

OPPORTUNITY

Ease information processing and understanding

EASE INFORMATION PROCESSING AND UNDERSTANDING

Generative AI has capabilities to quickly **process and analyze information** so it becomes easier to consume. This can be particularly helpful when dealing with lots of documents.

Think about how you could use these capabilities to efficiently manage and get the most out of your information.

EASE INFORMATION PROCESSING
AND UNDERSTANDING

What if your solution could

**summarize
any document**

saving you time on reading?

EASE INFORMATION PROCESSING AND UNDERSTANDING

For example, it could...

provide a daily summary of key open issues from customer orders.

summarize articles and reports about competitors.

summarize lengthy email threads and extract the main points.

What could be useful to summarize?

EASE INFORMATION PROCESSING
AND UNDERSTANDING

What if your solution could

translate text to any language

helping you communicate
globally without barriers?

EASE INFORMATION PROCESSING AND UNDERSTANDING

For example, it could...

translate product manuals into various languages, supporting global distribution.

translate support tickets into the customer's native language, enhancing customer satisfaction.

translate presentations into multiple languages to facilitate collaboration across regions.

What do you need to translate?



EASE INFORMATION PROCESSING
AND UNDERSTANDING

What if your solution could

sort information into existing or new categories

bringing order and clarity
to your data?

EASE INFORMATION PROCESSING AND UNDERSTANDING

For example, it could..

organize customer feedback into actionable categories like product satisfaction, service issues, or feature requests.

classify leads by status such as hot, warm, or cold.

sort employee skills by type such as technical, managerial, or creative.

What information do you need to classify?

What if your solution could

**discover
patterns and
themes in
unstructured
information**

helping you to quickly
understand the main ideas?

EASE INFORMATION PROCESSING AND UNDERSTANDING

For example, it could...

discover trends among recently published scientific papers.

discover main insights from interview transcripts.

identify pain points, and emerging trends in customer reviews.

form labeled clusters of related information from interview notes.

What do you need to discover in your information?



EASE INFORMATION PROCESSING
AND UNDERSTANDING

What if your solution could

analyse the sentiment of any text

helping you to better
understand your customers'
reactions?

EASE INFORMATION PROCESSING AND UNDERSTANDING

For example, it could ...

analyze social media conversations to understand public opinion.

analyze customer reviews to gauge overall satisfaction levels.

analyze customer service transcripts and email exchanges to assess the overall customer experience.

What information could reveal customer's sentiment?

EASE INFORMATION PROCESSING
AND UNDERSTANDING

What if your solution could

**extract specific
information
from any
document**

allowing you to get straight to
the point?

EASE INFORMATION PROCESSING AND UNDERSTANDING

For example, it could...

extract **dates, conditions, and obligations** from legal contracts.

extract **issue descriptions and contact details** from customer support tickets to speed up troubleshooting.

extract **patient information, diagnoses, and treatments** from unstructured medical records.

What information do you need to extract from documents?

OPPORTUNITY

Streamline content creation

STREAMLINE CONTENT CREATION

Generative AI can effortlessly **produce novel and original content**, so you don't have to do it all alone. This can be particularly helpful during the creation of documents and communication materials.

Think about how you could use this creative ability to improve and streamline your content creation workflows.

STREAMLINE CONTENT CREATION

What if your solution could

write anything you request

allowing you to focus on the
main message?

STREAMLINE CONTENT CREATION

For example, it could...

write detailed and engaging **product descriptions**.

create storylines for your presentations.

compose creative and engaging **social media posts and blog articles**.

What documents do you need help writing?

STREAMLINE CONTENT CREATION

What if your solution could

**review and
refine any
written text**

allowing you to relax knowing
your documents are error-free?

STREAMLINE CONTENT CREATION

For example, it could...

review content in social platforms

for community guideline violations, like misinformation.

review and refine blog posts

to ensure they are engaging, informative, and easy to understand.

review and refine emails

for clarity and impact.

What content do you need to review?

STREAMLINE CONTENT CREATION

What if your solution could

**create any
picture you
request**

allowing you to quickly visualize
your ideas?

STREAMLINE CONTENT CREATION

For example, it could...

create **visualisations of new product ideas**, helping designers iterate faster.

create **images for social media posts and presentations**.

Produce **diagrams** to effectively communicate complex information.

What do you need help to visualize?



What if your solution could

**narrate text
in a voice and
accent of your
choice**

enabling you to connect
effectively with any audience?

STREAMLINE CONTENT CREATION

For example, it could...

create **auditory language learning exercises in different languages and accents** to make content accessible to people from different backgrounds .

create **localized voiceovers for product tutorials and customer service interactions.**

What information do you need in narrated form?

What if your solution could

**adapt
information
to any style or
tone of voice**

ensuring your message fits
perfectly in any situation?

