

# AI – is it all hype? Are there any practical applications for your business?

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Guest Speaker

**Andrew Thomas**

CEO at Kleene.ai



# Accelerating growth in technology

## Time it took to reach 100 million users worldwide

Telephone: **75 years**

Mobile Phone: **16 years**

World Wide Web: **7 years**

iTunes: **6.5 years**

Twitter: **5 years**

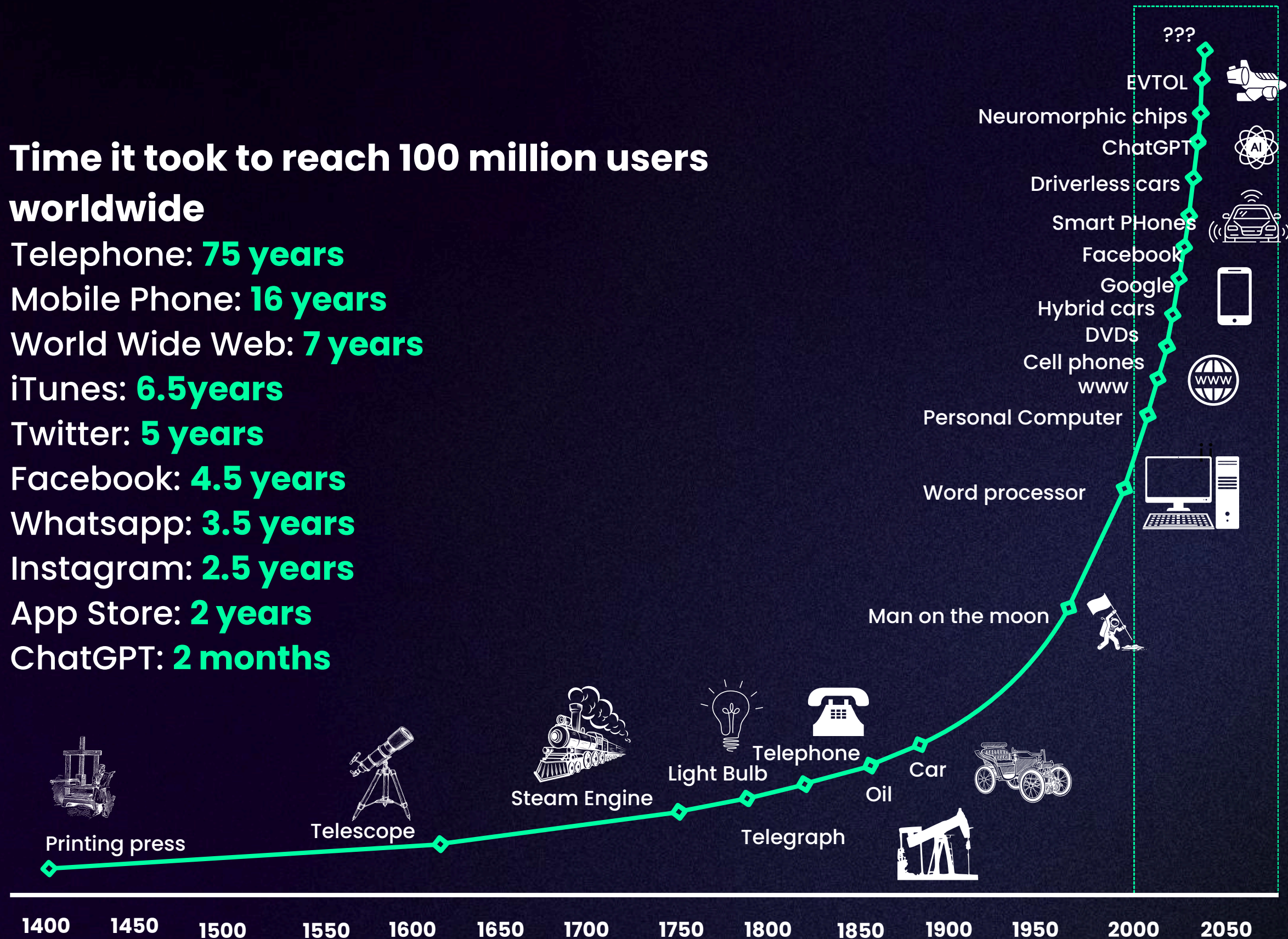
