

**COEO**



**GENERATIVE AI  
ASSESSMENT**



[www.coeo.com](http://www.coeo.com)

OCTOBER 2023

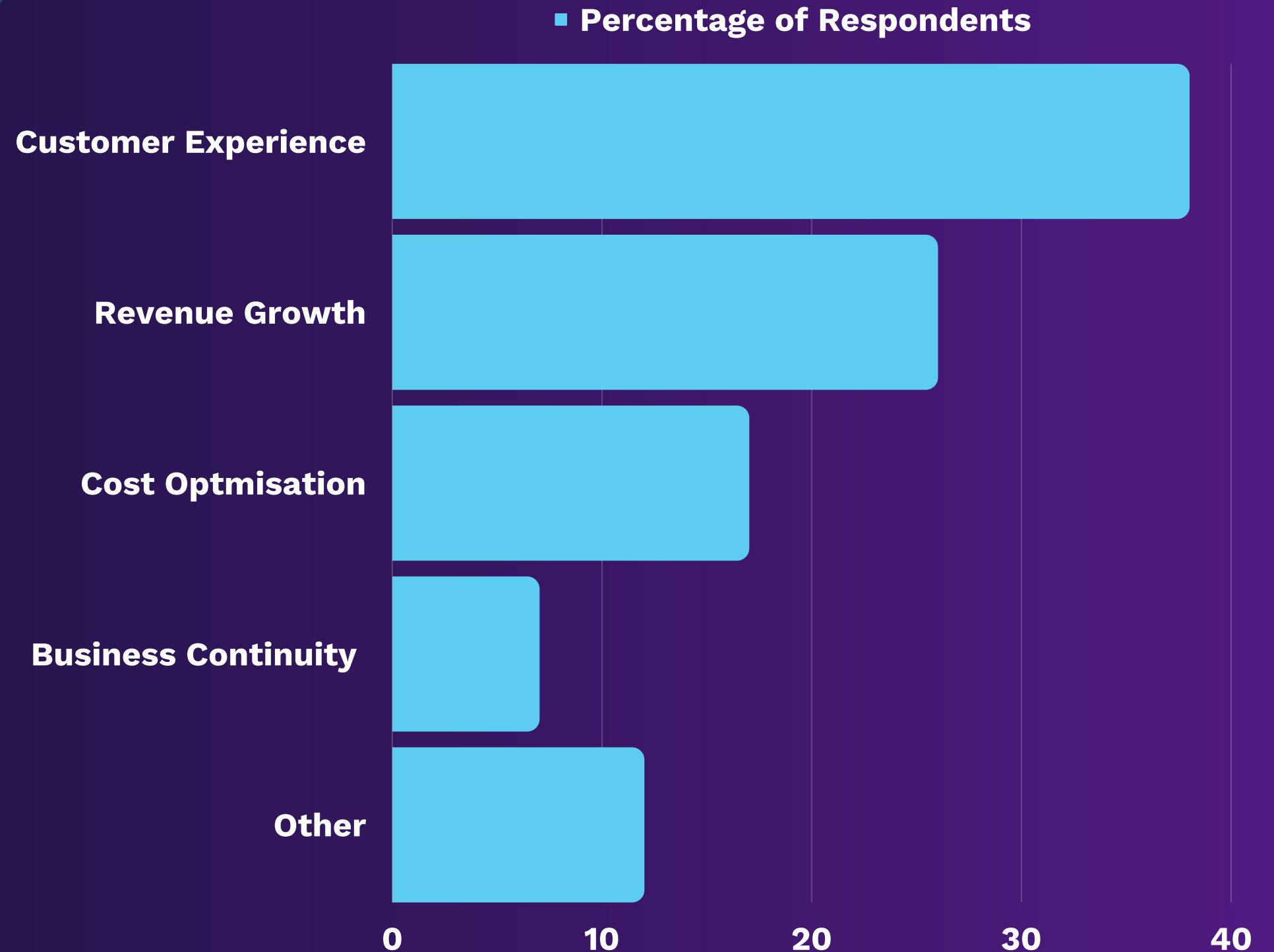


# Why Generative AI? Why Now?

The potential of Generative AI to revolutionise entire industries and allow organisations' emerge as market frontrunners has kickstarted the need to explore, investigate and adopt Generative AI Solutions.

