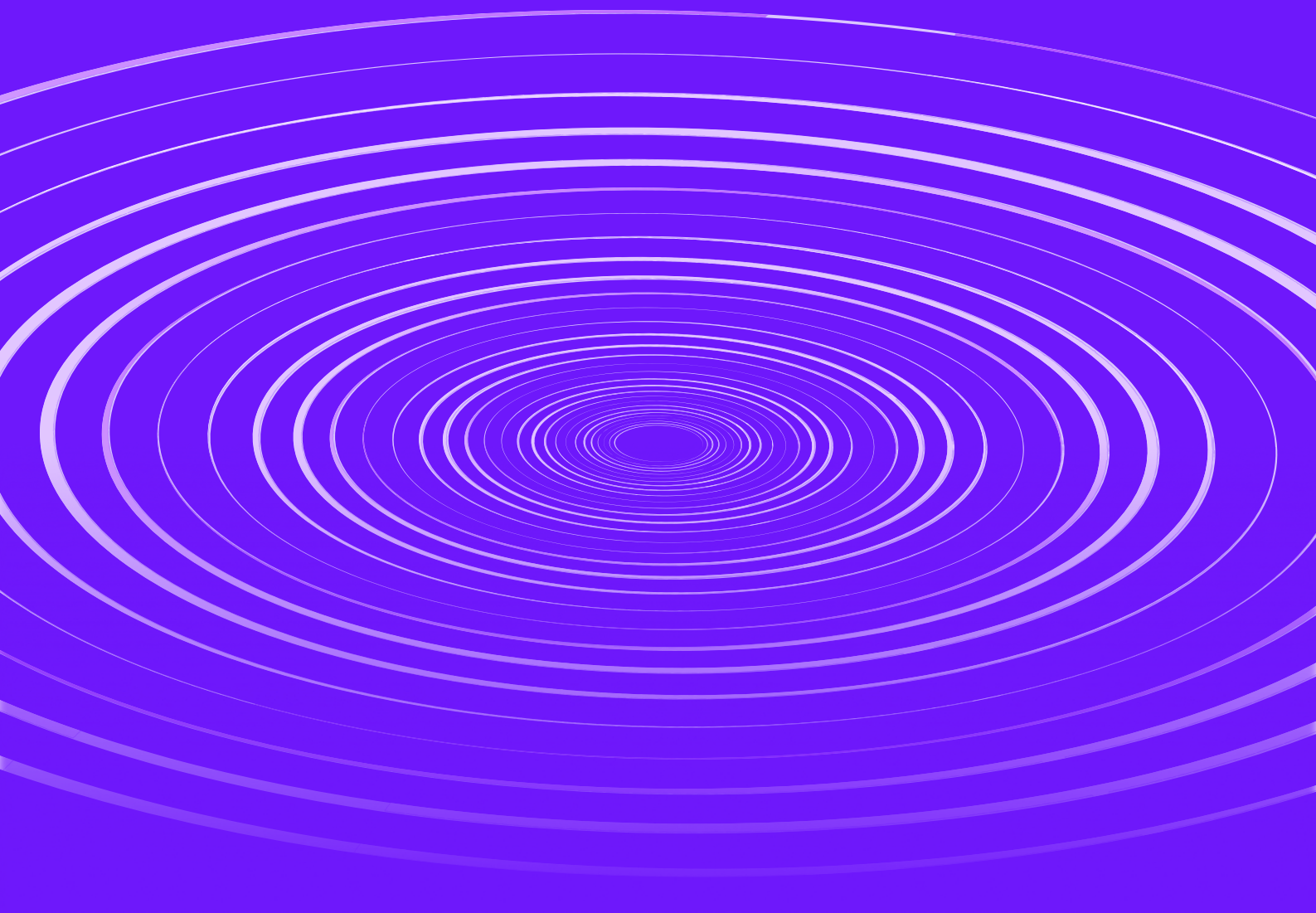




# Don't Reinvent The Wheel For GenAI

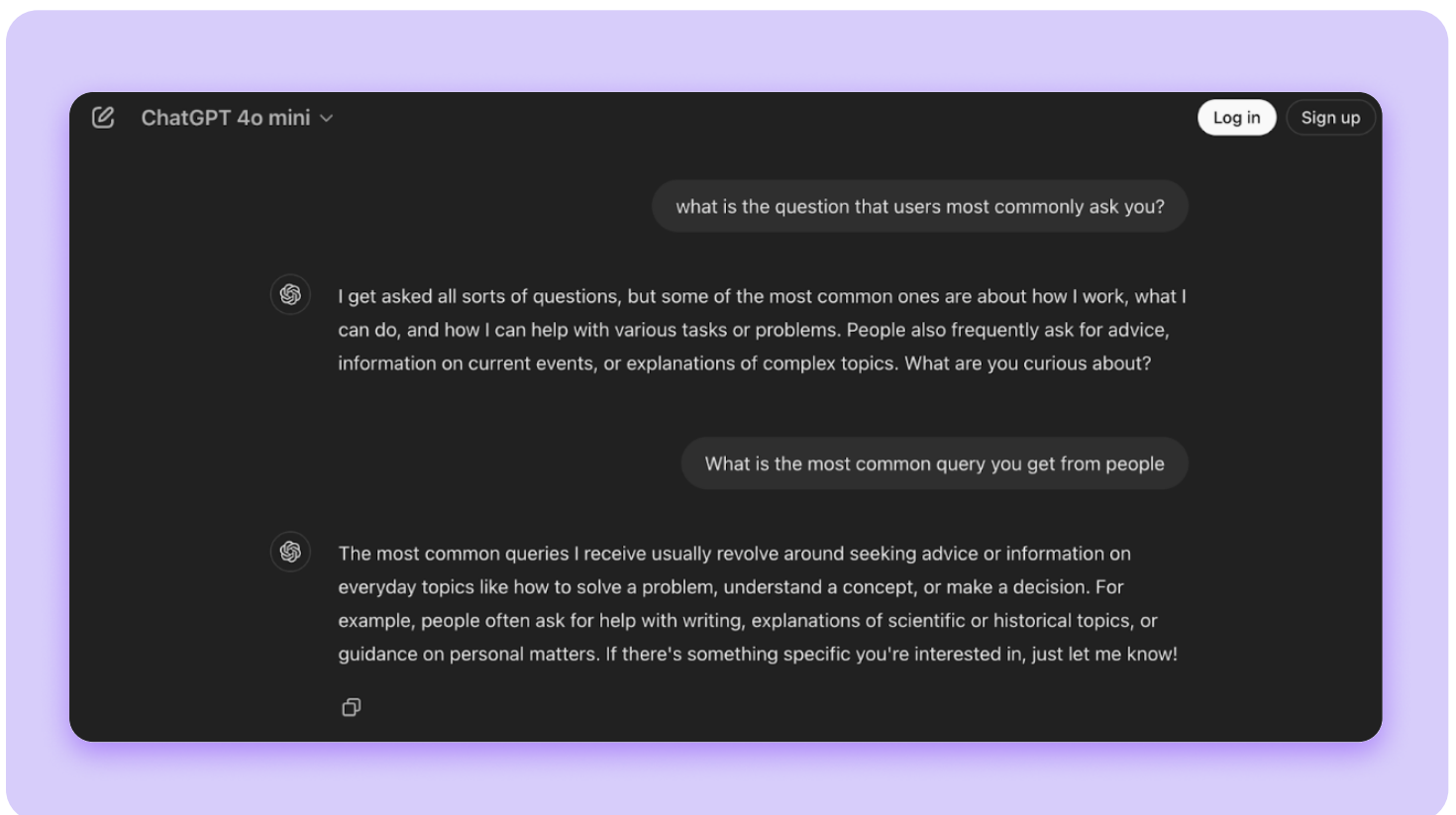
How to integrate LLMs and artificial intelligence into your existing workflows for accelerated ROI.



# Tech for Tech's Sake vs. Tech for Business' Sake

Everyone's tried their hand at ChatGPT—every week 100 million of us continue to. You most likely have used some GenAI tool, haven't you?

Now, take a moment and think about how you first used it. Did you ask the LLM a question you might have otherwise typed on Google or asked Siri? Because that is what most people do.



We asked ChatGPT what people ask it!

Every CTO or CIO we meet about implementing GenAI has a simple question: How do we see ROI from this thing?

Every time we find a new tool or a product, we use it within the context of what we already know and need. For instance, just because you have an iPhone, you're not going to make Hollywood movies unless you're already a filmmaker. This goes for businesses, too.

As the novelty of GenAI has passed, business leaders want to know what purpose it can serve for them. How they can use GenAI for a stable organization they have already built

While Generative AI, powered by the rapid increase in the number of large language models and huge computing capabilities, is going to transform the future of work, the way it will impact you depends on how you use it.

