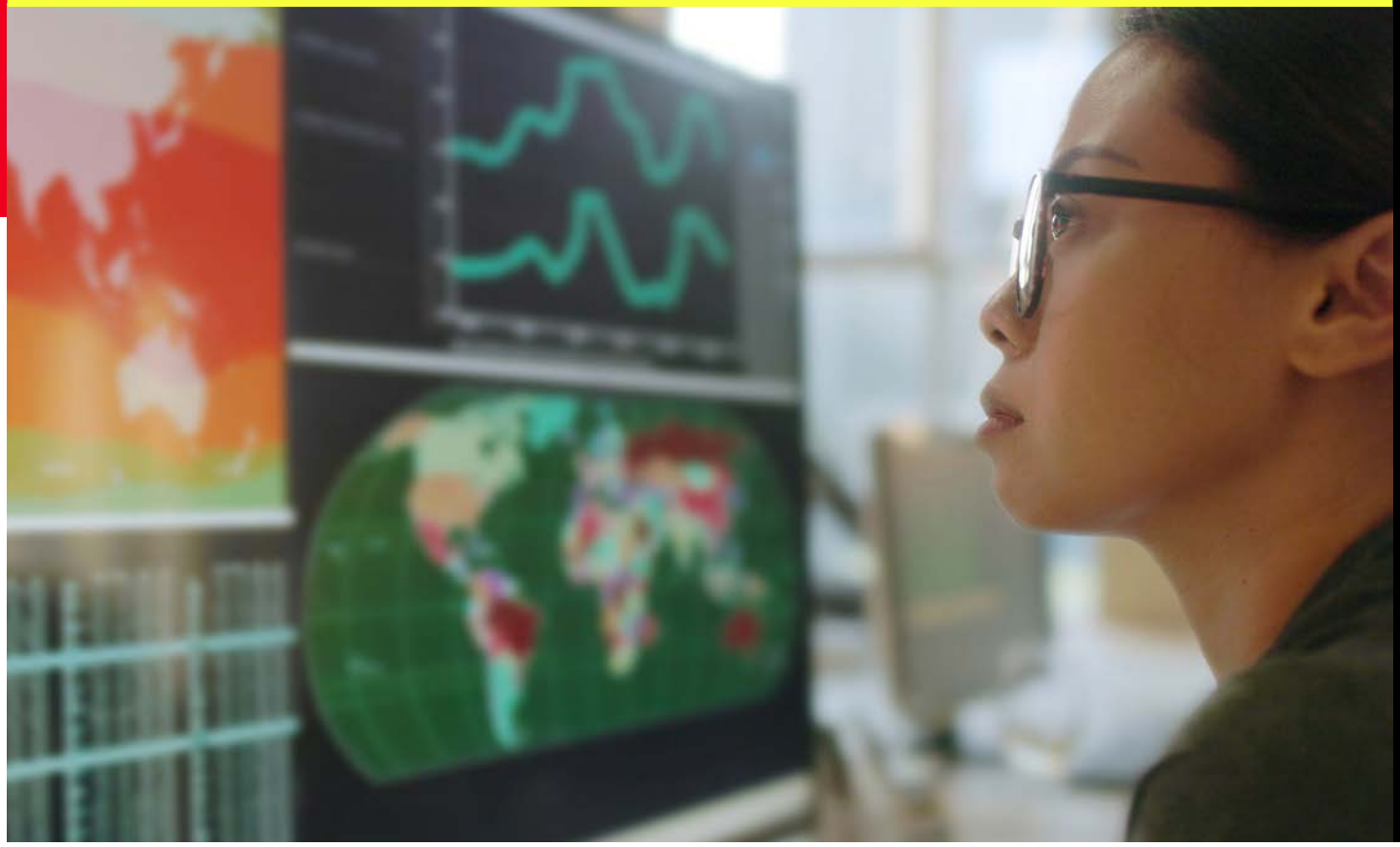
AI's growth revolution: Beyond efficiency to new revenue streams

How can businesses transform with AI to drive growth and revenue?

verizon business



There is a new mood surrounding the AI revolution. The initial hype focused on process efficiency, automation and cost cutting. Now, many businesses are looking beyond the noise and adopting a more realistic approach to AI. Not only are practical and profitable use cases emerging, but the frontier businesses are using AI and Machine Learning to do things they previously couldn't. From enhancing customer service, to speeding up patient care, or boosting productivity in smart factories, organizations are embracing new possibilities that previously would have been impractical or impossible to scale. And rather than simply optimizing existing processes, they're using AI to reimagine workflows, realizing new growth with AI business models, and creating innovative solutions with new revenue streams.

> **"AI is not just a shiny new toy, it's a far-reaching transformative technology that touches almost every part of your business.**
>
> **Toni Horne**
> Solution Architecture (Asia), Verizon

As Colin Wilson, Enterprise Architect, Verizon, says, "for our customers it's not always about cost saving. There is also a business case around improving throughput, efficiency or customer experience, which in turn drives revenue streams."

What AI use cases are helping to grow revenue?

AI is powering a number of transformative use cases, including:

Product and service innovation

A wide range of industries are using AI to help develop products and services. They're driving innovation using AI engines trained to understand customer insights, which help to design goods optimally suited to market.

Agentic AI and workflow automation

Businesses are increasingly using Agentic AI, creating AI agents or virtual assistants that are trained to carry out specific functions. These agents can be joined together to automate complex tasks with multiple steps, such as patching software or reconfiguring IT environments. A utility company, for example, could use it to carry out the various steps of updating a user's details when they move house.

