

7 MUST-KNOW GENERATIVE AI APPLICATIONS IN BUSINESS

No Technical Knowledge Required



Technical team for
startups without a CTO.



This guide explores how generative AI is revolutionising industries by enhancing efficiency, creativity, and growth. Discover how your business can utilise this technology to streamline operations, personalise customer experiences, and accelerate innovation for a competitive advantage.



The internet, smartphones, social media...there are certain technologies that, once introduced, revolutionise the way we live and work globally. At Seeai, we believe that generative AI is the next game-changer to join the list.

Whilst it's still in the early stages of adoption, this specific subset of artificial intelligence (AI) has the ability to impact numerous different industries and practices. It's already made its way into the professional and personal routines of millions of users and, as the technology and our understanding of it grows, so will its influence.

So, if you're interested in knowing more about generative AI and how to unlock its potential for your business, do read on!

What is generative AI?

Generative AI is a subset of artificial intelligence techniques and algorithms designed to create or generate new content, such as images, text, music, or videos. Unlike traditional AI systems, primarily used for classification or prediction tasks, generative AI focuses on creating novel outputs that mimic human creativity.

Why should businesses consider using generative AI?

There are many benefits to adopting generative AI in your business.

- **INCREASED EFFICIENCY** - Automate repetitive tasks and streamline processes
- **INCREASED QUALITY** - Produce high-quality content quickly and consistently
- **INCREASED PRODUCTIVITY** - Free up human resources for more complex tasks
- **PERSONALISATION AT SCALE** - Tailor content or experiences for individual customers
- **ACCELERATED GROWTH** - Bounce ideas, acquire skills, and innovate faster to stay ahead of the competition

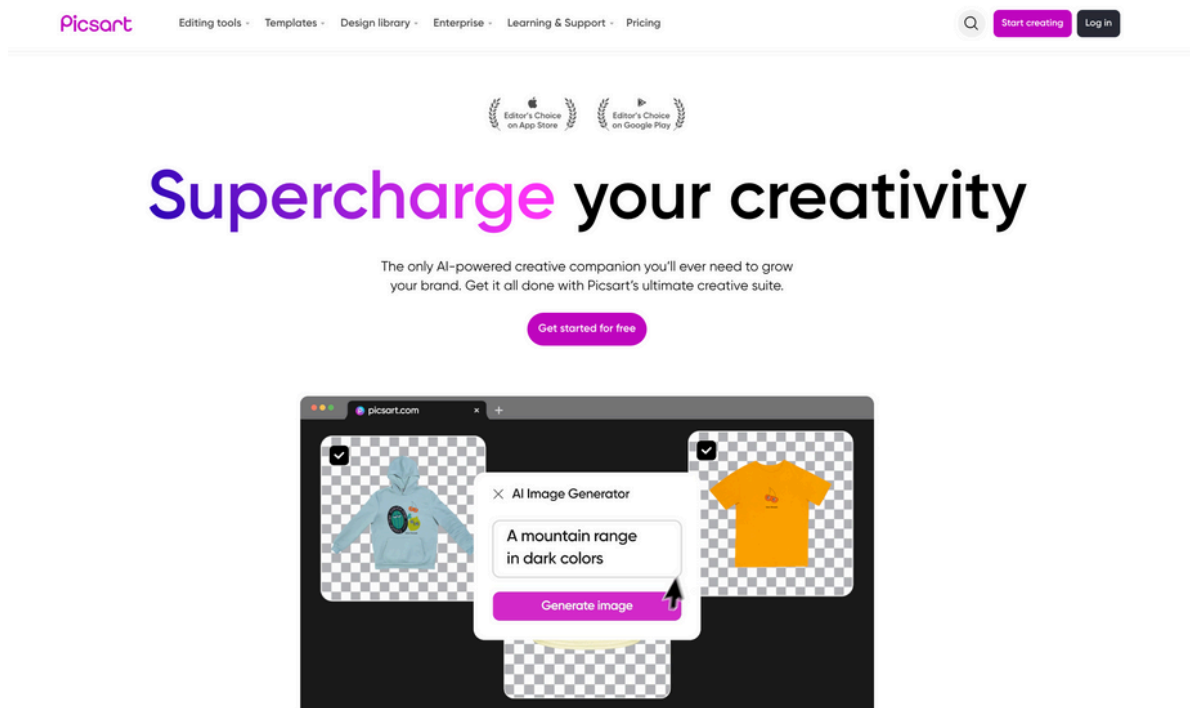
How are businesses currently using generative AI?