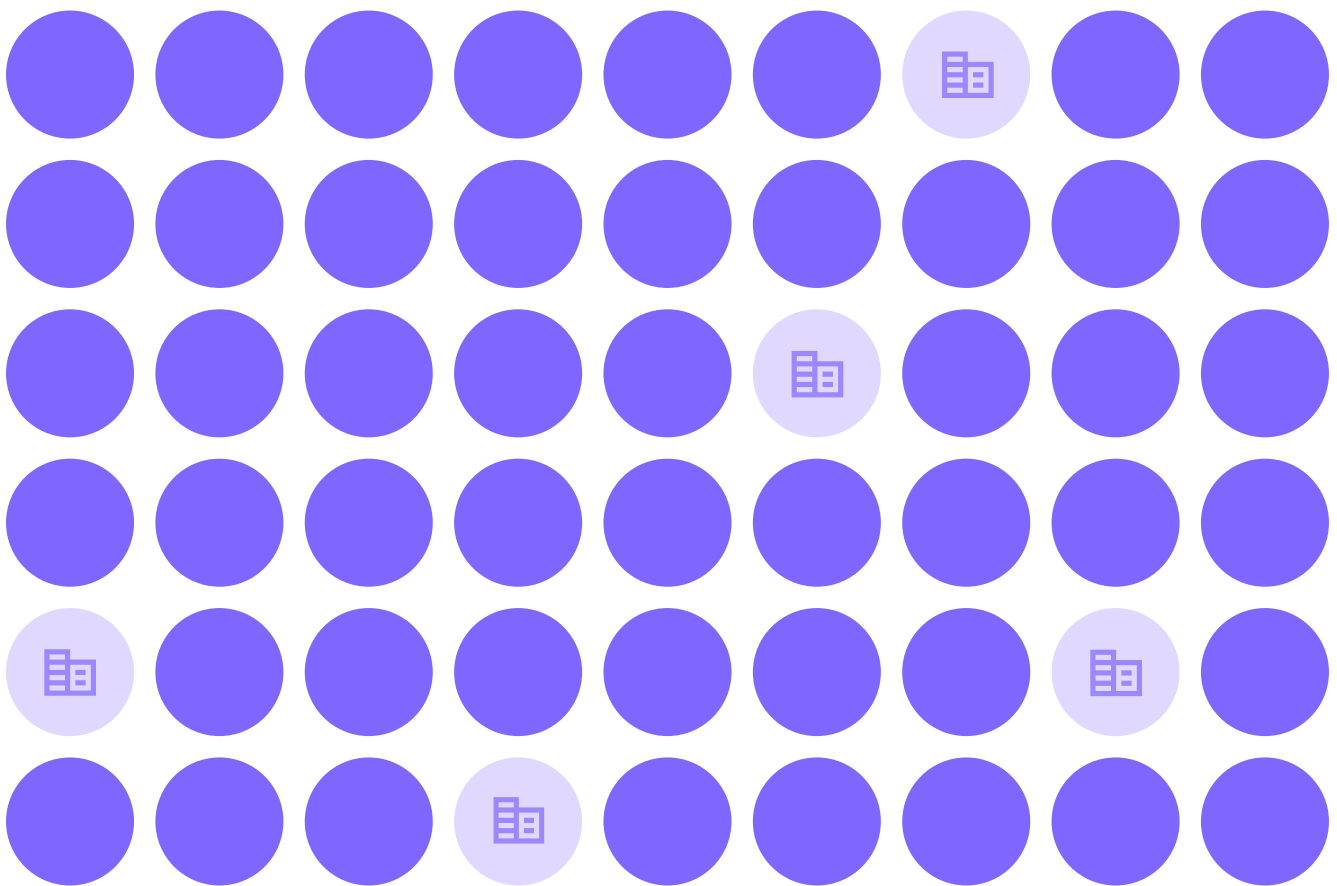
At Tune AI, we believe that is where true differentiation lies. Your success with GenAI depends on how you integrate the technology into your existing business for better efficiencies, productivity, cost savings or new business opportunities.

Yes, that doesn't sound cutting-edge or fancy or worthy of a TED talk. In reality, how you implement GenAI isn't going to be the groundbreaking innovation you think it is. But, if you get it right, it is going to make immense business sense.

Isn't that what matters?

# GenAI as RPA 2.0

One of the biggest successes of the pre-AI era was robotic process automation (RPA, for short). It took existing business processes and their corresponding rules to automate them—freeing up time, resources and money.



Gartner believes that **90%** of organizations had adopted some form of RPA by 2022.

As AI matured, businesses tried their hands at what they called intelligent automation, adding machine learning capabilities to RPA. This not only accelerated processes, but also addressed a wider variety of workflows and use cases that weren't paid attention to before.

Yet, the most annoying challenge with RPA is the workflow itself. Without standardization or considerable model training, workflows were too sophisticated to automate.

For instance, imagine you're using RPA to automate invoice processing. Before you can get anywhere close to automating, you need to standardize invoice formats, push all vendors to give you invoices in that format, reorganize the workflow, connect various tools, etc.

If you've already done that, you're perfectly poised to leverage the benefits of GenAI in your automation strategy. Even otherwise, GenAI, with its enormously large language models, ability to understand natural language and the way it allows repeated and connected conversations, fills in all the gaps that RPA leaves.

Generative AI adds flexibility, adaptability and interaction to robotic process automation. It enables the next level of efficiency gains without demanding high preliminary investment. Leaders who understand GenAI as RPA 2.0 leverage the tech for extraordinary business gains. Here's how.



