

Business AI Explore Workshop

Facilitation Guide



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3-hour format for events



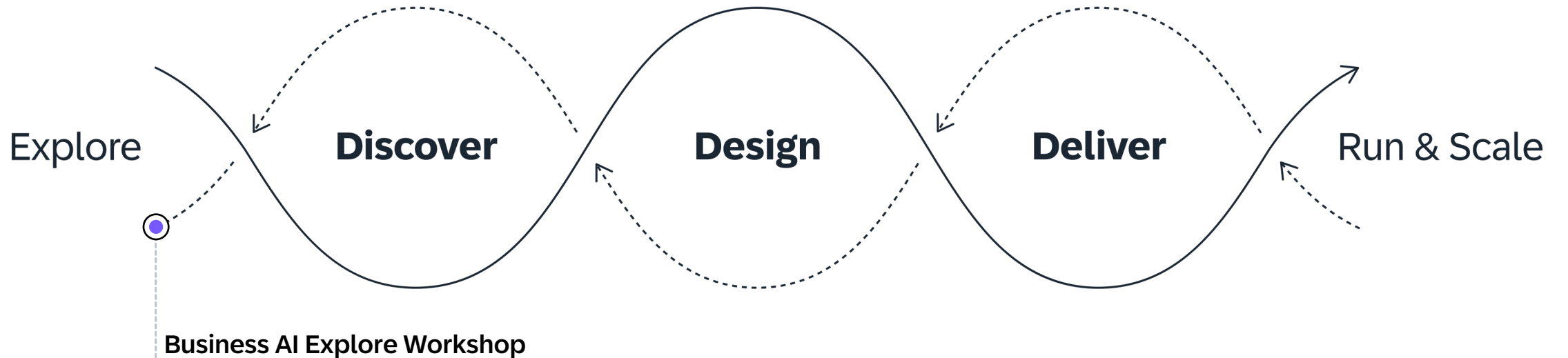
1

Workshop Overview

Why, when, what, how

When to run a Business AI Explore Workshop?

The Business AI Explore Workshop format serves as a starting point to identify relevant business challenges and opportunities that can be addressed using Artificial Intelligence (AI). The Explore Workshop is done during the "Explore" phase of [SAP's Human-Centered Approach to Innovation](#).



Outcomes and objectives

Identify, define and prioritize AI use cases with business impact.

- ★ **Understand what Artificial Intelligence can be used for**
Learn what are the capabilities of Artificial Intelligence and what processes and activities could be improved with it.
- ★ **Identify opportunities with Artificial Intelligence**
With the help of a set of Opportunity Cards, brainstorm scenarios in which Artificial Intelligence capabilities can be used to solve the identified challenges.
- ★ **Detail use case ideas**
Detail out the most promising use case ideas in the form of a use case brief, looking at the business, technical and ethical dimensions.
- ★ **Prioritize use cases to move forward with**
Compare the detailed use cases based on relevant criteria like business value and time to market, and prioritize the use cases to take to the next steps.

Business AI Explore Workshop in a Nutshell



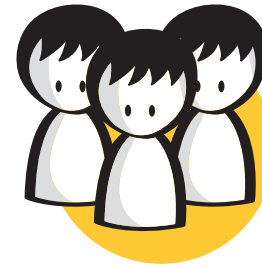
Goal

Identify Artificial Intelligence use cases with business impact



Format

2 hours intro session
+
1 day in-person
2 x ½ days virtual



Participants

3 - 10 department leads from business and IT, project sponsors, implementation team members, project manager



Pre-requisites

Select a business area to focus on prior to the workshop

Workshop Structure



1

Get Started with Business AI

Understand what AI can do for your business.



2

Explore Opportunities

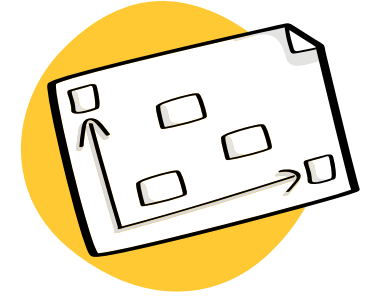
Identify challenges and ideate on how AI capabilities could address them.



3

Define Use Case Ideas

Define selected scenarios in detail, including business, technical, and ethical perspectives.



4

Compare and Prioritize

Prioritize use case ideas based on agreed criteria, such as business value and complexity.

2

Coach Instructions

Step-by-step guidance for facilitators

Preparing for the session

- **Understand the format**

Go through the instructions in this guide and make sure you understand the flow of the exercises. You can also reference the [MURAL board](#) aimed at virtual sessions to see how the exercises are set up.

- **Adapt the agenda**

Check the workshop [agenda \(.xls\)](#) and adapt it according to the number of participants and time available. The more participants, the more time you will need for the share-outs.

- **Prepare the material**

Print the material as specified in the “[Material for print](#)” section. Draw the [Value Heatmap](#) and the [Next Steps Matrix](#) on whiteboards or similar surfaces. Alternatively, you can print the [Value Heatmap](#) on a large A0 format.

Have enough post-its and pens for the participants and make sure you have enough whiteboards for the exercises.

Goal

Get ready to run the workshop.

Material

- ★ [MURAL board](#)
- ★ [Material for print](#)
- ★ Whiteboards or surfaces
- ★ Post-its, pens, voting dots

Tips

- ★ Start preparing for the workshop at least 1 week in advance to have all material ready
- ★ Prepare a simplified agenda on a flipchart.



PART 1

Get Started with Business AI

0. Getting started (Virtual Introductory Session)



90 min



All Together

Steps

- A Welcome and agenda** – 10 min
Welcome the participants, introduce the agenda and purpose of the session
- B Introduction and Expectations** – 15 - 20 min
Participants write in a post-it their name, role, motivations and expectations for the session, experiences and concerns related to AI, and use it to present themselves to the team.
- C Inspiration** – 30 min
Explain what Artificial Intelligence is and how it can be used in business. Use examples and demos of existing solutions (see demo example by SAP: <https://url.sap/qdpse3>)
- D Introduce the opportunity cards** – 20 min
Explain the [opportunity cards](#) to the participants and answer their questions.
- E Explain the homework** – 10 min
Send participants homework to prepare for the next session (see next page).

Goal

Set the right expectations and create a friendly atmosphere where participants feel safe to express themselves. Introduce participants to the topic of AI.

Material

- ★ [Mural Board \(Getting Started Area + Homework\)](#)
- ★ [Business AI Opportunity Cards](#)

Tips

- ★ Have this entire section in a separate (virtual) session prior to the workshop.

0. Getting started (Homework)

Homework

Ask participants to prepare the following for the next session:

A

Collect areas for improvement

Request participants to think about: “What processes and activities in your business area need to be improved and why?”. They should write down their answers and bring them to the follow-up session. Ideally, participants can also send their answers in advance, so the corresponding post-its can be prepared before the session. To ease the formulation, you can send the participants the [Existing Challenge Description as PDF form](#) to write their answers and print the filled-in templates before the workshop. This document contains 6 empty “Existing Challenge Description” templates to fill-in digitally.

B

Get familiar with Business AI opportunities

Ask participants to read the opportunity cards and think about scenarios showing how the AI capabilities mentioned in those cards could help to address challenging processes and activities.

[\(see exercise sheet\)](#)

Goal

Give participants time to understand what AI can do for them and where to apply it.

Material

- ★ [Business AI Opportunity Cards](#)
- ★ [Existing Challenge Description \(PDF Form\)](#)

Tips

- ★ Discard cards that are not relevant to the audience you are working with. For example, the opportunity card related to “Generation of code” might not be relevant for non-technical groups.



PART 2

Explore Opportunities

1. Identify areas for improvement



30 min



In teams of 6 or less

Steps

A

Identify challenges and areas for improvement – 30 min

Ask participants to silently write down activities or processes in the selected business area that they think need to improve and ask them to explain why and who is affected. Have them share and place these on a whiteboard. Help participants discard duplicate ideas as they share or group very similar ideas together. If you prepared this exercise as part of the [homework](#), validate the ideas with the participants and add missing aspects. ([see exercise sheet](#))

Goal

Identify activities and / or processes to improve within a selected business area.

Material

- ★ Post-its and Pens

Tips

- ★ Make sure participants write one challenge per post-it note and write down the area / topic the challenge refers to.
- ★ Don't combine post-its in large groups. Try to keep them at a granular level and only discard duplicates or combine very similar ideas together.

