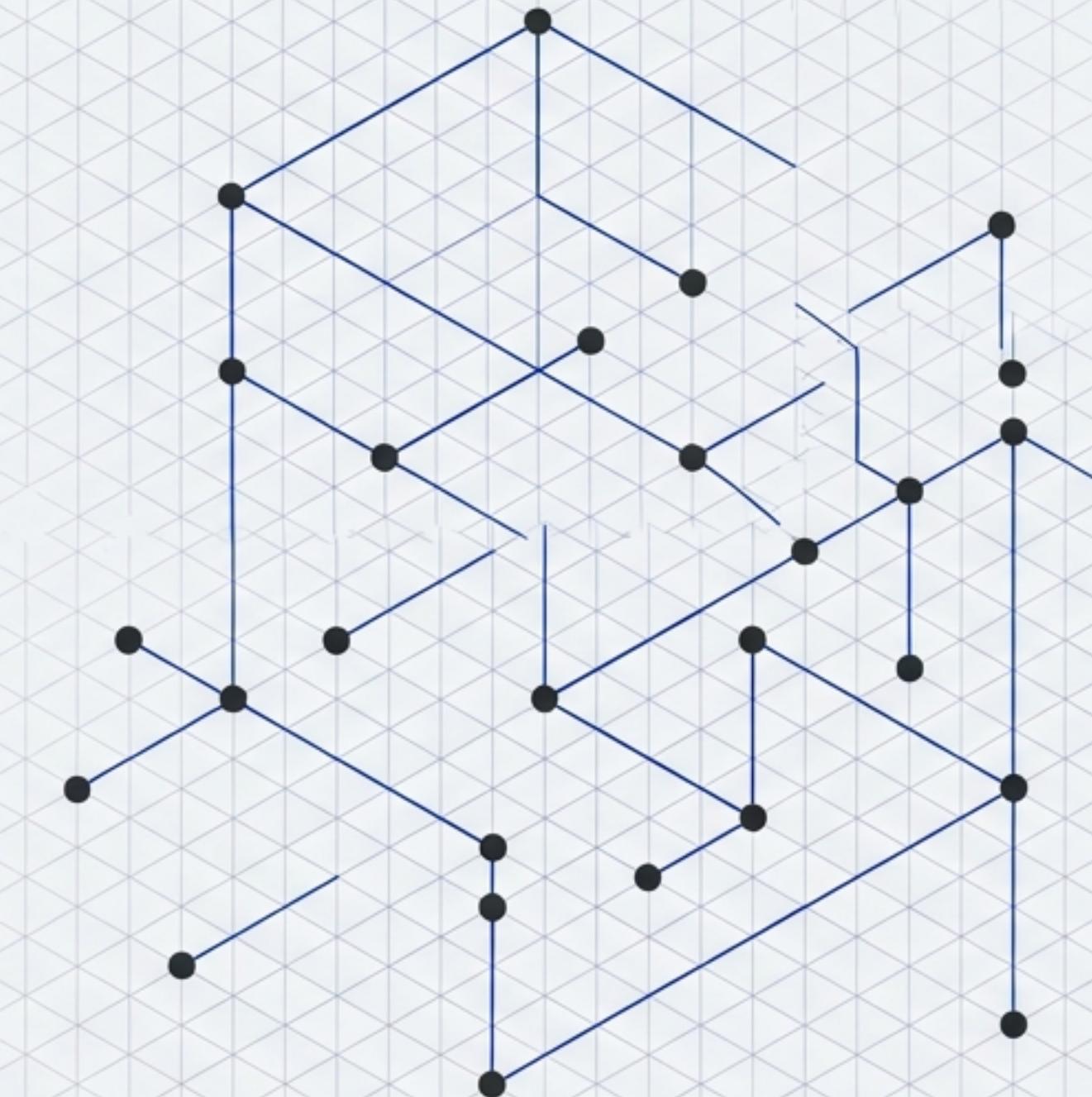


Bullivants AI Evolution: Intent Discovery & The Agentic Strategy

From Discovery to Deployment
- A Strategic Pivot



Executive Summary: The Three Pillars of Evolution

THE TARGET **Geist Bold**



Intent Discovery identified as primary friction point. Reducing 48hr CSO research workflow to minutes.

THE PIVOT **Geist Bold**



Shifting from 'BW-IT Queue' to 'Internal Agentic Build.' Utilizing production-level agents to bypass 6-month wait times.

