Smartbridge

Microsoft

AI at work
Transforming businesses across functions

Discover how to empower your leaders across every line of business and unlock productivity, efficiency, and innovation

The power of AI in business

Chances are that your company is already using AI to transform operations and invest in growth. And, even if you haven't yet made the jump, you can trust that your competitors are.

In fact, in a recent IDC study, 71% of surveyed respondents said that their companies were already using AI. And, according to IDC's Worldwide Artificial Intelligence Systems Spending Guide, enterprise spending on AI solutions is expected to grow to USD423 billion at a compound annual growth rate of 26.9% for 2022–2027.[1]

71%

Of surveyed respondents said that their companies were already using AI[1]

USD423 billion

Expected growth in enterprise spending on AI solutions[1]

Smartbridge is ready to help you unleash the power of AI in your business and provide solutions tailored to your lines of business that:

Automate routine tasks.

Provide actionable insights.

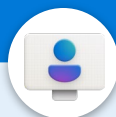Enhance decision-making across departments.

Marketing

Elevate engagement and efficiency with streamlined workflows and enhance customer satisfaction through tailored experiences.

Key use cases

1. **Personalization:** AI-powered recommendation engines deliver customized online shopping experiences and adapt content to customer preferences.

2. **Content generation:** Create targeted campaigns faster by summarizing customer trends and producing content.

3. **Predictive insights:** AI forecasts trends to optimize marketing strategies and budgets.
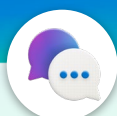
HR

Empower employee experiences with boosted automation and improve engagement and retention.

Key use cases

1. **Streamlined onboarding:** AI tools simplify compliance training and onboarding so teams can personalize employee journeys.

2. **Skill matching:** AI suggests candidates based on skill sets and job requirements.

3. **Automating admin tasks:** Reduces time spent on repetitive HR processes like benefits enrollment.

Customer service

Reinvent support with AI to increase customer satisfaction and enhance agent productivity.

Key use cases

1. **Conversational AI:** Microsoft AI chatbots resolve customer queries faster and deliver personalized support.

2. **Sentiment analysis:** AI tracks customer sentiment during calls for better agent responses.

3. **Call-center optimization:** Summarizes customer interactions for efficient follow-ups.

Finance

Enable strategic decision-making to reduce operational risk, speed report generation, and amplify and scale strategic decisions.

Key use cases

1. **Forecasting and analytics:** AI models optimize budgeting and forecasting.

2. **Document creation:** Generative AI accelerates creation of financial reports and pitch books.

3. **Fraud detection:** AI identifies anomalies in transactions for early fraud prevention.

Smartbridge can unlock the value of AI in your business. Let us walk you through how Microsoft AI solutions can transform your organization.

Learn more and get started transforming your business functions today.

Visit Smartbridge.com/ai

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1. IDC InfoBrief, sponsored by Microsoft, 2024 Business Opportunity of AI, doc #US52699124, November 2024