

**\*\*Title:\*\***

## Borek Solution Group x Taktica: The Case Study Generator

**\*\*Hero Paragraph (Intro without a header):\*\***

Taktica, a significant player in the marketing industry across 15 European countries, was facing a challenge. Their case study creation process was slow and labor-intensive, eating into their valuable time. Enter Borek Solution Group and their innovative solution: the Case Study Generator. This AI tool was designed to automate and streamline Taktica's case study creation process, reducing manual work and saving precious time.

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

Taktica was grappling with a time-consuming and manual case study creation process. The marketing giant wanted to speed up this process, reduce the manual work involved, and automate it as much as possible. The stakes were high - every minute spent on creating case studies was time taken away from their core marketing initiatives.

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

The Case Study Generator by Borek Solution Group was the answer to Taktica's challenge. This AI tool works by conducting an interview with a user through an AI voice agent. Within just 10 minutes, the tool automatically produces a comprehensive case study document. The key feature that made this solution particularly effective for Taktica was its conversational interface. By replacing writing with conversation, the Case Study Generator made the process much more user-friendly and less daunting.

**\*\*Section 3 - The Results\*\***

The results were impressive. Taktica saw an 80% reduction in manual work and significant time savings with the implementation of the Case Study Generator. The AI tool had successfully

automated their case study creation process, freeing up their team to focus on other critical tasks.

#### **\*\*Section 4 - The Relationship\*\***

The collaboration between Borek Solution Group and Taktica went smoothly, despite a few minor challenges along the way. Borek Solution Group handled these bumps professionally, ensuring the successful rollout of the Case Study Generator. The project was a source of pride for Borek Solution Group, as they had successfully implemented an innovative AI solution that made a significant difference to Taktica's operations.

#### **\*\*Closing:\*\***

Reflecting on the project, Laida Bozi, a developer at Borek Solution Group, expressed pride in the team's achievement. "We are proud that we implemented something powered by AI. It's an innovative thing and a new thing," she said. The Case Study Generator project was a testament to Borek Solution Group's ability to leverage AI technology to solve real-world business challenges.

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- Solution Provider: Borek Solution Group
- Collaborator or Client: Taktica
- Project Name or Outcome: The Case Study Generator