Facebook: **4.5 years**

Whatsapp: **3.5 years**

Instagram: **2.5 years**

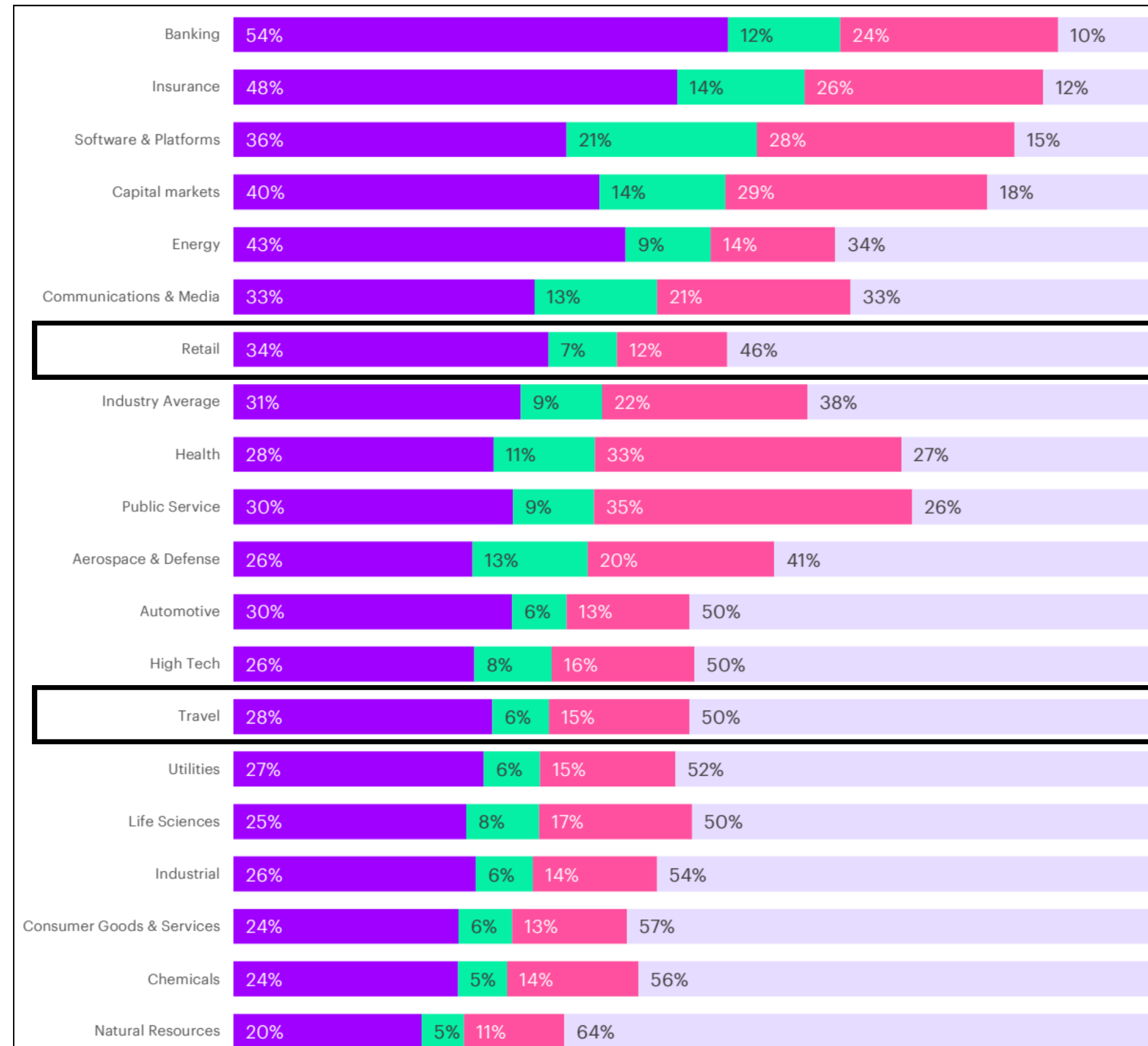
App Store: **2 years**

ChatGPT: **2 months**



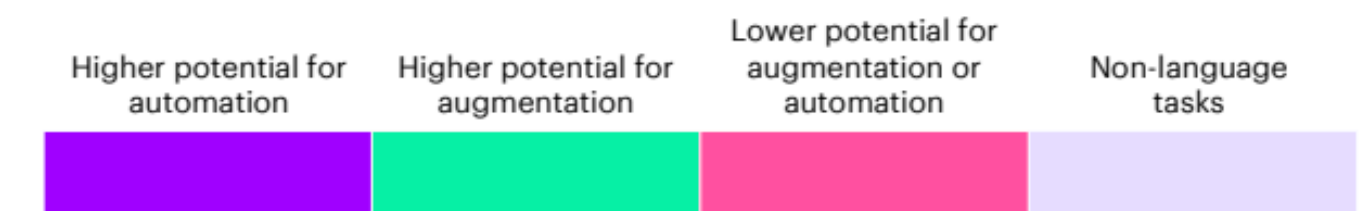


# Generative AI will be more impactful in some industries than others



## Work time distribution by industry and potential AI impact

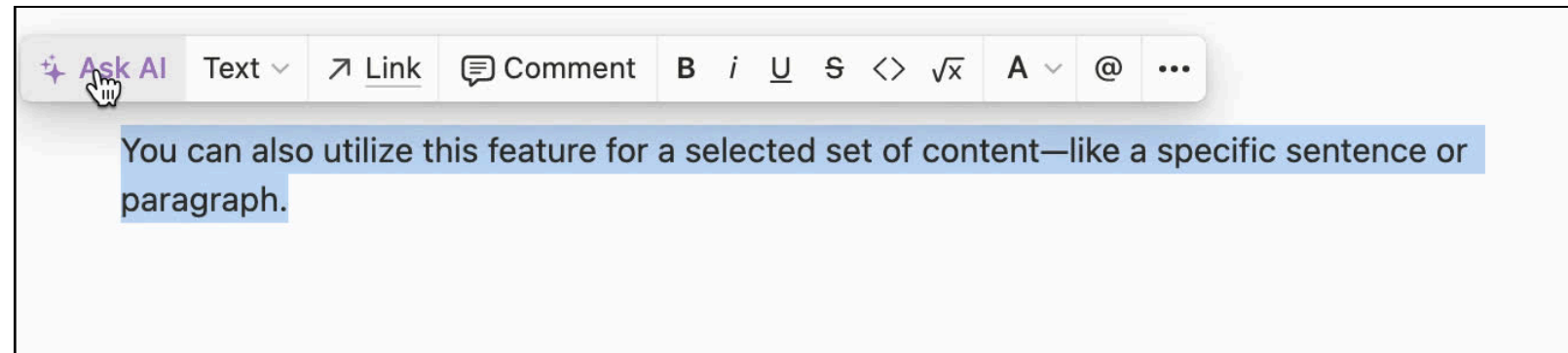
Based on their employment levels in the US in 2021



