

## Burek Solution Group x Chiara: Automating Case Study Creation and Reducing Manual Work by 80%

### Client Overview:

Chiara is a prominent player in the marketing industry, specializing in a wide range of marketing services. Their business model focuses on delivering high-quality marketing solutions to their clients. Chiara is dedicated to efficiency and constantly seeks ways to streamline their processes and deliver faster results.

### Challenge:

Chiara faced a significant challenge with their case study creation process. The traditional method of manually creating case studies was extremely time-consuming and energy-draining, causing inefficiencies within the team. The need for an automated solution that could reduce manual work and save time became increasingly apparent.

### Solution:

Burek Solution Group developed an AI tool called "Case Study Jan" to address Chiara's challenge. This tool facilitated a conversation with the user, gathering necessary information about the case study they wanted to generate. After a 10-minute interaction, the AI would automatically generate a comprehensive case study document. This innovative solution was tailored specifically to Chiara's needs, providing an automated approach that significantly reduced the time and effort required for case study creation.

### Execution:

The implementation of Case Study Jan was seamless and well-received by Chiara. The tool was introduced into their workflow, providing an immediate solution to their time-consuming manual process. The user-friendly nature of the AI conversation interface made it easy for Chiara's team to

adapt to the new system, further enhancing its effectiveness.

#### Results:

The results of implementing Case Study Jan were transformative for Chiara:

80% reduction in manual work involved in case study creation.

Significant time savings due to automation of the case study creation process.

Increased client satisfaction due to faster delivery of case studies.

Expansion in client base due to improved efficiency.

The implementation of Case Study Jan not only improved operational efficiency but also had a positive impact on client relations and business growth.

#### Client Quote:

"We were really surprised by the efficiency of Case Study Jan. It's been a game-changer for us, reducing manual work by 80% and significantly increasing our client satisfaction." - Marketing Specialist, Chiara

#### Why This Matters:

This case study exemplifies Burek Solution Group's commitment to delivering innovative AI-powered solutions that address real business challenges. By automating Chiara's case study creation process, Burek has helped them significantly improve their operational efficiency, enhance client satisfaction, and expand their client base. The success of this project showcases the potential of AI to transform business operations and deliver tangible results.