THE CULTURE **Geist Bold**

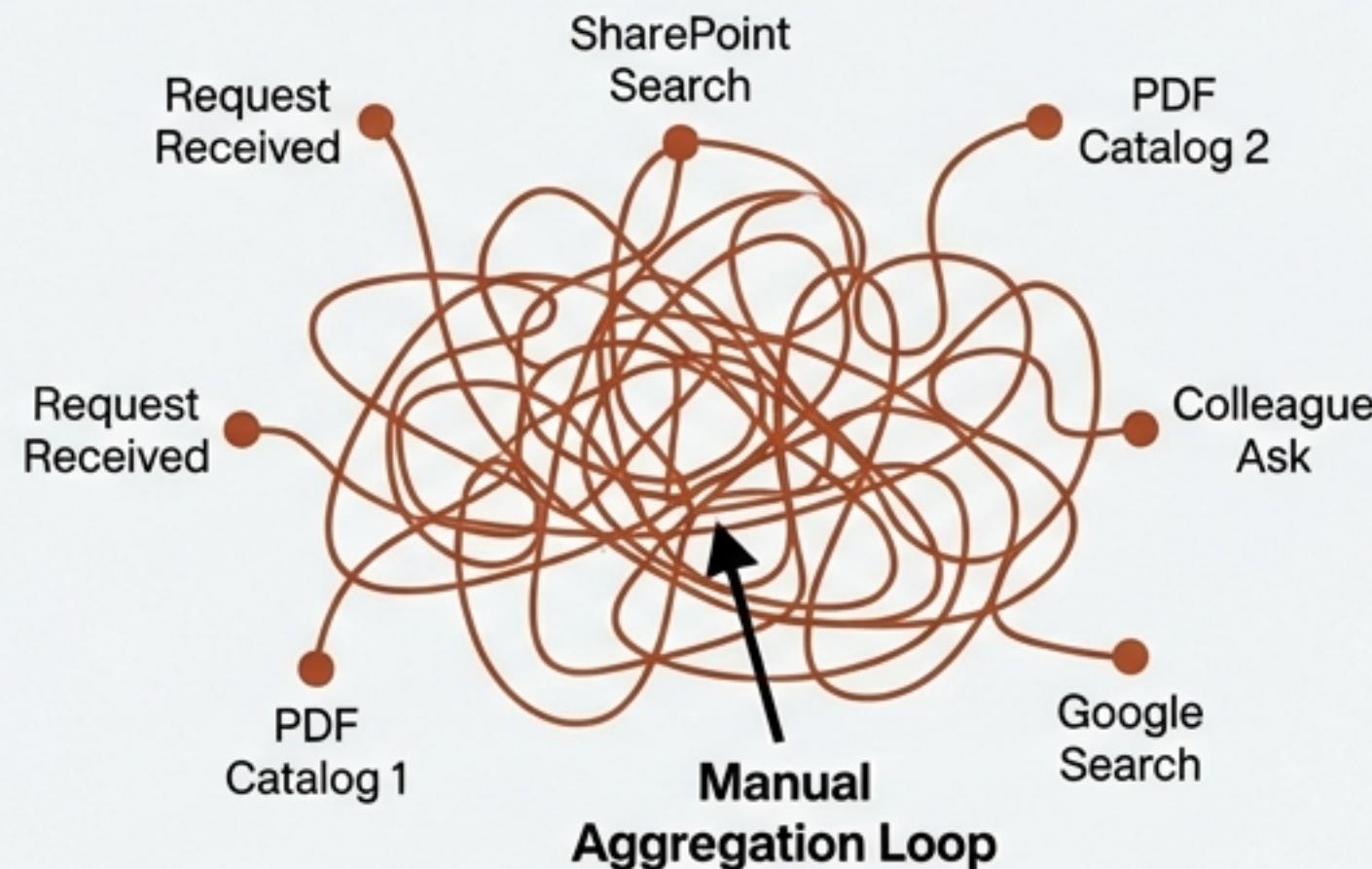


Launching 'AI Fluency' via Bullivants Prompt Library. Democratizing tools through Office 365 Copilot.

Key Insight: We have identified a high-value target (CSO) and a faster execution method (Internal Build) that bypasses traditional IT bottlenecks.

