

# The AI Advantage

## Accelerating Decision Making in the Digital Era

Anytime  
Women in Digital,  
March 2025

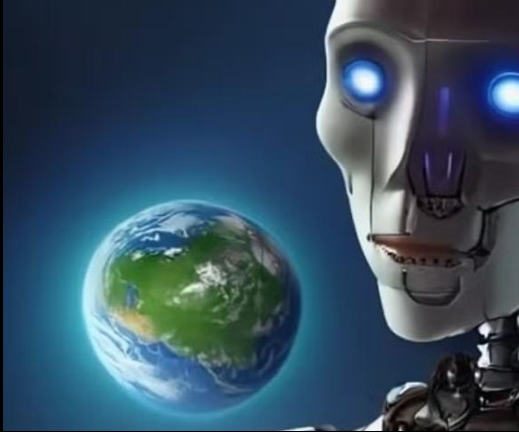




***“When AI bridges the gap between data and empathy, trust becomes the outcome.”***



# Artificial Intelligence



What society thinks it does



What my mom thinks it does



What my son thinks it does



What scientists thinks it does



What marketers thinks it does



What it actually does



***“What defines the AI Woman?”***






**Meet Nikol** Entrepreneur / Mother


Age	Location	Job
35	Athens	Entrepreneur

By integrating AI into her daily routine, Nikol can dramatically reduce the time spent on routine tasks and improve overall efficiency. AI can streamline everything from drafting perfect emails to organizing complex data, allowing Nikol to focus on high-level decisions.


Amount of time spent on work related routine tasks




**30 MINUTES**  
Brainstorming




**15 MINUTES**  
Drafting emails



**30 MINUTES**  
Analyzing Data




**5 MINUTES**  
Summarizing Meetings




**1 MINUTE**  
Translating emails

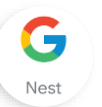
Amount of time spent on household related routine tasks




**15 MINUTES**  
Planning Cooking




**30 MINUTES**  
Fitness Routine




**0 MINUTES**  
Ideal Temperature




**5 MINUTES**  
Shopping List



**30 MINUTES**  
Planning Vacations



**1 HOURS**  
Creating Beer



**10 MINUTES**  
Family Finances

Nikol AI saves around 20 hours every week  
  
having more time to focus on what truly matters.



***“What is Anytime’s response  
to the needs of the  
AI Customer?”***

Anytime 





## Our Purpose

We are here to **make a difference** in people's lives and **offer more**, at any time.

We are inspired by all we serve to **deliver daily value** and **advance safety** in new ways.





## Our strategic framework:



Think long term, Brand build,  
Engage with customers,  
Offer more



True to our brand promise, fun,  
innovative, fresh, empowering,  
support the many, help causes  
we care about



Check us out, Trust us, Try us  
out, Discover what's new, Be  
proud of your choice, Take  
Part, Buy now



Deliver meaningful and hopeful experiences that inspire action



Communicate quality of products,  
added value services, customer  
support, honest and to-the-point  
discounts/offers, useful partnerships,  
relevant competitions and take-aways



Campaigns, Website, Social  
media, Blog, Native content,  
Newsletters, CSR actions, My  
Anytime, Club, App, Call center

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Each and every communication needs to include traits from all 5 axes of our framework.



Use AI to predict needs and build lasting relationships



Tailor campaigns with AI to reflect the brand's promise.



Highlight updates and simplify decisions through AI. Make purchasing effortless with AI-driven recommendations.

# Deliver meaningful and hopeful experiences that inspire action



Highlight the quality of products and added-value services.  
Provide exceptional customer support powered by AI. Deliver innovative, AI-driven customer experiences.



Highlight innovations and updates through AI-enhanced communication.

Each and every communication needs to include traits from all 5 axes of our framework.



“AI is shaping the future but are women shaping AI?”





## “AI is shaping the future but are women shaping AI?”

AI is undeniably transforming industries, redefining the way we work, communicate, and innovate. However, the question remains: Are women equally involved in shaping AI?

Women bring diverse perspectives, ethical considerations, and innovative solutions to AI development, yet they remain underrepresented in AI research, leadership, and engineering. The absence of gender diversity in AI can lead to biased algorithms, limited inclusivity, and missed opportunities for groundbreaking advancements.

To truly shape AI for the future, women need to be at the forefront—as developers, ethicists, leaders, and decision-makers. The key lies in education, inclusion, and empowerment: encouraging more women to pursue AI careers, ensuring their voices are heard in tech policies, and leveraging AI itself to break down barriers in hiring, leadership, and access to opportunities.

AI should not just be something that shapes us—it should be something we shape together.

