

## **\*\*Borek Solution Group x EOS: Automating Case Study Creation\*\***

In the fast-paced world of marketing, efficiency is key. EOS, a well-established marketing company operating in 15 European countries, was grappling with a time-consuming, manual process of creating case studies. Enter Borek Solution Group and their AI developer, Laida Bozzi, who introduced an innovative solution to EOS's challenge: the Case Study Generator.

### **\*\*Section 1 - The Challenge\*\***

EOS, headquartered in Germany and founded in 2020, is known for delivering high-quality marketing solutions to its clients across Europe. However, they were facing a significant challenge: creating case studies manually was labor-intensive and time-consuming. They were eager to automate this process and reduce the amount of time spent on it.

### **\*\*Section 2 - The Solution\*\***

The solution Borek Solution Group provided was the Case Study Generator-an AI tool designed to streamline the case study creation process. The tool works by interviewing both the solution provider and their client to gather necessary information. It then combines these insights into a comprehensive case study document, eliminating the need for manual work and saving considerable time.

### **\*\*Section 3 - Implementation & Collaboration\*\***

The implementation of the Case Study Generator went smoothly with no significant challenges or surprises along the way. This successful rollout was a testament to the effective collaboration between Borek Solution Group and EOS.

#### **\*\*Section 4 - Results & Impact\*\***

The impact of the Case Study Generator on EOS's operations was immediate and substantial. The company reported an impressive 80% reduction in time and manual work involved in creating case studies. This considerable decrease allowed them to focus more on their core competencies-delivering high-quality marketing solutions.

#### **\*\*Section 5 - Client Quote\*\***

"Thanks to the Case Study Generator, we've revolutionized our case study process. It's saved us time, reduced manual work, and allowed us to focus on what we do best. It's been a game-changer for EOS."

#### **\*\*Section 6 - Reflections & Closing\*\***

For the Borek Solution Group team, this project was more than just another assignment. It was an opportunity to showcase the power of AI and its potential in revolutionizing business processes. As they continue to innovate and deliver solutions, they look forward to helping more businesses overcome their challenges with the power of AI.