

## NESOE Lesson – Student Version

**Title:** *How Successful Businesses Use AI*

**Level:** Mid-Intermediate | **Length:** 60 minutes

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### **Section 1 – Reading Passage: How Successful Businesses Use AI**

Artificial Intelligence is no longer something futuristic—it’s already woven into daily business life. From online shopping to customer service, AI quietly works behind the scenes to make companies faster, smarter, and more responsive. You’ve probably experienced it without noticing: when Amazon recommends products you might like, or when a **chatbot** instantly answers your question on a website.

Successful businesses use AI not to replace people but to **extend human ability**. In marketing, **algorithms** study patterns in customer behavior so that ads appear at the perfect time. In finance, **predictive** systems detect unusual transactions before fraud occurs. In logistics, **machine learning** tools plan delivery routes that save fuel and time. Even small companies are discovering that **automation** can handle repetitive tasks like scheduling, data entry, and email replies—freeing staff to focus on creativity and relationships.

Amazon is a classic example. It uses AI for everything from product recommendations to warehouse automation. Each order you place teaches its algorithm a little more about what customers want next. Mastercard applies AI to detect fraud in milliseconds, protecting millions of daily payments. And Netflix uses **data-driven** models to suggest the next show you’ll probably binge-watch tonight. These aren’t just gadgets—they’re profitable business systems.

What makes these companies stand out isn’t only their technology but their mindset. They see AI as a partner in decision-making. They ask questions like, “What can this tool learn from our **data**?” and “How can it help our team make smarter choices?” Successful adoption also depends on people who are open to learning new skills. AI tools are powerful, but they still need human creativity, empathy, and judgment.

For smaller businesses, the message is simple: start small, stay curious, and measure results. Try using a **chatbot** to handle simple inquiries or an AI writer to polish marketing text. Learn from the outcome and improve. The most successful companies treat AI as a continuous learning journey, not a one-time upgrade. In the end, artificial intelligence works best when it makes business more human—helping people connect, create, and communicate in smarter ways.



## **Section 2 – Role Play: Should We Use AI?**

**Maya (Operations Manager):** I've been reading about how companies use AI to handle customer emails automatically. Do you think it would help us?

**Leo (Marketing Director):** Maybe. But I'm worried it'll sound robotic. Our customers like personal messages.

**Maya:** That's true, but new **chatbot** systems can sound almost natural now. They even learn from past conversations.

**Leo:** I like the idea, but who will manage it?

**Maya:** We could start small—use AI only for common questions and let people handle the rest.

**Leo:** Okay, that sounds reasonable. We just need to make sure we keep the human touch.

**Maya:** Exactly. AI should support our team, not replace it.

**Leo:** Then let's test it next month and compare the results.

**Maya:** Deal! I'll ask our IT department to set up a demo.

### Section 3 – Vocabulary

**Algorithm, Automation, Chatbot, Data-driven, Predictive, Machine learning, Innovation, Efficiency, Scalability, Integration**

**Idioms: Push the envelope, Game-changer, Ahead of the curve, Back to the drawing board, Learn the ropes**

### Section 4 – Common Grammar Mistakes and Corrections

• **Incorrect:** Our **algorithm** work fast.

**Correct:** Our **algorithm** works fast.

• **Incorrect:** The AI system can **predicts** sales.

**Correct:** The AI system can **predict** sales.

• **Incorrect:** It saves **many** time each day.

**Correct:** It saves **much** time each day.

• **Incorrect:** We are testing a new AI that **make** fewer mistakes.

**Correct:** We are testing a new AI that **makes** fewer mistakes.

• **Incorrect:** He **don't** trust chatbots.

**Correct:** He **doesn't** trust chatbots.

• **Incorrect:** AI is a **game-changer** for **a** small companies.

**Correct:** AI is a **game-changer** for small companies.

• **Incorrect:** We analyzed data yesterday and **find** errors.

**Correct:** We analyzed data yesterday and **found** errors.

• **Incorrect:** This tool is **more better** than that one.

**Correct:** This tool is **better** than that one.

• **Incorrect:** The team was **exciting** about the results.

**Correct:** The team was **excited** about the results.

• **Incorrect:** They use data to make **decision**.

**Correct:** They use data to make **decisions**.

## Section 5 – Fill-in-the-Blank Practice

1. A good \_\_\_\_\_ helps computers learn from experience.
2. The company added a \_\_\_\_\_ to answer basic questions online.
3. We use \_\_\_\_\_ marketing to send the right ad to the right person.
4. AI makes our work more \_\_\_\_\_ by saving time.
5. Our system uses \_\_\_\_\_ analysis to forecast sales.
6. The CEO wants to \_\_\_\_\_ and try new ideas.
7. Automation has been a real \_\_\_\_\_ for our company.
8. We're still \_\_\_\_\_ with the new AI tools.
9. The app will need better \_\_\_\_\_ with our database.
10. The startup stays \_\_\_\_\_ by adopting new tech early.

## Section 6 – Conversation Prompts

- How could AI help your workplace or studies this month? Give one example.
- What are the risks of using too much AI, and how can a team reduce them?
- Do you think AI will create more jobs, replace jobs, or change jobs? Why?

## Section 7 – Homework

**Write about one way AI could improve a business or job you know.**

Provide details of how it would work and why it's useful.

Use at least **three** of the vocabulary words from today's lesson.