NATURAL INTELLIGENCE, ARTIFICIAL INTELLIGENCE AND MARKETING : SUCCESS MANTRA FOR ORGANIZATIONS IN 21ST CENTURY

Prof. Dr. Rajendrasingh Pardeshi

Asso. Professor,DVVPF's IBMRD,Ahmednagar -414111

kavirajthakur@yahoo.co.in

Abstract

A transit from 20th century to 21st century has seen a dramatic shift in technology This gives birth for new requirements of market that is perfection, customization and speed . if you want to win the customer approach the customer fast, customize your product fast, deliver your product fast, and support your service fast. Customers throughout the world now a days wants fastest convenience, they are living the moment and most importantly they wants customized product and services. We have also noticed a dramatic shift in the behavior of Indian customers breaking gender and professional stereotypes. To satisfy these unique needs and wants traditional approach of marketing has to be modified to mass customization. Innovation in technology, digitization, analytics and fast adoption by everyone are creating performance and productive opportunities for the business and economy. The world has become global village. People all over the world are closer together. These global netizens has acess to technology to make unique choices like never before. Marketers need to predict these discrete and discerning customers' needs to win the race. Natural Intelligence along with Artificial intelligence, Machine learning, Big data, analytics and content would definitely Be prove as success mantra for organizations in 21st century.

Keywords : Natural Intelligence, Artificial Intelligence, Big data,Marketing,21st century

Introduction

18th, 19th and 20th century was dominated by Natural Intelligence single handedly. we have A transit from 20th century to 21st century has seen a dramatic shift in technology. on the one side we have seen railways, air travel, automobiles, telephone, television to evolve, develop and been adopted by mass market in the span of 150 years, on another side we are witnessing the era of internet, social media, messaging etc are evolved, developed and adopted by the roots of the economy in merely 15 to 20 years. Isn't dramatic? Isn't it magical? Yes It is. This speed of Evolving, developing and adoption of new technology is so fast in every aspect of Macro and micro economy. This gives birth for new requirements of market that is perfection, customization and speed. If you want to win the customer approach the customer fast, customize your product fast, deliver your product fast, and support your service fast. One thing should be remembered accuracy or perfection in doing all these is of also vital importance. It's a huge, huge, huge task but with the help of Artificial intelligence, big data and content,

marketers can win the race. Natural intelligence and Artificial Intelligence jointly can prove miraculous in 21ˢᵗ century.

Fast changing world, fast changing India and Fast changing customers

Customers throughout the world now a days wants fastest convenience, they are living the moment and most importantly they wants customized product and services. We have also noticed a dramatic shift in the behavior of Indian customers breaking gender and professional stereotypes. To satisfy these unique needs and wants traditional approach of marketing has to be modified to mass customization .Innovation in technology, digitization , analytics and fast adoption by everyone are creating performance and productive opportunities for the business and economy.

Artificial Intelligence

Artificial intelligence is intelligence exhibited by machines, rather than humans or other animals (*natural intligence*, *NI*). Colloquially, the term "artificial intelligence" is applied when a machine mimics "cognitive" functions that humans associate with other human minds, such as "learning" and "problem solving".

The scope of AI is disputed: as machines become increasingly capable, tasks considered as requiring "intelligence" are often removed from the definition, a phenomenon known as the AI effect, leading to the quip "AI is whatever hasn't been done yet." For instance, optical character recognition is frequently excluded from "artificial intelligence", having become a routine technology.

Capabilities generally classified as AI, as of 2017, include successfully understanding human speech, competing at a high level in strategic game systems (such as chess and Go), autonomous cars, intelligent routing in content delivery networks, military simulations, and interpreting complex data.

Advancements in artificial intelligence, robotics and machine learning are pushing the boundry of the possibilities for the business. Artificial intelligence has reached to different level with progress in algorithms like deep learning, reinforcement learning using neural network. There is tremendous increase in capacity of computing which facilitates us to process complex business models.

With the help of this we can now easily codify the approach of the best and get world class expertise and experience repeated every time. Cognitive agents can now parse natural language and independently determine the customer needs and ask questions to diagnose problems and act accordingly.

Natural intelligence (NI)

Natural intelligence (NI) is the opposite of artificial intelligence: it is all the systems of control that are not artefacts, but rather are present in biology. Normally when we think of NI we think about how animal or human brains function, but there is more to natural intelligence than neuroscience. Nature also demonstrates non-neural control in plants and protozoa, as well as distributed intelligence in colony species like ants, hyenas and humans. Our behavior co-evolves with the rest of our bodies, and in response to our changing environment. Understanding natural intelligence requires understanding all of these influences on behavior, and their interactions . Natural Intelligence can be used in context of Information, Knowledge, skills, Insight, Foresight and wisdom levels of

Human being to work Hand in hand with Artificial Intelligence to research, create deliver marketing products and messages to customers .

