

TABLE OF CONTENTS

THE STATE OF AI IN 2024	3
Different Business Functions' Perspective on AI	3
AI is transforming Doerscircle's Industry	7
Competitor Case Studies	9
A STRATEGIC IMPERATIVE FOR DOERSCIRCLE	10
Taking a Strategic, Tactic, and Operational view	10
The Necessity of AI Integration at All Levels	11
Operational Efficiency with AI	12
Unlocking Value from AI Initiatives	13
Doerscircle's AI Readiness	14
GETTING STARTED WITH AI FOR A SCALE-UP	16
Understanding Artificial Intelligence (AI)	16
Key Components of AI	16
Typical Journey into AI	18
TOP 5 AI USE CASES FOR DOERSCIRCLE	19
Determining Recommended Use Cases	19
Top-5 Use Cases	20
Use Case #1 - Simple ChatBot for Automated Customer Service	21
Use Case #2 - Customer Sentiment Analysis	23
Use Case #3 - Personalized Service Recommendations	25
Use Case #4 - Predictive Analytics for Customer Needs	27
Use Case #5 - Simple Internal LLM model	29
STARTING DOERCIRCLE'S AI JOURNEY	31
Optimize or Transform or Both	31
Step 1: Communicate Aspiration & Guidelines	32
Step 2: Confirm Initial Use Cases & Solutions	33
Step 3: Upskill Key Employees & Leaders	33
Step 4: Ensure Data & Tech Pre-requisites	34
Step 5: Integrate Use Case & Realize Value	35
APPENDIXES	39
Example Request for Proposal (RFP): Chatbot Implementation	39
AI Data Management and Activation Cheat Sheet for Doerscircle	42
GLOSSARY	44