TOP 5 AI USE CASES FOR finnCap Group plc

Incorporating AI into Doerscircle's operations offers a big opportunity to improve our services, simplify internal processes, and strengthen our position in the market. This chapter highlights the top five AI use cases designed for Doerscircle, combining quick wins with long-term projects.

Determining Recommended Use Cases

Choosing the right AI projects can feel overwhelming. There are so many options, and it's hard to know where to start. The Usekase 4x5 method is based on 20 years of Digital and AI strategy engagements for companies across the globe. It helps to cut through the noise and suggest AI use cases that bring the most value to our company by applying four key lenses. First, we look at the exploitation lens. This involves considering AI tools and solutions that are already proven to work. By adopting these, we can gain quick value because they have a track record of success. For example, using AI for customer service chatbots can improve response times without much risk. Next, we consider the exploration lens. This suggests more experimental use cases focused on new AI applications. While they come with more uncertainty, they offer the chance to gain a competitive edge. Investing in these areas might lead us to innovative solutions that set us apart. Think of AI-driven predictive analytics that could help us anticipate market trends before others do. Third, we focus on new revenue-generating use cases. Here, we explore how AI can open up new income streams. This could be through new products or services enabled by AI technologies. For instance, launching an AI-powered recommendation system might boost sales by suggesting products customers didn't know they wanted. Finally, we examine efficiency-gaining use cases. AI can help us streamline processes, reduce errors, and save time. By improving efficiency, we cut costs and enhance the quality of our work. Automating routine tasks with AI frees up our team to focus on more important activities. By evaluating potential AI projects through these four areas, the 4x5 framework guides us to the most promising opportunities. It ensures we're not just chasing the latest trends but making decisions that align with our business goals. In the next section, we'll introduce the top five AI use cases we've identified using the 4x5 framework. These are the opportunities we believe will bring the most benefit to our business.

Top-5 Use Cases

RECOMMENDED USE CASE	BUSINESS DOMAIN	EASE TO IMPLEMENT	BUSINESS VALUE	VALUE LEVERS
Use Case #1: Simple ChatBot for Automated Customer Service	**Sales & Marketing**	**4/5**	**5/5**	★Sales ★Customer Retention ★Customer Satisfaction
Use Case #2: Use Case #2 - Customer Sentiment Analysis	**Sales & Marketing**	**3/5**	**4/5**	★Sales ★Customer Retention ★Customer Satisfaction
Use Case #3: Use Case #3 - Personalized Service Recommendations	**Sales & Marketing**	**4/5**	**3/5**	★Customer Engagement ★Customer Retention ★Efficiency
Use Case #4: Use Case #4 - Predictive Analytics for Customer Needs	**Sales & Marketing**	**3/5**	**4/5**	★Sales ★Customer Retention ★Customer Satisfaction
Use Case #5: Use Case #5 - Simple Internal LLM Model	**All**	**4/5**	**4/5**	★Efficiency ★Quality ★Improved Knowledge Management

Use Case #1 - Simple ChatBot for Automated Customer Service

Use Case Description

Implementing a Simple Customer Service and Sales Chatbot provides an effective solution to automate responses to routine customer queries (FAQs, account setup, product guidance), recommend products, and enhance customer engagement. The chatbot aims to streamline operations and improve customer satisfaction by providing instant assistance 24/7. Suitable for companies seeking to improve efficiency without expanding customer service teams. It is called a simple chatbot because it doesn't rely on deep integrations with current systems and leverages standard answers more than NLP (Natural Language Processing) and machine learning to understand complex queries.

Rationale For Selection

Relative value of implementation (5 of 5) Increases operational efficiency and customer satisfaction. Significant positive impact on smaller companies. Immediate Benefits: Enhanced customer interaction leads to higher engagement and sales opportunities. Ease of Implementation (4 of 5) Many vendors are specialized in building and implementing Chatbots for Customer Service and Sales. They typically provide standard solutions, train them on your company's data and integrate the Chatbot with existing IT infrastructures ensuring up to date knowledge.

