



Everyday AI for Consumers

Consumers already rely on a wide array of services powered by artificial intelligence (AI). Although these AI systems may not gain widespread attention, they illustrate how useful AI systems are in everyday life. Many of these uses present few risks to individuals while creating significant benefits, including helping organize our digital files and improve our communications with friends and family.

Do you want to pick up where you left off?



AI systems are frequently used to identify documents and other files that users recently worked on and may want to re-open. These systems can also help users locate and organize their files, such as suggesting that similar files be stored in similar locations.



Did you forget an attachment?

For years, AI systems have been used by email providers to identify when a user may have forgotten to attach a document—and ask if something is missing.

Do you want to know more about that athlete?



AI systems are used to improve traditional analytics that power fantasy sports leagues, by combining inputs on sports players and teams with news articles and other sources. That creates detailed insights for sports fans, like hole-by-hole player predictions for golf tournaments.



Is it noisy during your video call?

If you join a video call from a crowded room, the video call provider may use an AI system to reduce the amount of background noise heard by others on the call—while making sure you still come through loud and clear.



How can you reach that savings goal?

AI systems can help you track your spending and budget goals, including analyzing your monthly spending habits and providing personalized recommendations for saving money.

Do you want to save time completing a form?



AI systems can auto-populate your shipping address when you order a package or create draft responses to forms that you've completed in the past.



Do you need an answer quick?

Users can interact with AI-powered chatbots to find the answers they need, instead of scrolling through an entire website or a lengthy FAQ. Chatbots can be programmed to point consumers to helpful information like a company's return policy or a list of store locations.

Do you want to use a virtual background?



AI systems power the increasingly popular virtual backgrounds available on video calls. Providers use AI systems to identify the outline of an individual so the virtual background can appear in the appropriate place and follow a user as she moves across the virtual screen.