Here we list seven common ways we've seen generative AI finding success in businesses, but there are many more.

1. Content generation

Generative AI can be used to reduce the time and costs associated with content creation. It also makes quick work of personalisation. That's not to say it needs to replace those in creative fields, but it can be used to focus their experience and expertise on more technical or artistic tasks.

For instance, you may have a talented designer spending lots of time on tedious tasks such as resizing, cropping or making minor amends. If you automate those processes through AI tools like [Picsart](#), your designer will be free to invest more of their valuable skill set in innovating and exploring new possibilities.



2. Natural language interface

We live in a 24/7 society where customers expect quick and convenient contact when they have an inquiry. This can lead to an increased volume of customer conversations, heightened expectations for service and therefore higher costs for businesses. If you need to reduce those costs, increase your accessibility and free up your skilled customer service teams for the tasks that need them most, generative AI resources such as [Ada](#) can be incredibly useful.

The screenshot shows the Ada AI Agent website landing page. The header includes the Ada logo, navigation links for Platform, Solutions, Resources, and Pricing, and buttons for 'Try Ada for Free' and 'Get a Demo'. The main content area features a large heading 'Meet Ada, your new AI Agent for customer service' and a subheading 'Hire an AI agent to deliver extraordinary customer experiences, faster and at a lower cost than human agents.' Below this are 'Get a Demo' and 'Try Ada for Free' buttons. To the right, there are several overlapping cards showing AI agent capabilities: 'New Generative Action' (describing an action to look up rewards points), 'Automated Resolution' (showing a 78% containment rate and a 64% automated resolution rate), and a 'RESOLVED' card showing a transcript of a conversation. At the bottom, there are logos for Canva, Wealthsimple, Pinterest, afterpay, and Square.

3. Structuring unstructured data

In most busy organisations, streams of information and insight are buried in multiple conversations across numerous channels. So, when gathering a status update for a project, you may have to search through your emails, slack channels and meeting minutes to build the bigger picture.

Generative AI tools, such as [Glean](#), can help you search through this unstructured data and form concise summaries. This means the time you would have spent manually gathering information can be spent more wisely.

