



April 2023

inside zhεro

**BOTS MEAN
BUSINESS**
GET YOUR BUSINESS TO
THE NEXT LEVEL

**THE HISTORY
OF AI**

**LOOKING
INSIDE ZHERO**



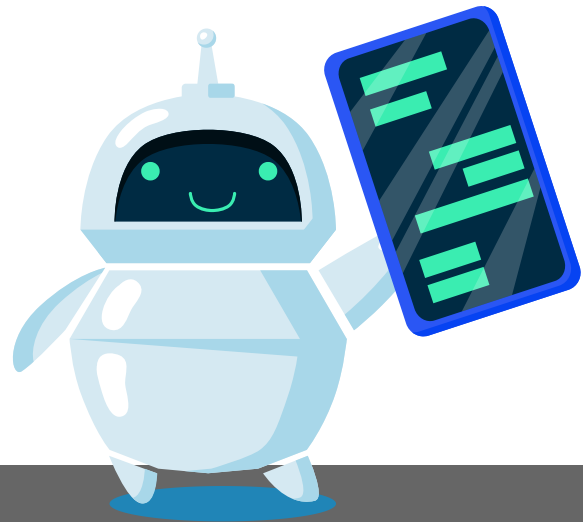
Message from Izak

Welcome to the April edition of Inside Zhero. This month we focus on what AI can do for your business operations.

Did you know that AI could increase productivity by up to 40% and provide an estimated £74 billion boost to the UK economy by 2030.

IZAK OOSTHUIZEN

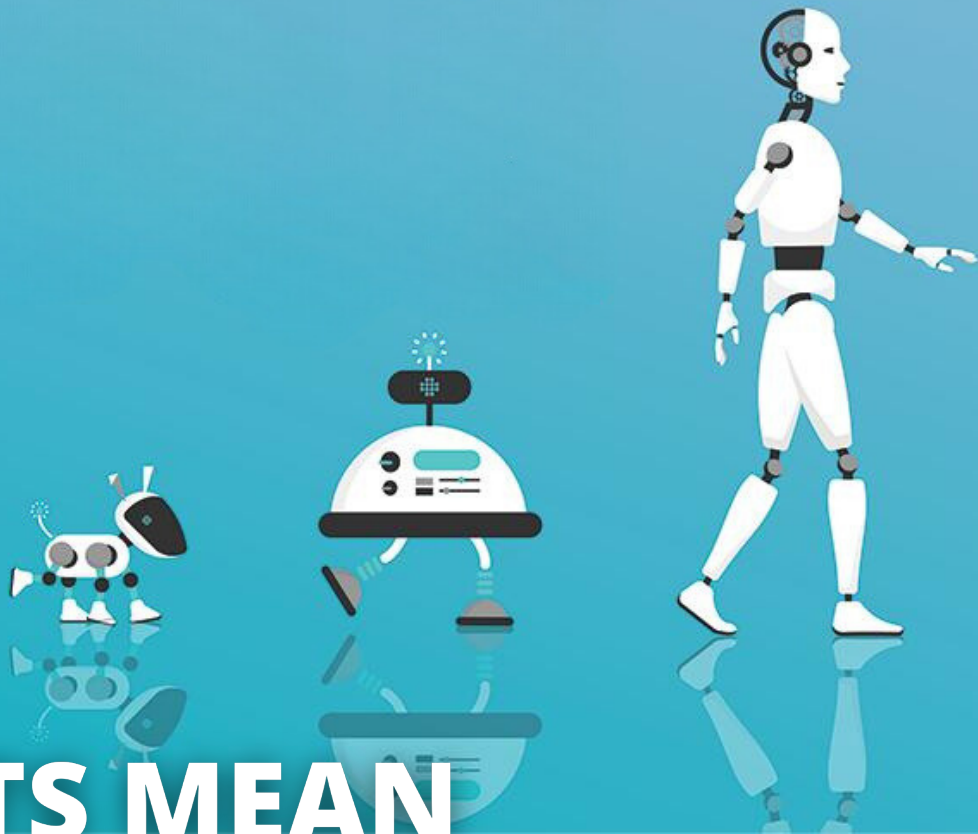
Bestselling Author,
Founder and MD



In this issue

Our feature article “Bots Mean Business” explores how people apply AI in the workplace and benefit from automation.

We’ll also take a peek at some of the legal concerns surrounding AI and the UK’s recent regulations for developers of technology.