The Friction: Why CSOs Lose Time on Bespoke Requests

Results from the Discovery Sprint indicate that identifying the correct product for non-standard requests is the largest drain on Customer Service Officer (CSO) resources.



**48+
HOURS**

Maximum time spent resolving complex queries.

"CSOs are manually aggregating data across disconnected sources to find a single part number."

Key Insight: The complexity of our internal data is the primary bottleneck for rapid customer service.

The Solution: The Intent Discovery Agent

We are deploying a specialized AI agent designed to aggregate internal data sources and surface the shortest sequence of qualifying questions to identify a product.

Goal: Minutes to Resolution.



Key Insight: The Agent doesn't just search; it guides the user to the correct answer through logic.

The Landscape Shift: Why We Are Changing the Build Strategy

Old Model: BW-Led IT Hand-off



- Hand off findings to BW IT.
- Constraint: 6-Month Queue.
- Status: Waterfall / External Dependency.

New Model: Internal Agentic Build

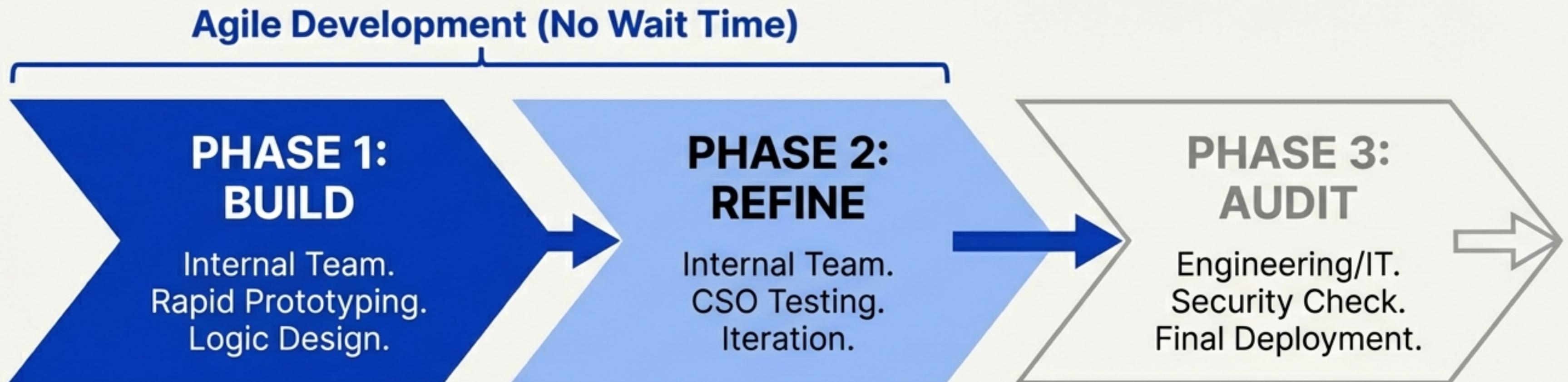


- Internal Team Build.
- Enabler: Production-Level Agents.
- Benefit: Immediate Prototype.

Key Insight: We no longer need to wait for IT resources to build the core solution; the technology now allows us to build it ourselves.