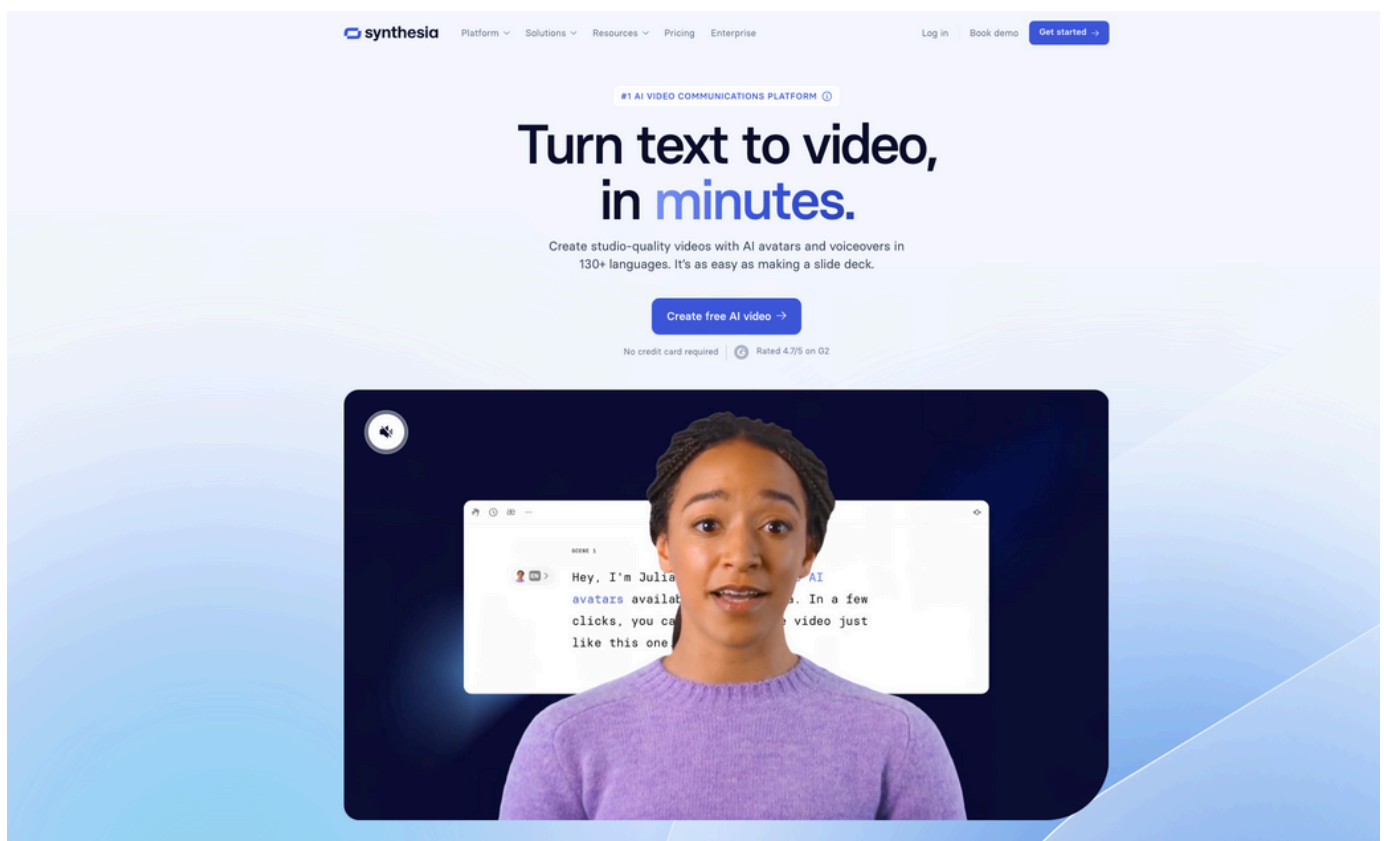
Other models can be used to gain insights from unstructured data which can help enhance tasks such as market research. One example of this is [AlphaSense](#).

The image shows two parts of the Glean platform. The top part is the Glean website homepage, featuring a green and white color scheme. It includes a navigation bar with links for PRODUCT, SOLUTIONS, RESOURCES, ABOUT, SIGN IN, and GET A DEMO. The main headline reads "ILLUMINATE RISE OF THE AI AGENTS" with a sub-headline "Unlock the full potential of generative AI in the enterprise with Glean's AI platform." Below this are two buttons: "WATCH THE KEYNOTE" and "SEE WHAT WE ANNOUNCED". The bottom part of the image is a screenshot of the Glean demo interface. It shows a search bar with the query "what's the latest on infra project v5". Below the search bar, there's a section titled "Assistant" with a summary of the latest updates on the project. The interface also displays a list of search results, including "Infra VS Brief" and "Project VS", with a sidebar on the right showing the number of results for various sources like Confluence, Drive, Dropbox, GitHub, and Notion.

4. Converting modality

As a business, you may have invested in content that could be converted into different formats to increase its reach and value. Let's say you have a series of carefully crafted training manuals in your archive, but you'd like to repurpose that valuable information into audible videos for accessibility reasons.

