Centrus

AI: 10 ROUTES TO BUSINESS SUCCESS

A manager's guide to deploying AI in their business

Contents

Understanding the AI landscape

While 57% of UK businesses are adopting AI, SMEs lag at 29%, creating a significant opportunity (according to IBM's Global AI Adoption Index 2023). The AI revolution is evidently here, but confusion around the matter persists. Understanding the AI landscape can help decision makers take the best choices in their circumstances.

AI reality vs exaggeration
Artificial intelligence for business has been exaggerated to sell a dream to leaders. AI cannot replace human judgement, not operate without accurate data sources, or solve a problem the way employees and teams do.

Simply put, AI will help employees analyse data with more perspectives, allow for task automation to reduce manual labour efforts, and can certainly help in decision making. However it must be

that it is a digital tool and cannot fully provide the dream.

Implementation expectations
Using an AI software as your new powerhouse of information takes time. The initial solution might take 2–3 months to implement with complex integrations taking longer. So it is important to find the best solution for your needs and make it worth the time you invest in setting it up.

Target high–impact tasks to begin with, to reap the rewards sooner.

UK AI Adoption: Large vs. Small Businesses

● SMEs   ● Large Organisations

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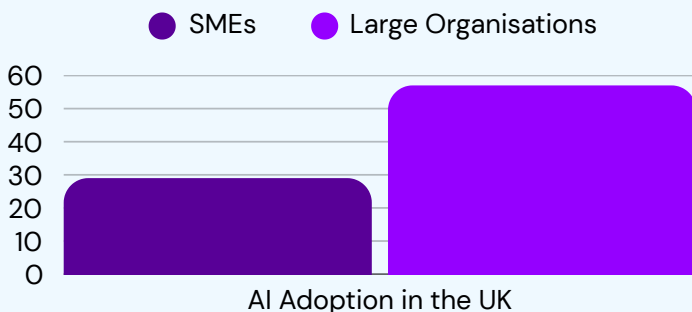
2 Identifying Operational Opportunities

Before AI implementation, identify where it adds maximum value. According to McKinsey's "The State of AI in 2023" report, businesses that systematically identifying opportunities are 1.6x more likely to see substantial value.

AI-readiness assessment:
Take an audit of your business data and organisation. Look into your data quality and accessibility, your people's flexibility for change.

Also, consider your current technical capabilities and outline your integration options, which would be best for you.

Mapping workflows:
Firstly, consider your objectives and how your new AI integration could help you achieve this. Then you can consider the manual repetitive tasks, pinpoint the information bottlenecks, and the areas prone to human errors that all slow down your progress for these objectives.
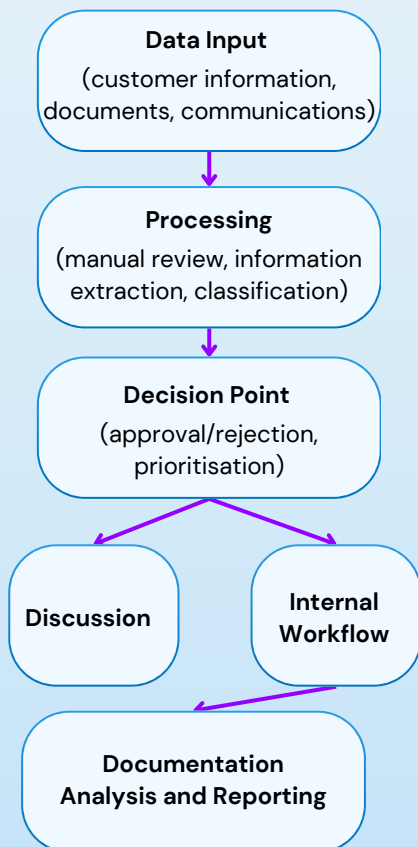
Prioritising for ROI:
if you've identified your workflows, and cannot cover all needs, you must then prioritise your integrations with the most cost-effective solution. ROI can be monetary success, but also consider values like time and quality.

