



Confiz 2hr - AI Launchpad Workshop

From Possibility to Priority >

A structured session to surface, refine, and prioritize AI opportunities that drive real business value.



Workshop Objectives

1

Inspire leadership with real-world AI use cases and cross-industry success stories

2

Guide ideation across departments—from early exploration to refining existing ideas

3

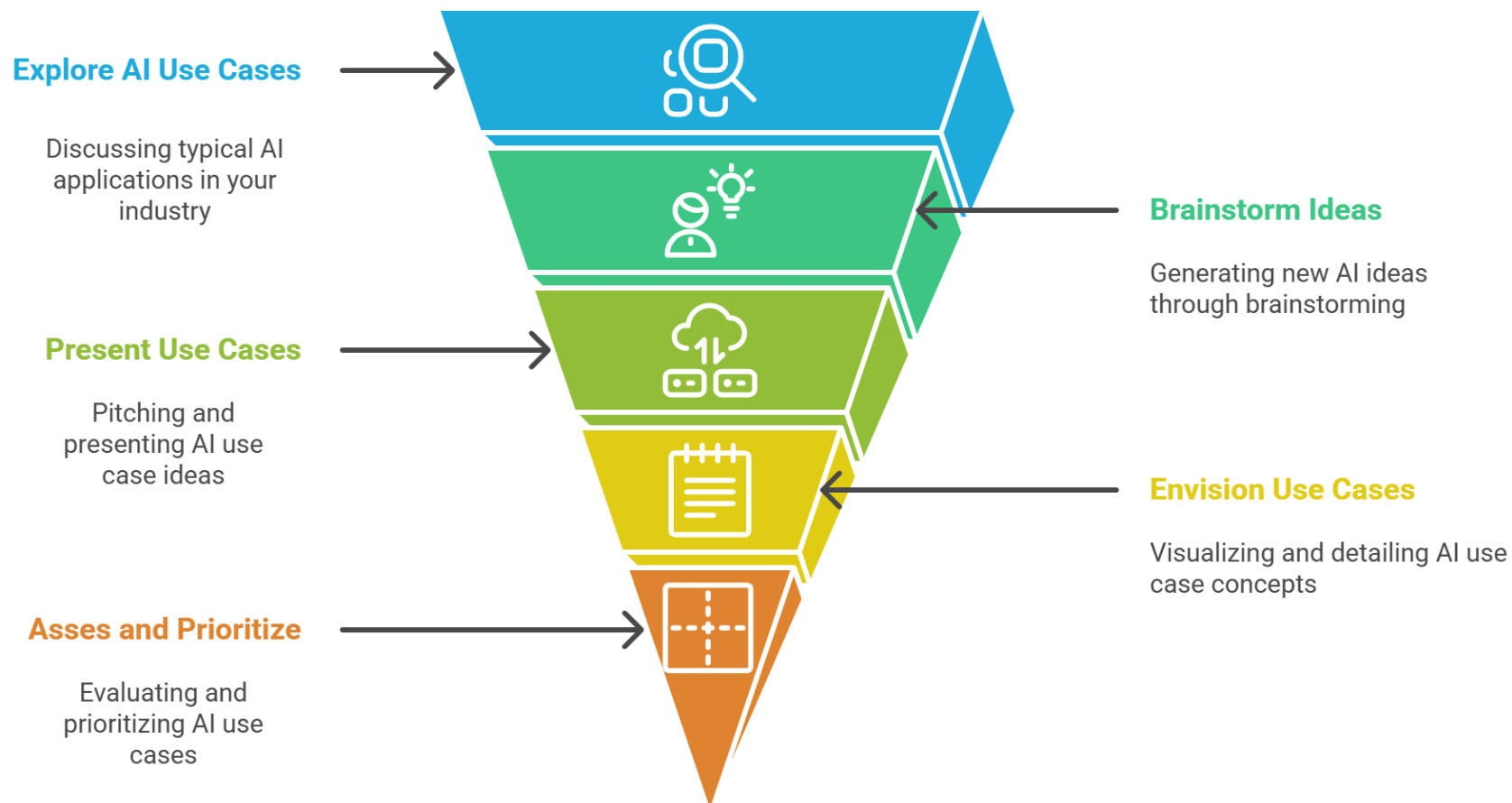
Identify and prioritize 3–5 high-value, feasible AI opportunities using structured frameworks