Benefits and Success Measurements

Enabling benefits

- ★ **Automated Responses:** Reduces workload for customer service representatives.
- ★ **24/7 Availability:** Provides support outside regular business hours.
- ★ **Consistent Communication:** Ensures uniform responses across platforms.

Key Performance Indicators (KPIs)

Customer Satisfaction Score (CSAT): Target of 80%+ satisfaction.

Average Response Time: Aim for under 5 seconds for chatbot responses.

First-Contact Resolution Rate: Target of 60-70% for issues resolved without escalation.

Query Resolution Rate: Strive for 70-80% of inquiries to be handled by the chatbot.

Escalation Rate: Aim for under 30% of queries escalated to human agents.

Budget Guidance

Basic Implementation | USD $20K-$60K
Includes: Basic setup with minimal integration and pre-built templates. Suitable for FAQ, simple queries, lead funneling

Advanced implementation | USD $10k - $30k
Includes: more sophisticated solution with some system integrations. Suitable for product recommendations, multi-channel support

Buy vs. Build

For a Simple chatbot we recommend buying if you need a cost-effective, quick-to-deploy solution for handling routine tasks like FAQs, scheduling, or basic customer inquiries. Purchasing a pre-built chatbot ensures fast implementation, allowing you to automate processes within days or weeks.

Implementation Steps

- **Step 1:** Define business goals, select a predictive analytics vendor, and assess data privacy requirements.
- **Step 2:** Evaluate and procure the right platform, negotiate contracts, and plan integration with existing systems.
- **Step 3:** Collect and clean customer data, ensuring it's structured for use in predictive models.
- **Step 4:** Set up predictive models, integrate them with your existing systems, and define KPIs for monitoring effectiveness.
- **Step 5:** Conduct A/B testing, monitor KPIs, and optimise predictive models based on real-world performance.
- **Step 6:** Deploy the solution, track performance, and optimise based on customer feedback and KPIs.
- **Step 7:** Use insights to refine predictive models, adjust strategies, and optimise customer interactions based on evolving needs.

Monday morning actions

Identify Your Business Needs

Start by defining the primary reasons for implementing a chatbot. Evaluate the potential benefits, including desired outcomes like improved customer satisfaction. Reflective question: What specific customer service challenges do I want the chatbot to address, and how will it benefit the business?

Mobilize Key Resources

Engage internal teams like customer service and IT early in the project to align on goals and provide necessary support. This ensures the implementation process runs smoothly and meets business objectives. Reflective question: Which employees (e.g., from customer service, IT) do I need to involve to ensure successful chatbot implementation?

Find the Right Vendor Partner

Look for those offering some integration requirements and comprehensive training for effective use. Search terms like "Top chatbot vendors for customer service" or "Best chatbot solutions 2024" on Google, and explore review sites like G2 or Capterra for detailed comparisons.

Use Case Dos

- **Collect and Analyze Relevant Data**: Gather customer interaction data, purchase history, and feedback to build predictive models.
- **Invest in the Right Technology**: Choose platforms or software capable of integrating with your systems and scaling with business growth.
- **Continuously Improve Models**: Regularly test and optimize predictive models to enhance accuracy and adapt to changing customer behavior.
- **Ensure Compliance and Privacy**: Protect customer data and comply with regulations (e.g., GDPR) to maintain trust and avoid legal issues.

Use Case DONTs

- **Rely on Incomplete Data**: Avoid using limited or outdated data, as it can lead to inaccurate predictions and poor decisions.
- **Overcomplicate Predictions**: Don't make overly complex predictions that can't be practically applied to everyday customer interactions.
- **Neglect Cross-Device Integration**: Failing to optimize predictive models for all devices and channels can lead to missed opportunities.
- **Forget to Train Your Team**: Ensure your customer service and marketing teams understand how predictive analytics can support their work.

Impact Case Study

A Global Retail Company experienced 15% increase in online conversions and 25% more engagement in online product sessions. Additionally, customers using the bot were 11% more likely to complete a purchase, showing the chatbot's effectiveness in boosting sales and supporting decision-making

Use Case #2 - Customer Sentiment Analysis

Use Case Description

Customer sentiment analysis involves using AI and natural language processing to assess customer opinions and emotions from interactions such as reviews, social media posts, and surveys. This helps businesses gain insights into customer satisfaction and improve products, services, and overall brand perception.