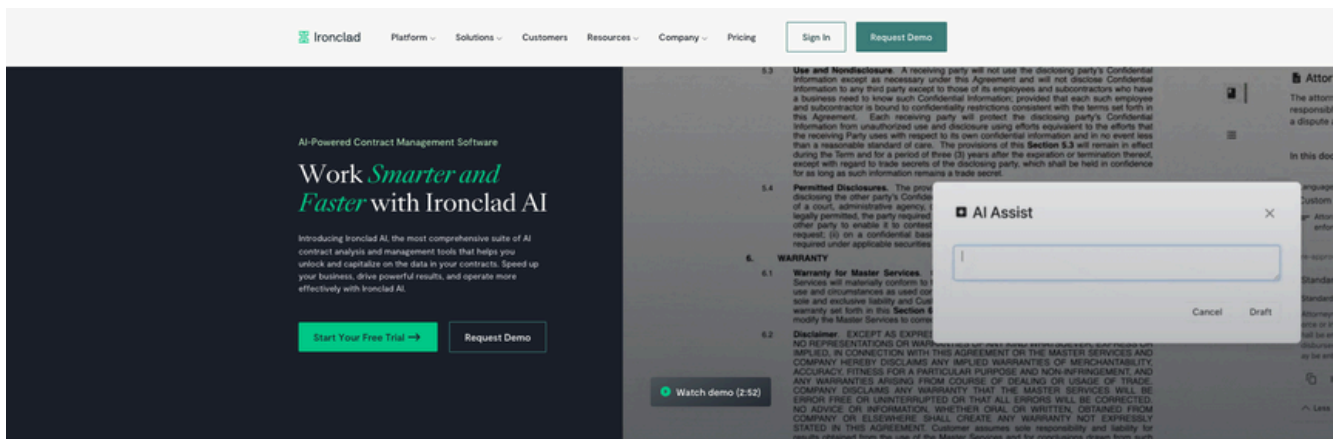
However, you may not have the time or budget to recreate each manual using traditional filming techniques. In this scenario, using a generative AI tool such as [Synthesia](#), you can turn that text into a video using an AI avatar. These videos could help make the most of your existing material.



5. Democratizing expert knowledge

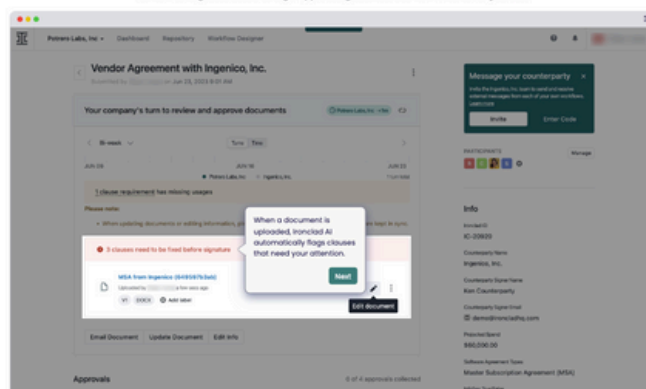
Expert advice is always valuable and countless situations call for human expertise. However, there are also times when businesses can be left exposed if they don't have access to that level of advice.

Let's say you're a small start-up or freelancer looking to enter a contract with a large corporation. However, the value of the project doesn't cover legal counsel to assess the small print in your paperwork. In this instance, a generative AI tool such as [Ironclad](#) can be used to enhance your understanding of the contract and pull out any suggestions. Of course, this is not a replacement for a lawyer nor should it be deemed as infallible advice, but it is an additional resource to call on where needed.



Take a guided tour of Ironclad's AI-powered contract review

Ironclad AI automatically analyzes contracts, flags areas that require a thorough review, and provides suggestions on how to negotiate based on legal-approved guidelines. See how it works for yourself!

