

Turning AI into concrete value:

the successful implementers' toolkit

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

AI is driving significant benefits across the organization



Influencing sales

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



Boosting operations

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



Engaging the customer

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

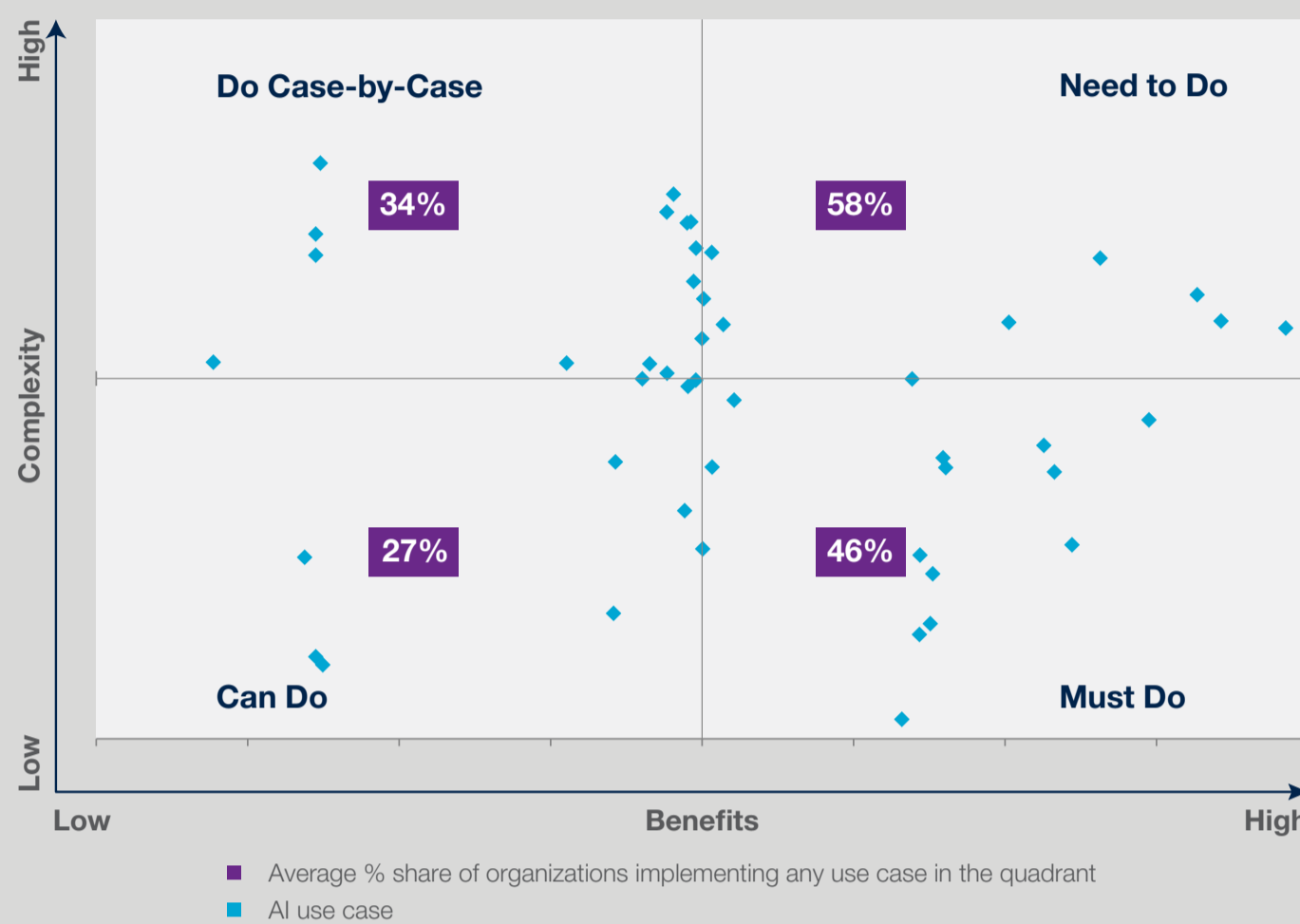