Make sure to choose processes that can be measured with clear success metrics and with manageable complexity for the end user.
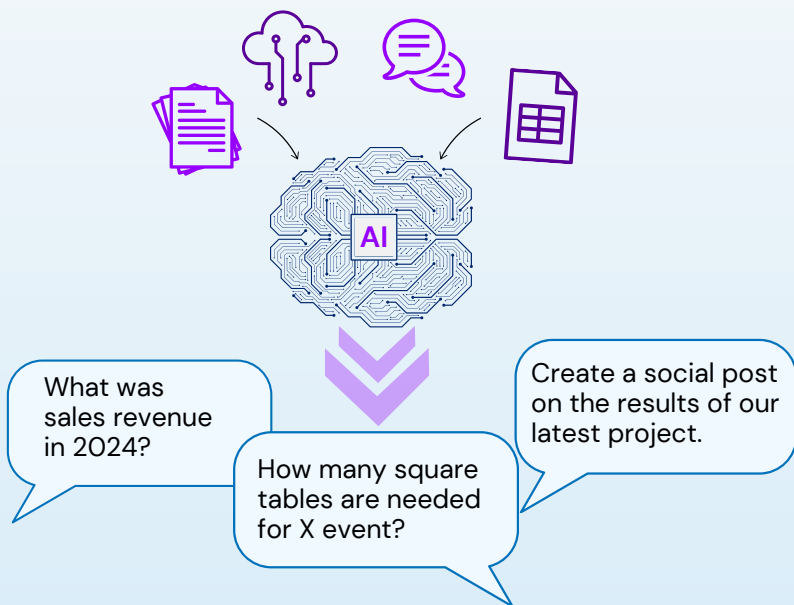
Data driven insights:
Analyse the benefits of using AI and how your employees use it to calculate how much time you are saving. You should also review user feedback, from your staff and/or your customers, examine how many people are using it, and compare your performance benchmarks.

Data Input
(customer information, documents, communications)

↓

Processing
(manual review, information extraction, classification)

↓

Decision Point
(approval/rejection, prioritisation)

Discussion   **Internal Workflow**

Documentation Analysis and Reporting

Enhancing Knowledge Sharing & Retrieval

Quick access to information is vital. IDC research shows knowledge workers spend 2.5 hours daily searching for information.

AI

What was sales revenue in 2024?

How many square tables are needed for X event?

Create a social post on the results of our latest project.

Centralising knowledge:
AI is able to help businesses finally have a true holistic software that brings together all formations of documentation, from Microsoft Word to PNG file, voice-notes and more.

You can choose to incorporate structured and unstructured data with AI being able to read most types. Though, to keep your data tidy within the AI software, it's recommended to implement versions and access controls so all users know the age of the information and what information they individually have access rights to.

Intelligent search:
If you've used conversational AI search software before, you'll know that AI can answer questions written in any style, helping those who might not be asking in their first language or who have difficulty explaining their problems. AI softwares, like Centrus AI, enable natural language queries and semantic searches for context. AI search also enables personalised search results and can provide relevant snippets for their users.

Breaking down silos:
Silos hold businesses back in achieving synergy and teamwork. AI, like Centrus, can allow for cross-functional knowledge bases with data access controls using tagging systems to protect sensitive or private information.

AI can allow for a true culture of sharing and working together for better.

Measuring utilisation:
Using the AI software's dashboard, you can assess search queries, document access and how much use your teams get out of the AI tool. You should measure time saved to see how effective the tool truly is and to help you decide what route to take next.

4 Automating Repetitive Tasks

Automation offers immediate and tangible benefits. According to Deloitte's 2023 Automation with Intelligence survey, UK organisations implementing intelligent automation see an average cost reduction of 24%.

Identifying high-volume, low-complexity tasks:
Many lower-grade job roles require repetitive small tasks for keeping documents tidy and up to date. Some examples of this include:

1) Routine communications, could benefit from AI with tailored responses for queries. 2) Reporting, would use AI to automate regular reporting and dashboard updates. 3) Workflow approvals could also benefit from AI by streamlining approval processes with automated routing.

**Starting small with proven tools:**
For a safe, low-risk approach, you can begin with well-defined processes for clear results. Then you can choose established solutions with proven ROI in your sector.

Once you have found which tools are most effective, you can choose your established solutions with a proven ROI in your industry. Make sure to implement in parallel before a full transition. This will minimise disruptions to your people's working day.

