



## Artificial Intelligence (AI) in E-commerce: Use Cases

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**There are different applications of e-commerce which are applicable in the e-commerce industry**

There are two very important factors which need to be taken care of in the e-commerce industry – brand competitiveness and customer loyalty.

Let us take our readers through some of the most common applications of AI in e-commerce.

## **AI driven virtual assistants and chatbots**

These are highly intelligent platforms driven by powerful algorithms on AI. They generally provide customer queries on products and services. They also offer product recommendation using NLP!

## **Smart logistics**

AI automates warehouse automation and streamlines the delivery process. The inclusion of AI in the paradigm of e-commerce has literally transformed the productivity matrix of the e-commerce matrix.

## **Recommendations**

The artificial intelligence is capable of understanding customer behavioral trends which can be understood once the historical data sets are analyzed properly. Its algorithms predict how a particular group of customers would behave differently from a given set of customers. The entire magic of prediction lies in meticulous analysis of the existing data sets.

## **The major benefits of the integration of Artificial Intelligence in the world of e-commerce**

- **Customer centric visual search**

The customers often complain that the products being displayed in e-commerce stores are not relevant. Thus, each user login should start an independent product showcase. This is totally determined by algorithms which would analyze the past browsing history of the user and showcase relevant products.





- **Retargeting**

Retargeting potential customers is one of the most powerful exponents of the beautiful algorithms of AI. It identifies customers for retargeting and helps internet marketers in setting up the right customers in its online marketing campaigns.

- **Personalization**

New level of personalization is unthinkable without the involvement of AI powered algorithms. The personalization simply takes the shopping experience to the next level. One would only get to see what interests them and the stuff they have browsed in the past. Modern e-commerce platforms also allow users to upload photographs of their favorite products and get results which are similar to the one which has been uploaded over the e-commerce platform.

- **Chatbots and virtual assistants**

The chatbots and virtual assistants are like your dedicated customer management staff who would transform the experience of your customers from average to excellent! E-commerce portals are relying more on Ai driven virtual chats which would handle the customers with extreme sobriety, perfection and ravishing accuracy.

- **Improve customer recommendations**

With better customer insights and an equally enjoyable consumer experience, the e-commerce platforms start having a very satisfied clientele. This clientele then helps in recommending more and more clients who would in turn increase the overall customer base for the given e-commerce platform.

- **Intelligent customer service agents**

The AI bots responding to customer queries are able to handle newer customer instances based on their past experiences. They run a check through the past responses given out against particular scenarios. Using AI, the chatbots are able to come up with more matured customer responses.

- **Filtering out fake reviews**

Use AI automated tools to remove fake reviews which might have been put by scammers hired by your business competitors. In that scenario, one can use the AI to identify the spam reviews and remove them accordingly.