Benefits and Success Measurements

Enabling benefits

★ **Sentiment Analysis:** Identifies customer emotions to help businesses address pain points and improve satisfaction.

★ **Real-Time Insights:** Provides quick, actionable feedback on customer sentiment, enabling faster adjustments to services.

★ **Scalability:** Allows businesses to process volumes of customer feedback without additional resources, supporting growth.

Key Performance Indicators (KPIs)

Customer Satisfaction Score (CSAT): Aim for a 5-10% improvement in CSAT by responding more effectively.

Churn Rate: Target a 5-8% reduction in churn by addressing negative sentiments before they lead to customer loss.

Customer Engagement Rate: Strive for a 10-15% increase in engagement by tailoring responses based on sentiment insights.

Response Time: Aim for a 10-15% decrease in average response time by addressing negative sentiment more promptly.

Brand Sentiment Shift: Track a 5-7% improvement in overall brand sentiment, aiming for more positive customer perceptions over time.

Rationale For Selection

Relative value of implementation (4 of 5) Sentiment analysis delivers immediate value by enhancing customer support, product development, and marketing efforts. It can be implemented in smaller teams, providing significant insights into customer behavior and satisfaction across channels. **Ease of Implementation (3 of 5)** While sentiment analysis offers significant benefits, it requires expertise in data management, AI tools, and NLP. Businesses without in-house AI capabilities can use sentiment analysis platforms to simplify the process. With the right resources, the implementation can yield valuable insights for improving customer experience and business strategies.

Budget Guidance

Basic Implementation | USD $13K-$40K
Includes: Includes setup, integration with existing systems, and staff training.

Advanced implementation | USD $25K-$60K
Includes: Includes software renewal, regular model updates, data management, and human oversight.

Buy vs. Build

We recommend buying a sentiment analysis solution. It is more cost-effective and quicker than building one. It provides faster implementation and access to advanced features without the need for extensive technical expertise. Off-the-shelf solutions are scalable and come with ongoing support, allowing you to focus on your core business. Purchasing ensures you can leverage the latest AI technology without high development costs.

Implementation Steps

- **Step 1:** Identify clear business goals and key performance indicators (e.g., CSAT, sentiment trends) to guide the implementation.
- **Step 2:** Select a sentiment analysis solution that fits your needs, ensuring compatibility with your existing systems for smooth integration.
- **Step 3:** Gather relevant customer feedback from multiple sources and integrate the tool with existing platforms to collect real-time data.
- **Step 4:** Configure the tool to analyze customer feedback based on specific metrics, tailoring it to understand your business's unique customer language.
- **Step 5:** Track sentiment trends, identify patterns, and refine the tool by adding new data to enhance its accuracy and effectiveness.
- **Step 6:** Generate reports based on sentiment findings and use insights to drive strategic decisions and improve customer experience.
- **Step 7:** Optimization: Monthly updates on sentiment model accuracy (KPI: Quarterly reduction in negative feedback).

Monday morning actions

Identify Your Sentiment Analysis Goals

Begin by defining what you aim to achieve with sentiment analysis. Consider objectives like improving customer satisfaction, reducing churn, and boosting brand loyalty. Reflective question: What specific outcomes do I want from sentiment analysis, and how will these improve customer relationships and business performance?

Choose the Right Sentiment Analysis Tool

Research sentiment analysis platforms that align with your company's needs. Prioritize tools that integrate easily with your existing feedback channels and are scalable as your customer base grows. Check reviews, case studies, and product demos to ensure the solution fits your business.

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Use Case Dos

- **Integrate Feedback Channels**: Integrate sentiment analysis tools with existing customer feedback channels (e.g., surveys, social media, customer service logs) to ensure comprehensive data collection.
- **Prioritize Real-Time Tracking**: Prioritize real-time sentiment tracking to address negative feedback quickly and improve customer experience.
- **Continuously Train Models**: Continuously train the sentiment analysis model to adapt to evolving customer language and trends.
- **Segment Feedback**: Segment customer feedback based on factors like demographics and purchase history to make insights more actionable and targeted.

