

Four use cases for building custom AI applications

Deliver innovation and drive meaningful impact for teams and customers

When delivering value through custom-built AI applications, the potential use cases are as diverse as they are impactful. Across industries, tailored AI solutions create new opportunities for highly specialized and valuable use cases that drive innovation, improve productivity and efficiency, and power better decision-making.



Combining AI capabilities across vision, speech, language, and insights

Discover how businesses are creating a competitive edge with purpose-built generative AI apps.

1 Delivering new innovative experiences

Apps built with AI computer vision, predictive analytics, and natural language processing (NLP) provide users with a more innovative and highly tailored way of interacting with products.

Example: **Mercedes-Benz**

Mercedes-Benz created an AI-powered in-car voice control solution to help keep drivers' eyes on the road.

- Elevated voice command and interaction
- Expanded task capability
- Contextual follow-up questions

Find out how Mercedes-Benz used Azure OpenAI Service to create innovative new driving experiences. [Learn more](#) →

2 Automating manual processes

Virtual assistants powered by generative AI, speech recognition, and NLP offer highly personalized, always-on support, reducing pressure on agents and boosting satisfaction.

Example: **Vodafone**

Global telecommunications provider Vodafone used Azure AI Search and Microsoft Foundry to build a conversational AI search interface solution called SuperAgent, giving agents fast access to relevant information from the company's knowledge database.

- Customer call times were reduced by at least 1 minute
- 20% boost in net promoter score

Find out how Vodafone used generative AI to improve customer satisfaction and retention. [Learn more](#) →

3 Streamlining operations

Custom apps with machine learning, generative AI, and AI-driven analytics can help teams uncover bottlenecks to make highly specialized or complex operations more efficient and collaborative.

Example: **Siemens**

Tech solutions provider Siemens infused generative AI into its product lifecycle management (PLM) system to help on-site staff communicate manufacturing issues to engineers worldwide.

- Voice typing in OpenAI
- AI-powered global collaboration

Discover how Siemens uses Azure AI and cloud technology to streamline operations. [Learn more](#) →

4 Improving outcomes with data analytics and insights

A custom-built AI app that handles data sources and formats unique to a specific business or organization can offer more precise analysis that addresses its unique challenges, leading to better-informed decisions and improved overall outcomes.

Example: **Mercy**

Mercy built an intelligent data platform that uses machine learning and document intelligence to analyze patient data and facilitate proactive care.

- AI-driven insurance card scanning
- Reduced administrative burden

Find out how Azure AI and analytics tools helped Mercy drive better patient outcomes. [Learn more](#) →

For more information on the possibilities of custom AI apps for your business, read the e-book.

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