A recent Gartner survey of 2500 business leaders suggests they are looking to AI to accelerate innovation for new products, services and processes that were previously inaccessible.

The risk of being left behind by your competitors is now very real and Coeo are here to help.



\*Source Gartner.com - Top Generative AI Questions for Enterprise

# Generative AI

01

## Customer Experience

Improving customer experience and customer retention rates are a prominent use of Gen AI. Providing personalised recommendations, automating communication and summarising large amounts of feedback enabling actionable insights

02

## Revenue Growth

Generative AI aims to improve customer engagement with personalised content and offers, providing higher conversion rates based on customer behaviour, personas and purchase history. Increasing revenue growth for sales and marketing

03

## Cost Optimisation

Well integrated solutions can automate repetitive tasks and workflows, reducing the need for manual intervention. Leading to improved operational efficiency, decreased production costs, and increased productivity.

04

## Improve Decision Making

Generative AI has the capability to analyse large volumes of data and generate valuable insights that support decision-making processes. It is a valuable tool for forecasting, market research, and product development, providing information to make well-informed and data-driven decisions.

# The Generative AI Assessment

## EDUCATION

Adopting any new technology is a journey. Education is at the heart of The Generative AI Assessment. Introducing core concepts like transparency and responsible-AI, alongside an introduction to the full Microsoft Azure AI Solution stack.

## IDEATION

The possibilities of Generative AI seem endless. This session tailors the art of the possible to your organisation by identifying and prioritising use cases based on the capabilities of technology today and in preparation for future developments.

## PLANNING

Once use cases have been defined and prioritised based on your business needs, an adoption roadmap will be created. Highlighting key dependencies from your current data estate, risks associated and timelines to production.



# Assessment Overview

The Generative AI Assessment has been designed to explore, ideate and plan a Generative AI strategy for your organisation, tailored to industry and market drivers. Resulting in an in-depth capability assessment to accelerate adoption.



01

## Key Stakeholder Interviews

Individual interviews are conducted with executive, department and technical owners to assess key drivers and ambitions for Generative AI Solutions.

02

## AI Education Session

An informative session to provide up-to-date and relevant information. Introducing core AI concepts and product capabilities to 'inspire' the subsequent workshops.

