# thinksmash™
AI Edition

Unlocking new value and re-imagining experiences using Artificial Intelligence in your business starts here.

For all the buzz about AI, it can be difficult to get a clear idea of how it could actually benefit your business. We've found that most business leaders struggle with knowing where to start. Yet those who start exploring are able to differentiate and unlock new value without a massive up front investment.

At Datacom, we have a signature approach designed to help organisations start their AI journey, and explore how they can unlock 10x value. We call it thinksmash™ - AI Edition.
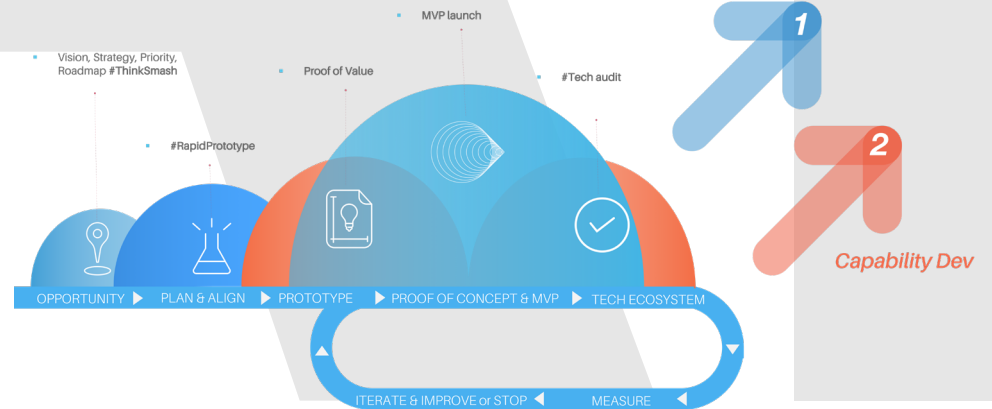
It all starts with a 5-day process, designed to help you mobilise an Agile programme of work to launch MVPs, and develop your AI capability. It is a tried and tested approach, generating award-winning success stories for leading global brands.

Time: 5 days
Cost: $25,000

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UNLOCKING VALUE USING AI & VISION

Smarter conversations

Auckland Airport had a substantial growth in customer queries and inbound call volumes, due to a boom in the NZ tourism industry. An AI virtual assistant (chatbot) was identified as a tool to address this need.

The challenge was to deliver a great customer experience, and develop a mechanism to gather interactions and insights. Auckland Airport partnered with Datacom and Microsoft to create the AVA platform. It included a chatbot, surfaced through the website, underpinned by a BI platform. This platform now handles thousands of enquiries through the website. Datacom's VAO service delivers continual improvement with outcome-based analysis on interactions with customers.

"It's not about having a flashy avatar, it's a tool to help with customer services, and we're constantly improving its knowledgebase"

Jason Delamore, GM Marketing & Technology, Auckland International Airport

"We're using AI to increase the number of targeted education discussions, and build the company's culture of safety."

James Wells, CIO, Vulcan

Digitise the back office

CapitaLand is one of the largest realestate and investment management companies in Asia. Headquartered in Singapore, they own five large REITs listed in Singapore and Malaysia.

The challenge was to better understand shopper behaviour through the use of data. CapitaLand partnered with Datacom and Microsoft to improve a key data capture process. They trained an AI model that uses image recognition to digitise their mall receipts, and automated the end to end process. This resulted in 50% cost savings on their new current process, and created new ways to unlock value. Insights on buying behaviour is enabling them to better cross and upset partner merchant products.

Workplace safety

Vulcan is one of the largest steel manufacturers in Australia and New Zealand, employing over 700 staff. They make over 3,000 deliveries of steel a day to businesses. This means that each day, its employees need to safely get large, heavy and unwieldly pieces of steel on and off of flatbed trucks. Vulcan is very conscious of workplace safety statistics to the tune of 260 deaths and 120,000 serious injuries in Australasia.

Vulcan partnered with Datacom and Microsoft to leverage AI in enhancing their safety programmes. Using video footage obtained from their trucks, they trained an AI model to detect unsafe behaviour from real footage. Feeding these insights into the health and safety programmes meant education can become very targeted.

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