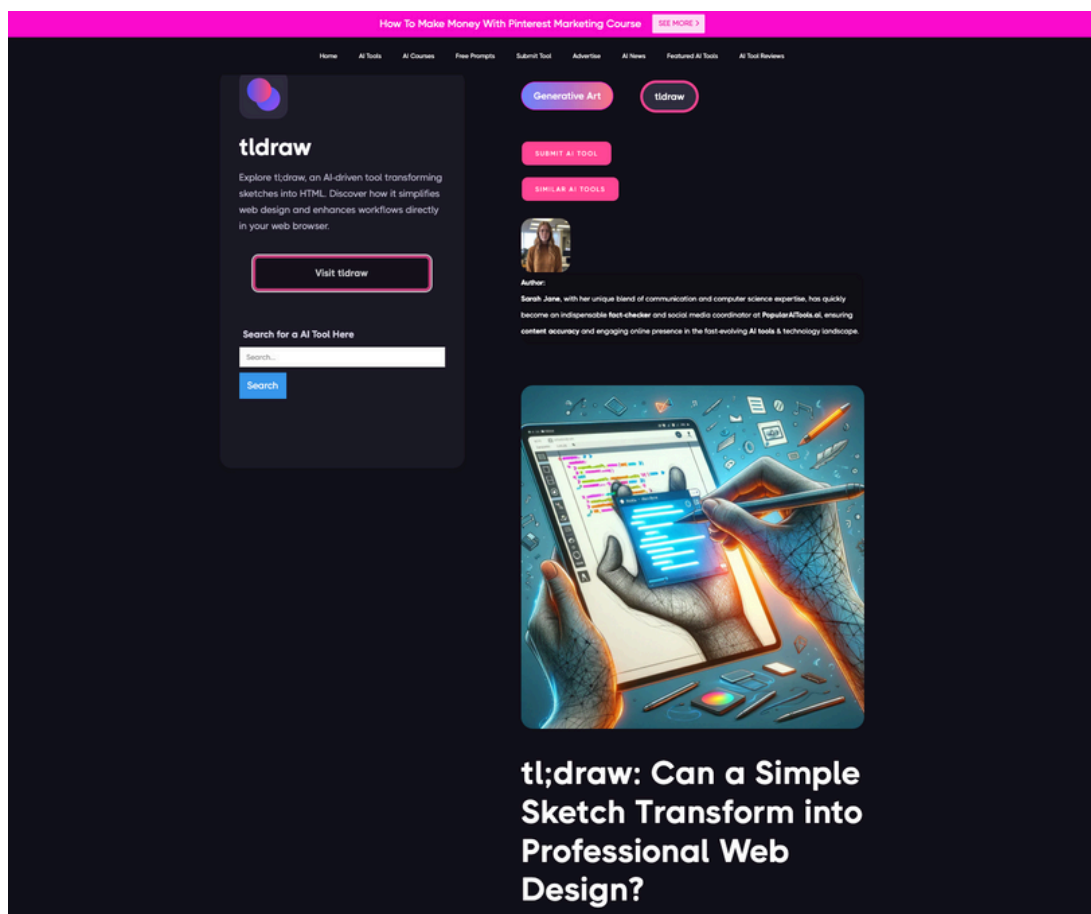


6. Removing the language barriers

Going global as a business can be made easier with generative AI models that translate your content into other languages. One example of this is [Synthesia](#). Of course, a true translator will be able to navigate the nuances of translation with a more human approach. But, by using the tech and talent together as a business, you may be able to get through more variations on your timescale and budget, making your materials more accessible to a wider audience as a result.

7. Visual way to talk to computers

From coaching to workshopping, there are many methods you can use to bring your visions to life as a business. And now, generative AI is adding more tools to that kit. [tl;draw](#) is a great example, allowing users to create a mock-up of a website in a sketch before outputting a working code they can utilise to build it.



What type of business does generative AI work best for?