2. Explore Opportunities



45 min



In teams of 6 or less

Steps

A**Select relevant Business AI opportunities** – 30 min

Using the set of Business AI opportunities, ask participants to select up to 3 most relevant Business AI opportunities for their businesses. You can use dot-voting or select through an open discussion. Participants should think about which opportunities could be most beneficial to improve the processes and activities mentioned earlier. If needed, participants can first map the processes and activities to the opportunities that could address them to visualize the most relevant ones. Processes and activities that benefit from capabilities in different cards can be duplicated. Not every process and activity has to be mapped. Stand-alone activities and processes might indicate that they are not suitable to be solved with AI capabilities. ([see exercise sheet](#))

B**Imagine scenarios with AI** – 15 min

Next, ask participants to silently write down scenarios for each of the selected cards, explaining how AI can be used to address the activities and processes mapped to those cards. They can use the [Scenario Sentence Template](#). In that case, provide participants with enough scenario sentence templates. Participants have 5 minutes per card to write as many scenarios as possible and can use the example scenarios on the cards as reference and inspiration. You can have each participant focus on a different card and then rotate the cards after the 5 minutes, or have all participants focus on the same card at once. ([see exercise sheet](#))

Goal

Ideate scenarios where AI capabilities can be used to address the identified challenges.

Material

- ★ [Business AI Opportunity Cards](#)
- ★ [Scenario Sentence Template](#)

Tips

- ★ Have participants read the cards before the workshop to make the selection process easier.

2. Explore Opportunities



40 min



In teams of 6 or less

Steps



Share out and combine – 40 min

Have each participant share the scenario ideas or sentences and discard duplicate ideas as they share. Then, ask participants to check which scenarios can be combined in one solution. Ideas with the same or related beneficiary and similar objective could fit well together, but not all scenarios have to be combined. Finally, give descriptive names to the combined scenarios. Use the last 5 minutes to vote for the scenarios participants find most valuable and select the top 3.

[\(see exercise sheet\)](#)

Goal

Ideate scenarios where AI capabilities can be used to address the identified challenges.

Material

- ★ Post-its and Pens
- ★ Voting Dots

Tips

- ★ Don't combine too many scenarios in one solution. Try to keep them at a granular level and only discard duplicates or combine very similar ideas together.



PART 3

Define Use Case Ideas

3. Define Use Case Ideas



75 - 110 min



In teams of 6 or less

Steps

A

Describe the selected scenarios – 75 - 110 min

Ask participants to describe each selected scenario in detail using the Use Case Brief. The Use Case Brief includes three views: [business](#), [technical](#), and [ethical](#). Start with the business view. The technical view will work best if you have representatives from the implementation team who know which data can be useful and what the limitations of the technology are. When filling in the technical view, use the [Limitation Cards](#) to help participants identify limitations that could affect the use case. ([see exercise sheet](#))

Goal

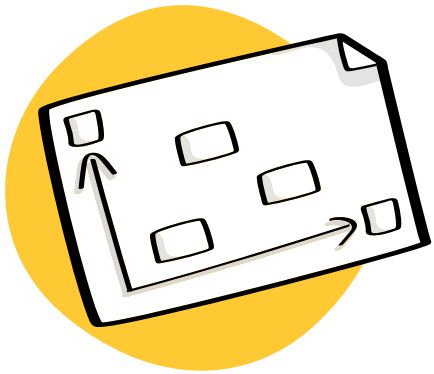
Describe the selected use cases in detail.

Material

- ★ [Use Case Brief Templates](#)
- ★ [Business AI Limitation Cards](#)

Tips

- ★ Distribute the Use Case Briefs among the participants to save time and have a share-out afterwards. (e.g. each pair is responsible to complete the details for one scenario)
- ★ Use the [Use Case Brief PDF Form](#) to document your use cases digitally after the workshop.



PART 4

Compare and Prioritize

4. Compare and Prioritize



50 min



All together

Steps



Compare your Use Case Ideas – 50 min

Bring all participants together and have them share their use case Ideas to the other teams to get feedback.

Help participants position the Use Case briefs in the Value Heatmap relative to each other, based on agreed criteria (e.g. Business Value and Complexity). The use case ideas can be positioned in the Heatmap after each presentation or after all teams have presented. Consider that the positioning of a use case idea is relative and might change after every new idea presented.

Discuss the position of the ideas in the value heatmap as a team and decide which use case(s) should be tackled first. ([see exercise sheet](#))

Goal

Compare the described use cases with each other to define a priority.

Material

- ★ [Value Heatmap](#)
- ★ Post-its and Pens

Tips

- ★ Select the criteria for the prioritization in advance to avoid wasting time.
- ★ Prefer use cases that are not too complex to realize but provide high business value to move to the next steps.

5. Next Steps



30 min



All together

Steps

A

Define action items – 20 min

In a team discussion decide for 4 - 5 action items to follow up from this session. Indicate in a next steps matrix what needs to be done, until when and who will be responsible. ([see exercise sheet](#))

B

Collect feedback – 10 min (optional)

In a whiteboard place 2 large post-its, each with a question: “What did you like?” and “What do you wish for next time?”. Ask participants to write down silently answers to both questions. Then ask them to share their feedback with the team and place their post-its on a whiteboard. (1 min per person)

Goal

Agree on action items.

Material

- ★ [Next Steps Matrix](#)
- ★ Post-its and Pens

Tips

- ★ Agree on a follow-up session to decide the use case to move forward with, and ensure customer commitment to continue.
- ★ Depending on case, a next step could be a scoping workshop to narrow down the use case or a discover/ design workshop to detail out the content for the use case with end users.

Recommendations

- **Collect customer challenges before the session**

Request participants to send the challenges prior to the workshop (“What processes and activities in your business area need to be improved and why?”)

- **Give customer time to get familiar with the topic**

Explain the opportunity cards to the participants during the introduction session and ask them to get familiar with the cards as homework. Give them enough time to assimilate the content and come up with ideas before the workshop.

- **Distributing in teams**

If you need to split the participants into different teams, use a business area or business topic as criteria for separation to avoid the different teams working on very similar use cases.

- **Alternative Uses**

If you only have very limited time for the workshop, you can run an ideation session using the Opportunity Cards, and the Scenario Sentence, and detail out one use case idea using the business view of the Use Case Brief. ([see section 4](#))

- **Share-out Rounds**

Give participants more or less time to share depending on the amount of participants. Ex: if you have all 6 participants give them just 2 minutes each to share, while if you have just 4 participants you can give each 3 minutes. Help participants cluster post-its as they present. If you are running out of time, instead of an individual share-out, go through the post-its yourself as a coach and ask for clarification if needed. Alternatively you can select one participant to go through all the post-its.

- **Ideation Rounds**

Some teams will need more time to ideate than others. Remain flexible and adapt the timing for the ideation rounds depending on the team’s needs.

- **Clustering Ideas**

Avoid creating too large and generic clusters. Is better to have more smaller clusters than few very large. The cluster names should be clear even when reading them outside the cluster. Avoid writing 1-word names that are too generic.

3

Workshop Material And Exercises

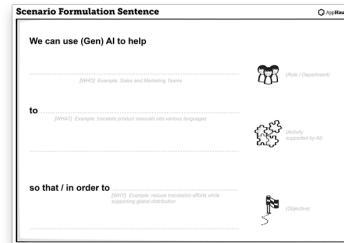
Templates and exercise sheets for participants

Material for print



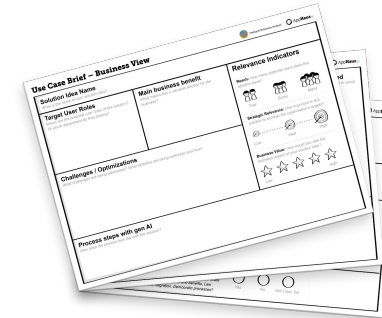
Business AI Opportunity Cards

1 set x team
(size DIN A5, 250 gsm.,
back and forth, color)



Scenario Sentence Template

15 - 20 x team
(size A5, black and white)



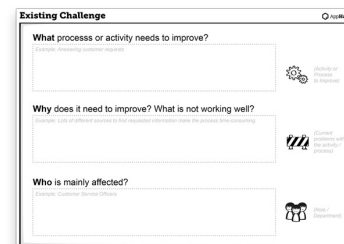
Use Case Brief Templates

3 sets x team
(size A3, black and white)



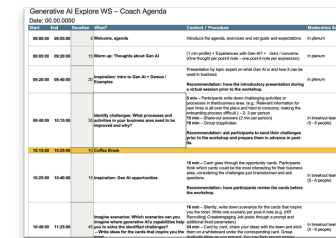
Business AI Limitation Cards

1 set x team
(size DIN A5, 250 gsm.,
back and forth, color)



Existing Challenge Description Template

15 - 20 x team
(size A5, black and white)



