

Reimagining Commerce with AI

Ananya Srivastava¹

¹B.Com(Hons.) student, Amity University, Lucknow, Uttar Pradesh, India.

Abstract - Artificial Intelligence refers to a technology that enables machines and computers to perform problem solving tasks, making recommendations and analysing huge amounts of data. This technology acts as a chief support to modern computing system. Over the years, artificial intelligence has paved way to new business opportunities. Artificial Intelligence help the businesses to grow and excel by successfully achieving the desired objectives. The usage of artificial intelligence is acting as a door to opportunities for small organizations. The use of artificial intelligence is used in different sectors of the economy to streamline operations and optimize workflow. It has greatly helped in analysing huge amount of data. There are many global as well as Indian brands who have successfully adopted the strategy of artificial intelligence and have attracted new customers. The purpose of this paper aims to study about the worldwide usage of artificial intelligence and understand how various companies achieve their business goals using artificial intelligence. This paper offers views on artificial intelligence in today's generation.

Key Words: Artificial Intelligence, Analysis, Data, E-Commerce, Finance, Human Resource, AI tool, Chatbots, Customer Reviews, Personalized Products, AI Assistance.

1. INTRODUCTION

In the recent years, use of computer devices and technology has increased tremendously. People have started using computers as part and parcel of daily work requirements. Computers provide us a user-oriented experience for effective results. Artificial Intelligence refers to a technology that enables machines and computers to perform problem solving tasks, making recommendations and analysing huge amounts of data. Ideally artificial intelligence simulates human intelligence techniques through machines and achieve specific goals. This technology acts as a chief support to modern computing system. Artificial intelligence is widely used in many industries such as in science, government institutions and defence organizations. Some of the advance applications of artificial intelligence that are currently used are voice search assistants search engines like Google, Microsoft Edge, recommendation system like YouTube, Netflix, generative AI tools ChatGPT etc. In 21st century, artificial intelligence is very helpful in making data driven decisions, problem solving and achieving the desired goal on time. Artificial intelligence is successful in efficiently performing detail-oriented tasks more effectively than humans.

Artificial Intelligence help the businesses to grow and excel by successfully achieving the desired objectives. Many big companies have changed their business strategies and have adopted artificial intelligence in order to meet customer demands more efficiently. Artificial Intelligence has significantly benefitted companies by improving data analysis, customer engagement, enhanced decision making and better strategic recommendations. It is also helping in optimizing workflow and streamlining operations. By the help of artificial intelligence, businesses can analyse huge amount of data and make data driven decisions, they can also predict future and identify consumer patterns. Artificial Intelligence provides a perspective which is unbiased thereby, making more fairer and better decision-making processes. Repetitive tasks and managing huge amount of data without human intervention can be easily done with the help of AI-powered tools and algorithms. These AI-powered tools greatly improve the accuracy of businesses and reduces the errors in various business activities.

1.1 Advantages of Artificial Intelligence:

1) Time saving- Artificial intelligence has significantly helped in analysing huge amount of data and performing repetitive tasks. This helps in saving time of the business and providing accurate and timely decisions about customer buying trends and patterns.

2) Detail-oriented tasks- Artificial can easily accomplish advance tasks which involves determining relationships and data. This technology is very helpful in medical science for detecting cancer and melanoma.

3) Huge data task- Artificial intelligence with the help of automation and its tools can manage huge amount of data and analyses it without human intervention. This process is usually very helpful in complex data where there is always a chance of error. Artificial intelligence is widely used for data analysis in industries like finance, defence, hospitality and healthcare.

4) Availability- Artificial intelligence and its tools are available all the time. Humans can only work up to a certain limit but artificial intelligence makes work easier. That is why, artificial intelligence provides efficient and timely completion of tasks.

5) Promote inventions- Artificial intelligence always promote inventions and pave way for new technologies. Every field requires new technologies for smooth

functioning of their business, hence artificial intelligence helps researchers in building new ai tools.

1.2 Disadvantages of Artificial Intelligence:

1) High Cost- Building artificial intelligence software and models requires huge amount of time, money and resources. Small organizations cannot afford the high prices of building and maintaining artificial intelligence.

2) Not creative- A big disadvantage of artificial intelligence is that it cannot create new technologies on its own. Artificial intelligence interprets past data and preferences and then learn to itself. Therefore, artificial intelligence does not act as a creative technology.

3) Unemployment- Artificial intelligence is increasing in every sector of the economy, thereby increasing unemployment. When more and more tasks will be accomplished only by using artificial intelligence, humans will be replaced by this technology. Robots are a big reason why organizations are firing humans from jobs. Robots are human like electronic machines that uses artificial intelligence and are used in many healthcare organizations.

4) Making lazy- Artificial intelligence completes all the desired tasks timely on its own without human intervention. This is making humans lazy. When artificial intelligence will do all the work, humans will use less brain and this may greatly affect the future generations.

