Part I: The fundamentals of artificial intelligence

What, exactly, is artificial intelligence? It is the theory and development of computers to perform tasks that normally require human intelligence, such as visual perception, speech recognition and decision-making. Artificial intelligence makes it possible for machines to process massive amounts of data in order to identify patterns, glean insights and take action based on those insights.

"AI is the science of building a system that can gather the data that you're already collecting, and then take action on that data," says McCabe, who cites a home-monitoring device (called Nest) as an example. "Nest is basically gathering data about the conditions in your home and taking action based on that data."

Customer Engagement: Service

Applications	Use case
• Manage basic customer inquiries • Classify and route customer service cases • Recommend solutions and knowledge articles •	

The real value of AI in business operations emerges when it connects

2. Data management

Look for an area where you have a lot of data already. Without the right amount of data, AI isn't going to work for you. "You have to look for areas where you have data su□ciency to add intelligence," says Casalaina." If you have a list of 100,000 email addresses, you need to target your marketing or if you have 100,000 leads, you need lead scoring."

Clean up your data. If you aren't already using a CRM system, your data is probably spread all over the place — in spreadsheets, emails, marketing systems and more. You've got to clean up this Tm /Tc3 1 Tf [(emails) 11v(etTj /Tc3 1 Tfour dems 9 (i lid mar) 9ganiz) "r dae (k f)1

4. Expertise

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