Coach Agenda

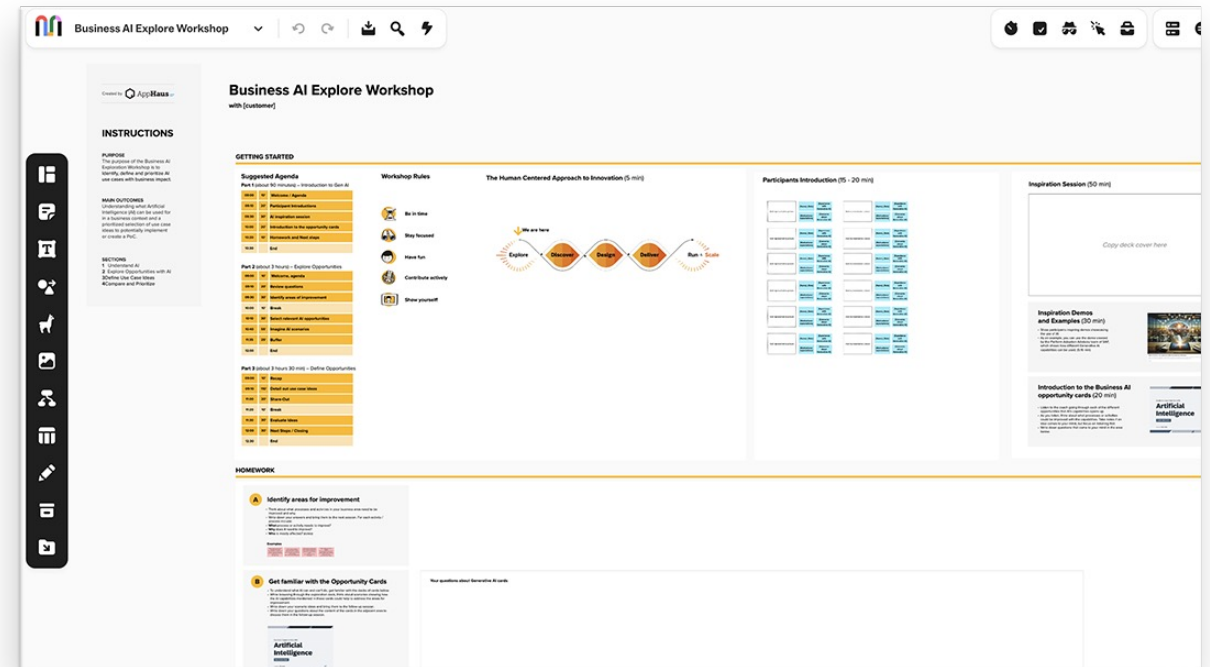
1 agenda x coach
(size A4, black and white)

Material for virtual sessions

Mural Board Template

<https://app.mural.co/template/d94275f6-e022-4f1f-8c23-525dc61ab113/2e636ef0-fc15-42b7-adbd-3ddb1d3d6a>

You will need to create a Mural account to access this template if you don't have one yet.





PART 1

Get Started with Business AI

Introduction and Expectations



20 min



All together

Steps

Introduce yourself to the team

- Take a post-it and fill it in as indicated in the picture (2 min)
- Introduce yourself to the team and place your post-it on a whiteboard or wall. (1 min per person)

<p>Draw a portrait of yourself</p>	<p>What is your name and role?</p>	
<p>What are your motivations and expectations for the session?</p>	<p>What is your experience with AI?</p>	<p>What are your concerns about AI?</p>

Example 1 minute profile

Inspiration Examples



Show participants how Generative AI can be used in action.

You can use the following reference application created by the PAA team at SAP as inspiration.

(<https://url.sap/qdpse3>)

SAP GenAI Mail Insights

Settings
 Work in translated language

Request State *clear*
 Unanswered
 Answered

Request Type *clear*
 Booking Assistance
 Cancellation
 Feedback
 General Inquiry
 Post-Trip Complaint
 Problem During Travel
 Special Requests
 Unexpected Problem

Urgency *clear*
 Low
 Medium
 High

Sentiment *clear*
 Calm
 Worried
 Agitated

Inbox (15) *Sort by newest*

Sender	Subject	Date	Status
Jose	Cambio de Reserva Hotelera - Bog...	30.10.2023	Unanswered
Adam	Ideale Reisezeit für Mallorca	30.10.2023	Answered
Jean	Conseils pour une visite au Grand ...	30.10.2023	Answered
トム・デバイス	ヨーロッパ複数都市ツアーの支援が...	30.10.2023	Answered
Adelheid	Anfrage zur Stornierung	30.10.2023	Unanswered
Bob Williams	Difficulties Booking a Pet-friendly ...	30.10.2023	Answered
Jan		30.10.2023	Answered

Cambio de Reserva Hotelera - Bogotá en Noviembre 30.10.2023
 Medium Urgency Calm Cancellation or Change

Customer Information
 Original Language: Spanish
 Travelers: Jose
 Guests: 1
 Location: Bogotá
 Country: Colombia
 BookingCode: RTK234523

Incoming Message
 ¡Hola!
 Espero que estén bien. Tengo una reserva en su hotel en Bogotá para noviembre, con la referencia: RTK234523. Quería hacerles una solicitud de cambio. Inicialmente reservé por 5 días, desde 5/11/2023 hasta 10/11/2023. Pero ahora, me gustaría extender mi estadia 2 días más.
 ¿Sería posible ajustar mi reserva para que abarque desde 5/11/2023 hasta 12/11/2023? Esto serían en total 7 días en lugar de los 5 que tenía antes. Espero su respuesta y si hay algún cambio en el costo, agradecería que me lo informaran.
 Gracias de antemano por su ayuda.
 Saludos,
 Jose

Response Preparation
Suggested Actions:
 Hotel Availability

Provide additional information for your answer:
 Options found, special offerings, travel remarks.
 Include responses from similar answered emails **Regenerate response**

Suggested Response
 ¡Hola Jose!

SAP GenAI Mail Insights

Settings
 Work in translated language

Request State *clear*
 Unanswered
 Answered

Request Type *clear*
 Booking Assistance
 Cancellation
 Feedback
 General Inquiry
 Post-Trip Complaint
 Problem During Travel
 Special Requests
 Unexpected Problem

Urgency *clear*
 Low
 Medium
 High

Sentiment *clear*
 Calm
 Worried
 Agitated

Inbox (2) *Sort by oldest*

Sender	Subject	Date	Status
Adelheid	Cancellation Request	30.10.2023	Unanswered
Cyrill	Request for Booking Extension - Gr...	30.10.2023	Answered

Cancellation Request 30.10.2023
 High Urgency Agitated Cancellation or Change

Incoming Message
 Dear ThorTours team,
 Unfortunately, I have fallen ill and cannot proceed with my trip to Indonesia that I booked last week. Attached is my medical certificate. I would like to cancel the trip and rebook it at a later date.
 Can you assist me with this?
 Thank you
 Adelheid

Response Preparation
Suggested Actions:
 Flight Cancellation Hotel Cancellation

Provide additional information for your answer:
 Let the customer know that a cancellation will result in a fee of 100 USD
 Include responses from similar answered emails **Regenerate response**

Suggested Response
 Dear Adelheid,
 We are very sorry that you cannot start your trip due to your illness. Of course, we can cancel your trip. However, please note that a cancellation fee of 100 USD applies.
 As soon as you feel better and are ready to plan your trip again, we are at your disposal to help you with the rebooking.
 Get well soon and we look forward to welcoming you on one of our trips in the future.
 Your ThorTours Team **Answer**

Business Opportunities with AI

This set of cards shows the diverse opportunities that AI makes available to businesses, revolutionizing our work processes.



Business Opportunities with AI (back side)

AI opportunity ←

AI capabilities ←
creating the
opportunity

Question ←
for ideation

OPPORTUNITY

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.

THE BEST RUN 

→ Example scenarios using the capabilities

0e. Homework



Variable



Individual

Steps

Prepare for the upcoming workshop

- Think about: “What processes and activities in your business area need to be improved and why?”. Write down your answers and bring them to the workshop. For each activity / process include:
 - **What** process or activity needs to improve?
 - **Why** does it need to improve?
 - **Who** is mainly affected? (roles)

You can download the [Existing Challenge Description template as PDF form](#) to write your answers.

- Read the [Business AI opportunity cards](#) and think about scenarios showing how the AI capabilities mentioned in those cards could help to address the challenging processes and activities.

1. Example challenging processes and activities:

Existing Challenge AppHaus

What process or activity needs to improve?
Example: Answering Customer requests
CREATING JOB POSTS

Why does it need to improve? Why?
Example: Finding all the information needed to answer
REQUIRES LOTS OF MANUAL CHECKS ACROSS DESCRIPTIONS AND ALIGNMENT

Who is mainly affected?
Example: Customer Service Officers
HR RECRUITERS, HR MANAGERS

WHAT: CREATING JOB POSTS
WHY: REQUIRES LOTS OF MANUAL CHECKS TO MAINTAIN CONSISTENCY ACROSS DESCRIPTIONS AND ALIGNMENT WITH BRANDING
WHO: HR RECRUITERS, HR MANAGERS

Existing Challenge AppHaus

What process or activity needs to improve?
Example: Answering Customer requests
CREATION AND ACCESS TO ONBOARDING INFORMATION

Why does it need to improve? Why?
Example: Finding all the information needed to answer
INFORMATION FOR NEW HIRES IS ALL OVER THE PLACE AND HARD TO CONSUME, MAKING THE ONBOARDING PROCESS DIFFICULT.

