The Economic Potential of AI
Our center is dedicated to unleashing the economic potential of AI

Center for
AI VALUE

Welcome to the Center for AI Value at ETH Zurich! Our research focuses on unleashing the economic potential of AI in organizations. We're currently exploring three main areas: AI in Customer Service, Multimodal Data, and Automatization. These topics represent our primary research directions, but we're also open to innovative ideas that align with our mission of creating value through AI in organizational contexts. If you're interested in pursuing a thesis in one of these areas or have a related proposal, please reach out to the respective contact person listed under each topic. We're excited to support your research journey in the rapidly evolving field of AI!

AI in Customer Service
Utilizing generative AI in customer service

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We're at the forefront of researching and implementing generative AI solutions in customer service. Our work aims to revolutionize customer interactions while balancing efficiency with personalized care.

Exemplary theses topics:
- Multiagent systems that adapt to the interaction with customers
- Comparison of generative voice- and chatbots with human service agents
- Context based chat-and-voicebot deployment
- Fine-tuning transformer-based models on interaction data for customer service

Multimodal Data
Revealing the hidden potential of multimodal data
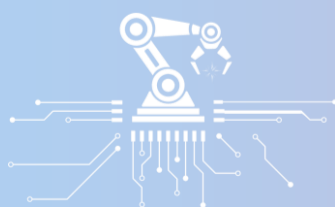
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We're at the cutting edge of multimodal data modeling, unlocking the hidden potential of diverse data types to drive insights and innovation. Multimodal data modeling involves the integration and analysis of multiple types of data, such as text, images, and numerical data, to generate more comprehensive insights than single-mode data analysis.

Exemplary theses topics:
- Predicting the success of LinkedIn posts
- The effects of fine-tuning on predictions
- Handling sparse time series data

Automatization
Automating processes with AI

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We're exploring the transformative potential of AI in process automation. Our research aims to enhance efficiency, reduce costs, and improve quality across various business operations.

Exemplary theses topics:
- Identifying tasks suitable for AI automation
- Automating research such as investigating a big job advertisement database
- Combining generative AI with technology