03

## Ideation Workshop

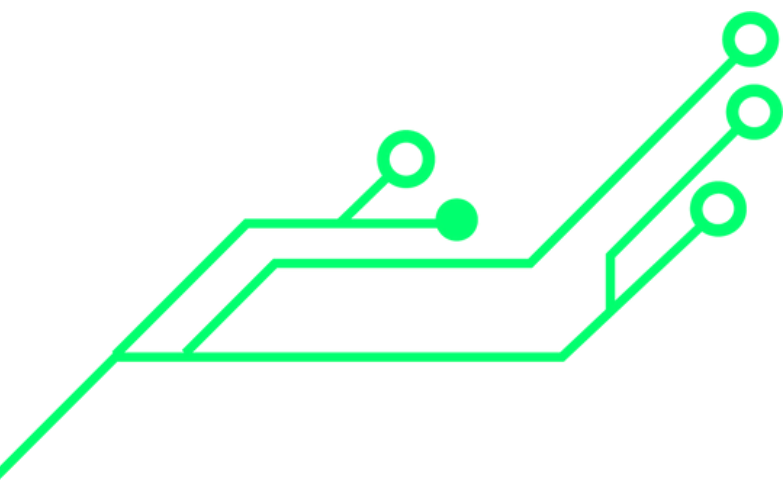
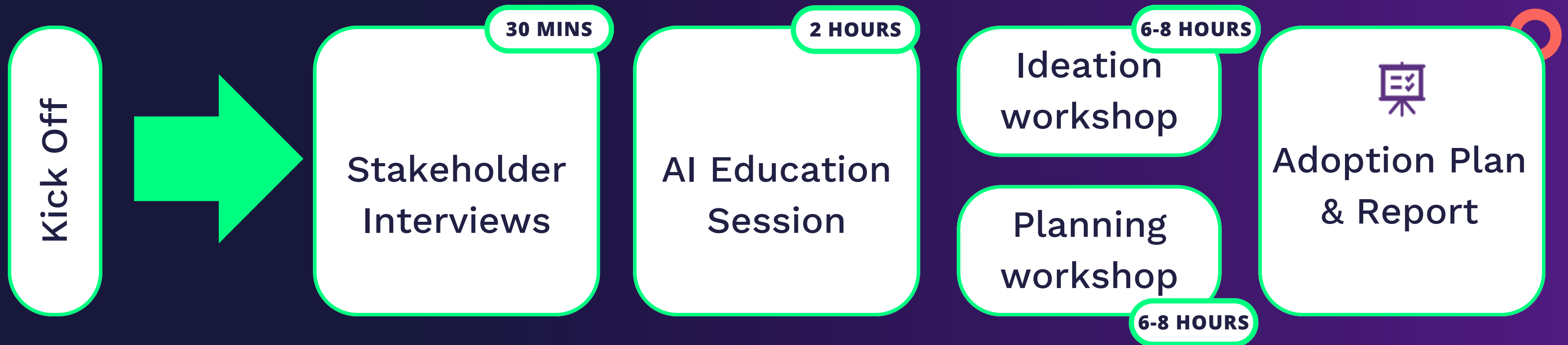
A forum to establish user personas, identify critical business use cases; prioritising them based on their impact, necessity and feasibility.

04

## Planning Workshop

A deep-dive session into 2 or 3 use cases, focused on dependencies, risks, skills gaps and required products to build a well-integrated Generative AI platform.

# How does it work?



Working alongside experienced Coeo consultants, this assessment program is designed to gather vital insight from your business to inform and create an innovative and robust Generative AI strategy, taking you from ideation to clear next steps.

# Key Deliverables

## AI Use Case Map

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The AI Use Case Map is a vital outcome of our engagement. Identifying and prioritising use cases based on implementation effort and business value, using a Boston matrix. This evaluation guides next steps; defining which use cases advance to a Proof of Concept, Pilots, or full-scale production project.

## Dependency Plan

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The Generative AI Dependency Plan adds value by reviewing business use cases, risks, concerns, and focus areas related to responsible AI, security, and adoption. It helps clarify assumptions and defines essential elements for successful use case implementation.

## Adoption Roadmap

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The Adoption Roadmap delivers value by outlining actionable steps for advancing prioritised use cases. It encompasses cost estimates, necessary skills, and resource requirements for tasks such as identifying data sources, backend/frontend development, and AI integration and optimisation.

