

# START YOUR ARTIFICIAL INTELLIGENCE JOURNEY WITH THESE SIX WORKLOADS



Discover what AI can do for your business. Moor Insights & Strategy recommends starting with one of these data-driven workloads, where ROI is easy to achieve and measure:

- 1** **Customer service**  
Analyze customer service call length and topic recurrence to identify products that may have quality or documentation shortcomings.
- 2** **Direct marketing**  
Improve direct mail marketing with subject lines based on specific customer historical buying behavior.
- 3** **Online product sales**  
Increase online product sales to existing customers with a machine learning (ML)-based product recommendation engine or chatbots.
- 4** **Product pricing**  
Analyze product pricing and forecasting methodologies to discover if ML can streamline those tasks.
- 5** **Customer communications**  
Automate mundane tasks, such as analyzing emails for common issues or resolution routing using Natural Language Processing.
- 6** **Product improvements**  
Work with product definition teams to uncover areas where the addition of language, image, or vision-based control and interfaces could yield a competitive edge or improve customer satisfaction.

## Reap the benefits of AI with a modern data center

AI-driven “smart” technology can enhance your products and services and deliver measurable ROI. Dell EMC PowerEdge servers — with Intel® Xeon® Scalable processors — are designed to power your AI workloads and drive improved business results. Get started with this guide.

[Read the complete guide](#)



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