Who is mainly affected?
Example: Customer Service Officers
NEW HIRES

WHAT: CREATION AND ACCESS TO ONBOARDING INFORMATION
WHY: INFORMATION FOR NEW HIRES IS ALL OVER THE PLACE AND HARD TO CONSUME, MAKING THE ONBOARDING PROCESS DIFFICULT.
WHO: NEW HIRES

2. Cards to get familiar with:

- Automate information processing and analysis**
- Streamline content creation**
- Simplify access to information and knowledge**
- Explore diverse suggestions and ideas**
- Augment decision-making with AI-driven insights**
- Streamline tests and simulations with realistic-looking data**
- Get coding assistance**



PART 2

Explore Opportunities

1. Identify areas for improvement



30 min



In teams of 6 or less

Steps

What processes and activities in your business area need to be improved and why?

- Silently, write down challenging activities or processes in your business area. Make sure you write one challenge per post-it note (see examples). Indicate:
 - **What** process or activity needs to improve?
 - **Why** does it need to improve?
 - **Who** is mainly affected? (roles)

Use the [Existing Challenge Description template](#) to ease the formulation.

(10 min)

- Share your challenges with the team and stick them on a whiteboard. Discard duplicate challenges as you present or combine very similar challenges together (2 - 3 min per person / 20 min)

The whiteboard displays five orange sticky notes with the following text:

- WHAT:** CREATION AND ACCESS TO ONBOARDING INFORMATION
WHY: INFORMATION FOR NEW HIRES IS ALL OVER THE PLACE AND HARD TO CONSUME, MAKING THE ONBOARDING PROCESS DIFFICULT.
WHO: NEW HIRES
- WHAT:** CATALOGUING OF NEW PRODUCTS
WHY: ABOUT 10.000 NEW PRODUCTS EVERY QUARTER THAT WE NEED TO CATALOGUE. NOT ENOUGH CAPACITY TO UPDATE OLDER ONES.
WHO: MARKETING MANAGERS
- WHAT:** CREATING JOB POSTS
WHY: REQUIRES LOTS OF MANUAL CHECKS TO MAINTAIN CONSISTENCY ACROSS DESCRIPTIONS AND ALIGNMENT WITH BRANDING
WHO: HR RECRUITERS, HR MANAGERS
- WHAT:** ANSWERING CUSTOMER REQUESTS
WHY: LOTS OF DIFFERENT SOURCES TO FIND REQUESTED INFORMATION MAKE THE PROCESS TIME-CONSUMING.
WHO: CUSTOMER SERVICE OFFICERS
- WHAT:** ADAPTING CAMPAIGNS TO DIFFERENT SOCIAL MEDIA CHANNELS
WHY: IS TIME CONSUMING AS IT REQUIRES LOTS OF BACK-AND-FORTH REVIEWS
WHO: MARKETING AND SALES EMPLOYEES

Example challenging processes and activities

2a. Select relevant opportunities



30 min



In teams of 6 or less

Steps

Which opportunities are most relevant to improve your activities and processes?

- Review the descriptions in the opportunity cards. Think: which opportunities could be most beneficial to improve the processes or activities mentioned? Map the described challenges to the cards if necessary and duplicate challenges that fit to more than one card. Don't worry if some challenges can't be mapped. (20 min)
- Select the 3 most relevant opportunities for your business through voting or open discussion. If you did the mapping, you can select those opportunities addressing more challenges. (10 min)

OPPORTUNITY
Streamline content creation

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

OPPORTUNITY
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 on 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.

OPPORTUNITY
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 seamless user-based guidance.

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

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

OPPORTUNITY
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 itineraries to reservation inquiries, speeding up their response times.

Product Development
Product teams get different solution ideas (prototypes) to address a specific user requirement.

Sales
Account executives receive optimal non-legal suggestions in a sales cycle based on previous customer interactions.

OPPORTUNITY
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 various prototypes.

OPPORTUNITY
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 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.

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

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

Example Selection

2b. Imagine scenarios with AI



15 min



In teams of 6 or less

Steps

What would you use AI for?

- Silently, write down scenario sentences explaining how AI can be used to address the activities and processes mapped to the selected cards. Write at least 1 scenario sentence per card. You have about 5 minutes per card.

Scenario Formulation Sentence



We can use AI to help ...

Example: Sales and Marketing Teams

IT SUPPORT TEAMS



(Role / Department)

to ...

Example: translate product manuals into various languages

ASSIST CUSTOMERS IN REAL-TIME WITH TROUBLESHOOTING AND TECHNICAL ISSUES THROUGH A CONVERSATIONAL INTERFACE



(Activity supported by AI)

so that / in order to ...

Example: reduce translation efforts while supporting global distribution

REDUCE THEIR WORKLOAD WHILE INCREASING CUSTOMER SATISFACTION



(Objective)

Example Formulation Sentence

2c. Share-out and combine



40 min



In teams of 6 or less

Steps

What scenarios can be combined in one solution?

- Share your scenarios with your peers (15 min)
- Check which scenarios can be combined in one solution. Ideas with the same or related beneficiary and similar objective could fit well together, but not all scenarios have to be combined. Give descriptive names to the combined scenarios (20 min).
- You now get 5 votes, each worth 100€. Distribute the votes on the scenarios you would invest in and select the top 3. (5 min).

IT Troubleshooting Bot

Scenario Formulation Sentence

We can use AI to help ...

Example: Sales and Marketing Teams

IT SUPPORT TEAMS

to ...

Example: translate product manuals into various languages

ASSIST CUSTOMERS IN REAL-TIME TROUBLESHOOTING TECHNICAL ISSUES THROUGH A CONVERSATIONAL INTERFACE,

so that / in order to ...

Example: reduce translation efforts while supporting global distribution

REDUCE THEIR WORKLOAD WHILE INCREASING CUSTOMER SATISFACTION.

AI can be used to help IT support Teams to assist customers in real-time with troubleshooting and technical issues through a conversational interface, so that they can reduce their workload while increasing customer satisfaction.

to ...

Example: translate product manuals into various languages

CREATE STEP-BY-STEP INSTRUCTIONS FOR CUSTOMERS TO TROUBLESHOOT TECHNICAL ISSUES BASED ON THEIR TECHNICAL BACKGROUND

so that / in order to ...

Example: reduce translation efforts while supporting global distribution

PROVIDE MORE PERSONALIZED SUPPORT WHILE INCREASING CUSTOMER LOYALTY AND SATISFACTION.

AI can be used to help IT support Teams to create step-by-step instructions for customers to troubleshoot technical issues based on their technical background, In order to provide more personalized support and increase customer loyalty and satisfaction .

Technical Translator

Scenario Formulation Sentence

We can use AI to help ...

Example: Sales and Marketing Teams

SALES AND MARKETING TEAMS

to ...

Example: translate product manuals into various languages

TRANSLATE PRODUCT MANUALS INTO VARIOUS LANGUAGES,

so that / in order to ...

Example: reduce translation efforts while supporting global distribution

REDUCE TRANSLATION EFFORTS WHILE SUPPORTING GLOBAL DISTRIBUTION.

AI can be used to help Sales and Marketing Teams to translate product manuals into various languages, so that they can reduce translation efforts while supporting global distribution.



PART 3

Define Use Case Ideas

3. Define Use Case Ideas



75 - 110 min



In teams of 6 or less

Steps

Describe your selected scenarios in detail.

- Distribute the selected scenarios to different members or pairs of the team, so that they can be described simultaneously. (5 min)
- Fill in the Business View, Technical View, and Ethical View of the Use Case Brief for each scenario selected (20 - 30 min per view).
- Share the Use Case that you detailed out with your team (10 min / 3 min per pair or team member)

Use Case Brief – Business View

Solution Idea Name *INTELLIGENT TRAVEL REQUEST MAILBOX*

<p>Target User Roles <i>Who will use this solution? What is their role and in which department do they work?</i></p> <p>CUSTOMER SERVICE EMPLOYEES</p>	<p>User's Objectives <i>What should the target users be able to accomplish with the solution?</i></p> <ul style="list-style-type: none"> MANAGE AND PRIORITIZE CUSTOMER REQUESTS ADDRESS REQUESTS ACCURATELY RESPOND TO CUSTOMERS ON TIME 	<p>Relevance Indicators</p> <p>Reach: How many potential users does this solution have?</p> <p>Few Some Many</p> <p>Strategic Relevance: How important is this solution to achieve the organization's targets?</p> <p>Low Med High</p>
<p>Challenges / Optimizations <i>What challenges are being addressed? What does the solution improve?</i></p> <ul style="list-style-type: none"> REQUESTS COME IN DIFFERENT LANGUAGES TAKES LOTS OF MANUAL SEARCHES IN DIFFERENT PLACES TO ANSWER SOME REQUESTS ARE MORE URGENT THAN OTHERS, BUT IT'S HARD TO IDENTIFY THOSE REQUESTS TO FIRST ATTEND TO. 	<p>Business Benefit <i>What makes this a valuable solution for the customer? What KPIs are improved?</i></p> <p>DECREASES THE TIME TO SOLVE CUSTOMER REQUESTS BY 50%, INCREASING CUSTOMER SATISFACTION</p>	
<p>Process Steps <i>How does the process flow? How and where could the solution help?</i></p> <pre> graph LR A[REQUEST RECEIVED AS E-MAIL] --> B[SORT REQUESTS MANUALLY BY URGENCY AND TYPE] B --> C[OPEN URGENT REQUEST] C --> D[TRANSLATE REQUEST] D --> E[FIND INFORMATION IN MULTIPLE SYSTEMS] </pre>		

Use Case Brief – Technical View

Input data needed
What data is needed for this use case? What data is available?

