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Next-Gen Solutions: How Generative AI will reshape Businesses

This talk explores the transformative influence of generative AI on startups, businesses & industries. We will explore how large businesses can benefit in the area of customer operations, where AI-powered chatbots can improve self-service and agent effectiveness, greatly increasing efficiency. In marketing and sales, generative AI could transform businesses by automating content development, data utilization, and personalization, resulting in a substantial increase in marketing and sales productivity.

In software engineering-focused startups, generative AI can streamline activities, significantly impacting coding processes and work experiences. It can be extremely useful in product R&D for market analysis, virtual design, simulations, and test preparation, altering old workflows and increasing efficiency.

Zooming into the retail and CPG industry, industry findings suggest a 1-2% increase in annual revenues, equating to \$400 billion to \$660 billion. By automating customer service, marketing, sales, and supply chain management, generative AI can streamline operations, optimizing personalized offerings and presenting itself as a disruptive force.

While celebrating economic potential, we acknowledge challenges like external inference and adversarial attacks. Human involvement remains crucial for quality control and security in the era of generative AI-driven transformative innovation. This talk provides a comprehensive exploration of generative AI's pivotal role in reshaping businesses, recognizing its strategic impact on customer interactions, productivity, and operational efficiency.

Keywords: Generative AI, Digital Transformation, LLM, Artificial Intelligence, Startups, Businesses

Biography

Ms. Aishwarya Rai is a Product Manager with over 5+ years of expertise in AI, Cloud, SaaS & EdTech products. Currently, she drives product strategy at a leading AI-testing SaaS platform in the USA and has previously worked for an Asian EdTech unicorn for four years leading their product strategy & growth initiatives.

Her educational background is in Computer Science from IIT Delhi, which is one of the top Engineering colleges in Asia, and research experience in AI and Security from the Max Planck Institute for Informatics in Germany.

She has experience in mentoring early-stage startups and entrepreneurs and currently volunteers as an advisor, mentor and jury member for several startup incubators, accelerators and educational platforms.