Calculating time savings and resource reallocation:
Begin by measuring current manual process times and then document the time saved and error reduction benefits of your AI tool.

Then you can begin retraining plans for staff to focus on higher-value tasks. Involve staff in identifying new opportunities to cut costs and save time with AI.
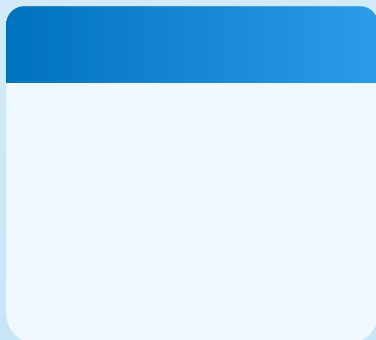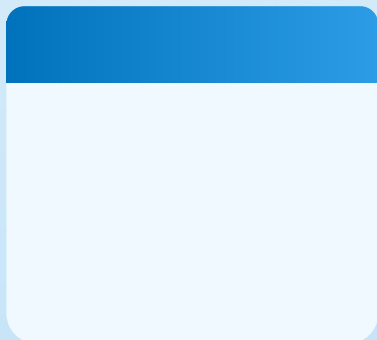
Ensuring smooth human–automation handoffs:

- Design clear exception-handling procedures.
- Create intuitive notifications for human intervention.
- Establish clear ownership of automated process outcomes.
- Maintain visibility of automated process status.

Creating feedback loops for continuous improvement

Despite AI being incredibly useful, there are times it can hallucinate data and make mistakes. This means you must ensure you have risk mitigations in place to keep your AI feedback in check.
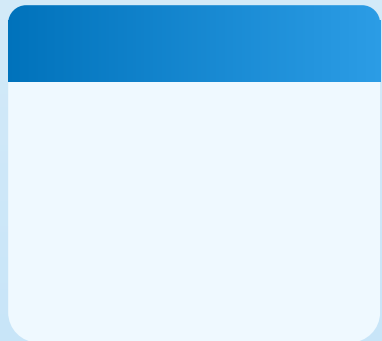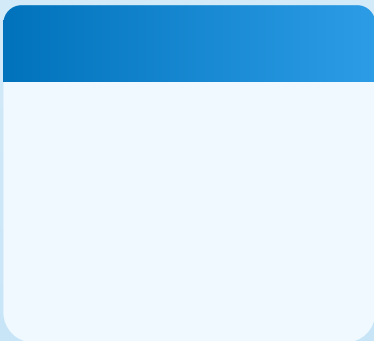
You can do this by regularly reviewing the automation performance, schedule reviews of your automation rules, and create communication channels for employee suggestions and feedback.

Enhancing Customer Experience

Customer experience is a key battleground. A PwC study shows 73% of UK consumers value experience in purchasing decisions, and 42% are willing to pay more for a positive experience. AI personalises these experiences at scale.

Key Points:
- Using AI for Personalised Customer Interactions:
  - Tailored recommendations based on purchase history.
  - Consistent brand voice in customised communications.
  - Individual pricing and offers.
- Implementing 24/7 Support:
  - Deploy AI chatbots for common enquiries.
  - Seamless handoffs to human agents for complex issues.
  - Build comprehensive knowledge bases.
  - Implement multilingual support.
- Analysing Customer Behaviour for Proactive Service:
  - Predict customer needs based on lifecycle and behaviour.
  - Automate follow-ups after milestones.
  - Anticipate support needs.
- Balancing Automation with Human Touch:
  - Ensure easy escalation to human support.
  - Reserve complex and emotional interactions for human agents.
  - Use AI to augment human agents with real-time information.
  - Maintain brand voice in automated communications.
- Measuring Customer Satisfaction Improvements:
  - Track NPS, CSAT, and CES.
  - Measure resolution time and first-contact resolution.
  - Monitor customer retention.
  - Analyse sentiment across channels.

