

AI Adoption for Small Tech Businesses: Quick-Start Guide

This document will outline a “First 90 Days AI Plan” that small tech businesses can use to quickly and easily begin integrating artificial intelligence into their workflows. Three main applications of AI that are suitable for fast and simple integration will be discussed, including customer service chatbots, customer segmentation, and content generation. However, this is not an exhaustive list, and every business is different, so there may be new and unique ways that your company can get a jump-start on AI outside of these three applications. That being said, it is still recommended to become familiar with the “First 90 Days AI Plan”, at least as a place to start. This can be modified as needed to fit your company’s budget, resources, personnel, and time constraints.

Before getting into the “First 90 Days AI Plan”, this document will describe the three AI applications mentioned in the previous paragraph and explain how AI is used in each of them.

- **Customer service chatbots**

Customer service chatbots use natural language processing (NLP) and existing customer data to automate responses to customer queries.¹ Customer data can include logs of customer purchases, customer reviews, customer email, customer

¹IBM. Introduction to Artificial Intelligence (AI) - Ten Everyday AI and Machine Learning Use Cases. Copyright 2020. Accessed Jul 26, 2025. Original Available: <https://www.ibm.com/ai/introduction-to-ai/factors/302/ten-everyday-ai-and-machine-learning-use-cases>

questions and so on.² For this application, it is important to have access data on previous customer interactions so that the chatbot has a sufficient dataset to draw on, allowing the chatbot to provide more accurate and helpful response when deployed.

- **Customer segmentation**

AI algorithms can be used to comb through customer data and find patterns between different sets of customers, allowing for more accurate personalized advertising and product recommendations.³ As with customer service chatbots, customer segmentation algorithms require high quality customer data. While customer service chatbots require more data on customer interactions, customer segmentation algorithms require more demographic data, such as customer age, gender, location, income, education, and occupation. Provided with this data, customer segmentation algorithms can increase the power of AI to reveal previously unnoticed patterns and needs among customers, providing valuable insights that can be used to create emails, advertisements, or promotions that are likely to appeal to a particular group of customers.

² IBM, "Introduction to Artificial Intelligence (AI): AI Chatbots and Smart Assistants", Coursea, 2022. Accessed Jul 29, 2023. [Online]. Available: <https://www.coursera.org/ai-introduction-to-artificial-intelligence-chatbots-and-smart-assistants>

³ Wharton University of Pennsylvania and China and U. Jaeger et al., "AI Fundamentals for Non-Data Scientists: Data Analysis: Extracting Intelligence from Big Data", Coursea, 2022. Accessed Jul 26, 2023. [Online]. Available: <https://www.coursera.org/wharton-ai-fundamentals-non-data-scientists/lecture/when-data-analysis-extracting-intelligence-from-big-data>

• Content generation

Of the three applications reviewed in this document, content generation is probably the simplest and most accessible way to get started with artificial intelligence. The main reason for this is that leveraging AI for content generation does not require large amounts of internal company data pre-processed for use. AI models are already trained on massive, diverse datasets, allowing them to create a wide range of different kinds of content and generate results that are relevant to the prompt they are provided with. On top of this, there are many free content-generation AI models that can create customized text, images, and videos. Examples include content-generation AI models provided by OpenAI, Google, and Microsoft. AI tools like these can help businesses create content for social media posts, emails, and even internal company documents, such as meeting notes, team updates, report summaries, and training resources. Additionally, generative AI creations can be used as a starting point and further tweaked and polished by human employees to produce the highest quality content possible.

The following timeline provides suggestions and guidelines that can help break the complex task of AI integration into manageable and achievable actions. It is not meant to be a comprehensive guide to AI implementation, but does a need to be followed exactly in order to be helpful. This is simply a starting point for small businesses that are looking to get their feet

dipped into the world of AI but are unsure where to start. The following 90-day plan was adapted from the [GenAI Overview](#) in response to the prompt: "form 90-day AI plan small business".

• Weeks 1-4: Assessment and Planning

- 1. Identify pain points and business goals, and explore AI tools that can help improve those pain points or achieve those goals.

2. Assess what resources will be needed and determine if your company has or can acquire these resources (readability).

- Hardware, software, personnel, data
- AI tool adoption or AI tools

3. Start with a pilot project – applying your selected AI tools to something that your team would want, and low-risk (for example, testing a new AI chatbot for customer service or a Generative AI platform for advertisement content generation).

• Weeks 5-8: Implementation and Training

4. Integrate the AI solutions you have chosen into your existing workflow.

- Notice areas where AI could make processes more efficient and find ways to implement the AI tools in those areas.
- Identify new processes that are made possible by AI and add/integrate those into your workflow.

5. Train staff.

- Online courses, university certificates, and customized training programs can help people learn to make the most use of AI in their specific departments.

Monitor performance

- Metrics such as return on investment (ROI), key performance indicators (KPIs), and scorecards can help identify processes and areas where AI is beneficial vs. where it might not be as helpful as anticipated.

■ Thanks, but I'd like to optimize and expand

■ Analyze results

- What worked well? What needs adjustment?

■ Optimize processes

- Use data and feedback to fine-tune the use of AI tools.

■ Expand AI usage

- Consider using AI in new areas or for more users.

■ Celebrate successes

- Share positive results and things you have learned with the entire business team.

While having a well-thought-out plan is essential for successful AI implementation, the strategy plan provided is meant to serve as a guideline or starting point, and can be adapted as needed to fit your individual business needs and available resources. On a similar note, the three AI applications discussed in the first half of this document are by no means the only ways in

which AI can be used effectively in a business setting. Communicate with your teams and develop a strong understanding of business needs and available resources in order to get the most out of AI.