

## Borek Solution Group x Alta: Transforming Case Study Creation in 10 minutes only

### Client Overview:

Alta is a renowned player in the marketing industry, known for its popularity and innovative solutions. With operations spanning across 15 countries in Europe, Alta has established itself as a leader in delivering high-quality marketing strategies to diverse clientele. Their mission is to offer efficient and effective solutions that drive client success while keeping pace with the rapidly evolving marketing landscape.

### Challenge:

Alta was grappling with a significant challenge in their case study creation . The traditional method was laborious and time-consuming, often causing delays in delivering these crucial documents to clients. This inefficiency not only impacted their ability to meet client expectations promptly but also strained their resources. The urgent need was for a solution that could automate this process, improve efficiency, and maintain the quality of their case studies.

### Solution:

Borek Solution Group introduced CaseStudyGen, an AI-powered tool designed to streamline the creation of case studies. Leveraging AI capabilities, CaseStudyGen allowed Alta's team to gather relevant information swiftly and generate comprehensive case studies efficiently. The tool was tailored to align with Alta's specific needs, ensuring flexibility in formatting and adherence to their branding guidelines.

### Key Features of CaseStudyGen:

- AI-powered interface for rapid data collection.
- Automated case study generation for improved efficiency.

- Customizable templates and formats in line with Alta's branding.

#### Execution:

The implementation of CaseStudyGen spanned over two weeks, during which Borek Solution Group worked closely with Alta's team for seamless integration. The initial phase involved setting up the AI tool and customizing it according to Alta's requirements. After rigorous testing for accuracy and quality assurance, the tool was rolled out across Alta's operations, and relevant staff members were trained on its usage.

#### Results:

The implementation of CaseStudyGen delivered immediate and transformative results for Alta:

- Significant reduction in case study creation time, boosting operational efficiency.
- Increased number of case studies generated per month, enhancing Alta's service to their clients.
- Reduction in operational costs, freeing up resources for strategic initiatives.

The faster delivery of case studies also improved client satisfaction, contributing to stronger client relationships.

#### Why This Matters:

This case study underscores Borek Solution Group's commitment to providing innovative AI solutions that drive tangible business results. By automating Alta's case study creation process, Borek has helped the company enhance its operational efficiency, reduce bottlenecks, and save valuable resources. The success of this project has set a precedent for future opportunities, showcasing the potential of AI in transforming business processes.