

# The Growth of Artificial Intelligence in e-commerce

### Personalizing the Customer Experience

For online stores, adjusting a personalized customer experience is key to their success.

- The digital customer experience is key to success.
- Personalization is a key to success.
- Personalized customer experience is key to success.

### Creating Virtual Buying Assistants

As an example of virtual buying assistants:

- For example, Amazon's Alexa is a virtual buying assistant.
- However, it's not the only one. There are many other virtual buying assistants available.

### Making Conversations and Improving Order Fulfillment

Creating conversations through AI is something more and more companies are doing.

**Nicholas Lindstrom**, Director of Digital Marketing at iStock, feels believe in the power of conversational AI.

For example, a virtual assistant can help a customer with their order.

- A customer can chat with the assistant to get help with their order.
- The assistant can help with the order, such as checking the status of the order.
- It can also help with other tasks, such as recommending products.

**Daniel Newman**, CEO of Newman Group, believes that AI is a key to success in e-commerce.

- A virtual assistant that's available 24/7 can help with customer service.
- A better customer experience can lead to more sales.
- Personalized recommendations can help with sales.

### Analyzing Big Data

Big Data is an example of an AI system that can be used to analyze customer behavior and marketing.

- Big Data can be used to analyze customer behavior.
- Big Data can be used to analyze marketing performance.
- Big Data can be used to analyze customer satisfaction.

## Examples of AI in E-commerce

### NETFLIX

Netflix is a good example of a company that uses AI to recommend content to its users.

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### Developed "Chef Wendy"

Wendy's has developed a virtual assistant named "Chef Wendy" to help with customer service.

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### wayblazer

Wayblazer is a virtual assistant that can help with navigation and travel planning.

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### Under Armour

Under Armour has developed a virtual assistant named "Coach" to help with fitness and health.

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### USAA

USAA has developed a virtual assistant named "Lia" to help with customer service.

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According to Statista, 55% of consumers use a virtual assistant on their mobile devices.