# **Turning Al into concrete value:**

the successful

## implementers' toolkit

Al is already transforming how organizations do business, manage customer relationships and stimulate groundbreaking innovation

Al is driving significant benefits across the organization



# Influencing sales

Cosabella, a luxury lingerie-retailer's Al-managed marketing platform produced a **155%** increase in revenue in a three month pilot



# Boosting operations

Harley-Davidson used Al in targeted marketing and increased sales leads by 2,930% within 3 months



#### Engaging the customer

Siemens' neural network based Al is able to improve the emission performance of a gas turbine **20%** better than a human expert



#### Generating insights

KLM, the Dutch airline's Al-assisted human agents have been able to improve customer service efficiency by **35%** 

However, organizations are missing a bigger opportunity by ignoring the low-hanging fruit

Over half of organizations (58%) are tackling "need to do" use cases instead of "must do" (46%), which are of high benefit but low complexity



Our research shows that organizations implementing a large number of "must do" use cases drive significantly higher benefits than those implementing a smaller share

Average gain of implementers of "must do" use cases over low-implementers (percentage points)



### So, where should organizations invest in AI?

A number of "must do" use cases present lucrative opportunities for all sectors



## How to get started with an AI strategy and roadmap?

A roadmap for making systematic progress on AI implementation in large organizations

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Discover	Devise	Deploy	Sustain
Craft a vision for what the organization wants to achieve with AI Explore AI's initial, high value use cases and technologies needed to implement them	Start building capabilities to develop AI use cases Launch proofs of concept and pilot implementations on selected use cases	Scale the pilots to business-wide scope Establish governance to prioritize Al projects	Continuous transformation Nurture an Al/insight-driven culture



#### Interested in reading the full report? Head to:

www.capgemini.com/resources/turning-ai-into-concrete-value-the-successful-implementers-toolkit