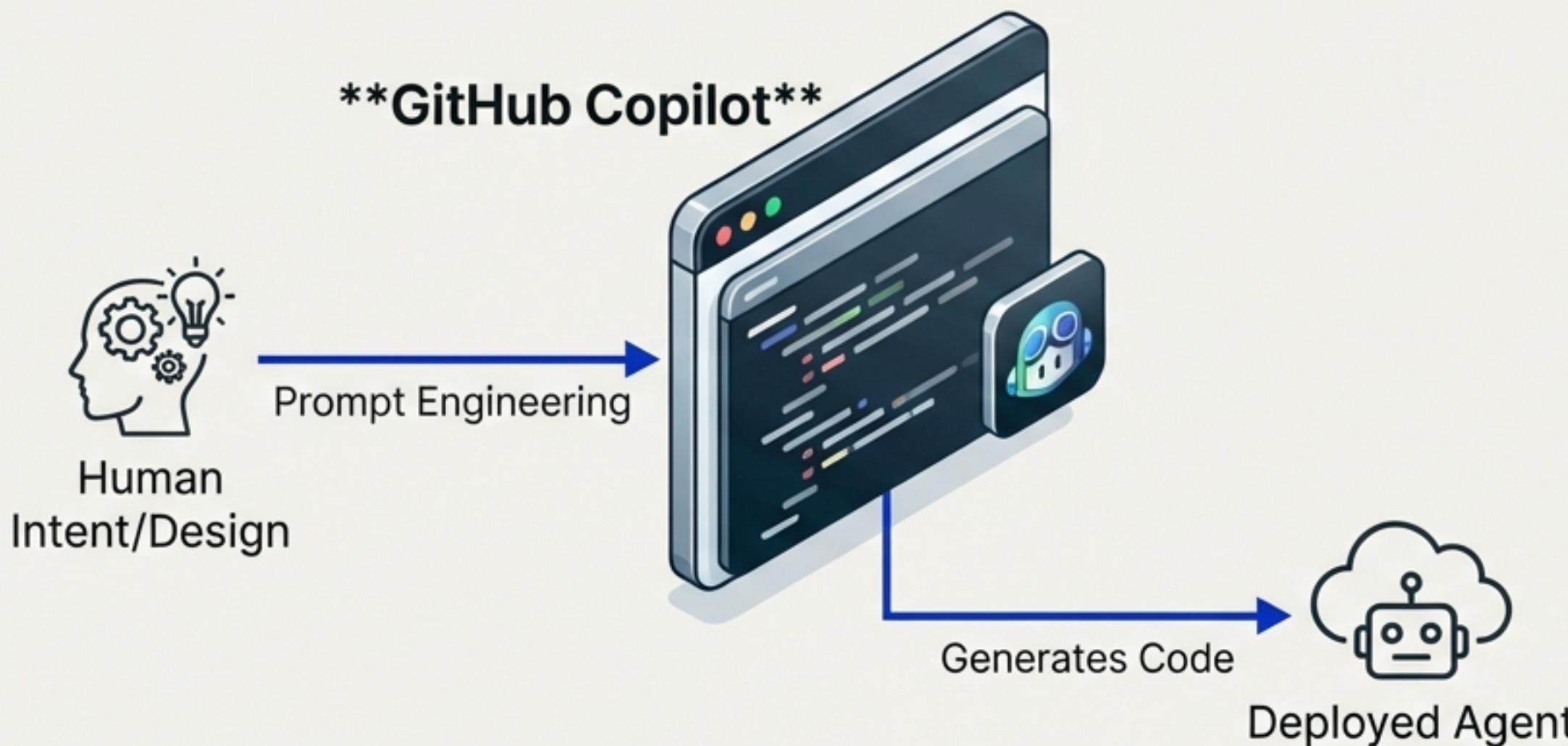
The 'Internal-First' Build Methodology

We do not need Engineering for the build phase. We leverage them strictly for the final audit and security compliance.



Key Insight: This shift allows us to maintain momentum on Discovery findings without losing time to hand-offs.

