AI in Mobile Application Industry

A guide to the transformational journey

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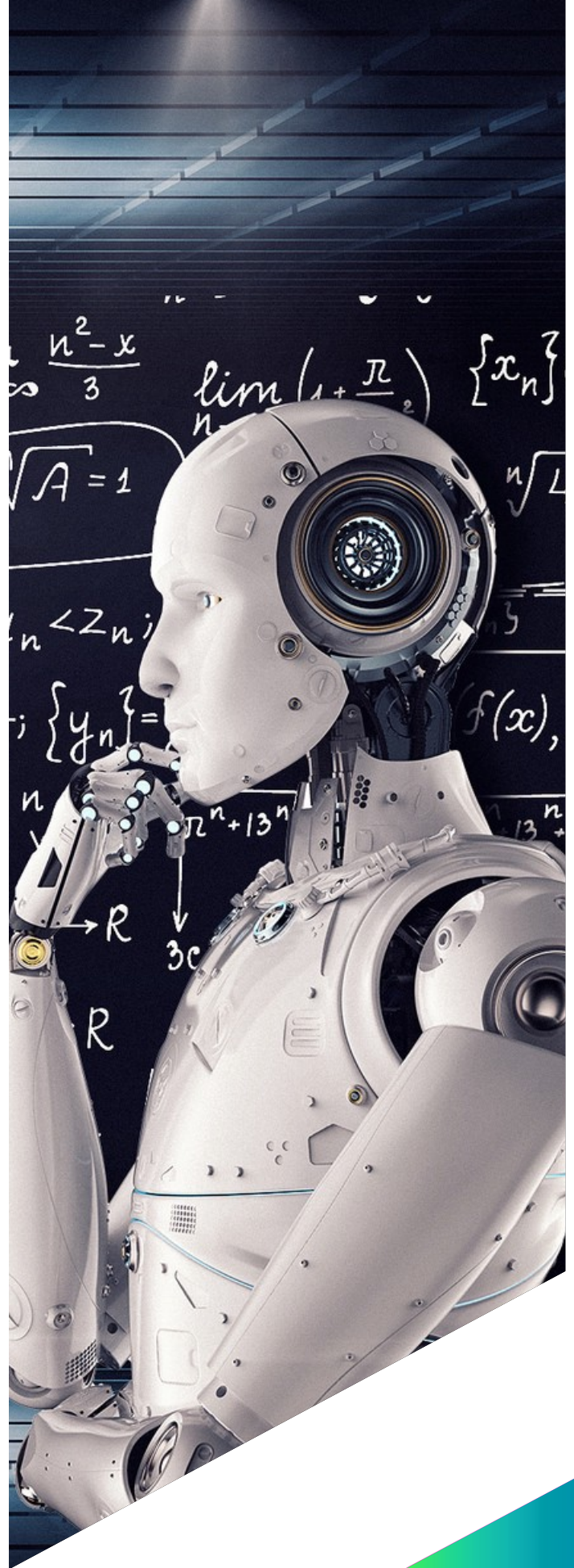# About the Company

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"The Future is one of intelligent agents" - Dennis R. Mortensen

We are a team of dedicated experts building AI integrated solutions for our client's business problems. We follow a cognitive approach towards problem-solving and cultivate responsive solutions to automate and fuel our client's requirements. From conceptualization to delivery, our solutions are made to derive powerful results. We provide services across Workforce Management, Application Development and Data Quality Solutions.

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The Rise of Artificial Intelligence (AI)

Since the industrial revolution, machine learning has transformed inevitably. The term Artificial Intelligence (AI) was first coined in the year 1956 when the world came to know the possibility of cognitive learning behaviour in programmable machines. This meant that they could think and reason like humans. Today, generations later, we have been witnessing some functional level application in the field of AI. This means that there is a lot more to realize and unleash in the area of this great discovery and probably one of man's most remarkable scientific feat.

What is Machine Learning?