6 Data-Driven Decision Making

Moving from gut–feeling to data–informed decisions is crucial. McKinsey reports that organisations with advanced analytics are 2.3x more likely to outperform their peers. AI accelerates this process.

ey Points:
Creating Real-Time Business Intelligence Dashboards:
Implement visualisations of key performance indicators.
Connect data sources for consolidated views.
Create customised views for different roles.
Design actionable alerts for changes.
Moving from Reactive to Predictive Analysis:
Shift to forward-looking predictive models.
Identify leading indicators.
Create early warning systems.
Test multiple scenarios.
Democratising Data Access:
Create self-service analytics tools.
Implement data governance.
Provide data literacy training.
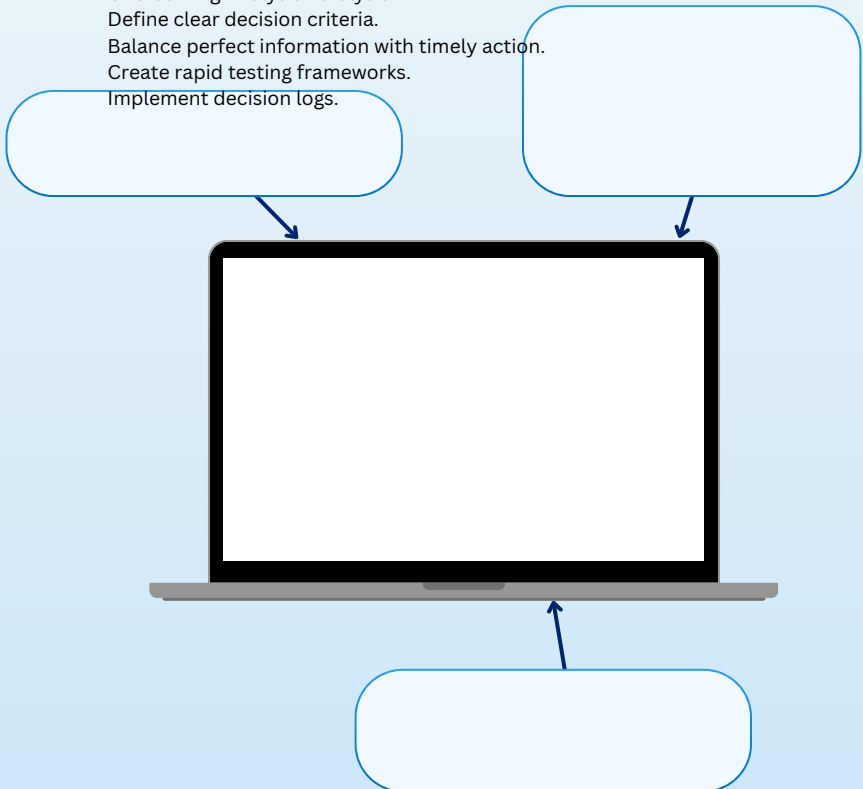Encourage cross-functional data sharing.
Overcoming Analysis Paralysis:
Define clear decision criteria.
Balance perfect information with timely action.
Create rapid testing frameworks.
Implement decision logs.

Streamlining Employee Onboarding & Training

Effective onboarding and continuous training are vital for success, but can be challenging to deliver consistently. Research by the Brandon Hall Group shows that strong onboarding improves new hire retention by 82% and productivity by over 70%. AI can personalise and scale these processes.

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Enhancing Communication & Collaboration

In today's distributed work environments, effective communication is essential. A study by the Institute for Corporate Productivity found that companies promoting collaboration are 5x more likely to be high performing. AI tools enhance how teams connect and share information.

AI Tools for Meeting Summarisation and Action Items:
Automatically capture key discussions.
Extract and assign action items with deadlines.
Create searchable meeting archives.
Enable focus on discussion.
Intelligent Project Management Assistance:
Predict potential bottlenecks.
Suggest task prioritisation based on dependencies.
Automate progress reporting.
Identify patterns in project success.
Breaking Down Language and Communication Barriers:
Implement real-time translation for international teams.
Enhance clarity of written communications.
Identify and suggest improvements for ambiguous messages.
Create standardised terminology.
Asynchronous Collaboration Improvements:
Provide context-aware status updates.
Create intelligent commenting systems.
Develop AI assistants for out-of-hours queries.
Enable seamless handoffs across time zones.

Integrating Business Data for AI Success

AI success hinges on data quality and accessibility. According to IBM, data quality (34%) and complexity (25%) are top barriers to AI adoption. Organisations with effective data integration see 2.5x higher ROI.

