ReadyMembership

Getting ready for AI – essential terms

Cut through the AI jargon – the 10 key phrases you need to know

Artificial Intelligence (AI)

Enables machines to perform tasks that usually require human intelligence, such as decision-making, problem-solving, and pattern recognition.

Machine Learning (ML)

A type of AI where systems improve their performance over time by analysing data, helping predict trends e.g. behaviours in membership activities

Natural Language Processing (NLP)

Allows machines to understand and respond to human language, powering chatbots e.g. automating member communication.

Predictive Analytics

Uses historical data to forecast future outcomes, e.g. helping you anticipate member needs and engagement.

Open vs closed AI

Open AI promotes collaboration and transparency by being accessible to all, while Closed AI restricts access, keeping technology and data proprietary.

Generative AI (GenAI)

Systems that create quasi-original content, such as text, images, or music, using machine learning models trained on data and guided by human text prompts.

Recommendation systems

AI that predicts and suggests content or services – e.g. to members based on their past behaviour.

Supervised vs Unsupervised Learning

AI that is trained on labelled data to predict outcomes (e.g. member renewals) vs AI that learns by finding patterns in data on its own, without any labelled examples to guide it.

Cognitive computing

AI that mimics human thinking to improve decision-making and solve complex problems – e.g. analysing vast quantities of data to enhance member engagement with personalised experiences, automate customer support, predict retention risks, and make data-driven decisions.

Individual vs utility AI

AI tools that individuals use to enhance their specific role (e.g. note taking, data sorting) vs utility-level solutions that focus on broad organisational needs (e.g. automating admin processes, data analytics).

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