



BUILD YOUR AI BUSINESS CASE

A CIO's guide to building the strategy and business case to implement AI in the enterprise

When a company realized that up to **30%** of calls it received were from customers asking about order status, its leadership wanted to know if AI would be able to help manage the interactions. The short answer was yes, a virtual customer assistant could answer questions ranging from **"Where is my order?"** to **"How long will I have to wait?"**. But the bigger question was whether AI could help the company in even more impactful ways.

For example, the interaction between the company and the consumer provides data, such as the order X amount of Y products every Z weeks. The company can then use AI to further **enrich the relationship** beyond that interaction.

During future interactions, the data might enable the seller to ask questions specific to the customer, such as "We know you are frequently waiting for delivery. Would you like to subscribe to this product or order larger quantities?"

AI enables companies to collect data from a wide variety of places and apply self-improving analysis that can take action — and on a level of granularity never before available.

Look at how you are using technology today during critical interactions with customers — business moments — and consider how the value of those moments could be increased.

Whit Andres - Vice President, Gartner.



AI Basics

Common definitions of AI focus on automation and, as a result, often miss the hidden opportunities available to IT and business leaders. AI is the technology that emulates human performance, typically by learning from it.

The most common mistake with AI is to focus on automation rather than including augmentation of human decision making and interactions. If CIOs focus only on further automation via AI, they miss the hidden opportunities for greater personalization and differentiation.

AI can augment humans, as it can classify information and make predictions faster and at higher volumes than humans can accomplish on their own.

CIOs should look for critical business points where human interaction or human expertise adds value. They then should consider how AI might augment those efforts to create even more value.

First, assess which business outcomes would benefit most from AI. Second, evaluate how AI might help achieve those outcomes. Normalize AI planning and development for your entire organization, including leaders of data and analytics, applications, and lines of business.

Common AI Applications

Typically, common AI applications analyze contextual interaction data combined with historical data in real-time



Sales and marketing: Customize the sales process, personalize communications to prospects and clients, match sales staff to buyers, and offer personalized pricing.



Banking and financial services: Help customers access their bank balances using chatbots.



Service: Offer virtual customer assistance and triage, predict maintenance and upcoming repair needs, connect service staff to customers, and discover process gaps.



Healthcare: Follow up with patients post-discharge using virtual nursing assistants.

Trends in AI

Tashiga expects that three trends will affect AI in the next few years.

Better communication (both ways) with people:

Natural-language processing, generation, and contextual interpretation will make AI easier to use and will improve the use of all computing resources.

Deeper and broader integration with existing applications and IoT projects:

AI has its greatest value when it is built into architectures that drive business and service value.

Richer ecosystem interaction:

As AI becomes more common, applications that employ it must work effectively with others employing similar technologies, which will result in chains and meshes of AI systems that work simultaneously toward their individual goals in a cooperative but decoupled fashion.

Generally, AI will trend from one-off experimental projects to an approach that integrates the technology with the business

Breaking Down The Intelligence

Typically, common AI applications analyze contextual interaction data combined with historical data in real-time



Categorizers recognize types of things and can take simple actions to deal with them within a controlled environment (warehouse robots).



Learners gather information from multiple sources to solve complex problems (Watson, wholly automated military drones).



Responders serve the needs of others by figuring out questions and situations (driverless cars, personal assistants).



Creators initiate a paradigm shift, such as inventing a new business model. They are not merely tools that people use. They have the potential to engineer actions harmful to humans.

They will change humans' relationship to technology as well as people's roles within society and the economy. Therefore, AI creators require profound thought before development.

Previous four models have three types of organization:

Stand-alone

The individual entity acts by itself to solve problems. The enterprise exercises centralized control over it by overseeing the entity as it performs.