Auditing Third-Party Systems and Integration Potential:
Catalogue your SaaS platforms and business tools.
Evaluate API capabilities and documentation.
Assess current data exchange methods.
Identify manual processes for automation.
Creating Unified Data Pipelines:
Implement middleware to connect systems.
Develop automated workflows across platforms.
Map data fields for consistent information flow.
Design architectures for multi-source data access.
Ensuring Compliant Data Exchange:
Implement secure API authentication.
Create data transformations for regulatory compliance.
Develop logging for data movements.
Maintain comprehensive audit trails.
Implementing Cross-Platform Data Orchestration:
Establish ownership of integration points.
Create policies for integration failures and retries.
Develop monitoring for integration health.
Implement continuous testing of data flows.

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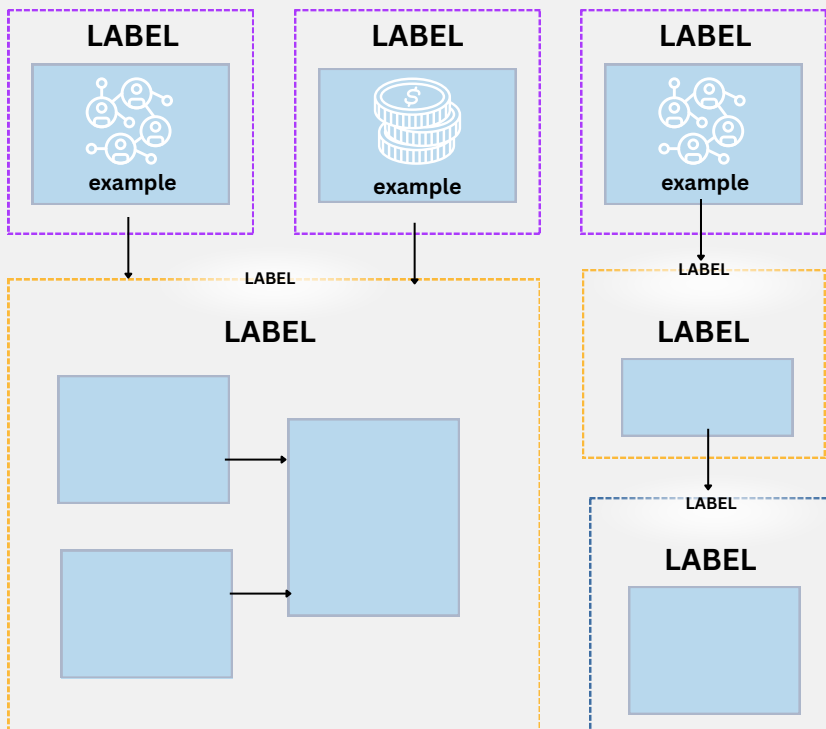
10 Your AI Implementation Journey

A clear AI strategy delivers 3x the economic benefits compared to isolated use cases, according to Boston Consulting Group. This roadmap guides you from exploration to implementation.