Use Case DONTs

- **Rely Solely on Sentiment Analysis**: Relying solely on sentiment analysis for decision-making can lead to incomplete strategies.
- **Use Poor-Quality Data**: Poor-quality or incomplete customer feedback can result in misleading sentiment results, so ensuring data quality is crucial.
- **Lack Human Oversight**: Human oversight is necessary to validate and refine insights, ensuring the accuracy of the findings.
- **Overcomplicate the Process**: Trying to capture every sentiment can overcomplicate the process; focus on key touchpoints and critical feedback for more actionable analysis.

Impact Case Study

A scale-up in the tech industry implemented sentiment analysis and saw a 20% increase in customer satisfaction within three months. By leveraging sentiment data, the company addressed issues in real-time, reducing churn by 12% and improving customer retention by 18%. Engagement on customer-facing channels grew by 25%, with more customers interacting with personalized content tailored to their sentiment.

Use Case #3 - Personalized Service Recommendations

Use Case Description

Implementing personalized service recommendations offers tailored service suggestions by analyzing user behavior and preferences. Reduces marketing costs by focusing on relevant content. Increases conversion rates and improves user engagement by delivering personalized experiences. This use case is relevant for companies that wish to improve their user experience. It is especially relevant for service providers that wish to create better customer engagement leading to higher sales conversions and improved customer retention.

Rationale For Selection

Relative value of implementation (4 of 5) Companies implementing personalized service recommendations experience an immediate boost of engagement that helps drive target marketing. It can be implemented in smaller teams and thereby create instant value on both a small and large scale. Ease of Implementation (3 of 5) While implementing personalized service recommendations is not difficult, it does require moderate expertise and resources to manage the data, configure algorithms, and ensure the system integrates smoothly across all touchpoints. Businesses without a strong technical team may find it more challenging, but off-the-shelf solutions can help make the process much easier. With the right tools and support, it has great potential for driving engagement and conversions.

Benefits and Success Measurements

Enabling benefits

★ **Personalization of Recommendations:** Delivers tailored content based on user behavior and sentiment, improving engagement.

★ **Customer Experience:** Enhances user satisfaction by providing relevant, personalized suggestions at the right time.

★ **Data Utilization:** Leverages customer data to continuously refine and optimize recommendations.

Key Performance Indicators (KPIs)

Conversion Rate: Target a 10-15% increase in conversions driven by personalized recommendations.

Engagement Rate: Aim for a 15-20% improvement in user interaction and time spent on the platform.

Customer Retention Rate: Strive for a 5-10% increase in customer retention through relevant recommendations.

Marketing ROI: Target a 10-15% reduction in marketing costs by focusing on high-value, personalized offers.

Customer Satisfaction Score (CSAT): Aim for 75-80% satisfaction by delivering relevant, timely recommendations.

Budget Guidance

Basic Implementation | USD $24K-$100K
Includes: SaaS platform subscriptions, data integration, algorithm customization, testing, and optimization.

Advanced implementation | USD $5K-$24K annually
Includes: Ongoing support and updates, optimization, and adjustments.

Buy vs. Build

We recommend buying a personalized service recommendation platform from a reputable vendor that fits your needs. This option allows you to quickly implement a scalable solution, benefiting from advanced features without the complexities and high costs of building in-house.

Implementation Steps

- **Step 1:** Define business goals, select the right vendor, and assess data/privacy requirements.
- **Step 2:** Platform Selection and Procurement: Evaluate vendors, negotiate contracts, and finalize integration requirements.
- **Step 3:** Collect, clean, and integrate customer data with the platform, ensuring proper data flow.
- **Step 4:** Set up recommendation algorithms, customize user interfaces, and establish personalization rules. Define KPIs to measure accuracy and quality of algorithms.
- **Step 5:** Conduct A/B testing, monitor KPIs, and adjust recommendations for better performance.
- **Step 6:** Deploy the solution, track performance, and optimize based on feedback and KPIs.
- **Step 7:** Use analytics to identify areas for improvement and update algorithm and workflows.