5) Ethics- Since artificial intelligence is widely growing in different sectors it may not focus on ethics- an important factor. It is believed that artificial intelligence may grow uncontrollably and may remove humans from the field.

2. Reimagining Commerce with AI

Artificial intelligence is not a new tool anymore. Retailers have started using this technology of artificial intelligence for enhanced customer experience. The reviews, personalized shopping experience and advance features have helped businesses to leverage shopping experience and retain the customer. Following ways talks about how businesses use this technology to transform customer shopping experience;

1) Chatbots- Every online platform whether it is ecommerce, finance, healthcare or human resource, they use AI chatbots. These are conversational, human-interactive artificial intelligence software that help in enhancing the overall experience of customer. These tools are highly used in shopping. It interacts with customers and give them personalized results according to their liking. With the help of chatbots, customers don't have to waste their time in searching for the product or service and can easily navigate what they are looking for.

2) Try-on features- There is a new artificial intelligence feature for shopping and ecommerce platforms. Now customers can easily try-on their favourite apparel on shopping websites using AI virtual try-on features. These realistic virtual features help customers understand how will the apparel look on them and also which size they must select. First, customers select the desired outfit and then select for virtual try-on feature. This feature showcases complete look of how this outfit will look on the customer. With this feature, customers are now easily doing hassle free shopping without worrying about the size issues.

3) Customer reviews- Customers often want to get a summary of the products without reading long reviews online. Artificial intelligence highlights the good or bad keywords associated with the product. Customers can easily interpret the review of the product with the help of artificial intelligence.

4) Personalized journey of customer- Artificial intelligence help retailers to suggest personalized products to customers. This technology can successfully track past records or searches of users and understand their tastes and preferences. With this analysis, artificial intelligence helps customers offer the personalized shopping experience. Artificial intelligence can be specifically used to create custom promotions and shopping offers for different types of customers.

5) Personalized products- Artificial intelligence tools are also helpful in creating products in which customers are interested. Customers can use these artificial intelligence tools to create their own designs and products. With the use of tools, brands can co-create new looks along with their customers.

2.1 Companies using Artificial Intelligence

i) Zomato- Zomato being a top food app, uses artificial intelligence in the form of chatbots to attract customers. Zomato's Foodie buddy chatbot helps customers experience personalized offers. This chatbot recommends favourite dishes and restaurants of customers to them when they open the food delivery app. With the help of new artificial intelligence tool, more and more customers have increased their engagement on Zomato's app. It can also do send messages and chat with customer's favourite restaurant. The customer can send as many messages as they want and foodie buddy chatbot will answer to all the messages in real time. The foodie buddy chatbot also sends pop up notifications to customers during breakfast or dinner hour, this helps customers select and order their desired food on time. The foodie buddy app saves a lot of time not only for Zomato but also for customers by interacting with them and providing appropriate solutions.

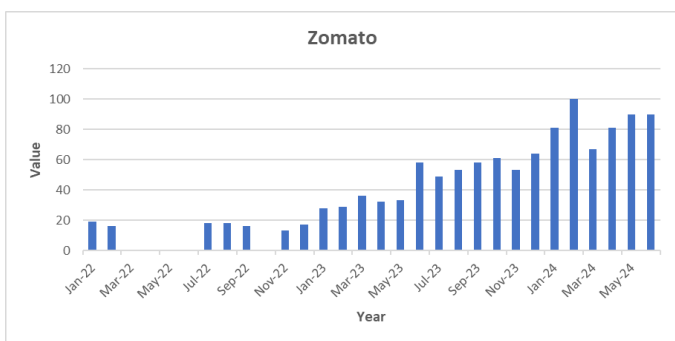


Fig-1: Increase in google search for 'Zomato artificial intelligence' during the period of January, 2022 to June, 2024.

ii) Amazon- To manage this huge company and its data, artificial intelligence and its use has greatly helped. Amazon being a big retailer brand needs to be creative and innovative with its services. There is many artificial intelligence software that are used by employees of amazon to run the smoothly and efficiently. Amazon Bedrock and SageMaker are AI tools that help in building and deploying FMS and LLM's platform to ease the work for employees. Amazon also analyse conversational styles of customers to understand their feedbacks, reviews, sentiments and interpret their language. There are virtual assistants and chatbots to help customers rely on self-service and easily navigate things on the website. This process also increases engagement on amazon's website and provide on-time assistance to customers. Artificial intelligence can complete tasks faster, personalize content and automate tasks.

