

## Borek Solution Group x Tactica: Transforming Case Study Creation from Days to Minutes with AI

### Client Overview:

Tactica is a prominent marketing company operating across various European countries. Renowned for providing innovative marketing solutions to their clients, Tactica has established a strong presence in the industry. Their commitment to delivering effective marketing strategies has made them a trusted partner for businesses seeking to grow their market reach.

### Challenge:

Tactica was grappling with a time-consuming and labor-intensive process of manually creating case study documents. This traditional method was significantly affecting their efficiency, requiring between two to ten days to create a single document. The need for a more streamlined process became apparent as this challenge began to hinder their operational efficiency and ability to promptly deliver quality case studies.

### Solution:

Borek Solution Group introduced Kisarijan, an AI-powered tool designed to automate the creation of case study documents. This unique solution allowed Tactica's team to have a 10-minute conversation with an AI voice agent, which would then automatically generate a comprehensively formatted case study document. The tool was tailored to align with Tactica's specific needs, helping them save significant time and resources while maintaining the quality of their deliverables.

### Key Features of Kisarijan:

- AI-powered voice-agent interface for efficient data collection.
- Automated case study generation within just 10 minutes.
- Tailored formatting to meet Tactica's specific requirements.

## Execution:

The implementation of Kisarijan involved collaboration between Borek Solution Group's AI software developers and UI/UX designers, along with Tactica's marketing strategists and specialists. The project was executed seamlessly, ensuring the tool integrated well with Tactica's operations.

## Results:

The introduction of Kisarijan led to transformative results for Tactica:

- An 80% reduction in manual work, significantly improving operational efficiency.
- A 70% reduction in time spent on creating case study documents, enabling faster delivery.
- A 45% increase in their client numbers, indicating improved service delivery.

These results significantly improved Tactica's operational efficiency and capacity to serve a larger client base.

## Client Quote:

"Finishing a job in 10 minutes, which usually takes us 2-10 days, is wonderful." - Alexander, Marketing Specialist, Tactica

## Why This Matters:

This case study underscores Borek Solution Group's commitment to delivering innovative AI-powered solutions that drive real business impact. By automating Tactica's case study creation process, Barak has helped the company streamline its operations, reduce inefficiencies, and save valuable time and resources. The integration of AI in such processes represents a significant innovation in the market, highlighting the potential for time and energy savings in this niche. Moving forward, this successful project paves the way for further exploration of AI-driven solutions in various

business operations.