

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

# AI in E-Commerce: Use Cases

**There are various e-commerce applications that are applicable in the e-commerce industry.**

There are two very important factors that need to be taken care of in the e-commerce industry- brand competitiveness and customer loyalty. Let us take you through some of the most popular AI applications in e-commerce.

- **AI-driven virtual assistants and chatbots**

These are highly intelligent platforms powered by strong AI algorithms. These virtual assistants and chatbots provide customer queries on products and services. They also give NLP product suggestions!

- **Smart logistics**

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

- **Recommendations**

Artificial intelligence is capable of identifying customer behavioral patterns that can be understood once the historical data sets are properly analyzed. AI algorithms predict how a specific group of customers behave differently from a particular collection of customers. The whole magic of prediction stands in the meticulous study of the current data sets.

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

- **Customer centric visual search**

Often customers complain that the products advertised in e-commerce stores are not appropriate. Thus, each user login should start an independent product showcase. This is entirely determined by algorithms that examine the users' previous browsing history and showcase relevant products.





- **Retargeting**

Retargeting potential customers is one of the most efficient exponents of AI's algorithms. It identifies and retargets the customers, and allows internet marketers to set up the right customers in their online marketing campaigns.

- **Personalization**

A new level of personalization is impossible without the intervention of AI-powered algorithms. Personalization clearly brings the shopping experience to the next level. One can just see what they're interested in and what they've been browsing in the past. Modern e-commerce platforms often allow users to upload images of their favorite items and get results that are close to those that have been submitted to the e-commerce platform.

- **Chatbots and virtual assistants**

The chatbots and virtual assistants are like your dedicated customer management team who will turn your experience from average to excellent! E-commerce portals are relying more on AI-driven virtual chats that would handle the customers with extreme sobriety, perfection, and exhilarating accuracy.

- **Improve customer recommendations**

With better customer insights and an equally enjoyable user experience, e-commerce platforms are beginning to have a very satisfied clientele. This clientele then helps to recommend more and more clients that will turn, boost the total consumer base of the e-commerce site.

- **Intelligent customer service agents**

The AI bots responding to customer requirements/queries are able to manage newer customer instances based on their past experience. They take a look at past responses given against specific scenarios. Using AI, the chatbots are able to come up with more matured customer responses.

- **Filtering out fake reviews**

Using AI automated tools to remove fake reviews that may have been made by scammers hired by your business competitors. In that case, the AI can be used to recognize the spam reviews and to delete them accordingly.

## ABOUT DIAMANTE BLOCKCHAIN

Diamante Blockchain is a global, decentralized finance platform successfully implementing and developing a competitive blockchain-enabled ecosystem for trade, payments, and financing. We proudly provide our consortium with payment and line of credit solutions built on our proprietary blockchain infrastructure.

The Diamante ecosystem will encompass individuals and enterprises throughout the entire global finance supply chain and will give members immediate access to i) PayCircle - PayCircle allows businesses and individual to Custody, Send & Receive multi-currency (USD/AUD/CAD/EUR/JPY) Fiat and Digital assets (BTC, ETH, ERC20 based tokens and stable coins like USDT) anytime & anywhere, 24/7 and 365 days, ii) CreditCircle - a decentralized finance application where individuals and businesses can opt for receiving loans and credit at a relatively low-interest rate compared to traditional financing, and iii) Diamante Net - a safe and secure blockchain network where participants can connect, interact and transact with each other.

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### Sources

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