4

Help establish clear next steps toward execution, including ownership, data readiness, and potential PoCs



Workshop Methodology



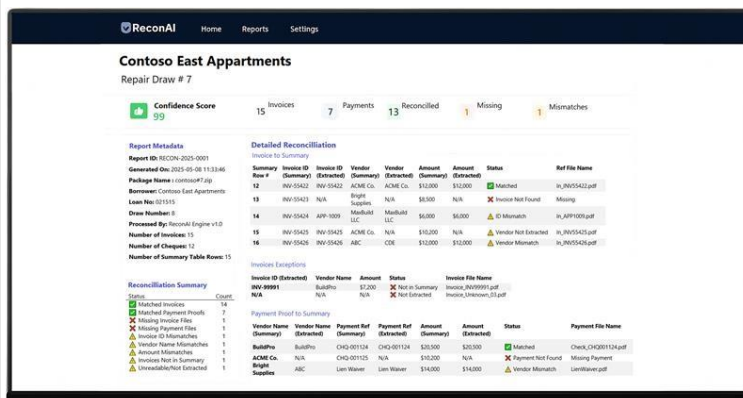


Confiz - Recent AI Success Stories



ReconAI

Smart Reconciliation in Minutes



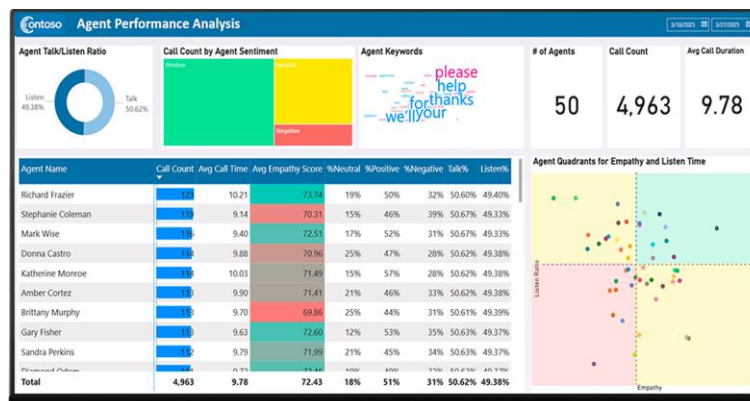
ReconAI uses AI to reconcile payments, contracts, and procurement in minutes—cutting manual effort, detecting anomalies, and delivering insightful outputs

- ✓ 80% reduction in manual effort
- ✓ Generates explainable, Recon reports



EchoPulse

Voice of Customer, Decoded



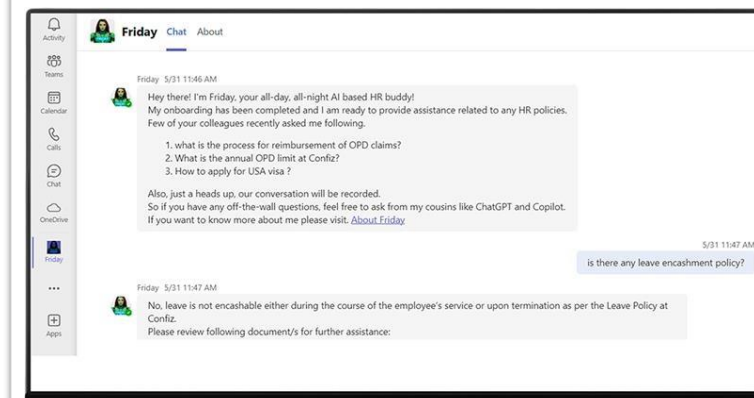
EchoPulse analyses multilingual customer calls to detect sentiment, empathy, and intent—empowering managers with insights to coach teams and improve service quality

- ✓ Multilingual transcription & sentiment
- ✓ AI scoring: empathy & engagement



Friday

Always-On HR Colleague



Friday is a GenAI HR assistant in Teams that delivers instant, policy-aware answers—transforming HR from reactive support to proactive, real-time service

