

# Business Automation with AI: Valuable Applications and Tips

Artificial Intelligence offers new possibilities to automate business processes and make them more efficient. Especially for small and medium-sized businesses (SMBs), AI can deliver significant time savings and cost reductions. From AI chatbots handling routine tasks to HR knowledge bases and content creation tools, this document explores practical AI automations that can streamline your business operations immediately.

# 24/7 Customer Support with AI Chatbots

## Reduced Workload & Faster Responses

AI chatbots handle routine questions immediately, reducing team workload while customers receive instant answers instead of waiting hours or days. This increases customer satisfaction and relieves your staff.

## Fewer Emails and Calls

Common questions about opening hours, product information, or order status are handled automatically. Companies see a drastic reduction in incoming emails and calls, accelerating processes and freeing team time for complex customer inquiries.

## Always Available, Multilingual

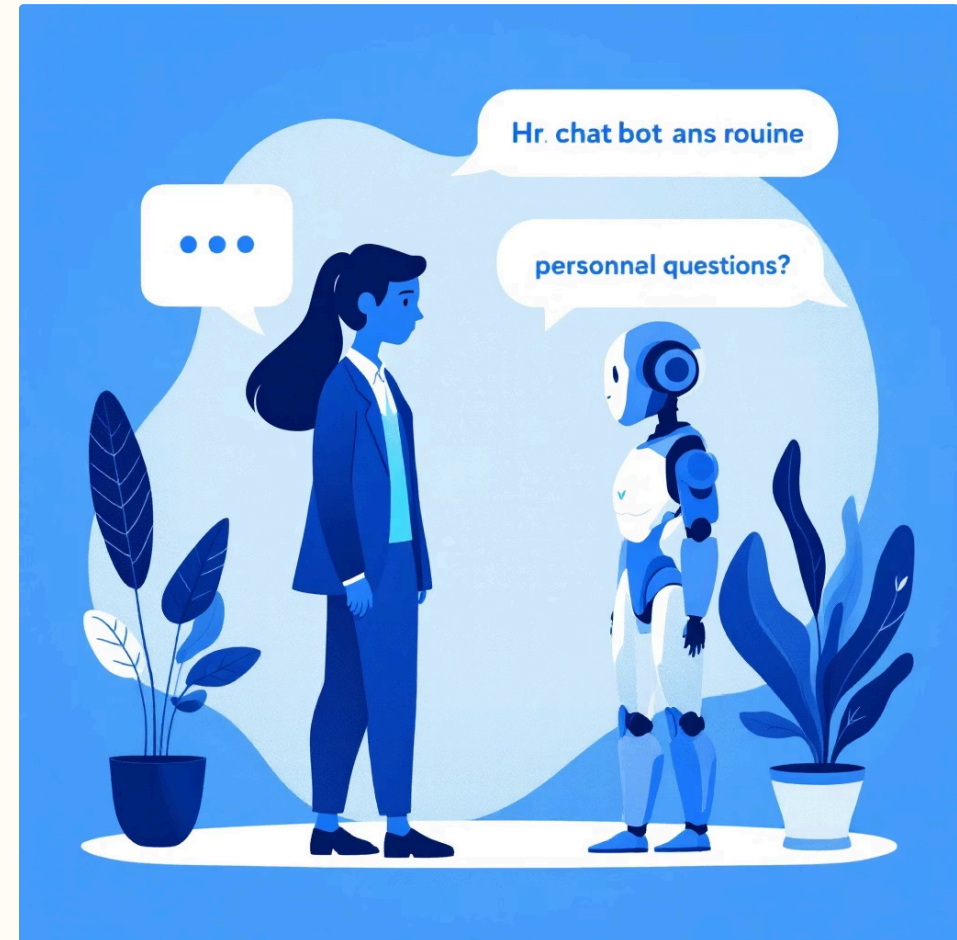
An AI chatbot is active day and night and can support up to 95 languages. Customers receive help at any time and in their own language, providing continuity in service previously unattainable for small teams.

A small webshop implemented a Chatwize AI chatbot to automatically answer questions like "Where is my order?" Within days, support emails decreased by about 60%. The chatbot feels like a helpful colleague rather than a cold machine because it's based on company data and tone-of-voice.

# Automating HR Processes and Internal Support

Not only customers benefit from AI chatbots – internal processes and HR departments can also be significantly relieved. Consider a virtual HR assistant that helps employees with questions about policies, salary, holidays, or onboarding. In many organisations, HR staff receive recurring daily questions like "How many days off do I have left?" or "Where can I find the expense form?"

An AI chatbot can answer these questions quickly by drawing from internal documents and policies, allowing HR to focus on more strategic work.