Monday morning actions

Identify Your Needs and Goals

Start by defining the primary objectives for implementing personalized service recommendations. Consider the desired outcomes, such as improving customer engagement, increasing conversions, and reducing marketing costs. Reflective question: What specific business goals do I want to achieve with personalized service recommendations, and how will this drive long-term growth?

Select the Right Technology Platform

Look for a SaaS solution that integrates seamlessly with your existing systems and is scalable for future growth. Focus on platforms that offer ease of use, strong customer support, and customizable features. Explore reviews and case studies to ensure the solution fits your industry needs.

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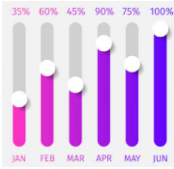
Use Case Dos

- **Collect and Analyze Relevant Data**: Gather data on customer behavior, preferences, and past interactions to ensure your recommendations are accurate and valuable.
- **Choose the Right Technology**: Invest in a platform or software that integrates easily with your existing systems and scales with your business growth.
- **Continuously Test and Optimize**: Regularly A/B test recommendation models and adjust them based on user feedback and performance metrics to improve relevance.
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Use Case DONTs

- **Overwhelm Users with Too Many Recommendations**: Avoid bombarding users with excessive suggestions, as this can lead to confusion or irritation, reducing the effectiveness of your recommendations.
- **Rely on Limited Data**: Don't base recommendations solely on basic data; incorporate behavioral, contextual, and dynamic data to improve relevance over time.
- **Forget to Educate Your Team**: Don't leave your customer service or marketing teams uninformed. Ensure they understand how personalized recommendations work.
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Impact Case Study

A scale-up in the e-commerce industry implemented personalized recommendations and saw a 25% increase in conversion rates within six months. By analyzing user data, the company reduced marketing costs by 20% by targeting only the most relevant segments. User engagement surged by 30%, with customers spending more time on the platform. The company also experienced a 15% improvement in customer retention, showing the long-term impact of delivering tailored experiences.

Use Case #4 - Predictive Analytics for Customer Needs

Use Case Description

Implementing predictive analytics for customer needs leverages advanced data analysis to anticipate future customer requirements and behaviors. By forecasting trends, preferences, and potential actions, businesses can proactively address customer needs, improving service delivery and optimizing product offerings. This approach enhances customer satisfaction by providing the right solutions at the right time, driving both engagement and long-term loyalty. It's particularly valuable for companies that aim to increase retention, reduce churn, and create more personalized customer interactions.

Rationale For Selection

Relative value of implementation (4 of 5) Implementing predictive analytics provides significant value by helping businesses anticipate and address customer needs more efficiently. The impact on customer satisfaction, retention, and sales is substantial. Companies of all sizes can benefit from the insights predictive analytics offers. **Ease of Implementation (3 of 5)** While predictive analytics can yield high returns, businesses without strong data analytics teams may face challenges, but accessible off-the-shelf tools can simplify implementation. With the right infrastructure and support, the process can be manageable and rewarding.

Benefits and Success Measurements

Enabling benefits

- ★ **Predictive Insights:** Leverages data to forecast future customer needs, driving more relevant interactions and better service.
- ★ **Customer Retention:** By predicting potential churn and addressing needs, businesses can enhance customer loyalty.
- ★ **Operational Efficiency:** Predictive models streamline operations by anticipating customer behavior.

Key Performance Indicators (KPIs)

Customer Retention Rate: Aim for a 10-15% increase in retention by identifying and addressing customer needs before they churn.

Conversion Rate: Target a 20-25% increase in conversions through timely, personalized offers based on predictive insights.

Churn Rate: Strive for a 10-15% reduction in churn by identifying at-risk customers early and offering tailored solutions.

Customer Lifetime Value (CLV): Increase by predicting and delivering the right products or services over time.