- ✓ 90% queries resolved in minutes
- ✓ 30% increase in HR team productivity

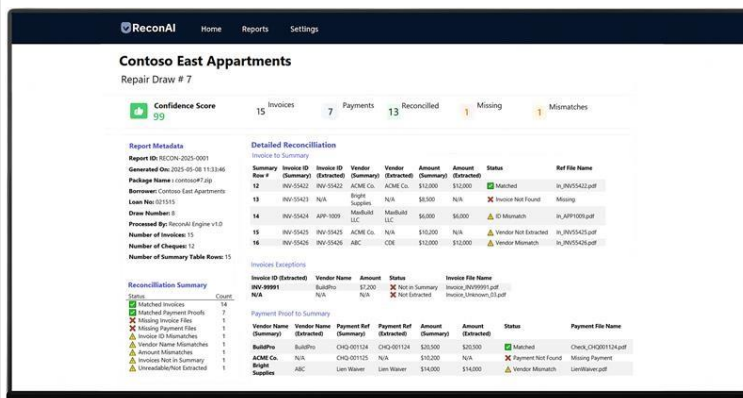


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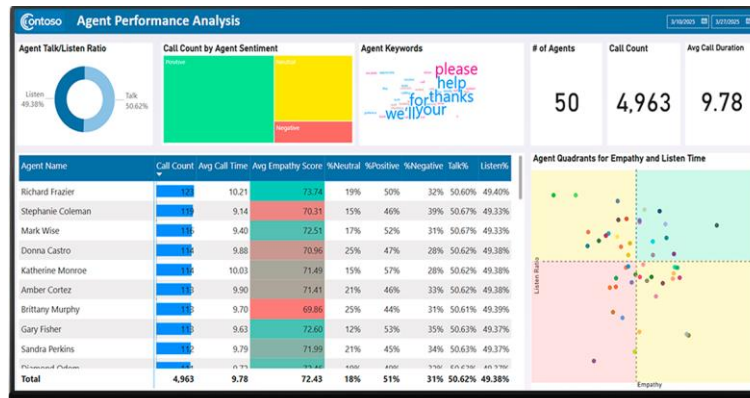
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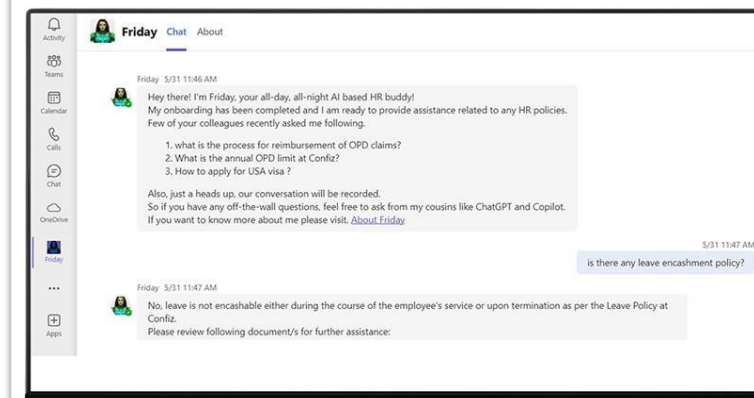
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Confiz - Recent AI Success Stories



Scentra

Conversational Shopping Assistant



Scentra is a GenAI chatbot that uses scent profiles and preferences to deliver personalized fragrance recommendations via web and WhatsApp

- ✓ Guided shopping via scent dialogue
- ✓ Multilingual, context-aware chat



Cortex

AI Segmentation for Smarter Engagement



Cortex uses AI to uncover behavioural segments like churn-risk or upsell-ready customers—delivering clear, human-readable insights to power targeted strategies

- ✓ Segments by behaviour, value, intent
- ✓ LLM-generated behavioural insights



TalentGrok

Conversational Workforce Intelligence



TalentGrok delivers real-time answers to resource and staffing questions through natural language—enhancing planning, visibility, and talent allocation across teams

- ✓ Instant access: bench, billing, utilization
- ✓ Improved delivery—resourcing planning



AI Envisioning Canvas – Idea 1

Problem Statement

What business problem or opportunity are we addressing?

AI-Powered Idea

How could AI help solve this problem?

Business Objective

What business goal or KPI does this support?

Data Required

What kind of data is needed to power this use case?

Success Metrics (KRs)

How will we know it worked? Define 1–2 measurable outcomes.