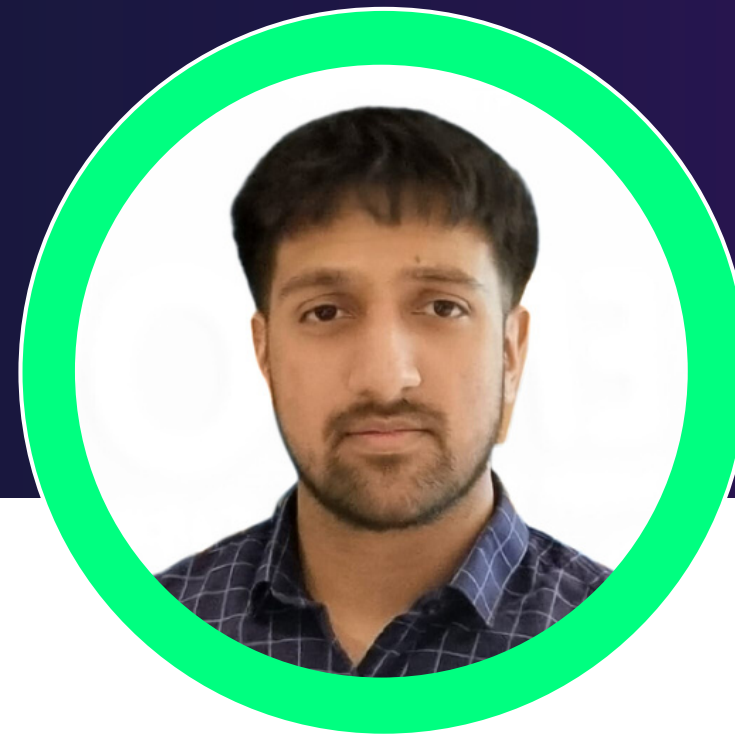


# The Team

Coeco bring their very best experienced consultants to join you on this journey into adopting Artificial Intelligence.



**Dan Jackson**  
Analytics & AI  
Consultant



**Nihal Mushtaq Amin**  
Head of Artificial  
Intelligence



**Ed Sant'Anna**  
Head of Product



**Andy Jones**  
Principal  
Analytics & AI  
Consultant



# GEN AI Solutions

**Azure OpenAI**

**ChatGPT**

**DALL-E**

**GPT-4**

**Open Source**



A large, stylized logo consisting of the letters 'C', 'O', 'E', and 'O' in a bold, rounded font. The letters are white and set against a dark purple rectangular background. The 'C' and 'E' have a horizontal bar through their middle, and the 'O's are solid. The logo is centered within the dark purple area.

# About us

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Coeo are a Microsoft Data & AI solutions partner with over 15+ years experience in Data platform, Analytics and AI technologies. Providing new and innovative solutions to help drive business insight with data.

Our dedicated AI practice enables clients to deploy, integrate, model and optimise Microsoft Azure AI solutions alongside experienced consultants.

# A partner you can trust

**Microsoft**  
Solutions Partner

Data & AI  
Azure

Specialist  
Analytics  
Infra and Database Migration

Partner  
Pledge

**Microsoft**

**TECHTALENT**  
**CHARTER**  
SIGNATORY

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UK  
2023

**Best Workplaces™**  
for Wellbeing  
Medium Organisations

**Great Place To Work®**

UK  
2023

**ISO 27001**





# Speak to us today

The Generative AI Assessment provided by Coeco is a key component to kickstarting and planning how your business will use and adopt Generative AI.

Contact Coeco today to speak to one of our experienced team to find out more.