BOTS MEAN BUSINESS

AI everywhere

Autocorrection, chatbots, social media feeds, e-payments, and facial recognition are among many examples of artificial intelligence we encounter daily. And don't forget the super-talented and lightning-quick ChatGPT. All these technologies were once considered science fiction just 50 years ago. Today, they have rapidly infiltrated nearly every aspect of our personal lives and business operations. At times, we might feel enthused about the vast potential of AI. Similar to the initial machines that imitated our muscles and helped us to augment human labour, it is constantly expanding our cognitive and business operational capabilities. Let's take a look at how.

Bots in your business

The different uses of AI in business are growing at the speed of lightning. These include workflow management, trend predictions, marketing strategies and offering new opportunities. Without getting bogged down in the technical nitty-gritty, here are some specific ways that the power of these bots is being harnessed:

- Boost customer service with virtual assistants that can handle real-time billing tasks.
- Automate tasks by analysing data from smart sensors and using machine learning algorithms to categorize work and route service requests.
- Optimise logistics with AI-powered image recognition tools that monitor and fine-tune infrastructure and transport routes.
- Increase manufacturing efficiency by integrating industrial robots into your production line to perform mundane tasks.
- Prevent outages by using anomaly detection techniques to spot patterns that could disrupt your business, and by detecting and deterring security intrusions.
- Predict performance and behaviour using AI applications that analyse data patterns to help you reach goals and serve tailored product offers.
- Manage and analyse data more efficiently than ever before to gain insight into your assets, brand, team, or customers.
- Improve marketing and advertising by tracking user behaviour and automating routine marketing tasks.

Benefits for business

By adopting the right AI tech, your business could:

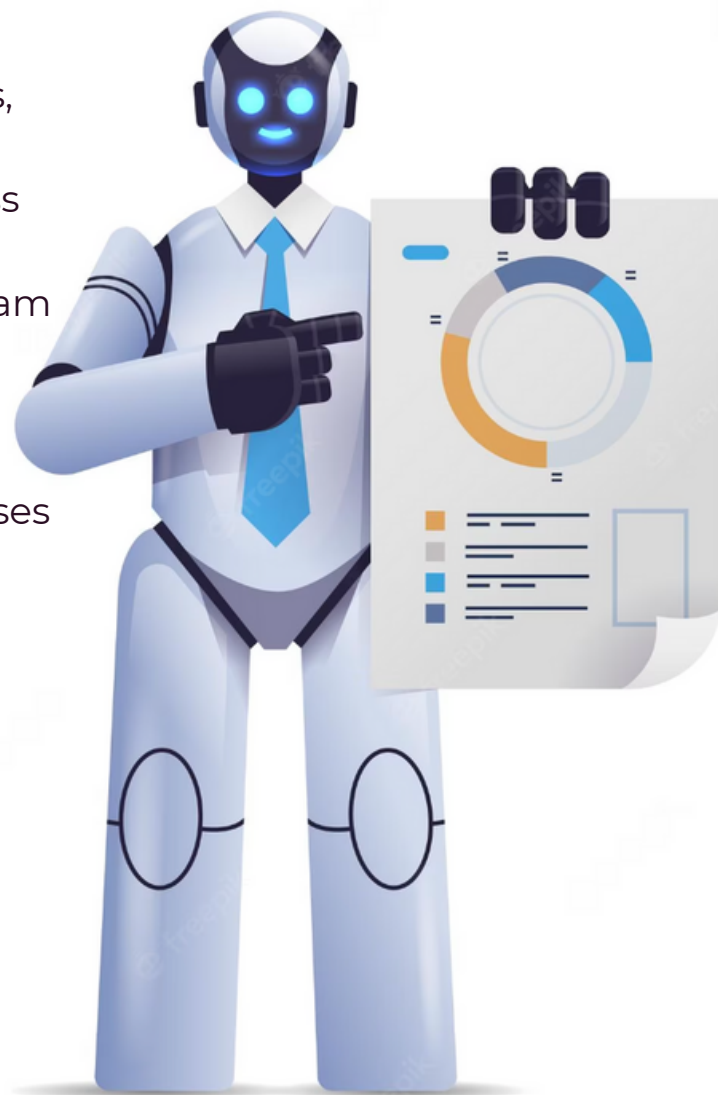
- Automate and optimise boring tasks, saving time and money
- Boost productivity and operational efficiency
- Make rapid decisions based on insights from smart technology
- Avoid mistakes and human errors if the AI is correctly configured
- Use customer data to personalise their experience and predict their needs
- Generate leads and grow your customer base with tons of data analysis
- Maximise sales opportunities and earn more revenue
- Gain insight and expertise by enabling analysis and leveraging intelligent advice and support

Companies are getting in on AI action to help with managing talent. Katherine Jones, an independent consultant, wrote that using AI in the hiring process can save companies money and help them find the best employees. Companies are also using AI to talk to potential hires and make them feel special, and even help mentor employees. And when it comes to figuring out who deserves a raise, AI is being used to measure employee satisfaction and find the real high flyers.

