Gen AI Use cases- Knowledge Management

The primary application of Generative AI revolves around leveraging knowledge management systems to facilitate effortless retrieval of information. This is achieved through virtual assistants or by seamlessly presenting relevant information within applications.

To achieve this, information/knowledge can be sourced from three primary channels:

 a) **Existing company repositories**, including files stored locally in diverse formats, as well as platforms like SharePoint and OneDrive.

b) **Tribal knowledge** possessed by individuals within the organization.

c) **External sources** beyond the organization's boundaries.

This knowledge management usecases can be categorized into various business units such as

- Marketing
- Sales
- Operations
- Customer service

Below, you'll find applicable use cases across each of these units. However, it's important to note that these are just a few examples out of many potential use cases.

Marketing

- Generate creative scenarios for marketing campaigns
- Generate ideas for new marketing innovations
- Generate pictures and videos based on a text scenario

Sales

- Generate personalized sales collateral, such as emails, proposals, and presentations, tailored to the specific needs and preferences of each prospect
- Market Trend Analysis

Operations

- Email classification (importance, urgency, etc)
- Create meeting summaries and highlights
- Facilitate rapid retrieval of skills and competencies for accelerated turnaround

Customer Service

- Automated Customer support
- Multilingual Support- Generative AI-powered language processing capabilities enable organizations to provide support in multiple languages

Benefits:

- Enhanced Team Productivity
- Elevated competency level across organization
- Improved decision making