Developing a Comprehensive AI Strategy:
Tie AI initiatives to business KPI targets.
Implement quick wins alongside long-term projects.
Establish clear ownership and resource allocation.
Planning Your Implementation Timeline:
Quick wins: Document retrieval, chatbots, basic automation.
Medium-term: Customer service enhancements, personalisation.
Long-term: Predictive analytics, integrated platforms, AI workflows.
Measuring Success and Ensuring Accountability:
Define metrics tied to business value.
Establish regular review cycles.
Implement governance for ethical AI use.
Taking Action: First Steps:
Conduct an AI opportunity assessment.
Develop AI literacy training for leadership.
Implement a high-impact, low-complexity project.
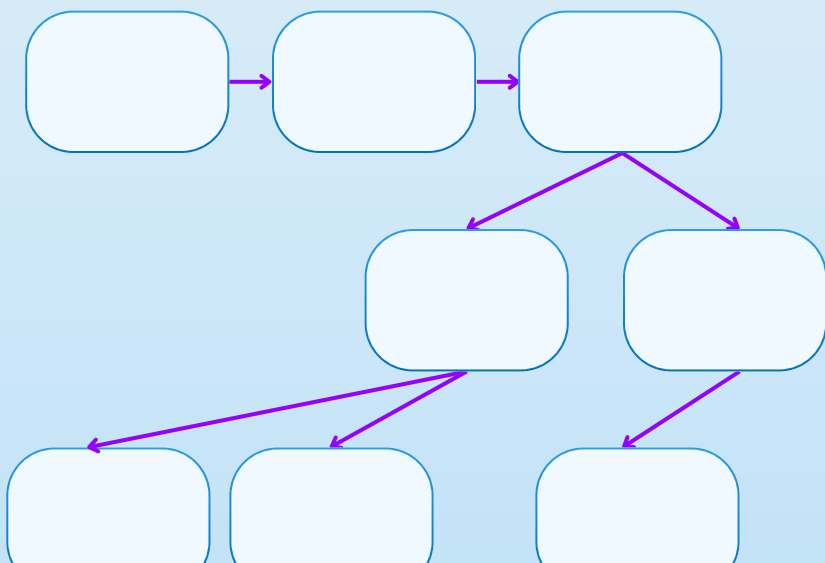Create a prioritised backlog of AI use cases.
Accelerating Results with the Right Platform:
Consider unified AI platforms like Centrus AI.
Evaluate integrated solutions for faster time-to-value.
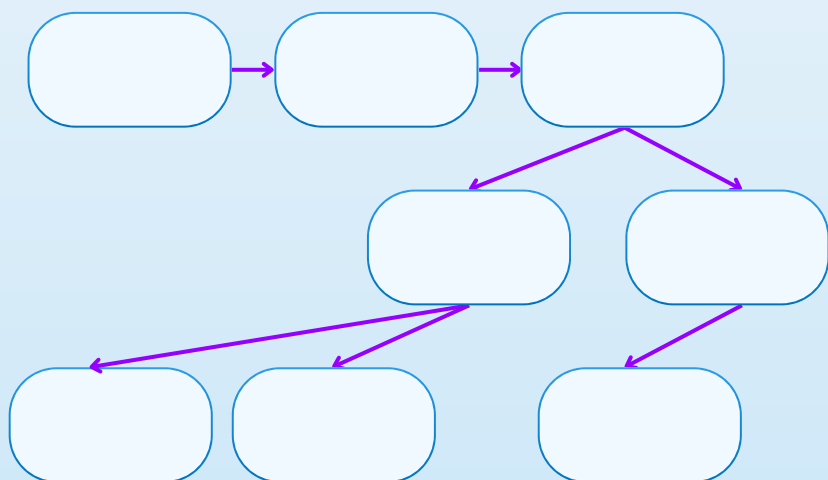Assess expertise for technical and organisational challenges.
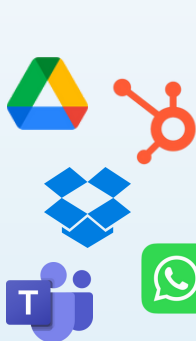Balance build vs. buy decisions.

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Enhancing Knowledge Sharing & Retrieval

Quick access to information is vital. IDC research shows knowledge workers spend 2.5 hours daily searching for information.