Big data

Big data is a term for data sets that are so large or complex that traditional data processing application software is inadequate to deal with them. Big data challenges include capturing data, data storage, data analysis, search, sharing, transfer, visualization, querying, updating and information privacy

Lately, the term "big data" tends to refer to the use of predictive analytics, user behavior analytics, or certain other advanced data analytics methods that extract value from data, and seldom to a particular size of data set. "There is little doubt that the quantities of data now available are indeed large, but that's not the most relevant characteristic of this new data ecosystem." Analysis of data sets can find new correlations to "spot business trends, prevent diseases, combat crime and so on." Scientists, business executives, practitioners of medicine, advertising and governments alike regularly meet difficulties with large data-sets in areas including Internet search, urban informatics, and business informatics. Scientists encounter limitations in e-Science work, including meteorology, genomics, connectomics, complex physics simulations, biology and environmental research.

Data sets grow rapidly - in part because they are increasingly gathered by cheap and numerous information-sensing Internet of things devices such as mobile devices, aerial (remote sensing), software logs, cameras, microphones, radio-frequency identification (RFID) readers and wireless sensor networks. The world's technological per-capita capacity to store information has roughly doubled every 40 months since the 1980s; as of 2012, every day 2.5 exabytes (2.5×10^{18}) of data are generated.

Big data is not just big data, it is about decision making. Technology has enabled us to acquire massive amount of data, bring it from disparate sources into one platform and de-average them into segments to helping efficient and effective targeting.

Content

In traditional marketing approach communication message is created for a whole population Marketers used to design communication for the mean or the modal population and used to ignore the outliers. But market is changing customer is changing, customers not only needs personalized product but also personalized message to be communicated. Now with the advent of proximity aware technology, marketers can design personalized advertisements

Mass customization

Today marketing is redefined due to fast changing customer requirements and availability of technology. It's not just marketing, its Marketing in a connected world now. Know your customer, select your customer, reach your customer and communicate your customer and serve your customer is possible now with the advent of Artificial intelligence, Big data and content marketing. This not only helps businesses to grab more customers but also facilitate customers to make purchase decision about making preferred choices.

Future trends

a) A shift from Classic Market research to always on conversation market research

A real time sentimental analysis of customers' requirements and behavior would help marketers to understand sentiments and spot trends of customers.

b) Influencing behavior of customers: Facial and Image recognition technology can help marketers to understand consumption patterns of Out of Home media (OOH) and on shelf impact of merchandising with much greater precision.

c) Redefining Innovation: With the help of Artificial intelligence, marketers can leverage on open innovations and digital simulations .Time required for design and, incubation can be reduced with increased speed to market innovations. This would enable to build prototypes with speed.

d) Redefining Supply chain: Automated warehousing, robotics and guided vehicles will help marketers with accuracy of inventory, reduce loading and unloading time and ultimately enhance customer service levels.

e) Customized assortments: Predictive analytics and artificial intelligence will help marketers to customize assortments for every store they serve.

How to win customers

A new era of behavioral as well as capability changes had directed marketers to use following strategies to win customers

a) CRM : A shift from Transactional marketing to relationship marketing would prove instrumental in building consumers to people relationships

b) Real, authentic and purposeful deal : Todays connected customers are looking for the real, authentic and purposeful deal.

c) Predict Fast, satisfy fast: Just identifying and satisfying needs and wants of customer's is not enough, Marketers need to Predict them quickly, accurately and accordingly satisfy them.

d) Reimagin and unlearn : unlearn many things from pasr business trends and experiences and learn radical changes to shape for the future with the help Artificial intelligence and analytics,

Conclusion.

The world has become global village. People all over the world are closer together. These global netizens has access to technology to make unique choices like never before. Marketers need to predict these discrete and discerning customers' needs to win the race. If you want to win the customer approach the customer fast, customize your product fast, deliver your product fast, and support your service fast. One thing should be remembered accuracy or perfection in doing all these is of also vital importance. With best combination of Natural Intelligence and Artificial Intelligence Organizations can not only create the best solution to customer problems but also communicate and deliver and satisfy customer's needs and wants globally. It's a huge, huge, huge task but with the help of Artificial intelligence, big data and content, marketers can win the race. Natural intelligence and Artificial Intelligence jointly can prove miraculous in 21st century. Natural Intelligence, Artificial intelligence, Machine learning, Bid data, analytics and content would definitely be a fortiori for winning the customers. Serve these needs inconspicuously, offer most personalized solutions as and when they require and most importantly as and where they want.

References
1. Top 10 consumer trends for 2017,aphne kasriel-alexander,Euromonitor international.
2. Whats now and next in analytics, AI and automation, Mckinsey Global institute brief in note ,May,2017
3. Marketing Whitebook 2017,BW BOOKS