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Delivering AI to Business Teams 5x Faster with AI Squared

Executive Summary

A major financial services firm was struggling to leverage its AI/ML models effectively within its business workflows. The company had developed sophisticated models from lead scoring to product recommendations.

Despite having robust AI/ML capabilities for building and deploying world-class models, the team struggled to increase the overall AI adoption by solving the "last-mile of AI" problem.

Accelerate your AI journey

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The Challenge: Delayed Time-to-Value for AI

Typically, Data & AI teams take 6-9 months to get their AI initiatives into the workflow of business users, starting from evaluation, budgeting, design and development. Taking models into production and scaling was an iterative process, not a one-time activity.

Lack of real-time insights

The existing models required a time-consuming integration process, preventing timely decision-making.

Complex integration into business workflows

Model outputs were not easily accessible within the users' primary work environments i.e Dynamics CRM.
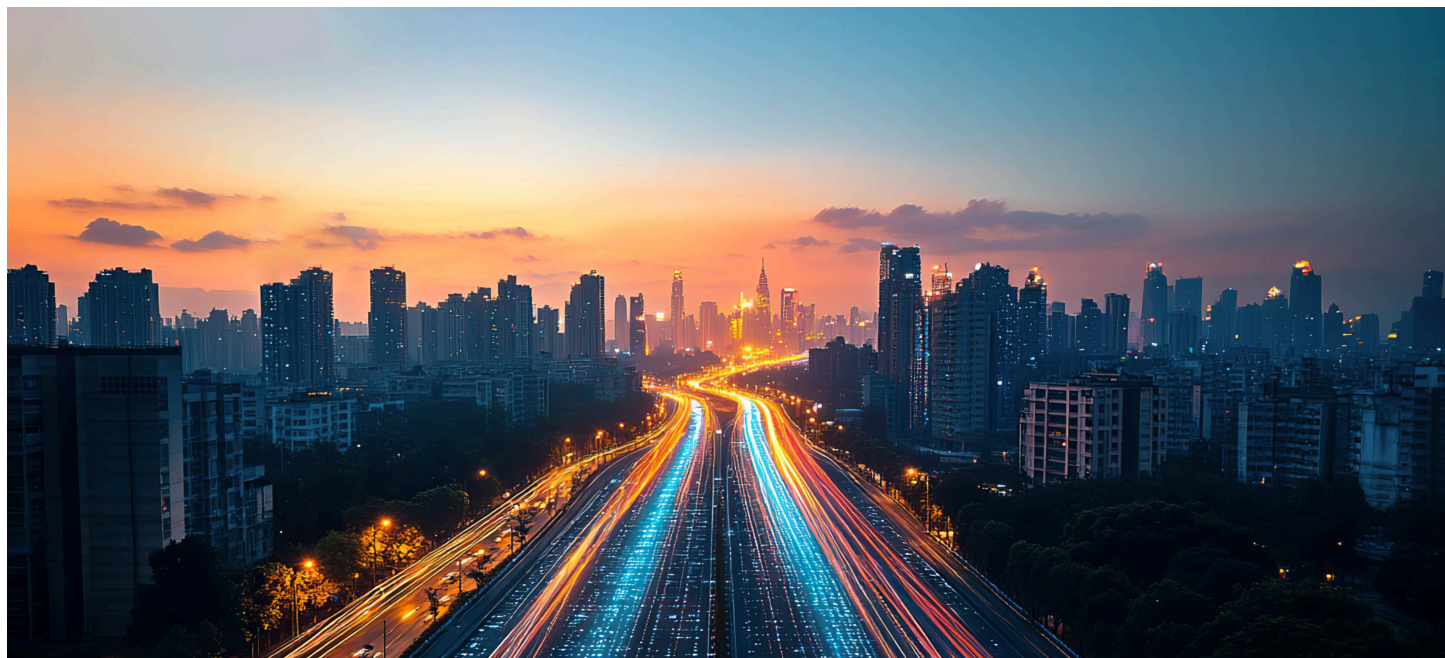
Limited end user context

Users received model outputs as simple text blocks in their Dynamics CRM workspace, making it difficult to interpret and act on the information.

Inability to measure AI adoption

The team lacked a systematic way to test new AI initiatives and assess their value.

The Solution: Last-mile Delivery of AI Insights

Enabling Real-time Data Pipelines

AI Squared addressed the challenge of activating model output data by connecting to S3 buckets for immediate, real-time access. A robust data sync engine managed reliable transfers across systems, minimizing disruptions.

Delivering AI Insights into Dynamics 365 Workflows

Delivered personalized model insights directly within Dynamics 365 workflows. By contextualizing model outputs to individual contacts, Data Apps transformed these outputs into dynamic bar chart visualizations. This integration empowered teams to make data-driven decisions more effectively within their daily workflows.

Measuring AI Adoption with Built-in Usage Analytics

Captured end-user feedback on delivered insights right within the business application, providing visibility into end-user engagement, adoption rates.

Ensuring Security with Custom RBAC

Data security and proper access management were key considerations in the solution. AI Squared implemented a comprehensive Role-Based Access Control (RBAC) system, allowing organizations to set up separate workspaces for different teams. With granular control over access—Admins, Members, and Viewers—organizations can protect sensitive data while empowering users with the insights they need to excel in their roles.

Impact Delivered

- ✓ **2x revenue uplift**
- ✓ **90% increase in AI adoption**
- ✓ **50% reduction in infrastructure costs**

Conclusion

The customer's business goals addressed by AI Squared included increasing overall AI adoption by solving the "last-mile of AI" problem and enabling retail marketers and sales executives to work faster and close at an increased rate. For example, a sales executive like "Jack" closed 46 out of 90 leads with AI Squared's help, demonstrating the potential for sales executives to close at a 50% increased rate. Streamlining customer support processes was also a goal, aiming to reduce response times by 30% and enhance customer satisfaction.

The iteration process was also significantly improved. For instance, the primary Complaints Identification model went through changes in month 2, resulting in a 35% increase in accuracy. A secondary model was also introduced to provide additional analysis on flagged complaints. This continuous improvement cycle is facilitated by AI Squared's capabilities to capture user feedback and analyze it.

The CDAO organization noted the value of AI Squared candidly, stating it **"solves major issues that our business partners face"** and highlighting the desire for faster consumption and a faster feedback/ iterative process. He specifically mentioned a way to simply collect feedback as valuable.

Bring AI To Where Work Happens

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Our partners
and customers