The stats are telling

Harvard Business Review recently asked 250 CEO what they thought makes AI good for business. Here are the results of the survey:

- 51% - enhancing product features, functions and performance
- 36% - optimising internal business operations
- 36% - automating tasks so the team can be more creative
- 35% - better decision making
- 32% – create new products
- 30% - optimising external processes like sales and marketing
- 25% - penetrating new markets
- 22% - reducing employee headcount



Customer experience

A big focus of transforming your business with AI is to improve customer experience. There are many ways you can use the technology for this but let's check out three – CRM, data research and digital assistants.



Customer Relationship Manager

Rapid advancements in AI have ushered in a new era of CRM systems. Traditional CRM software, like Salesforce and Zoho, have long been reliant on human intervention to maintain their accuracy and relevance. However, with the integration of AI technology into these platforms, businesses are now able to benefit from an automated and self-updating system that can streamline their relationship management processes.

By harnessing the power of AI, these CRM systems can intelligently gather and analyse customer data, allowing businesses to gain a deeper understanding of their

customer's preferences and behaviours. This enables businesses to tailor their marketing and sales strategies to meet the specific needs of their customers, resulting in improved customer satisfaction and loyalty.

Moreover, AI-powered CRM systems can also help businesses automate routine tasks such as data entry and record keeping, freeing up employees' time to focus on more value-adding activities. This leads to increased productivity and efficiency, ultimately benefiting employees, the business and your customers.

Data research

AI is really good at using a whole bunch of data to figure out what people are searching for and then give them what they really need. As AI technology advances and people rely more on their devices, users can expect even more customizable experiences. This is a boon for small businesses, as AI helps them to target specific audiences efficiently and effectively. Hossein Rahnema, the founder and CEO of AI concierge company Flybits and visiting professor at MIT says:

“We’re no longer expecting the user to constantly be on a search box Googling what they need. The paradigm is shifting as to how the right information finds the right user at the right time.”



Digital assistants

AI isn't just for giving your customers a better experience. It can also change the way your company works behind the scenes. With AI bots acting as personal assistants, you can get help managing your emails, scheduling your appointments, and even optimising your processes. AI assistants can also be programmed to answer questions from customers who call or chat online. By taking care of these little tasks, you can free up more time to work on growing your business and implementing new strategies.

Enter ChatGPT

ChatGPT opens up a world of opportunities for your business. It can help simplify work in so many ways, taking care of things like data entry and appointment scheduling. This means fewer mistakes and more accurate data. Business operations become much more efficient and effective, saving you money, and boosting overall productivity. That's an awesome bottom line.

ChatGPT can offer personalised assistance to customers anytime, day or night. It's trained to understand what people are looking for and can give suggestions based on their history. This makes your customers feel special and keeps them coming back for more. Plus, your marketers and sales team can use the information they gather to create targeted ads and marketing campaigns in the future.

ChatGPT is also great at analysing data to help businesses with complicated tasks such as supply chain management and financial planning. Using this information, management can make smart decisions and come up with new ideas to stay on top of the heap. In a nutshell, this AI tool is a game-changer for businesses that want to offer the best possible service to their customers and remain one step ahead of the competition.

Limitations for business

They say that all that glitters is not gold and to some extent the same applies to AI. Bear in mind that the technology is still relatively new and constantly evolving, which can lead to unexpected challenges. Here are four of the biggest hurdles you may face when effectively implementing AI into your business:



- Availability and quality of data - data is not always easily accessible or lacks consistency, which can make it difficult for businesses to fully leverage AI to create value.
- A shortage of skilled technical staff with the necessary expertise to effectively deploy and operate AI solutions.
- Due to their complexity, AI systems can be expensive to acquire and maintain so cost is another important factor to consider when procuring these technologies.
- Smaller businesses like SMEs may need to outsource AI so ongoing maintenance and updates can also result in additional costs.

