparison to established goals and offering recommendations. The app also provides notifications based on users progress to generate interest and provide support to achieve weight maintenance or weight loss goals. The app also studies sugar level patterns with activity and food intake and generate correlation insights to guide users to improve sugar levels.

[Recruitment App](#) - The Client has a start-up business in the United States. This Client is focused on the recruitment technology market. Its business focuses on improving efficiency and quality of the complex process of sourcing in the recruitment industry This automated AI-enabled sourcing process is designed to translate a job description into search criteria and provide a strong match with candidates who fit the criteria of the job description. A relevancy score is generated along with an explanation of the relevancy score. The app reduces the expense and sourcing resources required to find candidates and can generate personalized letters using generative AI to present the opportunity and benefits of the job to an applicant. The system improves and automates the sourcing workflow and thereby reduces the cost and number of hours required to complete a recruiting and hiring process, ensuring the start-up business can offer a unique and comprehensive approach to recruiting and sourcing to improve its business results.

This article is meant to provide a few ideas to get you started with Artificial Intelligence (AI) and allow you to brainstorm and create your own strategy for incorporating AI into your existing apps and software, or to develop a strategy to create a new app that leverages the current capabilities of AI and is flexible enough to accommodate upgrades as the technology advances.

With the right IT consulting partner, you can work with OpenAI, ChatGPT, GPT and other AI products and solutions. Support your [Digital Transformation \(Dx\) strategy](#), and plan for the long-term as AI evolves. Explore our [Artificial Intelligence Services](#). [Contact us](#) to find out more. Explore our free White Paper, '[What is Artificial Intelligence \(AI\) and How Can It Help My Business?](#)'