## Onboarding and HR FAQs

New employees can ask questions about company rules and login procedures via a chatbot. Upload all relevant documents to the AI so the HR chatbot provides contextual answers specific to your organisation.

## 24/7 Internal Help

Employees no longer have access to HR information only during office hours. Whether someone has a question about parental leave in the evening or wants to know how sick reports work at the weekend – the AI assistant is always ready.

# Your Own AI Agent with Company Data

The power of AI chatbots lies in personalisation and context. Unlike simple FAQ bots of the past, modern AI "agents" allow you to create a digital assistant specifically tailored to your business. An AI agent is powered by a large language model (like GPT-4) that you can provide with a specific role, knowledge, and skills through training with your data and prompts.



## Adding Knowledge

Upload your available information sources – website texts, product manuals, internal FAQs, PDF documents, manuals, Excel/CSV files with data – and the AI agent learns this content.



## Prompting and Roles

Give the AI agent a job description via a prompt. Set it up as a "helpful customer service employee" or as an "HR assistant who may consult internal systems."



## Executing Actions via APIs

Connect your chatbot to other systems through integrations, allowing it to perform action-oriented tasks like scheduling appointments or creating orders.

# Integrations: Connecting AI to Your Tools

To maximise AI automation, you'll want your AI chatbot to work with the rest of your software landscape. This is where integration tools like Make (formerly Integromat) and Zapier come in. These no-code platforms allow you to connect your AI solution to thousands of other apps and services without programming.

## Storing and Following Up Leads

Have every lead collected by the chatbot (e.g., someone who leaves their email for a quote request or demo) automatically flow to your CRM or email marketing system. The Chatwize-Make integration can synchronise new leads and conversation summaries.

## Processing Transcripts and Data

You can use Make to save chat conversations (transcripts) in a database or Google Sheet for analysis. This provides valuable insights and helps make your AI agent increasingly smarter.

## Triggers to Other Processes

Integrations make it possible for a specific chat action to trigger something else. For example, if a customer indicates "I would like to return" via the bot, Make can pick this up and automatically email a return label.

# Content Creation and Knowledge Management with AI

AI automation isn't limited to chatbots and question handling. Another domain where AI excels is content creation and knowledge management. This is especially relevant for marketing, documentation, and internal communication. A good example is Notion AI, the AI function within the popular productivity platform Notion.

- **Writing Blog Posts and Articles**

Need input for a blog article or newsletter? Notion AI can write a rough first version based on a few keywords or an assignment, helping to overcome writer's block and produce content faster.

- **Creating Summaries**

If you have long documents, meeting notes, or research reports, Notion AI can make a neat summary in seconds, turning an hour-long meeting report into a concise overview with action points for your team.



- **Brainstorming and Generating Ideas**

You can ask the AI to generate ideas, such as "Give me 5 campaign ideas for product X" or "What topics interest my target audience?" The generated list can serve as a starting point for your own creative process.

- **Text Improvement and Translation**

Notion AI has contextual understanding and can rewrite, shorten, or translate existing texts, useful when you want clearer instructions or need text in English.

# Benefits of AI Automation for SMBs

**60%**

## Reduction in Support Emails

Companies implementing AI chatbots see a significant decrease in routine customer inquiries within days of deployment.

**10-15h**

## Weekly Time Savings

Businesses report saving 10-15 hours per week by automating repetitive questions in both support and HR functions.

**80%**

## Automated Inquiries

Up to 80% of all repetitive questions in both support and HR can be automated with well-trained AI agents.

**50%**

## Cost Reduction

Customer support costs can be reduced by up to 50% when implementing AI chatbots effectively.

AI automation can be a game-changer for your business. It saves time, reduces costs, and increases satisfaction for both customers and employees. A small investment in setting up an AI assistant can quickly pay for itself through more efficient processes and more room for growth.

# Getting Started with Chatwize

Chatwize stands out as a versatile AI chatbot solution specifically designed for SMBs. You don't need technical knowledge to get started – within a few clicks, you build your own AI agent trained on your data. Chatwize is designed to be used company-wide: from customer contact to internal use, in any sector and in virtually any language.

You can try Chatwize free for 30 days with no obligation. This allows you to experience which questions the chatbot can already handle for you and how the integration works in your website or systems, without having to invest immediately.

## Partner Programme

Did you know you can even earn money by recommending Chatwize? Through the [Chatwize partner programme](#), you receive 20% commission on all subscriptions from customers you refer.

If you're still unsure or have questions about implementation, know that you're not alone – the Chatwize team is happy to help you every step of the way. Whether you need advice on training the AI, connecting to a specific tool (such as Notion, Make, or Zapier), or setting up the right tone of voice, Chatwize's experts are ready to assist.