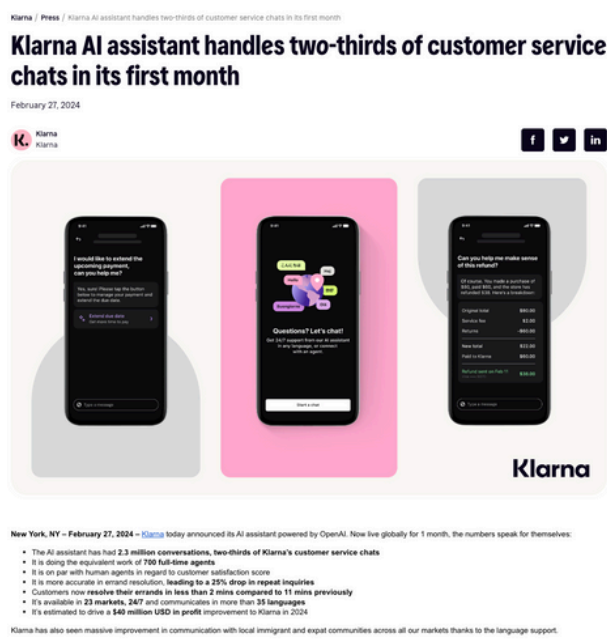
Generative AI can be used in all types of businesses. For larger companies, the technology can help deal with high volumes of customer requests or data processing and manipulation. It can also automate repetitive tasks involving text or data, and support those needing personalisation at scale. For smaller companies, generative AI can help in other ways such as expanding on ideas and sourcing feedback.



What examples are there of generative AI being used in businesses?

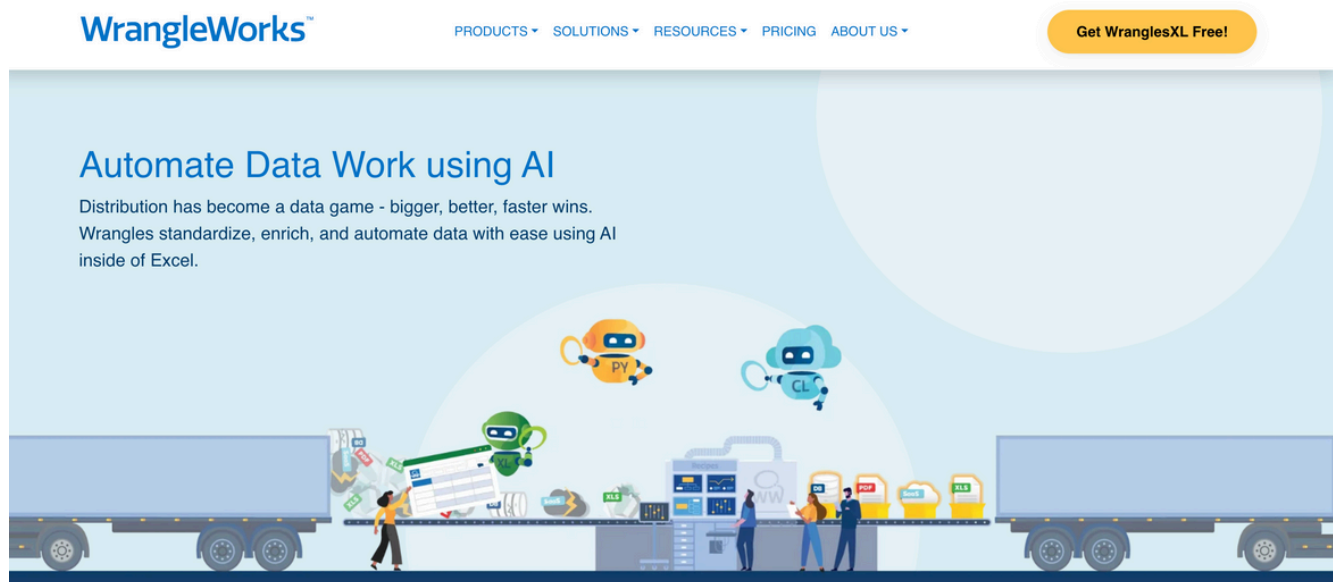
The current energy and enthusiasm around generative AI has resulted in a global hackathon-type environment, where businesses and individuals are working to find the best applications for the technology. Some companies are keeping their ideas and innovations confidential, others are remaining open. Below we list a handful of applications from those sharing their progress.

