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AI for a small business: what to hand over and what to keep in human hands

AI in Your Business

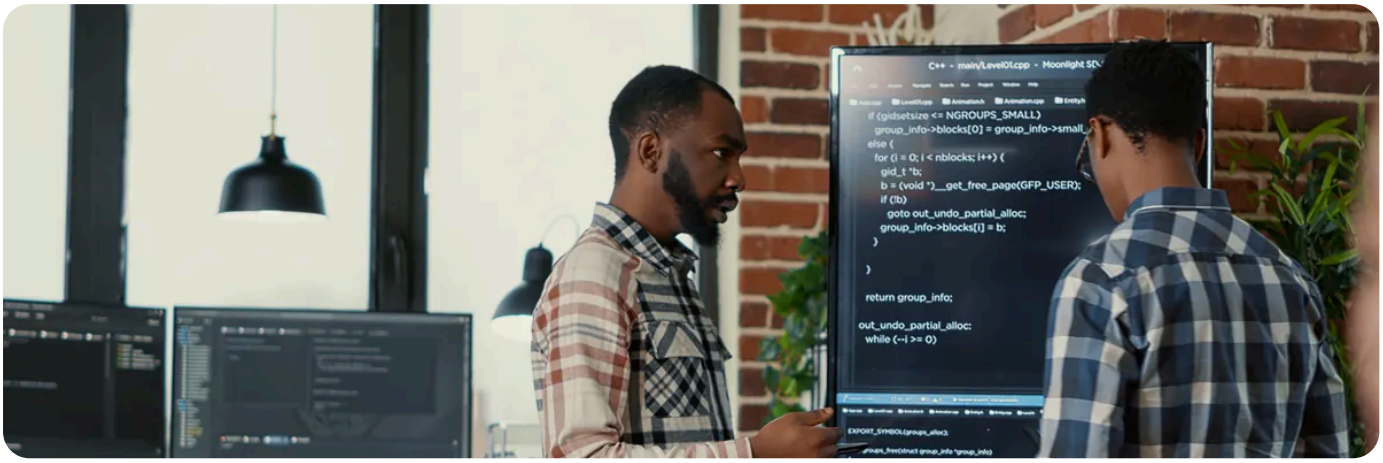
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AI for a small business: what to hand over and what to keep in human hands

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In a small business, AI is good for **drafting and sorting**: first versions of texts, summaries, answers to repeated questions, translation and tidying up information. It is not for deciding on its own, for making promises in the company's name, or for handling money and complaints. The working rule is simple: the machine prepares, **a person confirms and signs**.

This does not depend on the tool or the version. Models change every month; what does not change is that they write with the same confidence when they are right and when they invent. So the useful question is not "which AI is best", it is "which of my tasks is safe to give to a fast drafter".

What usually works and what does not

Task	Hand it to AI?	Why
A first version of a text (description, post, e-mail)	Yes, with review	It saves the blank page. You add what only you know and correct it.
Summarising a meeting, a report or a long conversation	Yes, with a check	Check names, figures and decisions against the original.
Answering repeated customer questions	Yes, with limits	Only with answers the company has already approved. See **what to automate in customer support**.
Translating and rewording	Yes, with review	Prices, legal terms and proper names must be read by someone who knows the language.
Replying to a complaint or a refund request	Not alone	Money, reputation and sometimes the law are involved. The draft can come from AI; the decision and the sending are a person's.

Task	Hand it to AI?	Why
Promising deadlines, prices or conditions	No	The customer reads what the machine writes as the company's promise.
Handling personal or confidential data	Only after reading the terms	See **what happens to what you type into an AI service**.

How to start without getting lost

1. **Pick one task** that repeats and annoys you. One, not ten.
2. **Do it by hand, with the AI, five or six times.** Keep the request that worked. See **writing prompts for business tasks**.
3. **Decide who reviews and what they check.** Names, amounts, dates and links, every time. See **how to check an answer**.
4. **Write down what never gets pasted into the tool.** Passwords, API keys, bank details and customer lists. See **what never to type into an AI**.
5. **Only then automate**, if the task is still worth it. A badly designed flow only makes the mistake faster.

The company is the one answering.
If an automatic reply invents a price, a deadline or a policy, the customer keeps it as your promise. Tell the tool, in its instructions, to hand over to a person when it does not know.

A good measure of success is simple:
how long it takes to review the draft
compared with writing from scratch. If reviewing takes nearly as long, that task is not a good candidate.

NEED A HAND?

Want to put AI on your site or in customer service and not sure where to start? Tell us what you have and what you want.

Open a support ticket →

SEE ALSO

- Which AI tool suits which task
- How to check an AI answer before you use it
- What Interweb AI does, and what it does not

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