STREAMLINE CONTENT CREATION

For example, it could...

re-write your posts so they fit to the tone of voice of different social media channels.

adapt a legal document into a simplified version for non-legal professionals to understand.

convert a news article **into a social media post or a blog entry.**

What information do you need to adapt to different styles?

STREAMLINE CONTENT CREATION

What if your solution could

**create content
tailored
to individual
preferences**

ensuring your customers feel
it's made for them?

STREAMLINE CONTENT CREATION

For example, it could...

create personalised learning paths adapted to students' individual abilities and interests.

create personalised news summaries for media platform subscribers, focusing on topics they frequently interact with.

create **personalized health and fitness plans and tips**, based on users' goals, and activity levels.

What content do you need to personalise?

What if your solution could

**describe
visual content
in words**

enabling you to leverage visual
data in unique and innovative
ways?

STREAMLINE CONTENT CREATION

For example, it could...

convert data visualizations into text summaries, supporting those who find visual data challenging.

narrate the contents of historical images, providing context and insights for educational purposes.

describe defects or variations in product images, streamlining the inspection process.

What visual content do you need to describe?

OPPORTUNITY

Simplify access to information and knowledge

SIMPLIFY ACCESS TO INFORMATION AND KNOWLEDGE

Generative AI allows you to **use everyday language to interact with digital systems**, eliminating the need to master complex user interfaces or remember specific keywords. This can become especially useful when searching for information and specific knowledge.

Think how this new possibility can get your requests fulfilled more efficiently.

SIMPLIFY ACCESS TO INFORMATION
AND KNOWLEDGE

What if your solution could

**find and
consolidate
the information
you need**

saving you hours of research
time?

SIMPLIFY ACCESS TO INFORMATION AND KNOWLEDGE

For example, it could...

provide a list with the five most relevant article links for a topic you are researching about.

consolidate different points of view about a topic you want to know more about from various sources.

compare different products or services based on your provided preferences.

What information do you need to find?

SIMPLIFY ACCESS TO INFORMATION
AND KNOWLEDGE

What if your solution could

act as a domain specialist

answering your questions and
providing guidance?

SIMPLIFY ACCESS TO INFORMATION AND KNOWLEDGE

For example, it could...

act as an IT assistant, offering real-time guidance on technical issues.

act as a public office assistant, **answering citizen inquiries** about policies, procedures, and services via text or voice-based chat.

act as a compliance expert, supporting customers in interpreting complex regulations.

What knowledge domain do you need access to?

SIMPLIFY ACCESS TO INFORMATION
AND KNOWLEDGE

What if your solution could

help you talk to systems

allowing you to interact with
technology in a more intuitive
way?

SIMPLIFY ACCESS TO INFORMATION AND KNOWLEDGE

For example, it could...

translate your financial questions into queries for a data model and provide you with the relevant insights.

access information and services from various systems **using a single chatbot interface.**

Which systems could be easier to interact with by using natural language?

SIMPLIFY ACCESS TO INFORMATION
AND KNOWLEDGE

What if your solution could

ask you guiding questions

allowing you to navigate through
complex and challenging
topics?

SIMPLIFY ACCESS TO INFORMATION AND KNOWLEDGE

For example, it could...

ask students questions about a lesson, ensuring that they understand the material.

guide customers in troubleshooting technical issues using questions to identify the root cause of the problem.

ask questions that **help beginner writers create a character**.

What guiding questions could help you?

OPPORTUNITY

Explore diverse suggestions and ideas

EXPLORE DIVERSE SUGGESTIONS AND IDEAS

Generative AI can give **suggestions and creative ideas tailored to specific contexts**, acting as a collaborative partner. This can become particularly valuable when looking for actionable inspiration.

Think how this collaborative capability can help you in making more informed decisions and finding innovative solutions to problems.

EXPLORE DIVERSE SUGGESTIONS AND IDEAS

What if your solution could

**suggest
different
answers to
customers'
inquiries**

allowing you to simply choose
the most fitting ones?

EXPLORE DIVERSE SUGGESTIONS AND IDEAS

For example, it could...

suggest alternative products

when a requested item is unavailable.

suggest different ways to phrase a response to a customer's complaint.

suggest different solutions to solve issues, from immediate fixes to long-term improvements.

Which requests could benefit from different options?

EXPLORE DIVERSE SUGGESTIONS AND IDEAS

What if your solution could

recommend the best next steps in a process

enabling you to proceed with
confidence?

EXPLORE DIVERSE SUGGESTIONS AND IDEAS

For example, it could...

recommend the most effective sequence of activities to advance in a project based on goals.

suggest optimal next steps in a sales cycle based on customer interactions.

suggest step-by-step guidance for troubleshooting based on customer's technical background.

For which processes do you need to figure out the best next step?

