



5 **ESSENTIAL**
CORPORATE
AI TOOLS

Introduction

Artificial Intelligence (AI) is no longer something only big foreign companies use. In Bangladesh, businesses are rapidly adopting AI to improve operations, cut costs, and stay competitive in a fast-changing world.

From Dhaka's growing startup ecosystem to established companies in banking, garments, retail, and telecom, AI is becoming part of daily work. Whether it's automating routine tasks, analyzing customer data, or creating content for marketing, the right tools can save time and open doors to new opportunities.

This guide highlights five AI tools that can help Bangladeshi businesses grow smarter. Each section explains what the tool does, who should use it, and how to start using it in a practical, affordable way.

Essential AI Tools

1. ChatGPT for Business

ChatGPT is a conversational AI tool that acts like a smart assistant for your entire company. It can generate reports, translate documents, write emails, brainstorm marketing ideas, and even help with

Art customer support. For businesses in Bangladesh where teams are often stretched thin, ChatGPT can handle repetitive tasks and free up staff to focus on more important work.

Who Should Use It

- Customer service teams can use it to answer client questions instantly and reduce call center load.
- Small businesses can use it to draft proposals, create business plans, and write social media captions.
- HR teams can create job descriptions, policies, and onboarding documents in minutes.
- Managers can summarize meeting notes and prepare reports without starting from scratch.

How to Use It

- Start by using ChatGPT through its web version or by integrating it into tools like Slack or Microsoft Teams.
- Teach it your company's products and services so it responds in a way that matches your brand.
- Use it to automate FAQs on websites or Facebook pages where customers commonly ask questions.

For example, a restaurant in Chattogram can set it up to automatically answer menu inquiries, taking pressure off staff during busy hours.

2. Tableau AI

Bangladeshi businesses collect a lot of data, from sales numbers to delivery records. But raw data is often hard to understand. Tableau AI turns complex information into clear, visual dashboards so you can see what's happening in your business at a glance. It helps identify trends, track progress, and make smarter decisions based on facts instead of guesswork.

Who Should Use It

- Data analysts can use it to simplify reports for management.
- Retail store owners can track daily sales across multiple outlets.
- Marketing teams can monitor campaign performance and customer behavior.
- Finance teams can forecast budgets and cash flow.

How to Use It

- Connect Tableau to your existing data sources, such as POS systems, spreadsheets, or CRM software.
- Create dashboards for different departments so everyone sees only what's relevant to them.
- Set up alerts to notify you of sudden changes, such as a dip in sales or stock shortages.

For example, a clothing brand in Uttara can use Tableau to track which designs are selling best and adjust production quickly.

3. Salesforce Einstein

Salesforce Einstein is an AI-powered system for managing customer relationships. It helps businesses predict customer behavior, identify strong leads, and personalize marketing campaigns. For Bangladeshi companies that rely heavily on repeat customers, such as banks or telcos, this tool can make outreach more targeted and effective.

Who Should Use It

- Sales teams can focus on the most promising leads instead of wasting time on cold calls.
- Marketing departments can design campaigns that speak directly to specific customer groups.
- Customer service teams can track client histories and resolve problems faster.

How to Use It

- Start by integrating Salesforce with your existing customer database.
- Use its analytics to score leads and forecast which customers are likely to buy next.
- Automate follow-up messages, such as payment reminders or loyalty rewards.

For example, a local e-commerce store can send personalized discounts to customers based on past purchases, boosting sales without extra manpower.

4. Grammarly Business

Good communication builds trust. In Bangladesh, where businesses often deal with international partners, clear English writing is essential. Grammarly Business helps teams write error-free and professional content. It checks for grammar mistakes, suggests improvements, and keeps the tone consistent across emails, proposals, and social media posts.

Who Should Use It

- Export businesses can use it to ensure proposals and contracts are polished.
- Marketing teams can write catchy and correct captions for online campaigns.
- HR departments can prepare clean, professional policies and employee documents.
- Client service teams can avoid miscommunication with customers.

How to Use It

- Install Grammarly on company computers or browsers.
- Create a shared style guide for consistent writing across the organization.
- Review important messages before sending them to clients or posting online.

For instance, a Dhaka-based tech startup pitching to a foreign investor can use Grammarly to make sure their presentation and emails look professional and error-free.

5. Jasper AI

Bangladeshi businesses, especially startups and agencies, need a lot of content – from blogs and social media posts to ad copy. Jasper AI creates this content quickly and at scale. It's like having a virtual marketing team that works 24/7, helping you stay consistent without burning out your staff.

Who Should Use It

- Marketing agencies managing multiple client campaigns.
- Small businesses without dedicated content writers.
- Startups that need fast and frequent updates for social media.
- Sales teams looking to create product descriptions and outreach messages.

How to Use It

- Select a template for the type of content you need, like blogs or ad captions.
- Enter details about your product, audience, and tone of voice.
- Review and edit the AI's suggestions to fit your brand perfectly.

For example, a local bakery in Sylhet can use Jasper to write daily Facebook posts promoting new items, while the owner focuses on running the business.