- REQUEST TEXT (E-MAIL)
- BOOKING SYSTEM DATA

Main capabilities and expected output
What should the solution be able to do? What information should the solution provide and in which format?

- PRIORITIZE REQUESTS BY URGENCY
- TRANSLATE E-MAILS WHEN NEEDED
- FORMULATE ANSWER E-MAIL
- CATEGORIZE REQUESTS BY TYPE
- HIGHLIGHT MAIN INFORMATION IN REQUEST LIKE B ID, DESTINATION OF SERVICE REQUEST
- SHOW AVAILABLE SERVICE OPTIONS IN THE BOOKING SYSTEM
- SHOW POSSIBLE ALTERNATIVES TO SOLVE THE REQUEST

AI Limitations
Which AI limitations could affect the use case and how? Use the limitation cards as reference.

LEARN FROM NEW DATA ON-THE-FLY

HARD TO IMPROVE OPTIONS PROVIDED OVER TIME

ENSURE A CONSISTENT AND PREDICTIBLE OUTPUT

DIFFERENT URGENCY LEVELS COULD BE DERIVED FOR SIMILAR REQUESTS

Use Case Brief – Ethical View


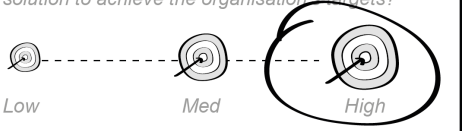

Would the solution involve...	Comments		
Processing identifiable personal data Would the solution process any information relating to an identified or identifiable natural person for training purposes or during productive usage? (excludes anonymized data sets or the process of anonymizing Personal data).	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not Clear/Yet
Processing sensitive personal data Would the solution include the processing of sensitive personal data like information on sexual orientation, religion, biometric data (including face imaging &/or voice recognition)?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not Clear/Yet
Automated decision-making Does the solution involve fully or partially automated decision-making? Does it include cases where no human intervention or human supervision takes place? (excluding any recommender system)	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not Clear/Yet
Negatively affecting individuals Could the solution negatively affect the social well-being of individuals (health and safety), or intrude/restrict an individual's fundamental rights and freedom?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not Clear/Yet
High-risks Does the use case belong to one of the following domains: E.g. Categorisation of natural persons, Management and operation of critical infrastructure, Employment/HR, Healthcare, Private services and Public services and benefits, Law Enforcement, Migration, Democratic processes?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not Clear/Yet

Use Case Brief Example (Business View)

The Business View of the Use Case Brief summarizes what the use case is all about and what is the value of it for the business and the end-users.

The business view is the minimum of what needs to be described for each scenario.

Use Case Brief – Business View

Solution Idea Name <i>What is the name of your solution idea?</i> INTELLIGENT TRAVEL REQUEST MAILBOX		
Target User Roles <i>Who will use this solution? What is their role and in which department do they work?</i> CUSTOMER SERVICE EMPLOYEES	User's Objectives <i>What should the target users be able to accomplish with the solution?</i> <ul style="list-style-type: none"> MANAGE AND PRIORITIZE CUSTOMER REQUESTS ADDRESS REQUESTS ACCURATELY RESPOND TO CUSTOMERS ON TIME 	Relevance Indicators Reach: <i>How many potential users does this solution have?</i>  Few Some Many <hr/> Strategic Relevance: <i>How important is this solution to achieve the organisation's targets?</i>  Low Med High <hr/> Business Value: <i>How would you rate the business impact of your solution idea?</i>  Low High
Challenges / Optimizations <i>What challenges are being addressed? What does the solution improve?</i> <ul style="list-style-type: none"> REQUESTS COME IN DIFFERENT LANGUAGES TAKES LOTS OF MANUAL SEARCHES IN DIFFERENT PLACES TO ANSWER SOME REQUESTS ARE MORE URGENT THAN OTHERS, BUT IT'S HARD TO IDENTIFY THOSE REQUESTS TO FIRST ATTEND TO. 	Business Benefit <i>What makes this a valuable solution for the company? What KPIs are improved?</i> DECREASES THE TIME TO SOLVE CUSTOMER REQUESTS BY 50%, INCREASING CUSTOMER SATISFACTION	
Process Steps <i>How does the process look now and where could the solution help?</i> <pre> graph LR A[REQUEST RECEIVED AS E-MAIL] --> B((SORT REQUESTS MANUALLY BY URGENCY AND TYPE)) B --> C[OPEN URGENT REQUEST] C --> D((TRANSLATE REQUEST)) D --> E((FIND INFORMATION IN MULTIPLE SYSTEMS)) E --> F((CONSULT PRICING WITH COLLEAGUES)) F --> G((WRITE ANSWER)) G --> H[SEND ANSWER] </pre>		

Use Case Brief Example (Technical View)

The Technical View of the Use Case Brief is meant to describe technical aspects of the use case, such as the data and systems required, main capabilities expected, and possible limitations of the technology.

This technical view works better if you have a technical expert in the team.

To complete the “Generative AI Limitations” section, take a look at the [Business AI Limitation Cards](#) and discuss as a team which limitations might affect the use case and how.

Use Case Brief – Technical View

Input data needed

*What data is needed for this use case?
What data is available?*

- **REQUEST TEXT (E-MAIL)**
- **BOOKING SYSTEM DATA**

Main capabilities and expected output

What should the solution be able to do? What information should the solution provide and in which format?

- **PRIORITIZE REQUESTS BY URGENCY**
- **TRANSLATE E-MAILS WHEN NEEDED**
- **FORMULATE ANSWER E-MAIL**
- **CATEGORIZE REQUESTS BY TYPE**
- **HIGHLIGHT MAIN INFORMATION IN THE REQUEST LIKE BOOKING ID, DESTINATION AND TYPE OF SERVICE REQUESTED**
- **SHOW AVAILABLE SERVICE OPTIONS IN THE BOOKING SYSTEM**
- **SHOW POSSIBLE ALTERNATIVES TO SOLVE THE REQUEST**

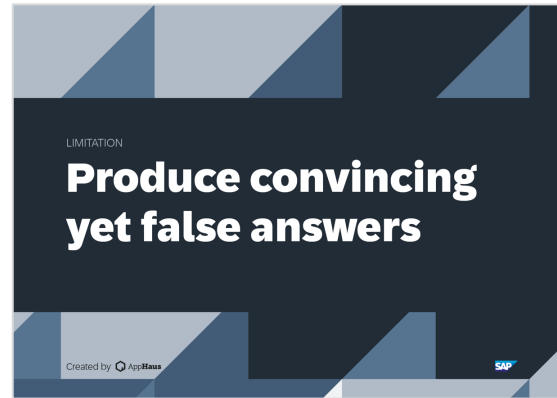
AI Limitations

Which AI limitations could affect the use case and how? Use the limitation cards as reference.

LEARN FROM NEW DATA ON-THE-FLY	ENSURE A CONSISTENT AND PREDICTABLE OUTPUT
HARD TO IMPROVE OPTIONS PROVIDED OVER TIME	DIFFERENT URGENCY LEVELS COULD BE DERIVED FOR SIMILAR REQUESTS

Businessa AI Limitation Cards

[Download file for print](#)



Business AI Limitation Card Example (back side)

[Download file for print](#)

AI Limitation ←

LIMITATION

Ensure that the model always behaves ethically

Generative AI models, like GPT, learn from vast online data, inheriting both its knowledge and biases. They **lack a moral compass to discern right from wrong, and have no awareness of cultural nuances**, so they might produce biased or inappropriate content.

Ensuring consistent ethical behavior requires continuous monitoring and fine-tuning, as AI can't inherently understand or uphold human ethics.

AI Limitation Explanation ←

DISCUSSION QUESTIONS

Discuss **if this limitation could affect your use case and how**. The following questions might help.

Is the scenario one where biased or prejudiced outputs could lead to discrimination or harm to certain groups?

Will the AI be making recommendations that could have long-term consequences for individuals, such as in career, education, or health?