EXPLORE DIVERSE SUGGESTIONS AND IDEAS

What if your solution could

**generate
a variety
of ideas
to solve
problems**

ensuring you never get stuck?

EXPLORE DIVERSE SUGGESTIONS AND IDEAS

For example, it could...

suggest different **solution ideas** to address a specific user requirement.

generate a variety of new product ideas with specific characteristics.

generate a **variety of new marketing ideas** for campaigns.

What activities could be enriched with a variety of inspiring ideas?

EXPLORE DIVERSE SUGGESTIONS AND IDEAS

What if your solution could

**recommend
options tailored
to a specific
situation**

making smart choices
effortless?

EXPLORE DIVERSE SUGGESTIONS AND IDEAS

For example, it could...

recommend suitable furniture pieces by analyzing a room's image.

recommend personalized music playlists based on a user listening patterns and preferences.

recommend images for a presentation based on its text.

What activities could benefit from tailored recommendations?

EXPLORE DIVERSE SUGGESTIONS AND IDEAS

What if your solution could

create various versions of your content

providing you with diverse
perspectives to choose from?

EXPLORE DIVERSE SUGGESTIONS AND IDEAS

For example, it could...

create alternative versions of a social media post to test different engagement strategies.

generate multiple versions of a product description to compare conversion rates.

write multiple versions of a creative brief to spark new ideas and approaches to a project.

What content would be useful to have in different versions?

OPPORTUNITY

Streamline tests and simulations with realistic- looking data

STREAMLINE TESTS AND SIMULATIONS WITH REALISTIC LOOKING DATA

Generative AI allows you to **generate mock data** that mirror real-world examples. This can become especially useful in situations where real data is limited or sensitive.

Think about how this capability can support you during test and simulation scenarios.

STREAMLINE TESTS AND SIMULATIONS
WITH REALISTIC LOOKING DATA

What if your solution could

generate mock data

allowing you to test and
prepare for a range of
scenarios?

STREAMLINE TESTS AND SIMULATIONS WITH REALISTIC LOOKING DATA

For example, it could...

simulate responses to job interview questions, helping recruiters prepare for their conversations with candidates.

simulate customer service scenarios with fictional customer profiles for training purposes.

populate demo environments with fake yet realistic-looking data.

What scenarios do you need to simulate with real-looking data?

OPPORTUNITY

Support (automatic) decision- making

SUPPORT (AUTOMATIC) DECISION-MAKING

Generative AI can support systems in **making smart, informed decisions in clear-cut, low-risk scenarios.** This can help to automate routine tasks, freeing up your time and resources for more complex challenges.

Think about what scenarios could significantly benefit from automated decisions based on analysed information.

SUPPORT (AUTOMATIC)
DECISION-MAKING

What if your solution could

**make smart
decisions in
clear, low-risk
scenarios,**

allowing you to focus on more
critical situations?

SUPPORT (AUTOMATIC) DECISION-MAKING

For example, it could...

route incoming queries to the best-suited agent or department based on types of customer inquiries.

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

What processes and activities could benefit from automated decisions?

OPPORTUNITY

Get coding assistance

GET CODING ASSISTANCE

Imagine your new solution could **act as your development partner**, providing you with error-free code snippets and taking over documentation efforts. This can transform the way you approach coding, making it more efficient and less error-prone.

Think how this capability could elevate your coding practices and enhance the overall development lifecycle.

GET CODING ASSISTANCE

What if your solution could

suggest code snippets in real-time

enabling you to complete projects with unprecedented speed?

GET CODING ASSISTANCE

For example, it could...

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

recommend efficient coding patterns for building responsive web designs, streamlining web development workflows.

Which projects could benefit from code suggestions in real-time?



GET CODING ASSISTANCE

What if your solution could

**automatically
identify
problems in
your code**

saving you hours of debugging
and troubleshooting?

GET CODING ASSISTANCE

For example, it could...

provide automated feedback on code modifications, helping to address issues before they end up in the main codebase.

provide detailed explanations for detected issues, aiding in educational growth for developers.

What situations could benefit from automated code review and feedback?



GET CODING ASSISTANCE

What if your solution could

document your code regularly

ensuring your team stays
synced up without much effort?

GET CODING ASSISTANCE

For example, it could...

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

create in-line comments for complex code, helping new team members to understand it.

summarize code updates in a weekly digest, keeping the whole team informed of changes.

What situations could benefit from automated code documentation?



GET CODING ASSISTANCE

What if your solution could

**generate
tailored
test cases
and scripts
automatically**

speeding up the development
cycle and product release?

GET CODING ASSISTANCE

For example, it could...

generate test cases covering multiple combinations of browsers, platforms, and devices, ensuring comprehensive coverage without extensive manual work.

automatically update test scripts when code changes, maintaining test relevance and accuracy.

What situations could benefit from automated test generation?