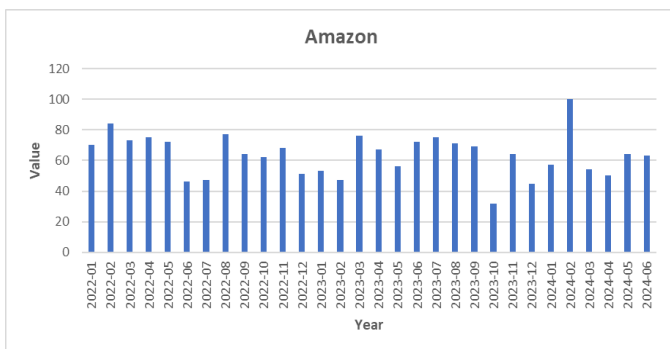


Fig-2: Increase in google search for 'Amazon artificial intelligence' during the period of January, 2022 to June, 2024.

iii) Nike- Nike always tries to inculcate new technologies related to artificial intelligence in its business model to rise over other players in the market. It has transformed its business model and used artificial intelligence to attract customers and fulfil their demands. Nike has an AI powered app, which improves customer engagement and relationships. This app scans the foot of customers and recommends appropriate pair of shoes. This technology has not only gained a huge customer base but also reduced the

issue of incorrect shoe size. This AI tool recommends shoes according to customer's comfort, liking and tastes and preferences. Customers can also select their favourite colour, shoe sole and shoelace. Not only this app helps in online shopping but also in physical stores. Customers can measure their shoe size, select their favourite colour and sole in physical stores as well. Nike's AI app records the data of customer's past sales, transactions and store visits. This recorded data gets stored in the app and reminds the customers to shop after some months. Nike's advance technology with artificial intelligence has grown and attracted many customers around the world. More and more customers are experiencing ease of shopping at Nike's AI app and are increasing day by day.

iv) Flipkart- Flipkart has inculcated artificial intelligence in the form of an AI application, known as 'Flippi'. Flipkart always aims to provide better shopping experience to its customers and nowadays, with the help of its artificial intelligence app Flippi, customer engagement becomes more prominent. Flippi is a user-friendly app that provide customers a more valuable shopping experience at no cost. This app provides unique shopping solutions to each customer. Flippi analyses and records tastes and preferences of customers, and provide them with most appropriate shopping solutions. It guides customers through personalized product recommendation on the basis of tastes and preferences, every time a customer visits the app. It offers a budget-friendly product option to users and provide fashion choices to them based on their age. This artificial intelligence equipped app is solving everyday shopping problems of billions of Flipkart users at no extra cost and also making the work easier for the company as well. This app is enhancing overall online shopping experience and helping better decision making.

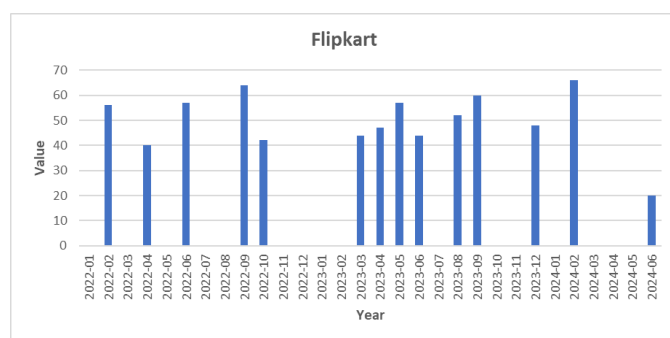


Fig-3: Increase in google search for 'Flipkart artificial intelligence' during the period of January, 2022 to June, 2024.

v) Myntra- Myntra uses chatbots and ChatGPT options to fulfil customer demands. MyFashionGPT is the artificial intelligence platform developed by Myntra to provide best online shopping experience to its customers. This artificial intelligence tool helps customers in their shopping journey and caters to the needs of better shopping decisions. This tool

helps customers select their favourite outfit from their favourite brand using virtual assistants and chatbots. These chatbots chat with customers to understand their tastes and preferences, budget, age group and gender. Then provide with better shopping solutions. The customer can also use virtual try on feature of Myntra to understand if the outfit fits them perfectly or not. First, the customer selects their outfit and then selects the option of virtual try on feature, this feature will then show the best size and colour options of outfit for customers based on their past purchases. This has not only proved to be an advance level of shopping but also paved way for better shopping experience. With the help of artificial intelligence, Myntra has received favourable shopping responses from billions of customers. Artificial intelligence has easily managed huge amount of customer requests without any intervention of Myntra employees.