Is there a potential for the solution to produce outputs that might be considered controversial or offensive in certain contexts or cultures?

→ Discussion questions

Use Case Brief Example (Ethical View)

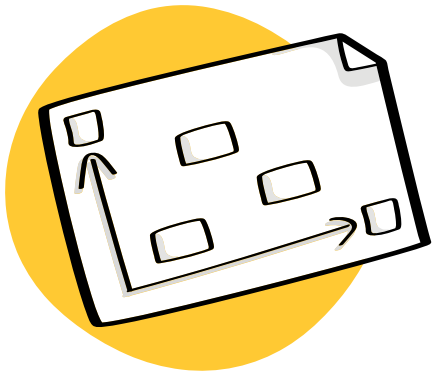
The ethical view of the Use Case Brief aims to make participants aware of ethical considerations when implementing the use case.

Questions answered with “Not Clear Yet” should be reviewed again at later stages, but before implementation. Questions answered with “yes” should be accompanied by comments indicating possible risk mitigations for the aspect in question. For example, if the use case needs to process identifiable personal data, think about how these data could be anonymized without negatively impacting the desired benefits.

The questions displayed in this document are based on the [SAP AI Ethics Handbook](#) and might be subject to change.

Use Case Brief – Ethical View

Would the solution involve...			Comments
Processing identifiable personal data	<i>Would the solution process any information relating to an identified or identifiable natural person for training purposes or during productive usage? (excludes anonymized data sets or the process of anonymizing Personal data).</i>	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Clear Yet	CUSTOMER'S E-MAIL TO BE ANONIMIZED FOR ANALYSIS OF INFORMATION
Processing sensitive personal data	<i>Would the solution include the processing of sensitive personal data like information on sexual orientation, religion, biometric data (including face imaging &/or voice recognition)?</i>	<input type="radio"/> Yes <input checked="" type="radio"/> No <input type="radio"/> Not Clear Yet	
Automated decision-making	<i>Does the solution involve fully or partially automated decision-making? Does it include cases where no human intervention or human supervision takes place? (excluding any recommender system)</i>	<input type="radio"/> Yes <input checked="" type="radio"/> No <input type="radio"/> Not Clear Yet	
Negatively affecting individuals	<i>Could the solution negatively affect the social well-being of individuals (health and safety), or intrude/restrict an individual's fundamental rights and freedom?</i>	<input type="radio"/> Yes <input checked="" type="radio"/> No <input type="radio"/> Not Clear Yet	
High-risks	<i>Does the use case belong to one of the following domains: E.g. Categorisation of natural persons, Management and operation of critical infrastructure, Employment/HR, Healthcare, Private services and Public services and benefits, Law Enforcement, Migration, Democratic processes?</i>	<input type="radio"/> Yes <input checked="" type="radio"/> No <input type="radio"/> Not Clear Yet	



PART 4

Compare and Prioritize

4. Compare your use case ideas



50 min

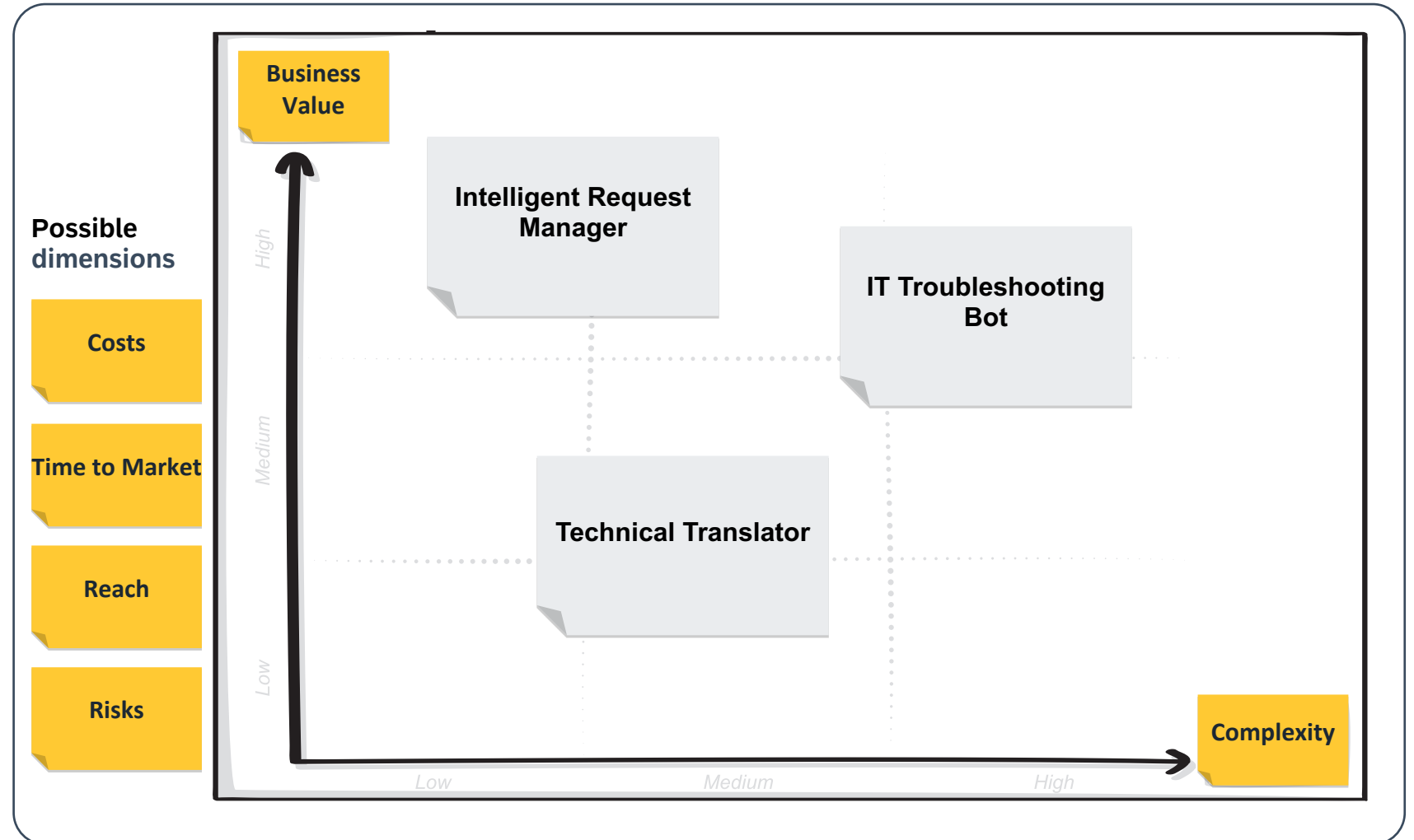


All together

Steps

Prioritize the use cases and identify the ones to implement first.

- All participants come together. Each team presents their Use Case Ideas to the other team and receives feedback (20 min)
- Participants position the Use Case Briefs or Scenario Sentences in the Value Heatmap relative to each other, based on agreed criteria (e.g. Business Value and Complexity). Discuss the position of the ideas in the value heatmap as a team. (25 min)
- Participants decide which use case idea to take to the next step. (5 min)



5. Next steps



20 min



All together

Steps

Define action items.

- In a team discussion decide for 4 - 5 action items to follow up from this session. Indicate in a next steps matrix what needs to be done, until when and who will be responsible. (20 min)

ACTION ITEMS					
WHAT *					
WHEN					
WHO					

4

Mini-Workshop Format

3-hour format for events

1. Getting started (mini-workshop format)



30 min



All together

Steps

A

Homework – variable

Send participants the cards at least 2 days prior to the session and ask them to get familiar with them. Discard cards that are not relevant to the audience you are working with. ([see exercise sheet](#))

B

Welcome – 10 min

Welcome the participants, introduce the agenda and purpose of the session

C

Inspiration – 20 min

Explain what Gen AI is and how it can be used in business. Use examples and demos of existing solutions (see demo example by SAP: <https://url.sap/qdpse3>), and answer questions about the Opportunity Cards

Goal

Set the right expectations, introduce participants to the topic of AI, and inspire them.

Material

- ★ [Business AI Opportunity Cards](#)
- ★ [Scenario Sentence Template](#)

Tips

- ★ To shorten the session further, ask participants to already select the 3 most relevant cards and write 2 - 3 [Scenario Sentences](#) for each selected card as homework. In that case, you can skip steps 2A and 2B during the session, saving about 30 minutes.