Generating insights

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

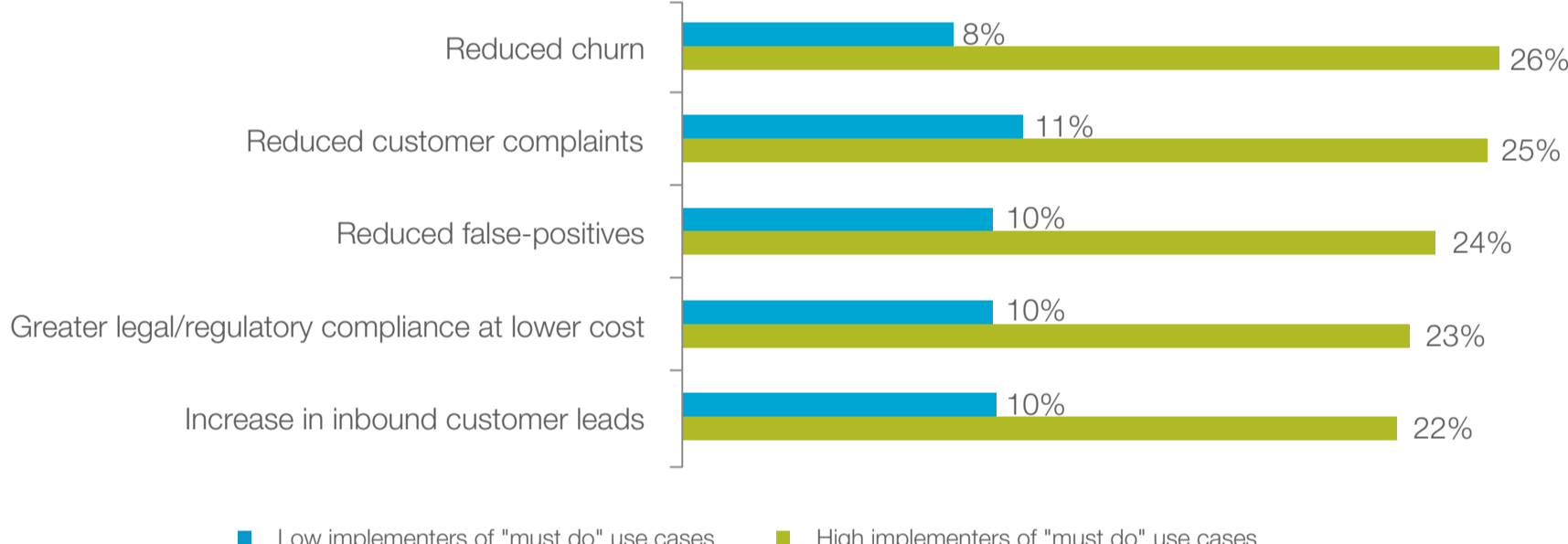
However, organizations are missing a bigger opportunity by ignoring the low-hanging fruit

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



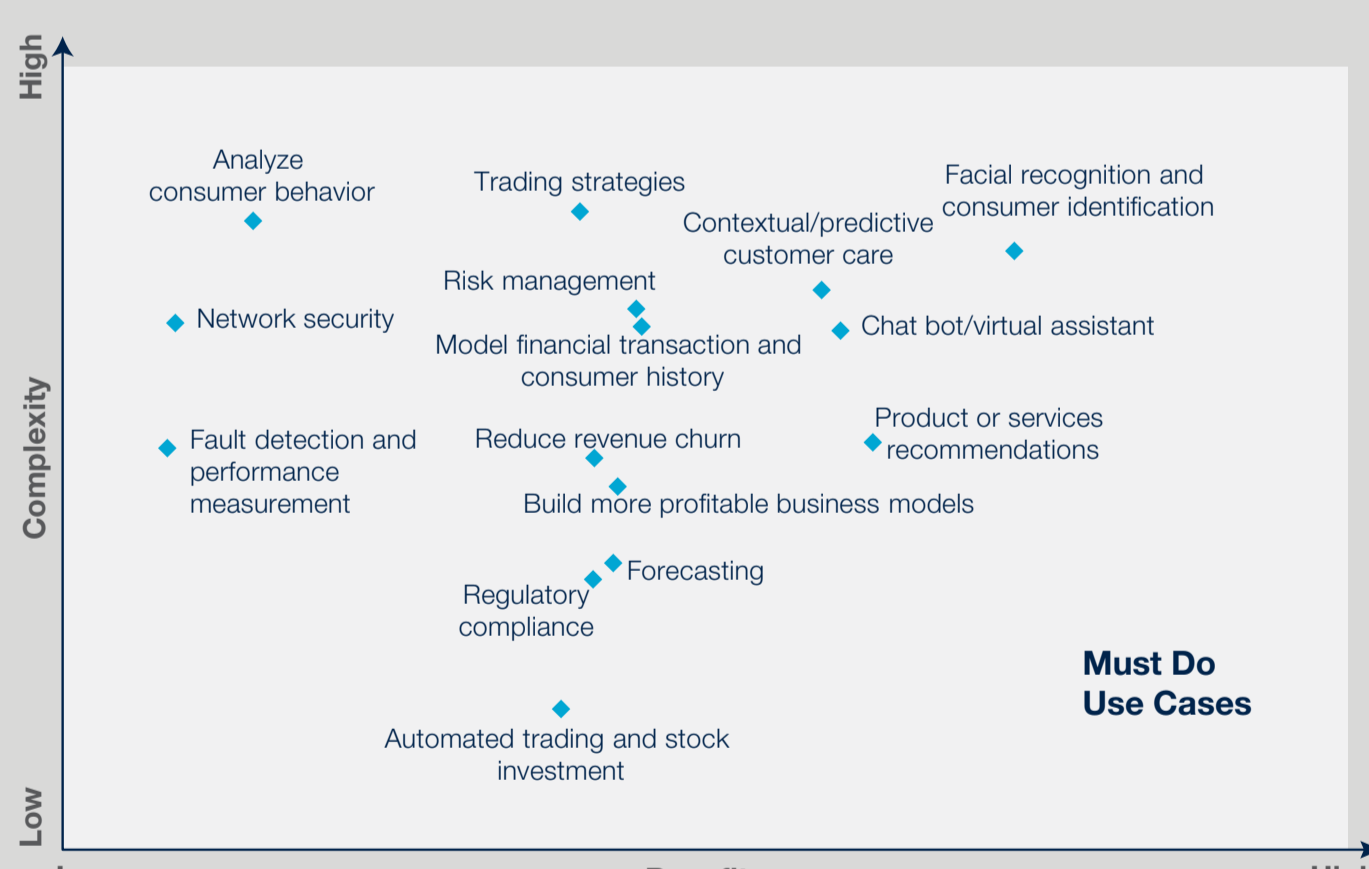
Our research shows that organizations implementing a large number of "must do" use cases drive significantly higher benefits than those implementing a smaller share