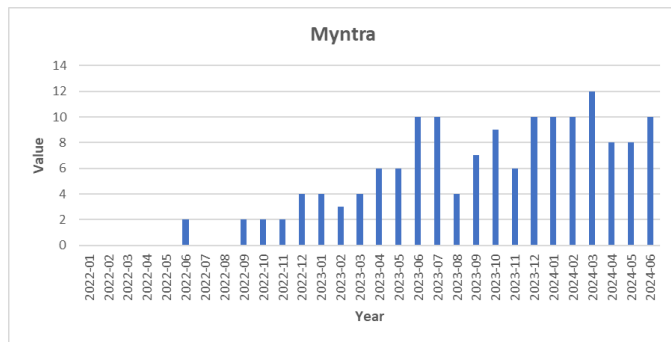


Fig-4: Increase in google search for 'Myntra artificial intelligence' during the period of January, 2022 to June, 2024.

vi) Mckinsey- McKinsey is one of the oldest and biggest company that deals in management consulting. It is an American company which offers professional services to many other organizations, such as private sector and government organizations. Every year millions of candidates apply for the job in McKinsey and to manage the applications of millions of job seekers is very difficult. Artificial intelligence has significantly helped McKinsey in the recruiting process and has paved way for efficient and smooth working of human resource department. McKinsey uses artificial intelligence software in the very first step of recruitment. The company publishes job vacancies on its website along with several other criteria for the job such as eligibility, experience etc. Many candidates apply for the without looking at the eligibility criteria and thus this increases the unwanted job applications. Artificial intelligence filters all the unwanted application to ease the process of hiring. Then, the shortlisted candidates are invited for further selection through automated AI messages. This process of using artificial intelligence has not only improved the lengthy process of recruitment but also increased the efficiency of the overall human resource department. Thus, artificial intelligence has helped the company to grow in a technology driven time.

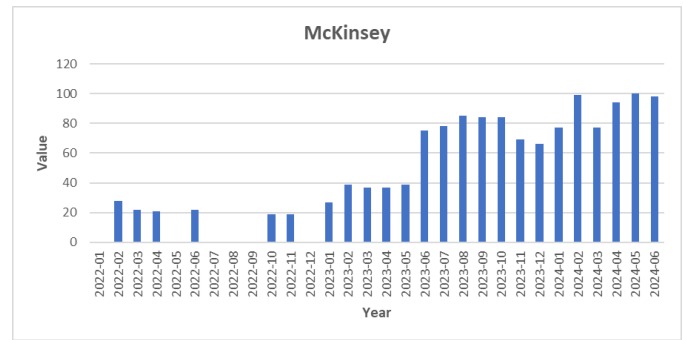


Fig-5: Increase in google search for 'McKinsey artificial intelligence' during the period of January, 2022 to June, 2024.

vii) J.P. Morgan- JP Morgan is a US based financial company that has its branched all over the world. It is one of the dominating financial companies of the world. Managing and analysing huge amount of financial information related money, insurance, customer data etc is a big task. Over the years, JP Morgan has developed artificial intelligence software to fasten the functioning of finance and customer services. The company is now able to manage huge amount of financial data and arrive better decisions for their business model. It is important for any financial organization to protect the crucial information of its company and also customer. Artificial intelligence has significantly helped the company to reduce fraud and glitch free payment services. Now, 70% of the work in the company is done with the help of artificial intelligence. Artificial intelligence is truly boosting the efficiency of the overall digital payment services and also reducing frauds.

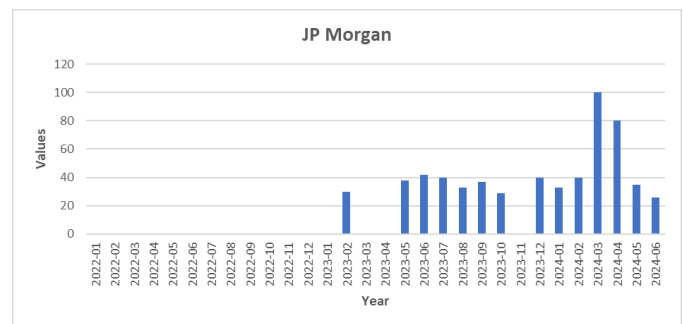


Fig-6: Increase in google search for 'J.P. Morgan artificial intelligence' during the period of January, 2022 to June, 2024.

3. CONCLUSION

This report suggests that artificial intelligence has significantly grown in many industries such as ecommerce, finance and human resource. The data shows increase in number of google searches for the keywords related to artificial intelligence. As the report shows a great number increase in google searches of artificial intelligence of companies, it is expected that artificial intelligence will

transform companies in the future. Whether a company is small scale or large scale, artificial intelligence is a demanding field and every company must implement this technology in their business processes for better customer experience and efficient working of the business. It is a cost-effective technology that help businesses grow by streamlining customer engagement, better recommendations and better decision-making processes. Artificial intelligence is known for analysing huge amount of data and managing customers online at real time. AI can be seen in many industries like in managing finance, helping in healthcare, customer service, leveraging education and improving service sector. Many students are pursuing artificial intelligence as a field of study all over the world. More new fields of artificial intelligence are coming up day by day such as NLP, Machine Learning or generative AI. It is expected that artificial intelligence will grow even more by 2025 all around the globe.

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