



“BETA” VERSION

Spotting Legitimate Use Cases For AI: A Step-by-Step Framework

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ADAPTIVE

Tips for Plotting Your Course

- Don't start with a tech-oriented list.
- AI is paradoxically all about PEOPLE, so...
- Focus on HUMAN TASKS
- So instead make THESE kinds of lists:
 - People (and Roles)
 - Tasks and Workflows
- Evaluate through Pure Business Value lens:
 - Delays/Expenses/Losses – to be removed or reduced
 - But also Ambitions/Improvement/Overhaul – to be realized or gained
- Run those lists through “the AI sniff test”

The Current State and Potential of AI Today

AI provides a wide array of capabilities, many of which are new to the current generation of AI. For business, these capabilities encompass four broad categories:

- **Vision** capabilities range from image analysis to facial recognition and optical character recognition (OCR), but they also include spatial analysis of people's presence and movement in addition to content discoverability to classify caption images.

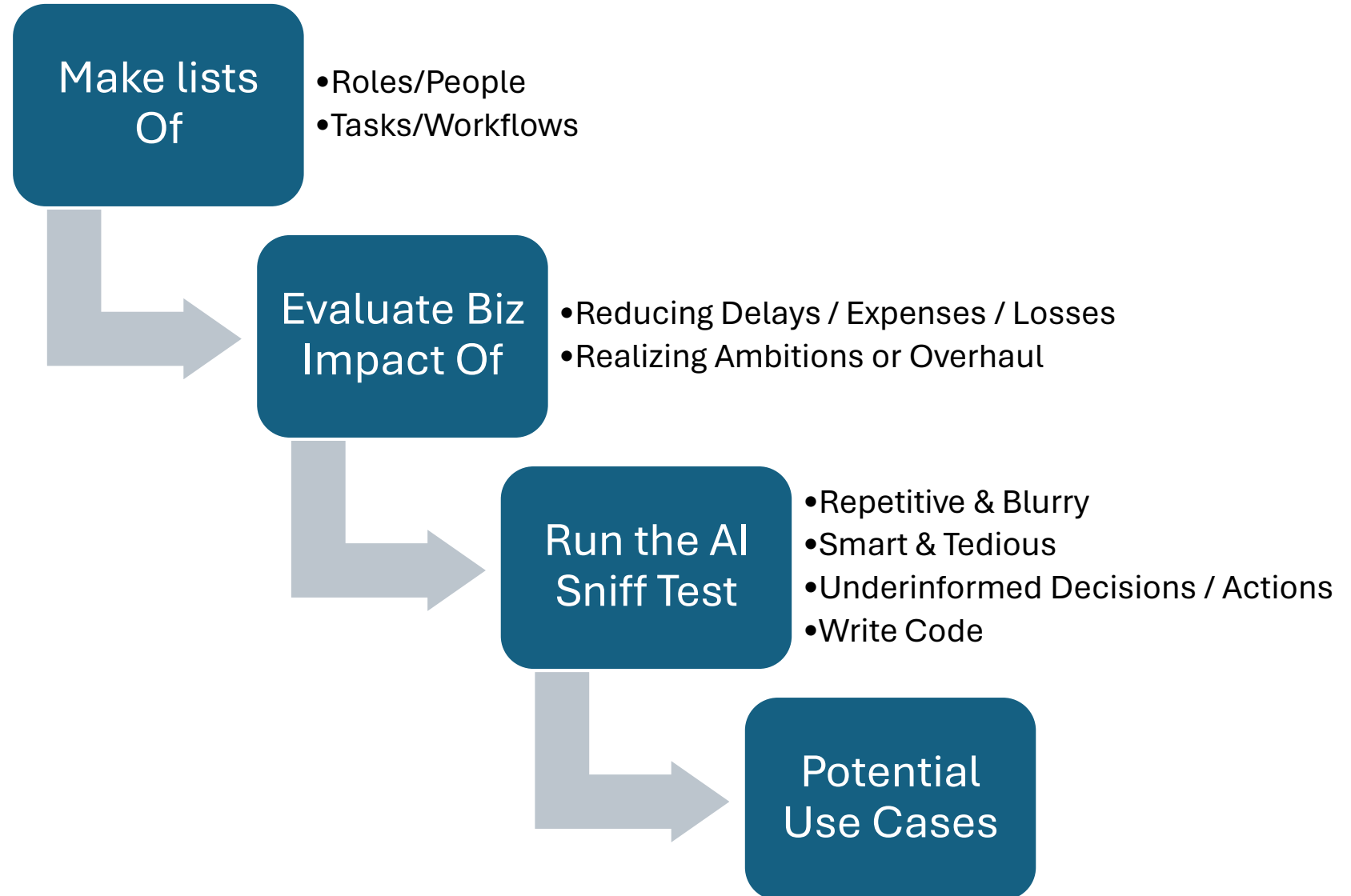
- **Speech** capabilities include well-known such as speech-to-text and text-to-speech, but they can also recognize the intent of people independent of their exact meaning, automate video captioning, and create audio content.

- **Language** capabilities extend to not just translation but sentiment analysis, keyphrase extraction, and opinion mining. OpenAI, an AI research organization behind well-known AI models like ChatGPT—is a good representation of the natural and intuitive AI interface that natural language provides.

- **Decision** capabilities include everything from anomaly detection to automated content personalization to automated content moderation for text, images, and video applications. Machine learning and advanced analytics are good examples of this domain.

Many of the most promising future-oriented benefits of AI for business will come from combining capabilities across these domains. As businesses and customers expect greater automation and heightened employee productivity, operational cost optimizations, and new, innovative services and products. In short, enterprises are using AI today to create new value, increase productivity, and reduce costs. This e-book uncovers some of the ways that you can start or continue your journey.

The Visual Process



Repetitive Tasks with Blurry Edges

- Repetitive and *non*-blurry is usually already done
 - eCommerce: calculated tax and shipping, charge credit card, send picklist...
- High-volume customer service
 - Repetitive: request after request after request...
 - Repetitive: customer needs aren't typically unique, BUT
 - How they describe those needs varies A LOT, and multiple choice is a bad fit
 - So we get human translators in the loop – costly, drives up wait times, drives down customer satisfaction
- Another flavor: 95th percentile requires human, so we go 100% human
 - Bookkeeping?

Tasks Where “Smart” & “Tedious” are Interwoven

- Making slide decks! 😊
 - Smart: message, clarity, story, experience, judgment
 - Tedious: formatting, alignment, visual polish
- Sales
 - Smart: knowing the customer’s personality, reading their cues, understanding their current needs
 - Tedious: looking up all of their history, generating quotes, knowing who to follow up with each day
- Other examples
 - Writing marketing copy
 - Laying out Power BI dashboards

Decisions & Actions with Incomplete Data

- Quite often:
 - incomplete *looks like* complete
 - actions taken with incomplete data = we're not taking *any* action
- Search and summary tools
 - Help employees find and assemble info that already exists
- Machine learning
 - Enrich data models with forecasts and classifications
 - Alerts to problems and opportunities lurking beneath the surface
 - Patterns and classifications inspire brand new courses of action