Autonomous infrastructure and operations

AI is being used to create more IT infrastructures which are managed autonomously, scaling with dynamic demand, improving customer services, all with less need for manual monitoring and maintenance. It's also increasingly able to predict, prevent and resolve issues on their own.

Industry transformation

With its ability to learn at speed, and handle increasingly large amounts of data very quickly, AI is helping to rapidly increase the pace of software development.

Chat-based assistance

Organizations are successfully deploying conversational AI to elevate customer and employee interactions. These systems handle queries instantly, generate high-quality information on demand, guide users through complex tasks, and provide always-on support. By combining natural language understanding with deep domain knowledge, chat AI improves customer service, reduces operational costs, accelerates resolution times and unlocks personalized engagement opportunities.

How are businesses monetizing AI?

The use cases for AI are growing by the day, and as it continues to develop, industries are finding different ways to take advantage.

Manufacturing

AI is widely used for predictive maintenance, where it combines with internet of things (IoT) cameras and sensors to monitor the health of machinery in real time. This helps businesses predict failures before they happen. Not only does it prevent costly outages, healthier-running machines have a higher output, improving production outcomes.

Manufacturers also use AI for quality control, spotting and preventing defects or inconsistencies. For example, a leading car manufacturer uses AI to carry out advanced inspection across its bespoke production line. With vehicles built to individual customer specifications, where no two vehicles are alike, the manufacturer realized that these multiple variants were creating issues for manual human inspection. Now, AI supports vehicle inspectors on their mobile devices, using mobile camera recognition[1] to aid the specific scope of each inspection, despite the range of variants. This leads to higher quality turnout—reducing waste and enhancing consumer satisfaction.

Retail

AI is helping retailers drive growth and revenues in several ways. It's an essential element of stock control for many retailers, with cameras used to monitor shelves and re-order stock when needed. One global retailer regularly uses AI to analyze real-time sales data and customer trends to predict future demand, ensuring the right inventory is on the shelves and preventing overstocking.[2] It's particularly useful during peak seasons, like Black Friday. Looking ahead, retailers could even generate revenue from their collected insights of consumer goods brands.

Finance

Banks and financial service providers may use AI to create customized products and services based on customers' individual profiles. This helps people choose the right financial product for them—enhancing customer satisfaction and boosting retention. AI is also widely used to detect fraud and prevent cybercrime. It can analyze transactions and network activity in real time, detecting and shutting down fraudulent activity quickly—strengthening security and reducing losses, while also improving the speed of approval.

AI is, of course, also used to enhance customer service, with chatbots and AI-powered online experiences. One prominent Canadian bank has won awards for its innovative, responsible AI program that aids their employees with clear, unique, up-to-date data, meaning customer-facing teams have better information to provide superior customer experience.[3]

Healthcare

From improved accuracy in imaging diagnostics to intelligent chatbots that support patients, AI is proving highly effective for healthcare providers—helping deliver higher-quality care for patients and a better, more sustainable work life for clinicians.

For instance, AI-driven ambient scribe software listens to and summarizes conversations between patients and physicians during consultations, allowing the latter to shift their attention away from note-taking and concentrate on face-to-face interaction.[4]

AI can also speed up diagnoses by giving additional reading and analysis of CRT scans and X-rays, meaning patients can be treated sooner and with more accurate, effective remedies. It's also helping to accelerate research and development, with AI analyzing genomic data to support faster, cheaper development of new life-saving drugs and treatments.

Critical infrastructure

AI has also become a key tool to maintain public safety and services in countries around the world, with transportation, energy and water all using it to aid in planning and optimization. Local government is using AI to analyze hours of imagery from traffic cameras to monitor busy intersections, providing evidence for redesigning junctions and helping to prevent potential accidents.[5] Elsewhere, the UK National Grid employs AI-powered drones to proactively monitor power lines.

> **Enterprises are connecting multiple AI agents to build a workflow. Joining together those different agents creates something more powerful than the individual model.**

Colin Wilson
Enterprise Architect, Verizon

It's time to really put AI to work

As AI continues to develop, and the potential use cases grow, businesses are recognizing it as a transformational tool that can help them reimagine their enterprise in myriad ways. They can be more entrepreneurial, open up new markets, and become faster at developing new services, potentially utilizing AI as a service business model. Those companies that embrace AI's most transformational capabilities will be the ones who really monetize its potential.

Effectively monetizing AI will depend on many factors from change management to infrastructural support. Businesses are identifying the required low latency to cope with the increased customer responsiveness, model speed and dynamic demand that comes with powering data-heavy AI workloads.

That means a powerful, scalable, AI-ready network infrastructure. As Chris Halton, Product Strategy and Innovation, Verizon says: "The network is largely the unsung hero behind every successful AI innovation or initiative."

Find out more

Understanding how to generate more value from AI, and how to build the network to embrace it, is essential. Verizon works with businesses around the world, helping them use AI to accelerate innovation, enhance customer services, harvest predictive insights and drive greater business intelligence. **Learn more** about how we can help you.

1. Artificial intelligence as a quality booster | BMW Group
2. Walmart's AI-Powered Inventory and Supply Chain Management | Hashmato
3. How Scotiabank Built an Ethical, Engaged AI Culture | MIT Sloan Management Review
4. Using AI to heal the system, not replace the physician | American Medical Association
5. AI cameras help reduce junction near misses | BBC