Stakeholders

Who owns this process or problem today?



BXT Feasibility Assessment– Idea 1

Business viability – Strategic business impact assessment

How does the use case align to the organization's executive strategy?

How does the use case contribute to your organization's executive roadmap / strategy?

How does the use case generate business value?

E.g., additional revenue through a new service or cost saving through higher efficiency

Business change management timeframe

Estimate based on people, tools and processes impact.

- ☐ 1 – 3 months
☐ 4 – 6 months
☐ >6 months

Business impact



1 = Low and 5 = High

Experience value – User desirability impact assessment

Key personas?

Who are the users benefiting most from the concept?

How appealing is the overall value proposition for the user?

What value does this concept offer over the user's existing next-best alternative to drive adoption?

Change resistance

What level of resistance might be expected to the change?

User desirability



1 = Low and 5 = High

Technical value – Feasibility impact assessment

Is the required data available and accessible?

Is it feasible globally?

AI/LLM fit

Why does this use case require AI/LLM technology as opposed to other alternatives?

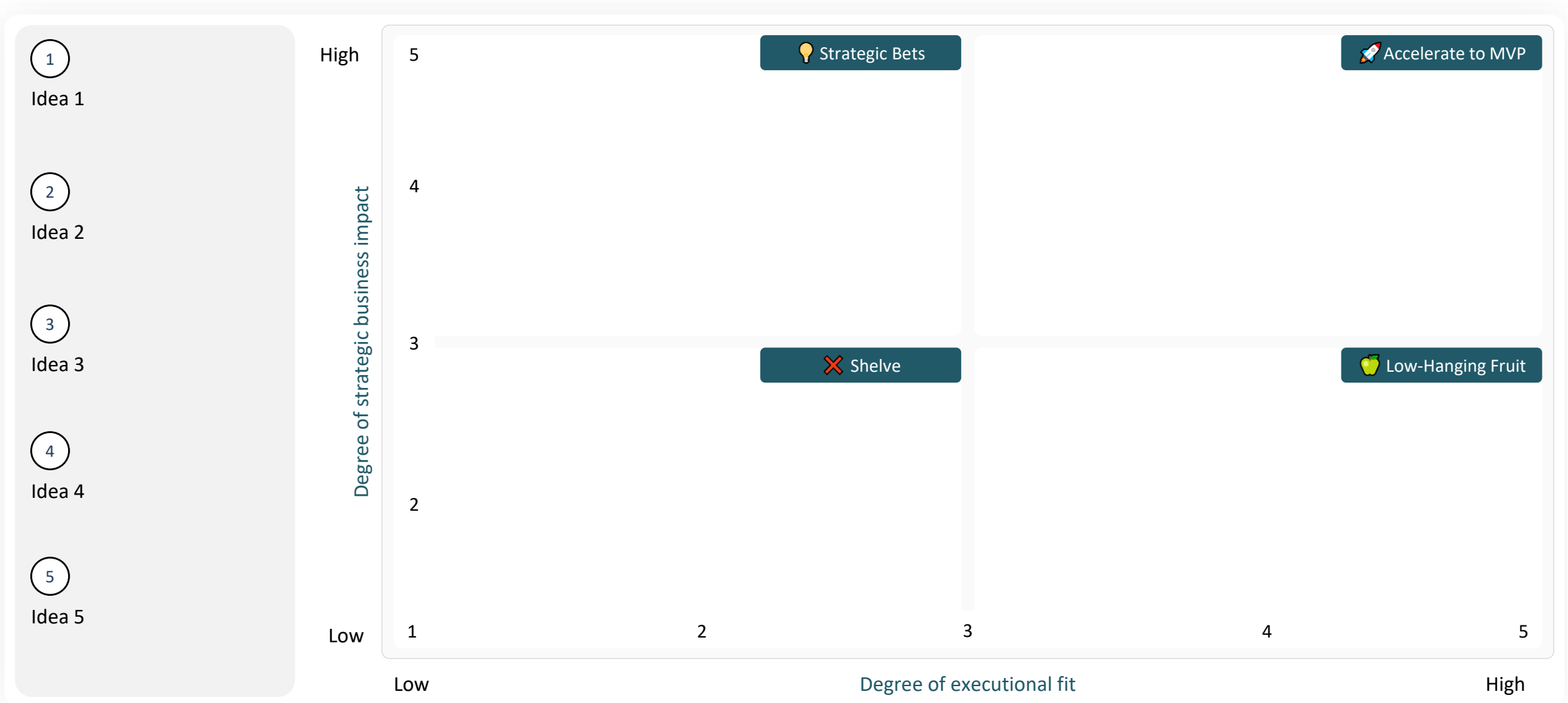
Technical feasibility



1 = Low and 5 = High



Impact vs Feasibility Matrix



Drag to appropriate quadrant

- 1
- 2
- 3
- 4
- 5



Ready to Launch Your **AI Journey?**



Website: www.confiz.com



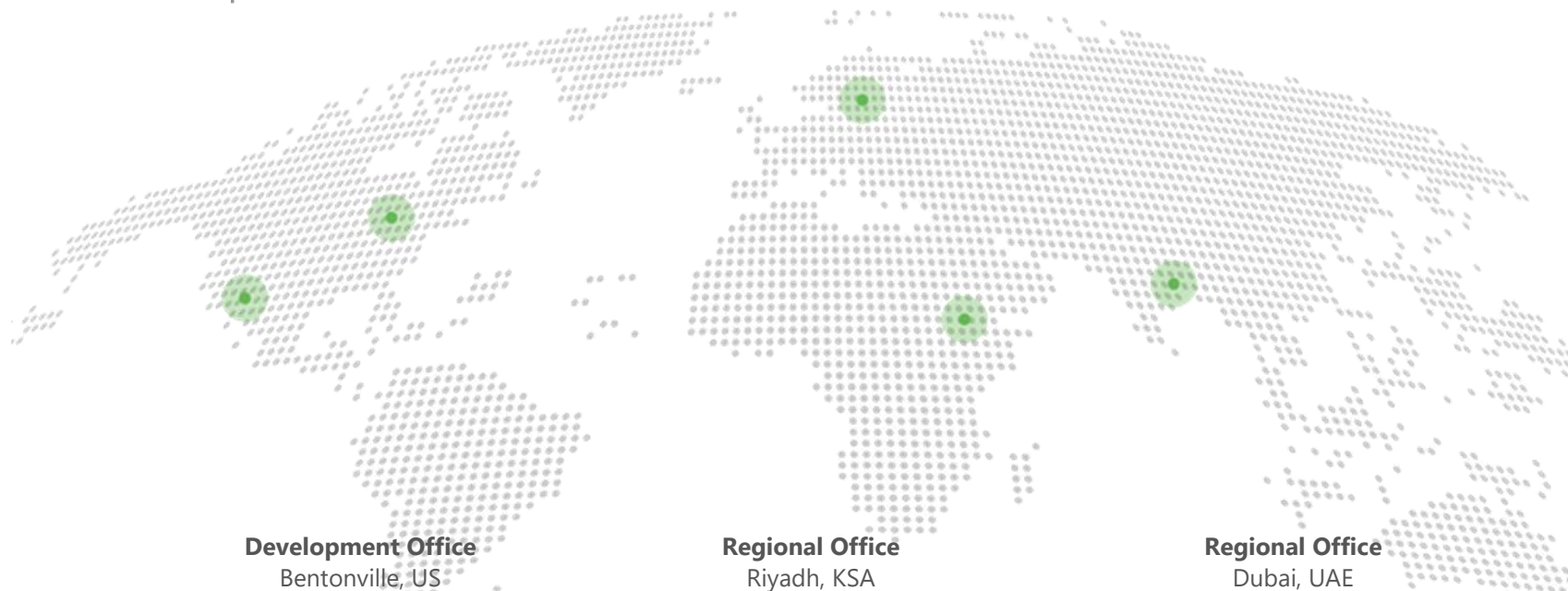
Email: marketing@confiz.com



Phone: +1 425 365 0857



Address: Confiz LLC, 3326 160th Avenue SE, Suite 160, Bellevue, WA 98008



Headquarters
Bellevue, US

Development Office
Bentonville, US

Regional Office
Riyadh, KSA

Regional Office
Dubai, UAE

Global Delivery Center
Lahore, Pakistan