

Proof of Concept: AI Integration at RPP Group

1. INTRODUCTION

As a public affairs company focused on health, RPP Group recognizes the potential of artificial intelligence (AI) to enhance our operations, streamline workflows, and improve communication with clients. This proof of concept outlines the objectives, and functionalities of integrating AI platforms into our existing processes.

2. PLATFORM OBJECTIVES

The primary objective of the internal AI platform is to increase efficiency of work, improve the quality and speed of outputs, and focus employees work on higher value tasks. As such, we foresee several main areas of work requiring AI integration:

- **Enhance Monitoring:** Utilize AI for real-time monitoring of policies, legislative changes, and industry trends (summarising large documents...)
- **Enhance client tailored analysis:** Using pre-set prompts, ensure all monitoring is tailored concretely to our clients needs, which are pre-defined and continuously updated based on ongoing work
- **Simplified Notetaking & Summarisation:** automatically capture and summarise insights from calls and meetings and share it on the AI-platform with all other colleagues.
- **Improve Collaboration:** Facilitate better teamwork among colleagues through shared AI-driven tools and resources.
- **Increase Efficiency:** Reduce the time spent on administrative tasks, allowing more focus on strategic initiatives.
- **Standardise Client Communication:** Ensure all email correspondence with clients reflects the RPP brand and follows standardized templates, with a common style of pyramidal thinking
- **Improve “internal historical knowledge”:** by linking all Sharepoint documents, provide colleagues with a holistic understanding of RPP’s history and work

Key Features for Development:

- Links with Policy Insider to ensure seamless transition to RPP outputs
- Customization for individual client needs.
- Client-specific profiles and historical work integration.
- Consistent RPP brand style.
- AI that learns from past projects and content to refine outputs.

3. PROPOSED FUNCTIONALITIES

- **SharePoint Integration:** Seamlessly incorporate SharePoint for document access and organization.



IMPACT ADVOCACY

- **Project chats with AI:** allow teams to collaborate using AI to develop documents and analysis
- **Meeting Summaries:** AI-enabled summarization of meeting conversations.
- **Proposal Generation:** Automatically generate proposals based on past work and project specifications.
- **PowerPoint presentations creation:** Generate appealing presentations.
- **Basic Information Processing:** Handle routine monitoring and data compilation.
- **Client Communication Tools:** Provide templates and drafts for client correspondence.
- **Strategic Content Development:** Outline strategies and build RPP's credentials by tracking topic-specific history and successes.
- **Compliance & Finance Review:** Develop functionality to assist with contract reviews, allowing the AI to flag high-risk clauses according to RPP's compliance standards.

Get Inspired by Following Platforms:

- **ChatGPT:** For insights, email drafting, and policy inquiries, leveraging client profiles and past documents to personalize responses.
- **Policy Insider:** A comprehensive database for tracking policy trends and regulatory changes.
- **Canva:** For brand-aligned presentations and infographics.
- **Copilot:** Aiding in document drafting and editing to ensure quality and consistency across materials.

4. DOCUMENT ACCESS AND MANAGEMENT

The platform will require access to:

- **Internal Documents:** Including policy reports, client briefs, and previous communications to align with RPP's work style and gain continuous insights from meeting transcripts.
- **External Databases:** Access to government publications, industry reports, and news through sources like Policy Insider.
- **Standardized Templates:** Ensuring brand consistency in emails and client-facing documents.

Data Security: The platform must operate as a closed system, with data secured on a controlled cloud server to maintain confidentiality. This must be done in RPP's private environment, with the highest possible protection of its proprietary data.

5. ADDITIONAL CONSIDERATIONS

- **Task Tracking:** Integrate a project management tool like Zoho for AI-supported task tracking.
- **Collaborative AI Chat:** Enable real-time collaboration through Teams integration.

6. SUCCESS STORIES

- [Deloitte PairD Chatbot](#) (answer emails, draft written content, write code to automate tasks, create presentations, carry out research and create meeting agendas).
- [AI Contract negotiation tool by Allen & Overy](#) - Harvey (draft contracts, language processing, machine learning and data analysis).

- European Commission
 - EBriefing : Generate a policy briefing (EU) following specific instructions
 - EMinutes : This prompt can be used to generate meeting minutes based on a transcript and background information
 - Terminology: Prompt that draft definitions of terms based on an input text
 - Solve a problem: find ways to address problematic situations
 - Email writing: write an email text based on a document
 - Conduct a Swot analysis: conduct a swot analysis based on a project charter
 - Document summarisation: generate a structured summary
 - Write a newsletter: write a newsletter based on a document
 - EReply-EP Question: Prompt for analysing and replying to a written question
 - Prepare for interview: generate interview questions based on a job description
 - Explore a topic: explain a topic and list all EU policies that are relevant
 - Break time: refresh your mind with a quick game
 - Explore a topic: list latest trends related to a topic and list all EU policies that ...
 - Compare: list pros and cons of an entity and propose suitable alternatives
 - Explore a topic: ask detailed questions about a specific topic, including references
 - Compare entities: compare two entities and list pros and cons
 - Entity differences: list differences between two entities
 - Sentiment analysis: perform sentiment analysis on text
 - Explain: explain something for a non-technical audience
 - Document summarisation: generate a structured summary
 - Extract information: extract and sort email addresses
 - Create a meeting agenda: generate a structured meeting based on a text
 - Analyse a document: extract entities from a document, including references to page
 - Prepare for a meeting: generate notes in simple language to prepare for a meeting