


Business Opportunities With

Generative AI

Exploration Deck

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INTRODUCTION

At its core, generative AI is a branch of artificial intelligence designed to create and analyse content, be it text, images, music, or even complex patterns.

This technology can be used to create solutions that are not only limited to executing commands; but that can also co-innovate and collaborate with you to realize your ideas.

This set of cards shows the diverse opportunities that generative AI brings to the table, revolutionizing our work processes.

As you explore these opportunities, challenge yourself: **in what unique ways can these new capabilities support your business? In which scenarios could generative AI's features be leveraged to enhance your projects or address challenges?**

Begin your journey of discovery with generative AI!

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Ease information processing and understanding

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Ease information processing and understanding

Generative AI makes it possible to **automatically process and analyze information** so it becomes easier to understand. This includes:

- making summaries,
- translating content,
- editing or reviewing text,
- identifying patterns,
- sorting content into categories,
- performing sentiment analysis
- extracting specific information.

What scenarios could be improved with easier and faster information processing and analysis?

EXAMPLE SCENARIOS

Use the following scenarios as reference to create your own.

International Sales Sales and marketing teams translate product manuals into various languages with minimal effort, supporting global distribution.

Social Media Strategy Content managers check content in social platforms for potential community guideline violations, like hate speech, and misinformation.

Customer Service A customer officer receives a daily summary of key open issues from customer orders.

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Streamline content creation

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Streamline content creation

Generative AI models can **produce novel and original content**, helping to streamline content creation workflows. This includes:

- generating new text
- creating images and graphics,
- generating narrated texts
- modifying content to fit a certain tone or mood,
- creating personalized content,
- generating different variations of the same content.

What scenarios could benefit from content creation capabilities?

EXAMPLE SCENARIOS

Use the following scenarios as reference to create your own.

E-Commerce

Product managers generate engaging and personalized product descriptions, enhancing online catalogs.

Language Learning

Language educators create auditory exercises in different languages and accents, enhancing language learning.

News and Media

Subscribers to media platforms get personalized daily news summaries, focusing on topics and categories they frequently interact with.

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Simplify access to information and knowledge

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Simplify access to information and knowledge

Generative AI allows the **use of everyday language to interact with digital systems.** Instead of mastering a user interface or remembering specific keywords, it understands questions and responds appropriately. This includes:

- finding requested information
- answering questions on any subject
- managing systems through conversation.

What scenarios could benefit from easier access to information and knowledge?

EXAMPLE SCENARIOS

Use the following scenarios as reference to create your own.

IT Support teams can use chat systems to assist employees or customers with troubleshooting and technical issues, offering real-time text-based guidance.

Data and analytics Business analysts can draw insights from a data model by asking questions in natural language to it.

Quality Assurance Quality assurance engineers get support from a virtual assistant to interpret complex quality standards and regulations.

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Explore diverse suggestions and ideas

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Explore diverse suggestions and ideas

Generative AI can support decision-making by **offering suggestions and creative ideas based on available information or context**. This includes:

- proposing different solutions to customers' problems
- advising on the best next steps in a process
- generating diverse ideas to solve specific problems
- recommending options tailored to specific situations

What scenarios could benefit from diverse suggestions and ideas?

EXAMPLE SCENARIOS

Use the following scenarios as reference to create your own.

Travel assistance Travel agents get suggested answers to reservation inquiries, speeding up their response times.

Product development Product teams get different solution idea proposals to address a specific user requirement.

Sales Account executives receive optimal next steps suggestions in a sales cycle based on previous customer interactions.

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Support (automatic) decision-making

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Support (automatic) decision-making

Generative AI can be used in a system to **make smart decisions in straightforward, risk-free situations** based on analysed information. This can help to automate simple tasks or support users in executing them more efficiently.

What scenarios could benefit from decision-making support based on analysed information?

EXAMPLE SCENARIOS

Use the following scenarios as reference to create your own.

Customer Service

Operation Managers get incoming queries automatically routed to the best-suited agent or department based on types and patterns of customer inquiries.

Sales

Sales representatives automatically send personalized follow-up emails to potential customers based on their interest in specific products or services.

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Streamline tests and simulations with realistic-looking data

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Streamline tests and simulations with realistic-looking data

Generative AI models can **generate mock data that mirror real-world examples** in situations where real data is limited or sensitive. This makes it easier to test and prepare for a range of scenarios.

What scenarios could benefit from the generation of synthetic data?

EXAMPLE SCENARIOS

Use the following scenarios as reference to create your own.

HR Recruitment

Recruiters can simulate responses to interview questions, helping them prepare for their conversations with candidates.

Customer Service

Customer officers can simulate customer service scenarios with fictional customer profiles for training purposes.

Product Design

Product development teams can populate demo environments with fake yet realistic-looking data to validate prototypes.

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Get coding assistance

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Get coding assistance

Generative AI can **support the developing of applications** by:

- generating code snippets in real-time,
- automating the generation of test scripts,
- documenting code,
- detecting issues in existing code

What scenarios could benefit from development and coding assistance?

EXAMPLE SCENARIOS

Use the following scenarios as reference to create your own.

Application Development

Software developers get real-time code completion suggestions based on the code's context, helping to speed up the coding process.

Code Review

Developers receive automated feedback on code modifications, helping them address issues before they end up in the main codebase.

Code Documentation

Developers get the code documentation updated automatically based on scans of the codebase.