

SVETOVNI DAN VARNOSTI HRANE 2023



WORLD FOOD SAFETY DAY 2023

5. konferenca ob svetovnem dnevu varnosti hrane 2023

5th Conference On World Food Safety Day 2023

Communication Challenges in food domain / KOMUNIKACIJSKI IZZIVI NA PODROČJU HRANE

Republic of North Macedonia

Nikola Savovski DVM

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Svetovni dan varnosti hrane 2023



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA KMETIJSTVO,
GOZDARSTVO IN PREHRANO

UPRAVA RS ZA VARNOST HRANE,
VETERINARSTVO IN VARSTVO RASTLIN



REPUBLIKA SLOVENIJA
DRŽAVNI SVET

World Food Safety Day 2023



Use of Artificial Intelligence for accurate communication with the consumer

- Strategies for the use of Artificial Intelligence:
 - **Consumer Sentiment Analysis** (Personalized and empathetic responses)
 - **Chatbots and Virtual Assistants** (Respond to consumer inquiries)
 - **Multilingual Support** (Communication with consumers across different languages)
 - **Voice Recognition** (Speech-to-text & voice-enabled interactions with consumers)
 - **AI-powered predictive analytics**



Challenges/Benefits of Using Artificial Intelligence



- **Efficiency** (faster and efficient responses to consumes queries)
- **Personalization** (AI algorithms analyze consumer data)
- **Improved Accuracy** (Minimizing errors in understanding and responding to consumer inquiries)
- **24/7 Availability**
- **Balance between artificial and human intelligence** (AI will not replace you, but the person using AI will)

