

# THE BUSINESS LEADER'S ROADMAP TO AI SUCCESS

Artificial intelligence (AI) is transforming the business landscape, and as a business leader, it's crucial to understand the countless ways AI can improve your business productivity and profitability.

## AI USE CASES IN BUSINESS

### CUSTOMER SERVICE

AI-powered chatbots provide real-time assistance 24/7 to customers.

### SALES

AI sales forecasting helps identify new opportunities and make informed decisions.

### MARKETING

AI can leverage customer data, anticipate customer behavior and improve the customer journey.

### HR/TALENT ACQUISITION

AI can streamline recruitment, identify top talent and encourage fairness and diversity.

### FINANCE

AI automates financial processes and tasks, such as invoicing, billing and fraud detection.

### OPERATIONS

AI automates routine operations, giving the workforce more time to focus on critical tasks.

### INVENTORY MANAGEMENT

AI can track multiple orders simultaneously and identify any inventory issues and delays in production and shipping.

## BEST PRACTICES FOR BUILDING AN AI STRATEGY

### Build a MULTI-ROLE team

Create a multi-role team that understands both the technical and business needs of every project.



### IDENTIFY business priorities and opportunities

Identify business opportunities where AI can add value and choose areas with the highest potential returns as top priorities.

### Select and PRIORITIZE AI projects

Choose AI projects that add value and then commit to getting the best results out of them.



### Assign EXECUTIVE-LEVEL sponsors to drive AI SUCCESS

Have an executive within a business function responsible for each corresponding AI initiative.

### FOCUS on areas that could go wrong

Ensure that AI adoption doesn't compromise security, compliance, legalities or ethics.



### Plan ADEQUATE RESOURCES for AI projects

Take stock of the computing resources necessary for advanced AI initiatives.

### ALIGN AI with your business strategy

Ensure that the AI initiatives align with your organization's overall strategic goals.

### MANAGE DATA for AI success

Ensure you have sufficient authoritative data to train the AI model to consistently improve its efficiency.

### ADDRESS SKILL GAPS for effective AI implementation

Work with AI specialists while training existing employees who contribute institutional knowledge to the projects.



### NEED HELP GETTING STARTED?

Contact us today to learn how we can help you implement AI strategies to keep your business competitive.