Required Tooling: Enabling the Agentic Build

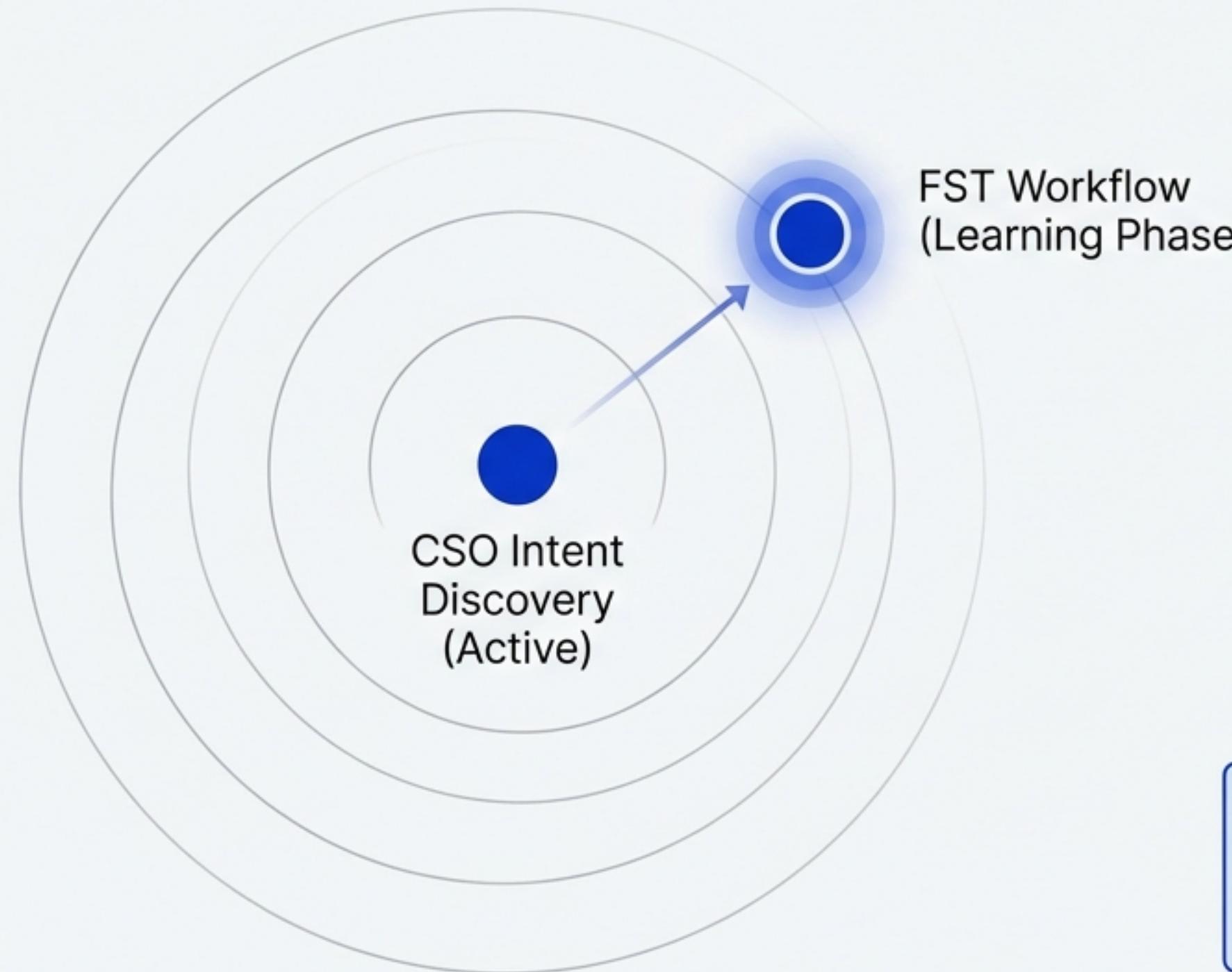


Primary Ask: Official Request for GitHub Copilot.

Justification: This is the infrastructure required to build production-level agents internally. It bridges the gap between Discovery findings and working code.

Key Insight: GitHub Copilot is not just a productivity tool; it is the infrastructure required to build production-level agents internally.

Scope Expansion: Field Service Technicians (FST)



Current Status

Discovery meetings initiated regarding FST scheduling and workflows.

The Opportunity

- Optimization of technician routing.
- Automating documentation generation.

Key Insight: We are applying the same discovery methodology to FSTs to build a pipeline of future automation targets.

Building the ‘AI Fluency’ Pillar

AI cannot be a ‘Black Box’ understood only by the project team. It must become a daily habit.

Democratize access through Office 365 Copilot.



Key Insight: Organizational adoption of complex tools relies on a foundation of basic AI literacy.

The Mechanism: The Bullivants Prompt Library

Meeting Summarizer



General Admin

Copy/Paste prompt
for summarizing
meeting notes.

Data Formatter



Finance

Prompt for
reformatting and
cleaning raw data
sets.

Email Drafter



Sales

Prompt to generate
professional email
responses.

- **Platform:** Utilizing existing Office 365 Copilot.
- **Content:** Simple, copy-paste prompts for daily tasks.
- **Goal:** Raise baseline technical competence.

Key Insight: The Prompt Library provides immediate value to the wider business while the specialized CSO agent is being built.

Strategic Validation & Next Steps

Decision Grid

AREA	ACTION ITEM & VALIDATION POINT	
THE PIVOT	Validate 'Internal-First' build approach vs. BW IT Queue.	<input type="checkbox"/>
THE TARGET	Confirm CSO Intent Discovery aligns with leadership observations.	<input type="checkbox"/>
THE TOOLING	Approve GitHub Copilot access for build team.	<input type="checkbox"/>
THE CULTURE	Approve immediate launch of Prompt Library.	<input type="checkbox"/>

Key Insight: Moving forward requires endorsement of the internal build strategy and the necessary tooling access.