Machine Learning is a subfield of Artificial Intelligence, allowing machines to learn from past experiences and data without being programmed explicitly. Although Machine learning is a subfield of the more significant AI, yet it was discovered earlier than AI. Now, as we progress in the field of Machine Learning towards a smarter cognitive learning experience, we have begun to realize the hidden potential of the otherwise bigger picture. Google algorithm is a typical example of machine learning. Algorithms calculate trends, values, and other information in the form of historical data to enhance Machine Learning.

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The rise of smartphones and mobile apps

According to the report, "Smartphone users worldwide 2016-2021" published by S. O'Dea, the number of smartphone users worldwide today surpasses three billion and is forecast to further grow by several hundred million in the next few years. Who could have thought a decade down the line that smartphones will become the nucleus of everyday life? On the concept of making lives simpler and more customer-friendly, mobile companies have been in this inevitable race of perfection providing users new and improved ways to remain loyal to their brand and the concept of smartphones on the whole. The app boom has changed the way businesses function. Mobile apps have given customers the power of unfiltered choice in the palm of their hands. With AI driving into the mobile app industry, we are on a new journey to unlock unseen potential.

Integrating AI in mobile applications

With the advent of AI, the smartphone industry has become extremely competitive. Each year mobile phones display upgraded and innovative uses of AI. From voice assistants to AI-based cameras and apps, the transformation has become the key to existence.

Currently, on mobile app platforms, mainly iOs and Android, over 5 million apps are showcasing the use of AI for creating personalized app experiences. With such substantial investments flowing in and in this race of making the user experience more personalized, the app development market is transforming significantly.

The new-age AI-Fuelled businesses

With more and more people shifting towards personalized experiences, the data collected in real-time by businesses are helping them understand their customers in a better way. The industry has been witnessing a combination iof AI and IoT (Internet of Things). A powerful AI-Integration in the mobile app helps the end-user in optimizing search processes.

For 360-degree service support, having a digital assistant is a popular choice. Smart chatbots make for responsive customer support that drives sales and retains valuable customers. Businesses, now-a-days, have been drawing personal insights about people and have been continuously working towards richer data-centric services. AI has paved way to intuitive customer experience. More than 30% of the companies are expected to boost their revenue rate through Artificial Intelligence in the coming years.

Growing Smarter with AI

According to the recently updated International Data Corporation (IDC) Worldwide Artificial Intelligence Systems Spending Guide, spending on AI systems will reach $97.9 billion in 2023, more than two and one-half times the $37.5 billion that will be spent in 2019. The future of AI-based mobile apps is enormous. The future of AI-based mobile apps is huge and booming. After the face recognition, there are high chances of visual search being imbedded in the mobile apps. Right now, visual technology is limited to Face detection in mobile security. A combination of visual and voice recognition can prove to be a breakthrough in conversion rates. Currently, Google Lens is an example of a visual search engine.

The shopping experience can be enhanced by analyzing behavioural patterns of app usage and analyzing user data through logical reasoning. AI-Powered chatbots have added a new zing in the field of AI. The real potential is, however, yet to be realized when these bots will truly mimick the human behaviour in automated responses for a more profound customer support service solutions.

Conclusion

The role of AI in developing mobile apps has been significant. Businesses have been investing a large amount of time and resources into AI-Powered solutions, and the mobile market is among the most attractive investment portfolios in the coming years. The combination of AI and IoT has helped in enhancing customer satisfaction, and deeper engagement. Mobile app personalization has also become inevitable.

Even though we have started realizing the potential of AI, we are yet to discover and unfold its full potential. However, we are to discover machines that run on deep learning and are advanced enough to simulate human thinking capabilities and behavior on a more informed level.

Associate with Us

We at USM Systems, have been playing a pivotal role in integrating the power of artificial intelligence in businesses. Our wide area of expertise is spread across industries including, banking and finance, retail, healthcare, manufacturing, e-commerce, telecom, marketing & sales and education.

A snapshot of our services

AI-Integrated Mobile Applications

Sales Automation

Machine Learning

Deep learning

Predictive Analysis

Data Science

Contact us today

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