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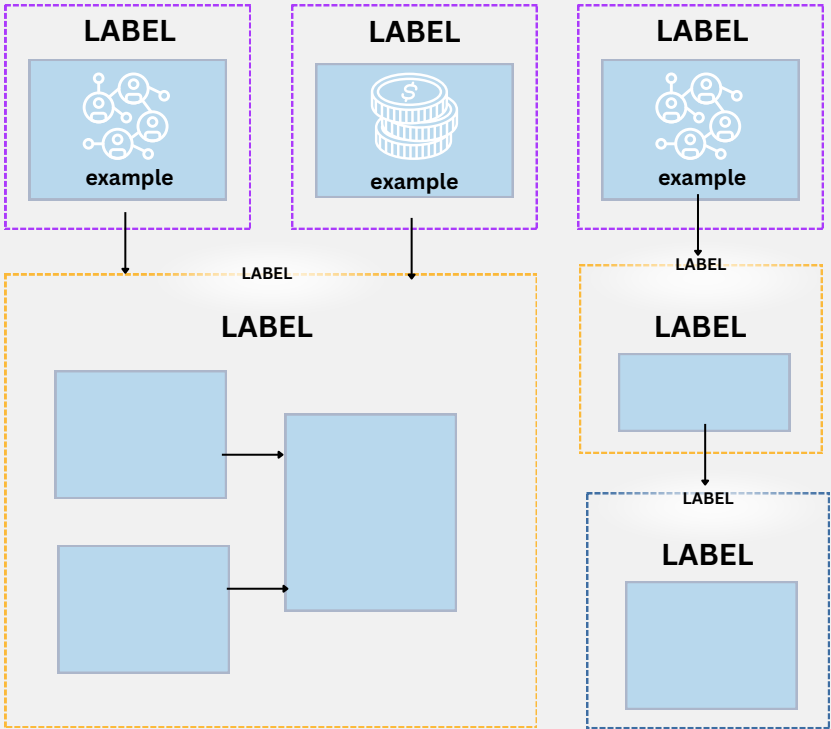
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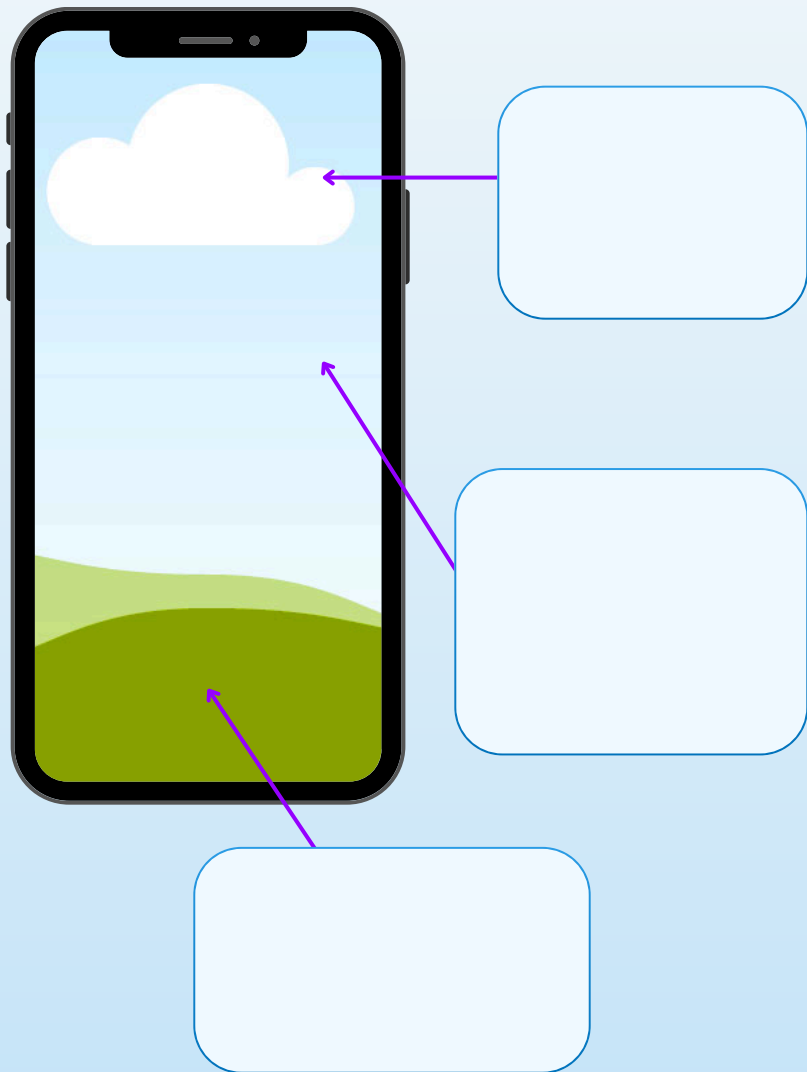
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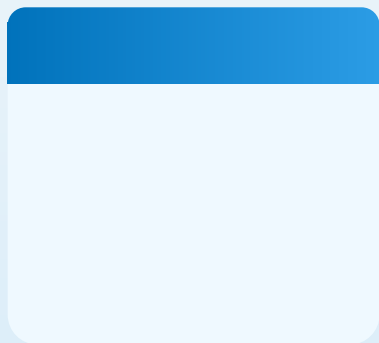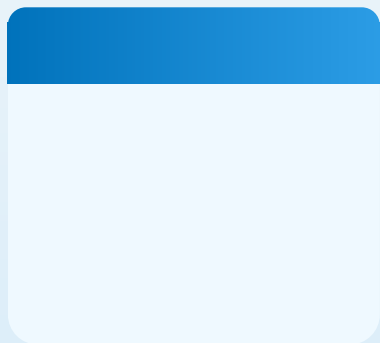