Customer Satisfaction Score (CSAT): Aim for a 75-80% satisfaction by anticipating customer needs and providing proactive solutions.

Budget Guidance

Basic Implementation | USD $20K-$60K
Includes: Pre-built predictive analytics platforms like Salesforce Einstein, HubSpot, or Microsoft Azure AI.

Advanced implementation | USD $10K-$30K annually
Includes: Ongoing support, model updates, and optimizations.

Buy vs. Build

We recommend buying the predictive analytics platform tailored for customer needs forecasting, as it enables quick implementation with proven models and integrations. This option provides immediate access to robust tools for data analysis and predictive modeling, reducing the complexity of building an in-house solution. If your business has a strong technical team and unique customer data requirements, building a custom solution could provide greater flexibility. However, purchasing a pre-built solution is the preferred choice for maximizing speed to market.

Implementation Steps

- **Step 1:** Define business goals, select a predictive analytics vendor, and assess data privacy requirements.
- **Step 2:** Evaluate and procure the right platform, negotiate contracts, and plan integration with existing systems.
- **Step 3:** Collect and clean customer data, ensuring it's structured for use in predictive models.
- **Step 4:** Set up predictive models, integrate them with your existing systems, and define KPIs for monitoring effectiveness.
- **Step 5:** Conduct A/B testing, monitor KPIs, and optimize predictive models based on real-world performance.
- **Step 6:** Deploy the solution, track performance, and optimize based on customer feedback and KPIs.
- **Step 7:** Use insights to refine predictive models, adjust strategies, and optimize customer interactions based on evolving needs.

Monday morning actions

Define Business Need

To find out the need and potential impact of this use case, research and take inspiration from other companies benefiting from this technology. Reflective Question: How will predicting customer needs improve our current processes, and what tangible benefits can we expect in terms of customer satisfaction, retention, or sales?

Select the Right Analytics Platform

Research and choose an analytics platform that suits your business size and needs. Look for platforms that provide pre-built models for customer prediction and can integrate easily with your current systems. Search for platforms with strong customer support and scalability to meet future demands. Use review sites like G2 or Capterra to compare options.

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Use Case Dos

- **Collect and Analyze Relevant Data**: Gather customer interaction data, purchase history, and feedback to build predictive models.
- **Invest in the Right Technology**: Choose platforms or software capable of integrating with your systems and scaling with business growth.
- **Continuously Improve Models**: Regularly test and optimize predictive models to enhance accuracy and adapt to changing customer behavior.
- **Ensure Compliance and Privacy**: Protect customer data and comply with regulations (e.g., GDPR) to maintain trust and avoid legal issues.

Use Case DONTs

- **Rely on Incomplete Data**: Avoid using limited or outdated data, as it can lead to inaccurate predictions and poor decisions.
- **Overcomplicate Predictions**: Don't make overly complex predictions that can't be practically applied to everyday customer interactions.
- **Neglect Cross-Device Integration**: Failing to optimize predictive models for all devices and channels can lead to missed opportunities.
- **Forget to Train Your Team**: Ensure your customer service and marketing teams understand how predictive analytics can support their work.

Impact Case Study

A retail company used predictive analytics to forecast customer demand and saw a 20% reduction in stockouts, resulting in improved sales and customer satisfaction. By anticipating customer needs, the company also reduced churn by 12%, demonstrating the long-term impact of predictive insights.

Use Case #5 - Simple Internal LLM Model

Use Case Description

Implementing an internal Language Learning Model (LLM) can streamline various company processes, such as automating report generation, providing rapid document summarization, and supporting internal communication. By embedding an LLM in the company's knowledge management systems, employees gain quick access to insights, reducing response times and boosting productivity. The model can be trained on company-specific data to ensure relevance and accuracy, offering tailored solutions that align with organizational needs and enhance operational efficiency.

Rationale For Selection

Relative value of implementation (4 of 5) An internal LLM model can significantly enhance internal workflows, streamline document processing, and support faster decision-making, providing substantial value to medium and large organizations. Ease of Implementation (4 of 5) Deploying a pre-trained LLM with customization to suit company-specific needs is straightforward, especially with cloud-based services. Implementation requires a modest technical setup and integration into existing platforms.