2. Explore Opportunities (mini-workshop format)



60 min



In teams of 6 or less

Steps

A

Select relevant Gen AI opportunities – 15 min

Using the set of Gen AI opportunities, ask participants to select up to 3 most relevant Gen AI opportunities for their businesses. Use voting or select through an open discussion. Participants should think about which opportunities could be most beneficial to improve challenging processes and activities in their business areas. ([see exercise sheet](#))

B

Imagine scenarios with Gen AI – 15 min

Ask participants to silently write down [Scenario Sentences](#) for each of the selected cards. Provide participants with enough scenario sentence templates. Participants have 5 minutes per card to write as many scenarios as possible and can use the example scenarios on the cards as inspiration. You can have each participant focus on a different card and then rotate the cards after the 5 minutes, or have all participants focus on the same card at once. ([see exercise sheet](#))

C

Share-out and combine – 30 min

Have each participant share the scenario sentences and discard duplicate ideas. Check which scenarios can be combined in one solution. Ideas with the same or related beneficiary and similar objective could fit well together, but not all scenarios have to be combined. Give descriptive names to the combined scenarios. ([see exercise sheet](#))

Goal

Ideate scenarios where Gen AI capabilities can be used to address the identified challenges.

Material

- ★ [Business AI Opportunity Cards](#)
- ★ [Scenario Sentence Template](#)
- ★ Post-its and pens

Tips

- ★ Have participants read the cards before the workshop to make the selection process easier.

3. Prioritize and Define (mini-workshop format)



90 min



In teams of 6 or less

Steps

A

Prioritize scenarios – 30 min

Help participants position the Scenario Sentences in the [Value Heatmap](#) relative to each other, based on Business Value and Complexity. Discuss the position of the ideas in the value heatmap as a team and decide which top 3 scenarios should be defined in detail. ([see exercise sheet](#))

B

Describe selected scenarios – 60 min

Ask participants to describe each selected scenario in detail using the Use Case Brief. The Use Case Brief includes three views: [business](#), [technical](#), and [ethical](#). Start with the business view. The technical view will work best if you have representatives from the implementation team who know which data can be useful and what the limitations of the technology are. When filling in the technical view, use the [Business AI Limitation Cards](#) to help participants identify limitations that could affect the use case.

Distribute the scenarios among the participants in the team, so that they are described simultaneously. ([see exercise sheet](#))

Goal

Select valuable scenarios and describe them in detail as use cases.

Material

- ★ [Value Heatmap](#)
- ★ [Use Case Brief Templates](#)
- ★ [Business AI Limitation Cards](#)
- ★ Pens

Tips

- ★ Prefer scenarios that might not be too complex to realize, but provide high business value.

1. Select Relevant Business AI Opportunities



15 min

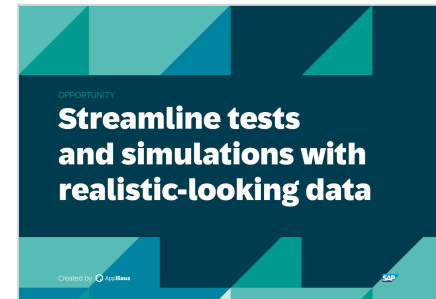
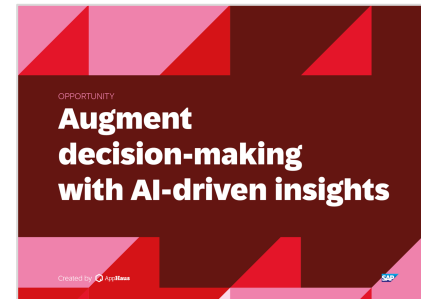


In teams of 6 or less

Steps

Which opportunities are most relevant for you?

- Read the opportunity cards and select the 3 most relevant opportunities for your business. Think about which opportunities could be most beneficial to improve processes or activities in your business area.



2. Imagine scenarios



15 min



In teams of 6 or less

Steps

What would you use AI for?

- Silently, write down scenario sentences for each of the selected cards. Write at least 1 scenario sentence per card. You have about 5 minutes per card.

Scenario Formulation Sentence



We can use AI to help ...

Example: Sales and Marketing Teams

IT SUPPORT TEAMS



(Role / Department)

to ...

Example: translate product manuals into various languages

ASSIST CUSTOMERS IN REAL-TIME WITH TROUBLESHOOTING AND TECHNICAL ISSUES THROUGH A CONVERSATIONAL INTERFACE



(Activity supported by AI)

so that / in order to ...

Example: reduce translation efforts while supporting global distribution

REDUCE THEIR WORKLOAD WHILE INCREASING CUSTOMER SATISFACTION



(Objective)

3. Share-out and combine



30 min



In teams of 6 or less

Steps

What scenarios can be combined in one solution?

- Share your scenarios with your peers (10 min)
- Check which scenarios can be combined in one solution. Ideas with the same or related beneficiary and similar objective could fit well together, but not all scenarios have to be combined (20 min).

IT Troubleshooting Bot

● ● ●

Scenario Formulation Sentence

We can use AI to help ...

Example: Sales and Marketing Teams

IT SUPPORT TEAMS

to ...

Example: translate product manuals into various languages

ASSIST CUSTOMERS IN REAL-TIME TECHNICAL ISSUES THROUGH A

so that / in order to ...

Example: reduce translation efforts while supporting global distribution

REDUCE THEIR WORKLOAD WHILE INCREASING

AI can be used to help **IT support Teams** to assist customers in real-time with troubleshooting and technical issues through a conversational interface, so that they can reduce their workload while increasing customer satisfaction.

to ...

Example: translate product manuals into various languages

CREATE STEP-BY-STEP INSTRUCTIONS FOR CUSTOMERS TO TROUBLESHOOT TECHNICAL ISSUES BASED ON THEIR TECHNICAL BACKGROUND

so that / in order to ...

Example: reduce translation efforts while supporting global distribution

PROVIDE MORE PERSONALIZED SUPPORT WHILE INCREASING CUSTOMER SATISFACTION

Technical Translator

● ● ● ●

Scenario Formulation Sentence

We can use AI to help ...

Example: Sales and Marketing Teams

SALES AND MARKETING TEAMS

to ...

Example: translate product manuals into various languages

TRANSLATE PRODUCT MANUALS INTO VARIOUS LANGUAGES

so that / in order to ...

Example: reduce translation efforts while supporting global distribution

REDUCE TRANSLATION EFFORTS WHILE SUPPORTING GLOBAL DISTRIBUTION

AI can be used to help **Sales and Marketing Teams** to translate product manuals into various languages, so that they can reduce translation efforts while supporting global distribution.

4. Prioritize Scenarios



30 min

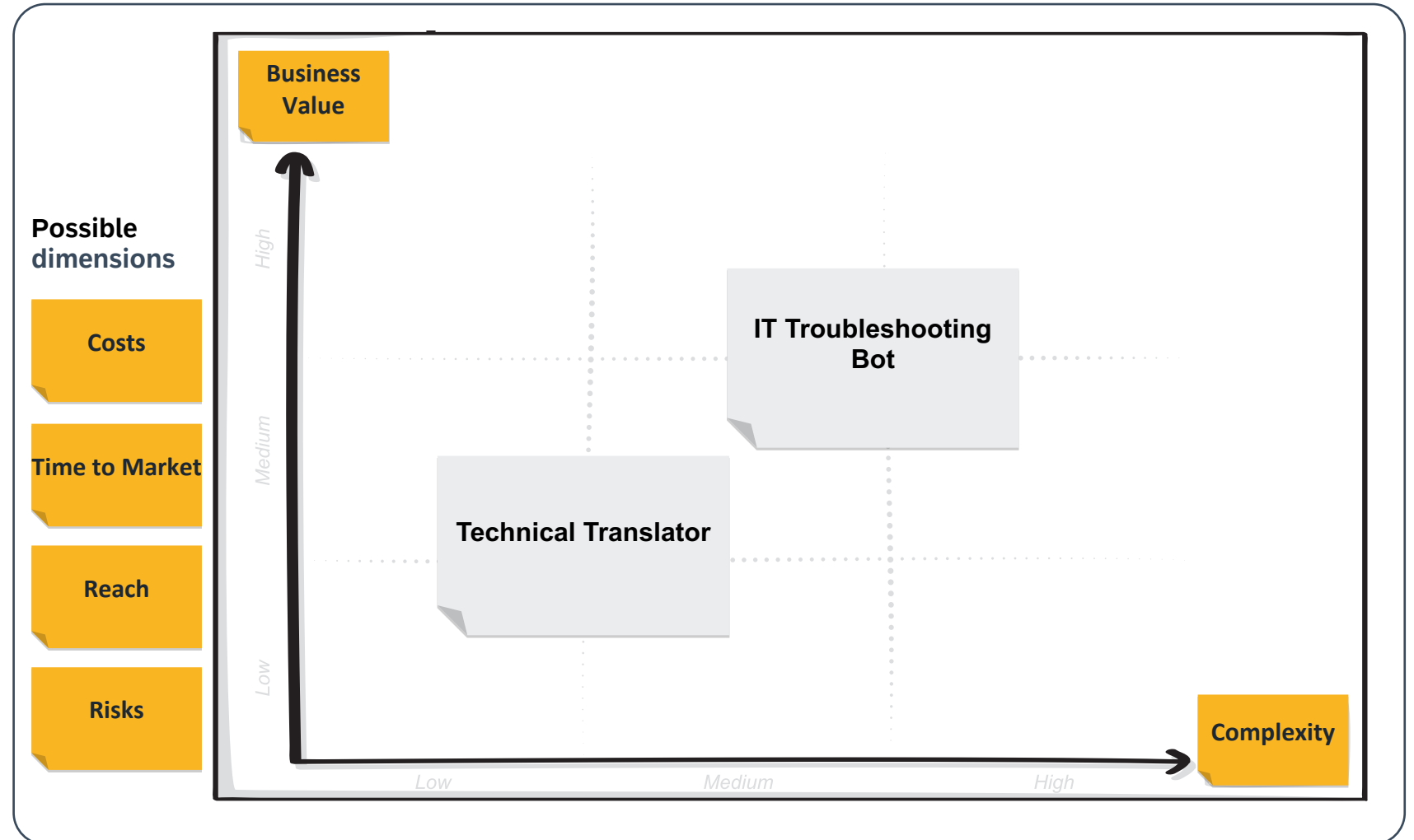


In teams of 6 or less

Steps

Prioritize your scenarios and identify the most valuable ones to be described.