LLMs will be adopted first as micro automations, providing low-level cognitive support. A lot of that will be in operational or back-office processes, the RPA sweet spot.

- Craig Le Clair, VP and Principal Analyst, Forrester

# Workflows Ripe for GenAI Integration

The integration of GenAI with RPA opens up a world of possibilities across industries. In this chapter, we explore a few generalized use cases you can integrate GenAI into.

01

## Data indexing

Every business performs data indexing in some way or another. You might be capturing metadata from files, extracting information from documents like invoices/contracts or categorizing data for insights.

RPA performed the task of rule-based indexing for a very long time. The biggest problem is the heavy workload borne by the human-in-the-loop due to unstandardized, unstructured data.

Generative AI can accelerate this process and improve accuracy while saving costs!

In fact, for a multinational conglomerate, we brought down process time from several hours to 7 minutes, reducing cost from \$18 to €60 per hour, at >99%—i.e., human-level—accuracy!

[Read case study now](#)



# Contextual customization

RPA 1.0 delivered simple if-this-then-that customizations for processes. For instance, the sales team would use RPA to monitor and identify hot leads using basic rules like email opens or form fills. GenAI can add to that.

Imagine a GenAI-based automation implementation where your business development team has a co-pilot to rapidly customize proposals. It could:

- Create customized proposals based on the RFP
- Source data from CRM and ERP solutions for expansive context
- Make decisions on pricing, resource allocation, discounts, etc. based on organizational knowledge
- Write covering letters, follow-ups, reminders, etc. in the most appealing and actionable way

We've seen that adding GenAI to the proposal creation process reduces decision-making time, improves win rates, increases throughput and adds to net profits margins as well!

# AI agents

Here is something GenAI can do that RPA on its own couldn't: Serve as agents or chatbots interacting meaningfully with users, before handing off the standardized process to be automated by RPA.

Let's say a new employee in your company wants to apply for leave. Once they know how to, RPA can automate the rest. But that first step—often a knowledge gap—currently needs human intervention. With GenAI, bots can play the role of that particular human. They can answer questions or redirect users to the right person in edge cases.

This way, AI agents can be applied across organizational processes to answer any question that anyone might have. Let's look at a few examples.



**Company policy:** An HR chatbot can help employees with answers about company policies like maternity leave, benefits, appraisals, etc.



**Knowledge base:** LLMs trained on your knowledge base can interact with anyone who needs it—developers, customers, prospects, salespeople, etc.



**Forecasting:** Teams in finance, sales and marketing can use secure GenAI implementations to get creative forecasts based on past data. For instance, the marketing head can input past lead generation data into the chatbot and ask for optimization strategies.



**Productivity:** Write code for this task. Write a blog post. Create an image for social media. Make this presentation in line with the brand. AI agents can create content throughout the organizational landscape.

---

# Real-time actionable insights

Most valuably, GenAI+RPA can work wonders in going from insights to action. GenAI will glean insights and RPA will convert that into real-time action.

For example, in retail logistics, you might use GenAI to analyze your organizational datasets throughout the supply chain. This will open up insights into risks like inventory falling low or transportation being late. In such situations, RPA can dynamically place orders for inventory or re-assign vehicles for transportation, dramatically improving supply chain efficiency. This flow of information toward action can create value across sectors.

Notifying caregivers when there is a change in health markers, identifying fraud and auto-blocking transactions, tracking sustainability metrics and making adjustments are just the start of the innumerable automation use cases that GenAI can serve.

As GenAI matures, its potential will be more rooted in real-world applications. For instance, you might be able to create multi-modal content. Imagine a time when your GenAI tool not only writes your blog post but also creates supporting images, repurposes it into videos and publishes it a podcast for good measure.

Another area where we're seeing great potential is in employee productivity. For example, when we speak of GenAI and developer productivity, we assume it's just ChatGPT writing code. That's hardly the case. A developer can use the AI chatbot as a copilot to review code in real-time, create mock data for testing, or automatically write up documentation.

# Build on Top of Your Solid Foundation with GenAI

If you're one in Gartner's 90%, you already have an RPA infrastructure. You have redesigned your processes for standardization. You've digitized most workflows and you also have the ability to manage thousands of automations, which you can apply to LLMs as well as your AI agents.

With that solid foundation, GenAI adoption can be a breeze. Or Tune AI's team of experts will make it a breeze for you.

Whether you already have identified workflows or you need help thinking GenAI through, our consultants are here to help. Speak to us today.

**tune.**

Tune AI is an enterprise GenAI platform that accelerates enterprise adoption through thoughtful, consultative, ROI-focused implementations. Tune AI's experts are happy to build, test and launch custom models for your enterprise.

[tunehq.ai](https://tunehq.ai)