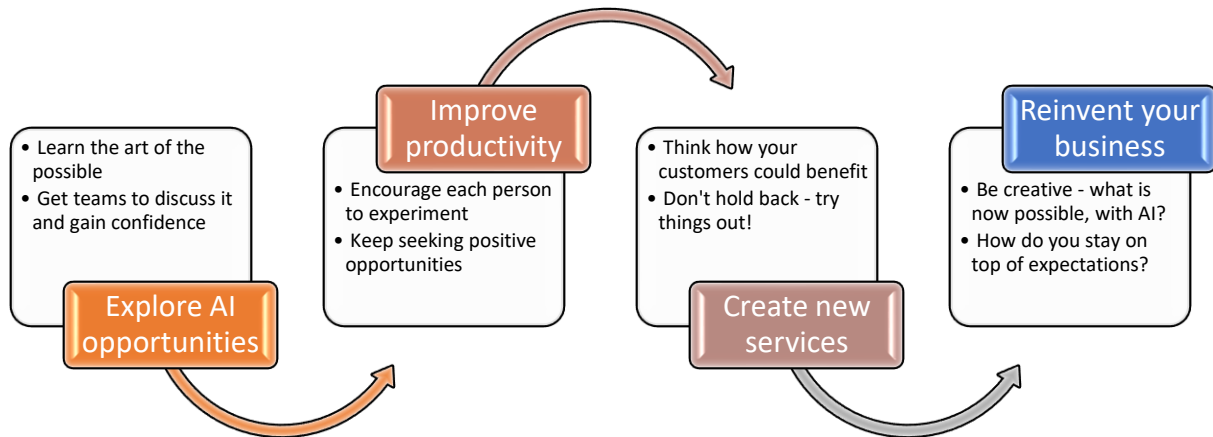


**AI is in all of our futures!**



There are many triggers for business change but Generative AI is among the most exciting. To exploit it, every Business Leader needs an AI vision to set direction and an AI strategy to guide the next steps. Touchpoint Change helps organisations to understand the possibilities and embrace them successfully.

Generative AI is getting more and more powerful, month by month and understanding its potential benefits and implications has become crucial for all of us. If you keep abreast and pick your projects pragmatically, you will gain more and more benefit.

The product of over 60 years of research, there are now a hundred types of AI. From medical imaging interpretation to self-driving cars, e-commerce recommendation engines, smart home speakers, research tools and now human-level text, speech, image and video. The latter is made possible by the maturing of Generative AI that encompasses the entirety of knowledge on the Internet coupled with an uncanny ability to generate artwork and natural language conversations in any human style required, and often with flair.

Incorporating AI into your service operations can bring numerous advantages:

- **Enhanced customer experience:** more personalised and timely customer service, leading to greater customer loyalty. For example, AI can produce real-time responses to customer enquiries, reducing the time staff spend on routine interactions. It can generate targeted sales offers based on customer data and the sentiment in the current interaction, leading to higher conversion rates and quicker closures.
- **Increased productivity and reduced costs:** AI can automate tasks currently performed by overworked employees. It can create optimised work plans based on staff availability, reducing the time spent on scheduling and reporting. Then it can update these plans in real-time when absences occur.
- **Exciting changes and increased innovation:** AI can generate ideas and solutions rapidly, enabling you to stay ahead and meet customer expectations. Imagine a comprehensive strategy document that builds on your current strengths, knowledge of all your competitors, and every published customer survey in existence, all prepared within minutes instead of days to kickstart your analysis.

There are almost infinite possibilities. Employ AI wisely and your people will be diverted from admin to more vital tasks. Generative AI can perform between 10% - 50% of most office jobs, so your aim is not just to pilot it, but to seek the best way to integrate it into your business operations. You could see a 30% increase in

operational efficiency and a 20% improvement in customer experience [according to McKinsey and Accenture research].

Touchpoint's collaboration with Liverpool University and the LCR4 programme keeps us at the forefront of AI application. We developed a service framework that links different types of organisation/function with the best and most appropriate AI services available. It is ready to provide insights for you.

A typical AI journey starts off with an exciting journey of discovery as we find out what these new systems can do, but it ends up with us reinventing and revolutionising our business over the coming years. This revolution will unfold for the rest of our careers, starting with our first steps:

- Novel apps for experimentation and entertainment
- Embedding as an operational business tool
- The enabler of new services
- The driver of new business models

Over the coming weeks, we will explore this journey, from first steps through to reinventing your business, via productivity improvements and surprising your customers (in a good way)!

James Crawford.

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Visit [www.TouchpointChange.co.uk](http://www.TouchpointChange.co.uk) or message us on LinkedIn.

#AI, #ResponsibleAI, #AIstrategy, #AItraining, #BusinessTransformation #EV #KevinKelly #Deming #Futurism

### **Touchpoint Change Consulting - what do we do?**

At Touchpoint Change Consulting, our services focus on one thing: we help your people transform your business. We provide an AI service for organisations in the commercial and not-for-profit sectors, helping them launch and develop their AI journey.

For two decades we have been delivering growth and efficiency, in diverse businesses and not-for-profits, of under £1m to over £1bn. Our unique experience blends an understanding of AI with skills in business strategy, service development and practical change. Our aim is not just to introduce AI, but to find the best way to power what you do.

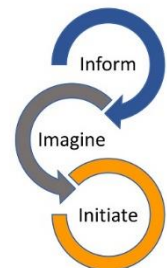
We believe every business should have an AI Vision to set direction and an AI Strategy to guide the practical next steps. We guide you through the world of AI, helping you understand its power and nuances.

Our 3i's process takes you through a structured series of workshops:

1. **Inform** – what can AI do?
2. **Imagine** – what can AI do for you?
3. **Initiate** – where will we start?

We can then support you on your AI journey: running pilots/projects, ramping up capability, re-engineering processes, introducing new services ...

We provide AI consulting, learning, facilitation, project resources and fractional (part-time) AI Leads.



## How can we help you?

Transformational change is hard-won in most organisations. AI is developing at a feverish pace but adoption takes time! With experience of initiating hundreds of projects encompassing people, process and technology, we accelerate delivery and make clients successful, faster.

There is a plethora of potential benefits available through the use of Generative AI, so we explore them all:

- **Improved customer satisfaction:** AI can help businesses provide more personalized and timely customer service, both automated and as real-time support for your people.
- **Increased productivity:** AI can automate all or part of key tasks, leading to increased productivity, reduced labour costs and can address recruitment/retention challenges.
- **Impactful innovation:** it can help businesses generate new ideas and services more quickly, helping you stay abreast of customer expectations and ahead of the competition.

We also tackle the challenging questions head-on. AI can pose some risks to businesses (both in business strategy and change management) so it's vital to explore and overcome these, bringing your people with you.

We look forward to working with you. Success beckons!