Federation

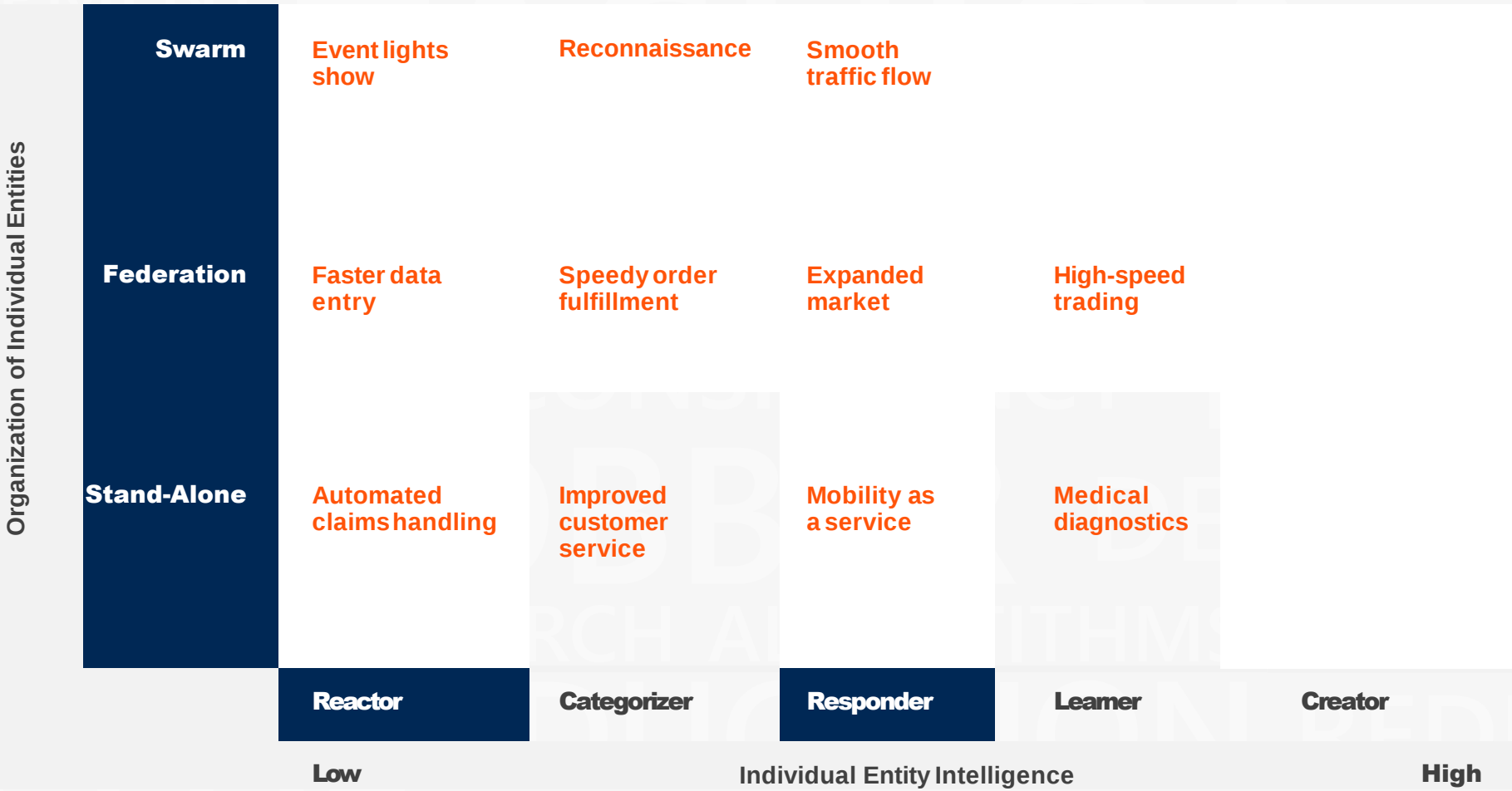
Multiple versions of an entity work in the same way but on different problems (e.g., robot advisors, personal assistants). The enterprise can exercise central control or give more autonomy to the entities.

Swarm

Multiple entities work together on the same problem (e.g., Intel light show drones, Perdix drones). Control over execution is left to the machines entirely or requires only light human management.

Use Cases for AI Application Categories

AI Strategy Framework With Examples



The Case Of AI Investment

Once you've developed a rock-solid understanding of AI and its potential applications, it's time to make a case for a pilot.

Despite the enterprise-level interest in AI projects and their potential to fundamentally change the dynamics of business value, most AI technologies are nascent at best.

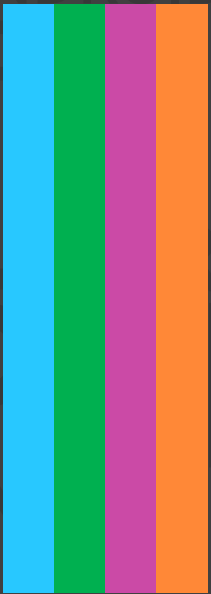
To secure financial backing for a pilot, CIOs will need to put forward a use case. This can be particularly challenging for AI, as there is no such thing as an AI business case.

Instead, the business case will be for a particular business scenario, problem, or use case that employs AI methods and techniques as part of the overall solution.

37% of organizations are still looking to define their AI strategies.

Focus on answering these four questions when you want to define an AI project

- 1. Why are you doing this project?**
- 2. For whom are you trying to deliver this solution?**
- 3. What solution and technology framework will you employ?**
- 4. How will you deliver this project?**



Thank You

Start your Enterprise AI journey.

Contact our representatives: contact@tashiq.com