- Participants position the scenario sentences or scenario group names in the Value Heatmap relative to each other, based on agreed criteria (e.g. Business Value and Complexity). Discuss the position of the ideas in the value heatmap as a team (25 min)
- Participants decide which top 3 scenarios to describe in detail. (5 min)



5. Define Use Case Ideas



60 min



In teams of 6 or less

Steps

Describe your selected scenarios in detail.

- Distribute the top 2-3 selected scenario ideas among the participants in the team, so that they are described simultaneously (5 min),
- Each pair or team member details out a scenario idea using the Use Case Brief (Business View, Technical View and Ethical View). (45 min)
- Share your use case briefs within the team (10 min)

Use Case Brief – Business View

What is the name of your solution idea? **INTELLIGENT TRAVEL REQUEST MAILBOX**

<p>Target User Roles <i>Who will use this solution? What is their role and in which department do they work?</i></p> <p>CUSTOMER SERVICE EMPLOYEES</p>	<p>User's Objectives <i>What should the target users be able to accomplish with the solution?</i></p> <ul style="list-style-type: none"> MANAGE AND PRIORITIZE CUSTOMER REQUESTS ADDRESS REQUESTS ACCURATELY RESPOND TO CUSTOMERS ON TIME 	<p>Relevance Indicators</p> <p>Reach: <i>How many potential users does this solution have?</i></p> <p>Few Some Many</p> <p>Strategic Relevance: <i>How important is this solution to achieve the organization's targets?</i></p> <p>Low Med High</p>
<p>Challenges / Optimizations <i>What challenges are being addressed? What does the solution improve?</i></p> <ul style="list-style-type: none"> REQUESTS COME IN DIFFERENT LANGUAGES TAKES LOTS OF MANUAL SEARCHES IN DIFFERENT PLACES TO ANSWER SOME REQUESTS ARE MORE URGENT THAN OTHERS, BUT IT'S HARD TO IDENTIFY THOSE REQUESTS TO FIRST ATTEND TO. 	<p>Business Benefit <i>What makes this a valuable solution for the customer? What KPIs are improved?</i></p> <p>DECREASES THE TIME TO SOLVE CUSTOMER REQUESTS BY 50%, INCREASING CUSTOMER SATISFACTION</p>	

Process Steps
How does the process work? How could the solution help?

```

    graph LR
      A[REQUEST RECEIVED AS E-MAIL] --> B[SELECT REQUESTS MANUALLY BY URGENCY AND TYPE]
      B --> C[OPEN URGENT REQUEST]
      C --> D[TRANSLATE REQUEST]
      D --> E[FIND INFORMATION IN MULTIPLE SYSTEMS]
      
```

Use Case Brief – Technical View

What data is needed for this use case? What data is available?

- REQUEST TEXT (E-MAIL)
- BOOKING SYSTEM DATA

Main capabilities and expected output
What should the solution be able to do? What information should the solution provide and in which format?

- PRIORITIZE REQUESTS BY URGENCY
- TRANSLATE E-MAILS WHEN NEEDED
- FORMULATE ANSWER E-MAIL
- CATEGORIZE REQUESTS BY TYPE
- HIGHLIGHT MAIN INFORMATION IN REQUEST LIKE B ID, DESTINATION OF SERVICE REQUEST
- SHOW AVAILABLE SERVICE OPTIONS IN THE BOOKING SYSTEM
- SHOW POSSIBLE ALTERNATIVES TO SOLVE THE REQUEST

AI Limitations
Which AI limitations could affect the use case and how? Use the limitation cards as reference.

LEARN FROM NEW DATA ON-THE-FLY

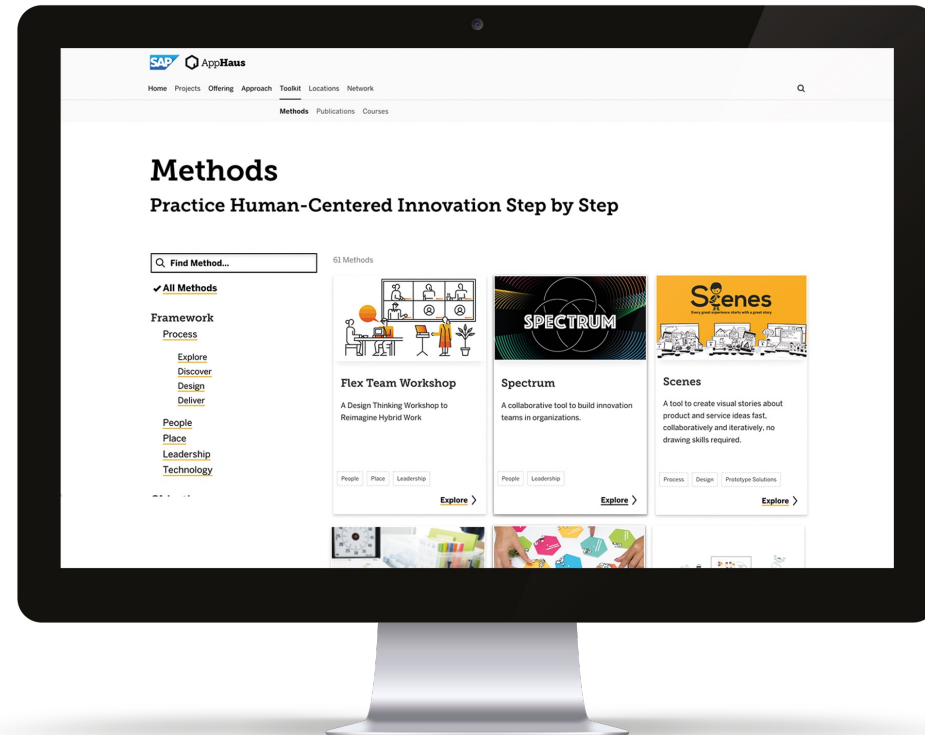
HARD TO IMPROVE OPTIONS PROVIDED OVER TIME

ENSURE A CONSISTENT AND PREDICTIBLE OUTPUT

DIFFERENT URGENCY LEVELS COULD BE DERIVED FOR SIMILAR REQUESTS

Use Case Brief – Ethical View

Would the solution involve...		Comments
Processing identifiable personal data <small>Would the solution process any information relating to an identified or identifiable natural person for training purposes or during productive usage? (excludes anonymized data sets or the process of anonymizing Personal data).</small>	Yes <input type="radio"/> No <input type="radio"/> Not Clear <input type="radio"/> Yes	
Processing sensitive personal data <small>Would the solution include the processing of sensitive personal data like information on sexual orientation, religion, biometric data (including face imaging &/or voice recognition)?</small>	Yes <input type="radio"/> No <input type="radio"/> Not Clear <input type="radio"/> Yes	
Automated decision-making <small>Does the solution involve fully or partially automated decision-making? Does it include cases where no human intervention or human supervision takes place? (excluding any recommender system)</small>	Yes <input type="radio"/> No <input type="radio"/> Not Clear <input type="radio"/> Yes	
Negatively affecting individuals <small>Could the solution negatively affect the social well-being of individuals (health and safety), or intrude/restrict an individual's fundamental rights and freedom?</small>	Yes <input type="radio"/> No <input type="radio"/> Not Clear <input type="radio"/> Yes	
High-risks <small>Does the use case belong to one of the following domains: E.g. Categorisation of natural persons, Management and operation of critical infrastructure, Employment/HR, Healthcare, Private services and Public services and benefits, Law Enforcement, Migration, Democratic processes?</small>	Yes <input type="radio"/> No <input type="radio"/> Not Clear <input type="radio"/> Yes	



Practice Human-Centered Innovation

<https://apphaus.sap.com/toolkit/methods>