

## How PSPs can drive client engagement with AI

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**Ricoh Europe, London, August 22 2025** – What is Artificial Intelligence’s role in the printing industry? For many it is limited to powering chatbots on their websites, automating order intake, managing prepress tasks, optimising some press settings, or informing predictive maintenance. All very useful of course.

47% of organisations use basic AI tools like ChatGPT and Google according to [Keypoint Intelligence](#). Just 13% reported a deeper company wide use of the technology.

Keypoint Intelligence’s research went on to show operations can use AI to not only optimise existing processes, but to innovate and create new opportunities.

For example, AI can help anticipate market trends, enhance supply chains, and deliver highly personalised products or services based on customer behaviour and preferences.

AI-driven decision making can also enhance strategic planning by uncovering insights that may go unnoticed through human analysis alone.

Those operations that adopt advanced AI applications, can revolutionise how they operate and engage with customers too.

They can power predictive analytics, personalised customer experiences, and even dynamic decision making systems that continuously learn and adapt.

Marketers across many industries are already capitalising on what the technology can deliver:

- [55%](#) that use AI rely on it for text based content creation. Additionally, 38% use AI for multimedia, including videos, images, and audio.

- 60% believe AI helps them personalise the customer experience.
- 51% apply AI to email marketing and newsletter platforms.

Print service providers (PSPs) can also incorporate AI possibilities into their services.

Those with in house design departments can enhance creativity and streamline the design process with tools that provide automatic suggestions regarding layouts, colour schemes, and even typography, based on the main body of work's content and context. They can quickly automatically enhance images, correct colours, remove backgrounds, and upscale resolutions without losing quality.

With campaign data analysis PSPs can help their clients produce highly customised designs that resonate well with the target audience. They can also review past orders and interactions to help predict future needs and better tailor marketing. This can help clients successfully manage their campaigns as well as develop and deliver more impactful customer engagement.

Artificial Intelligence provides a powerful toolkit to optimise current processes and push the boundaries of creativity, efficiency, and client engagement.

Internally it can help PSPs drive innovation and stand out in an increasingly competitive market by working smarter. Externally, it can allow stronger relationships to be created with clients by using up to the minute data to inform highly targeted, intelligent personalisation, which elevates their customer communications activities.

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