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



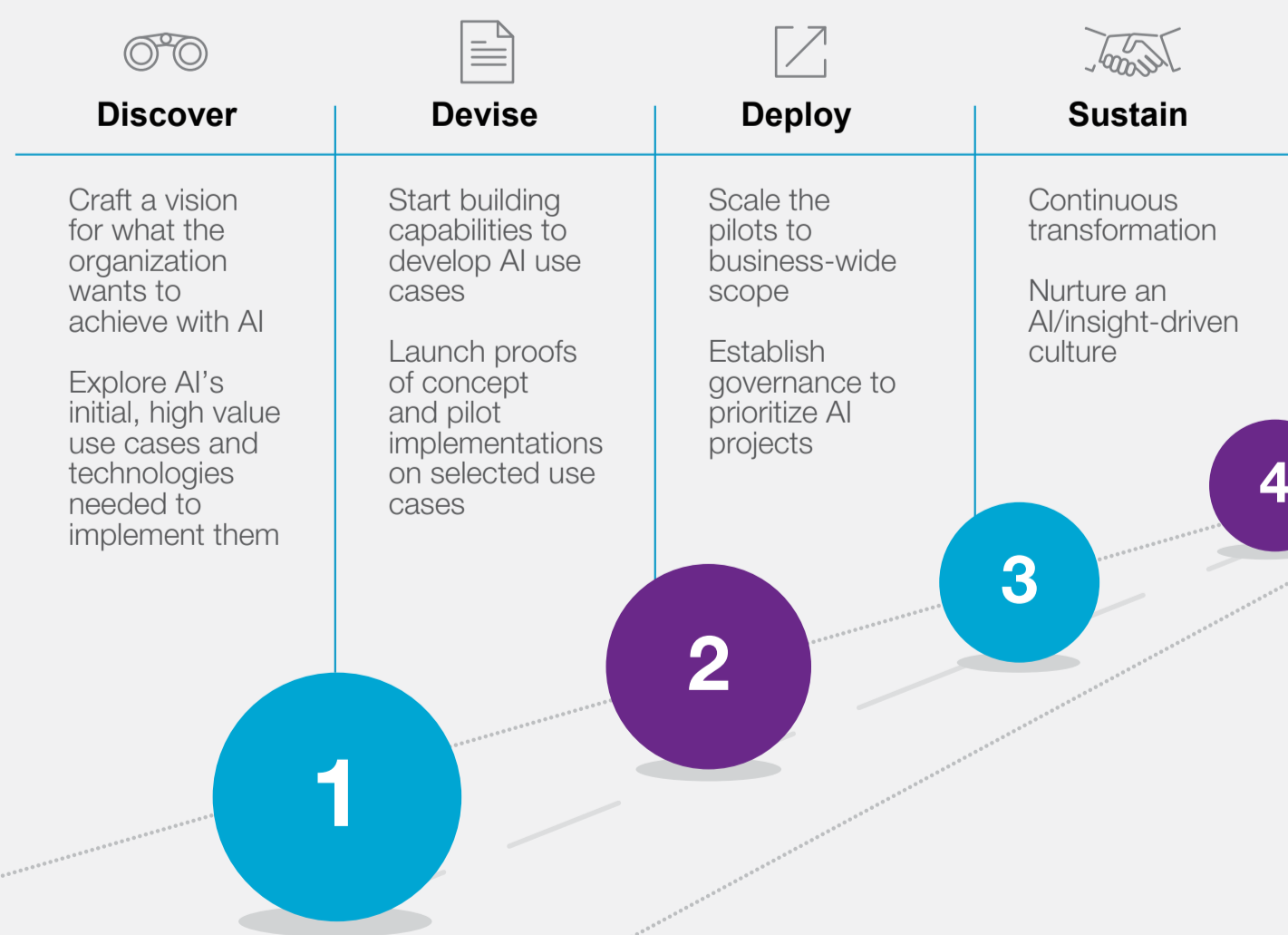
So, where should organizations invest in AI?

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



Interested in reading the full report? Head to:

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