Legal concerns

Customer privacy, potential lack of transparency, and technological complexity may also be problematic when onboarding the bots. And don't forget the issues with copyright infringement and IP protection. On 31 March, ChatGPT was taken offline in Italy with the Italian government's Data Protection Authority launching a probe over the AI's suspected breach of privacy rules. Last week, U.S. President Joe Biden announced that stronger measures will be enforced to test the safety of AI tools such as ChatGPT before they are publicly released. Advisers in the United States are also investigating what policies could be implemented to make commercial AI tools more accountable. Alan Davidson, of the National Telecommunications and Information Administration, said:

"There is a heightened level of concern now, given the pace of innovation, that it needs to happen responsibly."

The initial words from the UK Government were framed in a much more positive light. British Technology Secretary, Michelle Donelan said:

"We want to make sure that AI is complementing the way we work in the UK, not disrupting it – making our jobs better, rather than taking them away."



UK AI policy

Last month, the UK Government released its first white paper on AI policy, offering AI companies a regulatory environment with less legal and administrative red tape than rival economies. Michelle Donelan claimed the framework would turbocharge the technology in Britain, increasing the productivity of businesses, improving access to learning and public services and revolutionising healthcare. Critics said that the UK was adopting a light touch unlike the EU which wants strong AI legislation and a risk-based approach to regulating AI.

The white paper sets out guidelines for what it calls responsible use and outlines five principles it wants AI development companies to follow:

- Safety, security and robustness - applications of AI should function in a secure, safe and robust way where risks are carefully managed.
- Transparency and explainability - organisations developing and deploying AI should be able to communicate when and how it is used.
- Fairness - AI should be used in a way which complies with the UK's existing laws and must not discriminate against individuals or create unfair commercial outcomes.
- Accountability and governance - ensure there is appropriate oversight of the way AI is being used and clear accountability for the outcomes.
- Contestability and redress - people need to have clear routes to dispute harmful outcomes or decisions generated by AI.



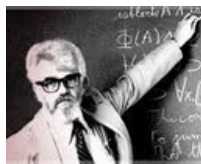
Timeline of AI



1942
German WW2 communications encoded by Enigma were cracked using AI



1950
Comparison of machine and human intelligence by Alan Turing



1955
The father of AI – John McCarthy coined the term 'Artificial Intelligence'



1961
General Motors robotic arm created weighing 4,000 pounds



1964
Eliza – the first-ever chatbot was invented at MIT



2008
Voice recognition feature on the iPhone and Siri

2002
Roomba the cleaning robot invented

1998
Kismet invented and could demonstrate emotional interactions with humans

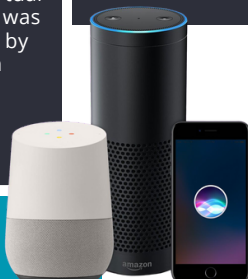
1997
DeepBlue chess-playing computer developed by IBM

