



ai / trends

# **AI TRENDS FOR 2024**

TO WATCH OUT FOR

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**#1**

ETHICS IN AI

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- Emphasis on transparency, bias, controlled outputs and the need for businesses to demonstrate ethical considerations and implement safeguards in AI deployment



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**#2**

CUSTOMER SERVICE

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- Automation of routine tasks to allow human agents to focus on complex problems requiring a human touch, enhancing customer experiences



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**#3**

ENHANCED OPERATIONS

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- Improved productivity and efficiency in a range of industries, from legal case summarization to medical note-writing and software development



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**#4**

# GEN AI INTEGRATION INTO APPS

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- Chatbot capabilities to improve next-generation customer service with integration of Gen AI into apps following examples from Bing, Expedia, Snapchat, Coursera and Office

 **Expedia**  **coursera**



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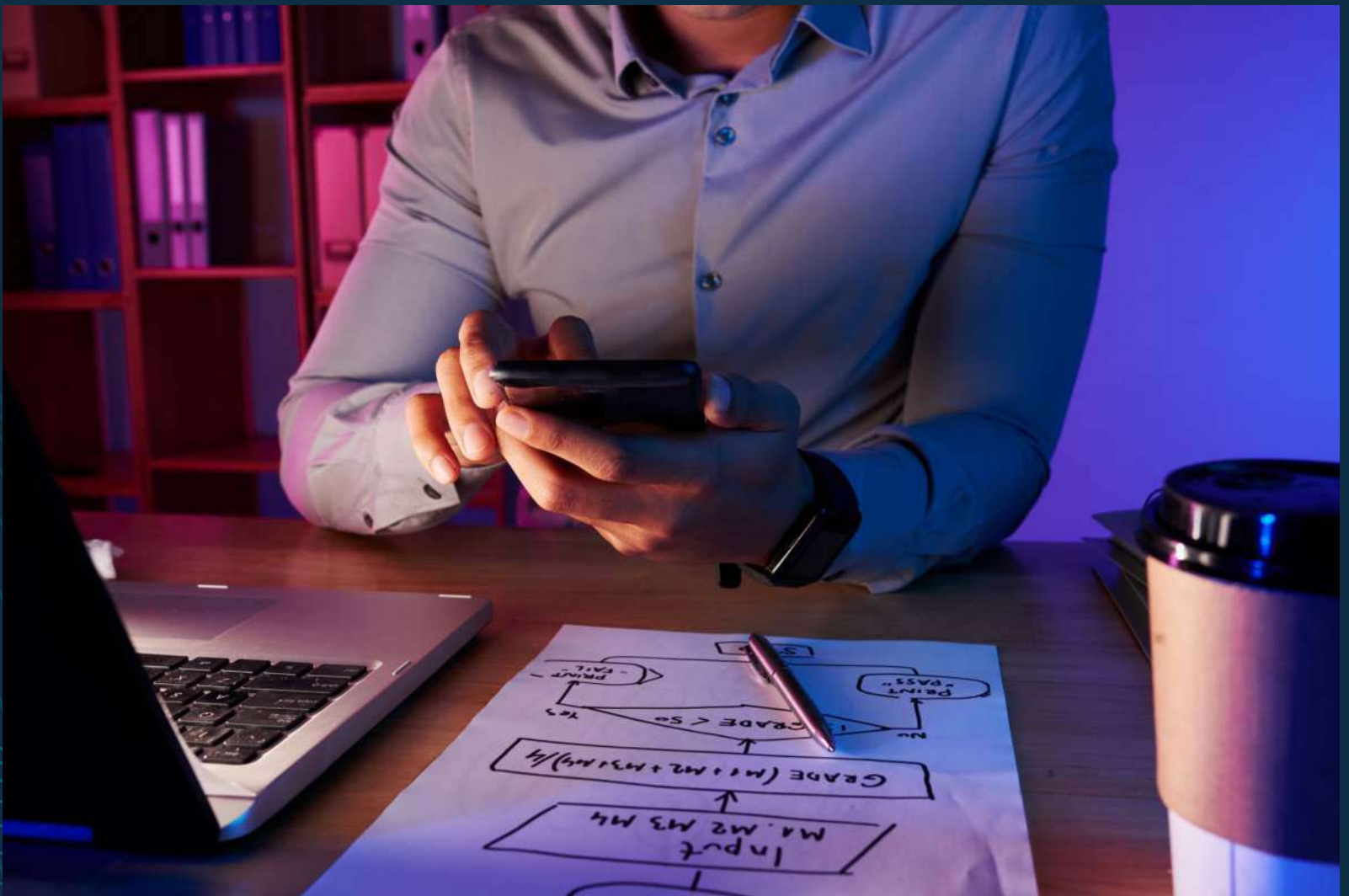
**#5**

# ZERO-CODE AND LOW-CODE SOFTWARE

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- Using easily accessible tools such as ChatGPT to create and test applications in a matter of minutes



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**#6**

QUANTUM AI

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- Advances in using quantum computing to power more complex algorithms and neural networks (more efficient and quicker calculation-heavy compute workloads)



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**#7**

AI LEGISLATION

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- Global efforts to regulate **AI**, debating the balance between citizen protection and innovation



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# THANK YOU!



**Zvonimir Filjak**