


# Leveraging AI for Small and Medium-Sized Enterprises (SMEs)



Livingston James

# Introduction to AI in business

AI is quickly evolving beyond social use, and it is now driving change in the business world. In 2024, major tech companies like Microsoft, Google, and Apple are at the forefront of integrating AI into their systems, which will likely encourage more widespread adoption across industries.

 Gemini

Apple  
Intelligence

 Copilot

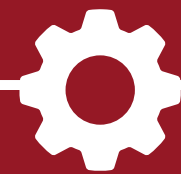


ChatGPT

# Did you know that?



In October 2023, 16% of businesses\* were already using AI, with that number expected to grow. SMEs should begin exploring how they can use AI to enhance their services and keep pace with technological developments.



\*Scottish Enterprise, 2024

# How AI can support SMEs



# Revolutionise customer service

One of the quickest wins for SMEs is enhancing customer service through AI. Chatbots and virtual assistants can handle queries 24/7, improving customer satisfaction while reducing the burden on human support staff.



# Unlock data-driven insights

AI can help SMEs turn data into valuable insights that drive strategic decisions. From data mining to predictive analytics, businesses can anticipate market trends and optimise their operations accordingly.



# Improve marketing and outreach

When used correctly, AI can significantly boost the effectiveness of marketing campaigns, providing personalised customer interactions and automated content creation. This facilitates higher engagement and better-targeted marketing efforts.



# Enhance operational efficiency

By automating routine tasks such as data entry and payroll, AI can help SMEs operate more efficiently, allowing employees to focus on high-value tasks.



# Optimise supply chain and inventory management

AI enables SMEs to optimise inventory and supply chains through demand forecasting and automated reordering. This reduces the risk of overstocking or running out of stock, ensuring customer satisfaction and profitability.



# Implementation tips for SMEs

SMEs can get started with AI by choosing the right tools, training their teams, and monitoring the impact. Start small, choose AI solutions that fit your needs, and continuously evaluate their performance.

```
function on(eventName, elem, type) {  
  return ( elem === document.activeElement ) === ( type === "focus" );  
}  
function on( elem, types, selector, data, fn, one ) {  
  var origFn, type;  
  // Types can be a map of types/handlers  
  if ( typeof types === "object" ) {  
    // ( types-Object, selector, data )  
    if ( typeof selector !== "string" ) {  
      // ( types-Object, data )  
      data = data || selector;  
      selector = undefined;  
    }  
    for ( type in types ) {  
      on( elem, type,  
        selector,  
        data,  
        types[ type ],  
        one );  
    }  
  }  
}
```

# Our top tips

- Focus on a few AI tools to begin with
- Ensure scalability and a clear ROI
- Help staff see AI as a tool, not a threat
- Regularly review the impact of AI to maximise its benefits

Please reach out to the Livingston James team for more information, we will regularly be providing updates on this topic of interest.