1969
Shakey the robot invented and was able to reason with its own actions

1995
Chatbot ALICE released operated by Natural Language Processing (NLP)

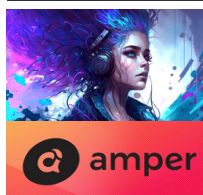


2014
Alexa the virtual assistant AI was developed by Amazon

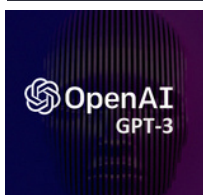


2016
Sophia the humanoid robot created

2017
Amper the first AI music composer released



2020
GPT-3 short for Generative Pre-trained Transformer made by OpenAI



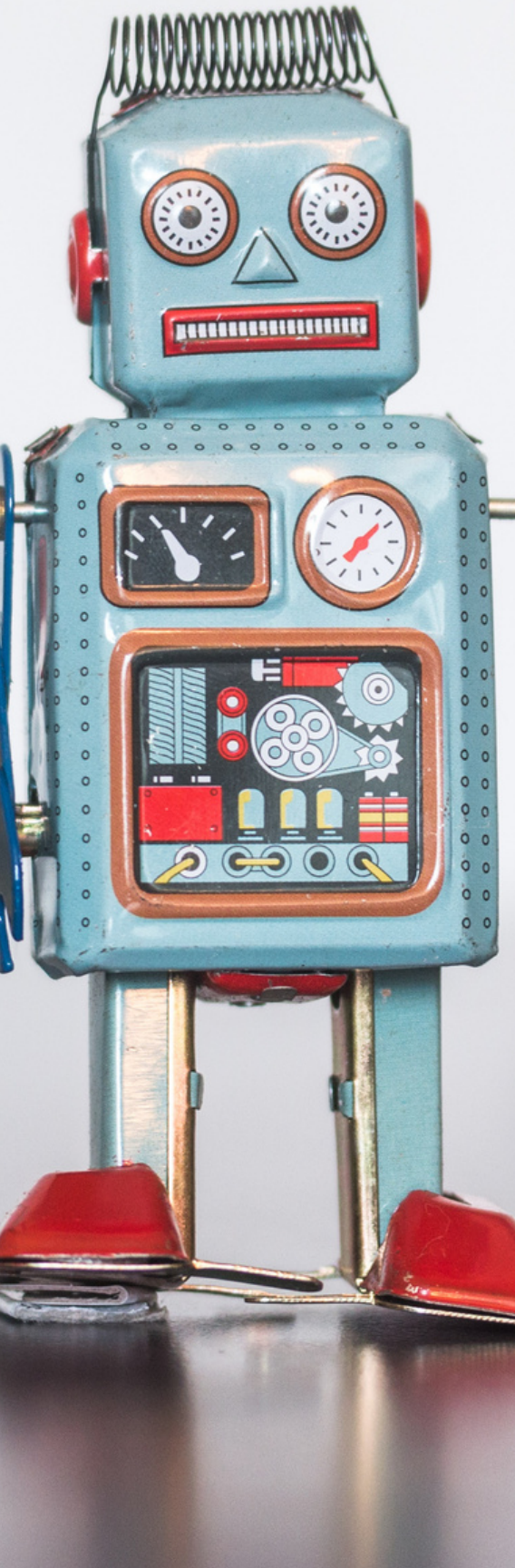
2022
ChatGPT available from OpenAI as a beta trial



A cyber friend indeed

Many people are concerned that AI bots like ChatGPT will be used for cyber no-good such as writing malicious code, delivering ransomware and creating convincing phishing scams. That may be true but there's a plus side, too. AI can be a crucial asset in identifying vulnerabilities in computer network defences. Surprisingly, AI systems can identify cyberattacks and other threats by analysing patterns in data input. If a threat is detected, the system can trace it back to its source and provide solutions to prevent future intrusions by bad actors. With AI acting as an additional, diligent and constant observer, it can be highly advantageous as a cybercrime deterrent, safeguarding your IT infrastructure. Amir Husain, the founder and CEO of Texas-based machine-learning outfit, SparkCognition, says:

"You really can't have enough cybersecurity experts to look at these problems, because of scale and increasing complexity. Artificial intelligence is playing an increasing role here as well."



WEBINAR

IMPROVING COMPANY OPERATIONS WITH AI: BEYOND ChatGPT

You can see that AI tools like ChatGPT, offer the potential to streamline business processes and enhance digital-human interactions. However, as with any new technology, it's essential to consider the benefits and risks.

On Wednesday 26 April at 10 am BST, grab your coffee and join Wesley Harris, our AI wizard and Head of Development, for an hour of witty banter, mind-bending tech, and expert advice on what you can do to advance your business to the next level using AI.

📅 Wednesday, 26 April
🕒 10:00 BST

[Click here](#) to reserve your spot!





Team Zhero, our success

At Zhero, we believe that teamwork is essential for our success. We work together to achieve our goals and have a good time along the way.



Our monthly socials are a reminder of these values. This month we enjoyed some fun in the sun at a local wine farm where we soaked in some of the lovely recent warm weather.



These get-togethers also act as a great reminder of why we love working at Zhero and the importance of being team players. The time spent together is an awesome opportunity to bond on a personal level and reinforce our team values.

Team Zhero members believe that collaboration is the secret to our good fortune. Working and learning together, we take the company to new heights, having fun while we're doing it.



Meet the team



Mikello Terblanche
INTERNAL SALES

Hi Mikello! What made you realise you want to go into the IT industry?



As teenagers, my friends and I would set up servers and tamper with PCs. IT has always been my passion, so when I had to choose a career, it was a no-brainer.

What's your most-used productivity tool?



Microsoft Teams. It's a great collaboration tool between departments.

How would you describe yourself?



I am the class clown who always tries to get everyone in a good mood! I am reliable and always offer a hand of support to people close to me.

What do you enjoy the most about your role?



I really enjoy customer care and support. I am always eager to support and make their problems go away.

Do you have any hidden talents or hobbies?



I love cooking – my signature dish is macaroni and cheese with bacon. Simple, but my favourite!

What is your favourite movie or TV show?



From an anime perspective, I really enjoyed Naruto. My favourite movie is the latest Puss and Boots.



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