**TO FIND  
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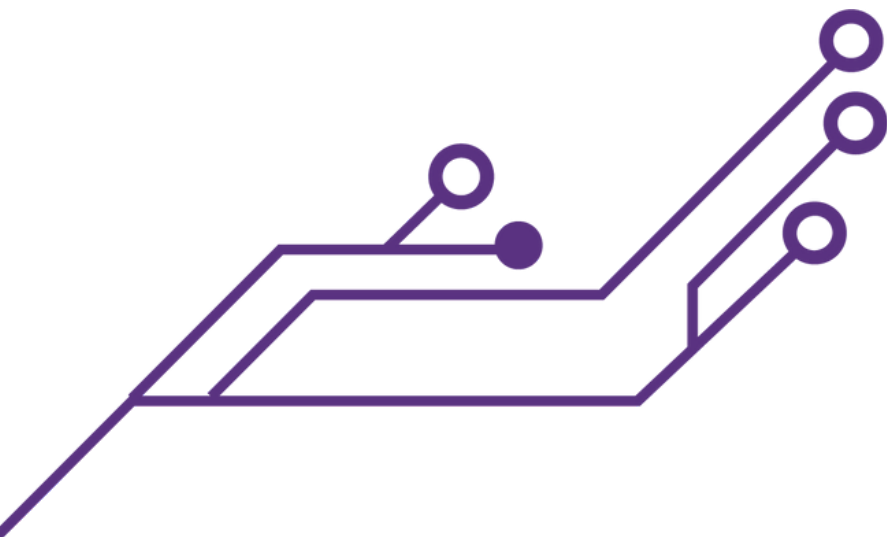
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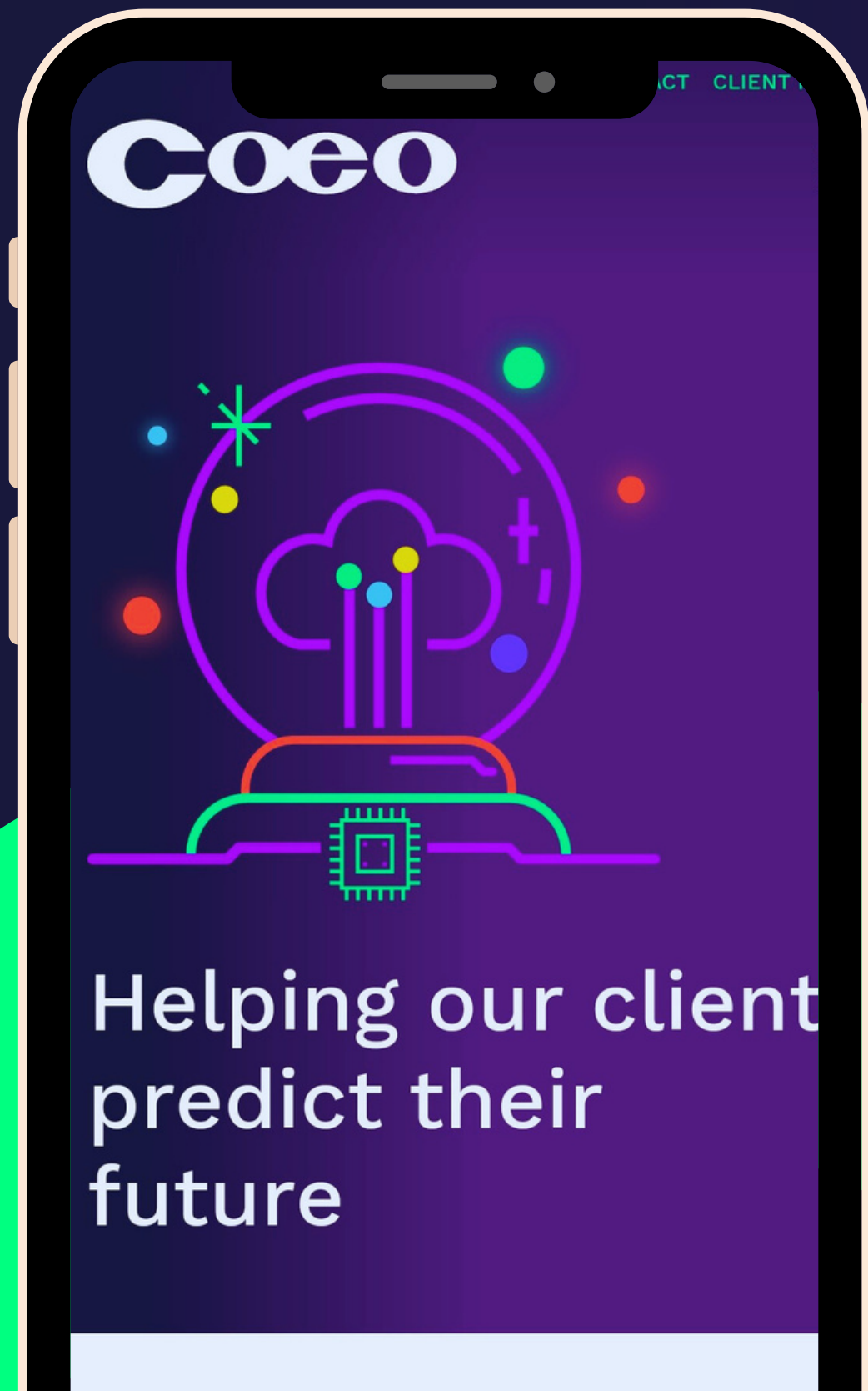
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