Benefits and Success Measurements

Enabling benefits

★ **Improved Knowledge Management:** The LLM ensures consistency and speed in accessing relevant company documents and insights.

★ **Reduced Workload for Routine Tasks:** Automates report generation and summary creation, allowing staff to concentrate on more strategic work.

★ **Enhanced Communication Efficiency:** Responds to employee queries and internal documents with higher accuracy.

Key Performance Indicators (KPIs)

Employee Productivity Rate: Target a 10-15% increase by reducing manual work.

Time Saved on Routine Tasks: Aim for a 20-25% reduction in time spent on document review and report generation.

Response Time for Internal Queries: Decrease by 30-40% as the LLM provides instant responses.

Accuracy of Generated Documents: Maintain at least 95% accuracy in document summarization.

User Adoption Rate: 80% of employees use LLM regularly.

Budget Guidance

Basic Implementation | USD $10K-$40K
Includes: Cloud-based services like OpenAI, Hugging Face, or AWS, integrated with existing software.

Advanced implementation | USD $5K-$20K annually
Includes: Ongoing costs for cloud-based services, model updates, and optimizations.

Buy vs. Build

For implementing an internal LLM model for document automation and knowledge management, we recommend buying an existing platform. Opting to buy ensures rapid deployment and comes with pre-built features and integrations that minimize the complexity of setup. Off-the-shelf LLM solutions are designed to integrate smoothly with existing systems and provide reliable support for scalability. It is possible to integrate a public LLM (e.g., OpenAI's GPT, Cohere, etc.) and use internal data without sharing that data with the world, but it requires careful setup to ensure data security and privacy.

Implementation Steps

- **Step 1:** Define the specific use cases for the LLM (e.g., document summarization, report automation, internal FAQs). Assess privacy requirements and security implications.
- **Step 2:** Choose and procure an LLM platform suitable for internal needs, such as OpenAI's API or local deployment of models like GPT-4.0.
- **Step 3:** Prepare company data for model training and customization, ensuring it's clean and relevant.
- **Step 4:** Integrate the model with internal tools (e.g., document management systems, internal chat platforms).
- **Step 5:** Pilot the LLM with a small team to collect feedback, monitor KPIs, and adjust as needed.
- **Step 6:** Deploy organization-wide, train employees on usage, and establish a feedback loop for ongoing improvements.
- **Step 7:** Regularly review the model's performance, make updates, and expand functionalities as the organization's needs evolve.

Monday morning actions

Define Business Need

Identify which processes (e.g., report writing, knowledge sharing) could benefit most from LLM integration. Evaluate existing time expenditure on these tasks to quantify potential efficiency gains.

Select LLM Options

Begin researching and comparing available LLM platforms that offer customization, scalability, and strong security measures. Visit review sites like G2 or Gartner for insights.

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Use Case Dos

- **Select the Right Model**: Choose an LLM that fits the company's size and integration capabilities, such as GPT models or custom transformer-based models.
- **Prioritize Security**: Ensure that internal data used for training and operation is secure and complies with data privacy regulations.
- **Train with Relevant Data**: Use company-specific data to enhance the relevance and accuracy of responses.
- **Monitor and Optimize Regularly**: Continuously evaluate the performance of the model and refine it for better outcomes.

Use Case DONTs

- **Use Generic Data Only**: Avoid relying solely on generic data, as it might not capture company-specific terminology or processes.
- **Neglect Employee Feedback**: Overlook feedback at your peril; user experience and acceptance are crucial for success.
- **Ignore Updates and Retraining**: The initial model will need adjustments over time to stay effective.
- **Underestimate Integration Needs**: Ensure seamless integration with current software and workflows to avoid operational disruptions.

Impact Case Study

A medium-sized tech company leveraged an internal LLM to assist with document processing and saw a 25% reduction in time spent on manual data entry and report writing, leading to improved workflow efficiency. The quality of internal documentation and knowledge sharing also improved by 20%, as the LLM ensured consistency and thoroughness in responses.