[Klarna](#) (a fintech company offering online payment solutions such as buy now, pay later) has implemented an AI assistant to handle customer service chats. In its first month, this assistant managed two-thirds of interactions, equivalent to the work of 700 full-time agents. It operates 24/7 in 23 markets and supports over 35 languages, enhancing inclusivity by removing language barriers. This AI assistant has led to a 25% reduction in repeat inquiries and faster resolution times. It's expected to drive a \$40 million USD profit improvement for Klarna in 2024.



[Slack](#), a cloud-based communication platform for teams, has created an app that allows its users to leverage the power of large language model (LLM) ChatGPT, within its interface. As a result, Slack will be able to deliver instant conversation summaries, research tools and writing assistance. This, in turn, will help users to manage workflows, boost productivity and communicate more effectively with colleagues.

Seeai client [WrangleWorks](#) is a platform that automates data wrangling using AI. Having already secured an 80% reduction in data work for distributors, it saw an opportunity to improve these reductions further using LLMs. Working with our team, WrangleWorks developed an LLM-powered AI agent to automate product research work and integrate it with WrangleWorks' existing Python-based package. Read more about this in our case studies section [here](#).



What are your insider tips for making the most of the technology?

- **Combine human talent with generative AI technology**

Generative AI models are very knowledgeable and have a lot of capabilities, but there's a lot they don't know (for example, the details of your business or internal operations). They also have limitations, such as not being as strong with complex arithmetical operations. So, they work best when augmenting humans rather than replacing them.

- **Implement good testing measures**

Generative AI models will always try to output something, even when they don't know the answer. This means the outputs can sometimes be unexpected. As such, it's important to implement procedures where humans review the output to validate it, before assuming it's correct.

We'd also advise consulting with your team before implementing generative AI models in your organisation. If there's a danger that an unexpected output could have a negative impact on your business, a human will be best placed to identify this issue beforehand.

- **Invest to unlock the true potential**

Entry-level generative AI models are very accessible and it's easy to get help with a simple task using a free tool such as ChatGPT. However, to unlock the technology's true potential, you'll need to invest in areas such as augmentation and rigorous testing that allow you to create fitting business solutions. This way you can drive real growth in your business.

What are the common misconceptions people have about generative AI?

As with any emerging technology, certain misconceptions and misunderstandings can arise. Here are two common ones we've seen linked to generative AI.

AI will replace humans

One misconception is that generative AI will completely replace humans in job roles. Whilst AI augments and helps humans to do their tasks more effectively and efficiently, the best outputs will be produced from the collaboration of humans with generative AI.

AI knows everything

Another common misconception is thinking that generative AI will know everything. Even though these models are very knowledgeable, there's a lot they don't know, such as the data within your organisation or your organisational processes (which tend not to be documented or accessible to the world). To get the most value from this technology, you need to give the models more context to work with.

What does the future hold for generative AI?

We've only just begun to explore the potential uses for generative AI and it's already changed the way we work. In terms of future trends and uses, the sky's the limit, but there are a few shifts we expect to see.

Generative AI will be used as a standard tool in almost every organisation

In the coming years, there will be only a few organisations/sectors in which generative AI will not be utilised as part of their processes. As a result, business performance will improve.

Generative AI will be used to improve skill sets for the workforce

As we go forward, it will be easier to acquire new skills and capabilities beyond your field of expertise, using generative AI tools to learn and achieve goals faster. For example, an entry-level programmer may get to prototyping something much quicker than using traditional learning techniques, or they may be able to acquire skills in additional disciplines.

AI will become more integrated into our lives

Generative AI is already beginning to integrate into our different devices and applications. In the future, this will increase as the technology is used to assist us in more everyday tasks, outside of work.

As these models continue to improve, so will the number of opportunities they create and we can't wait to see what the future holds.

If you're interested in learning more about generative AI, please visit our [case study](#) gallery to explore the many ways Seeai is helping businesses utilise the technology. Or, to talk through your options with our team, [do get in touch](#).

GET IN TOUCH

If you want to talk about AI
visit us at [Platform, New station street, Leeds](#)
or email me at saile@seeai.co.uk



Saile Villegas



@sailevillegas



Technical team for
startups without a CTO.