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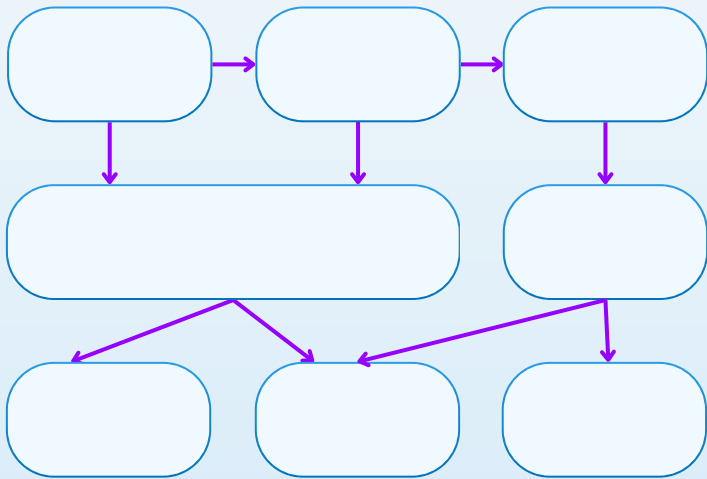
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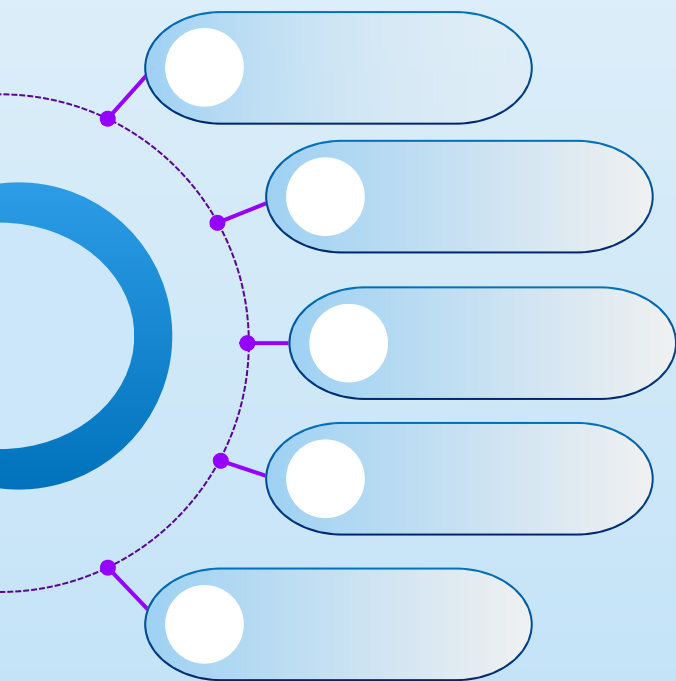
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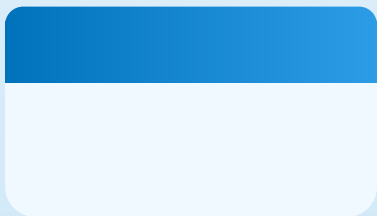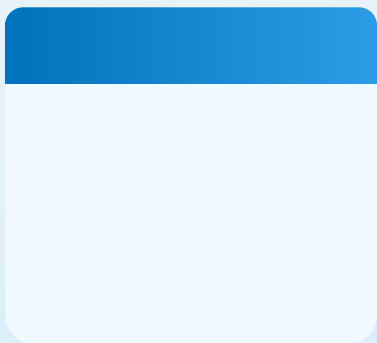
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