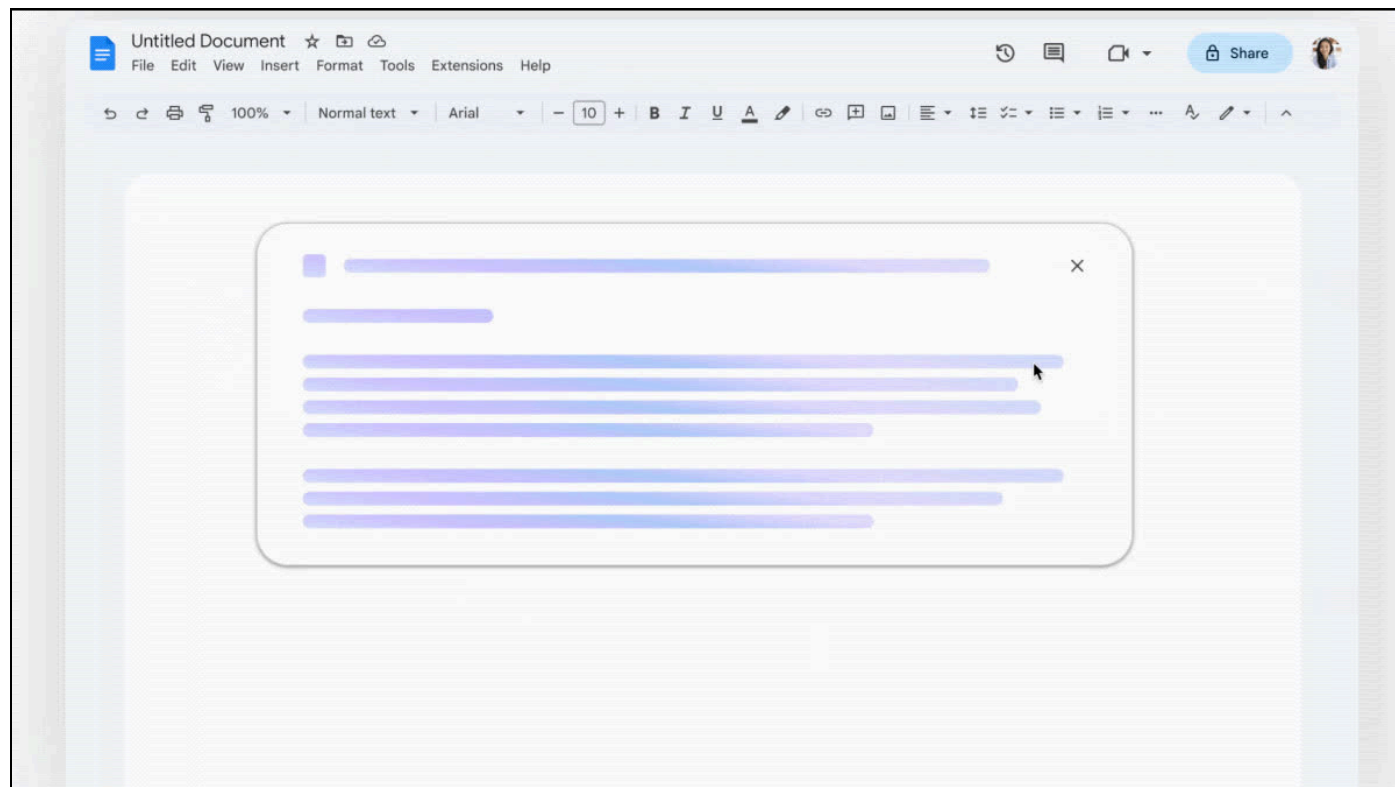
40% of working hours across industries can be impacted by Large Language Models

# Let's understand what type of AI exist...

## GenAI



## Traditional AI





## Let's understand what types of AI exist...

### **GenAI**

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- ✓ Response Generation
- ✓ Text Generation
- ✓ Classification
- ✓ Translation
- ✓ Knowledge Base Search

### **Traditional AI**

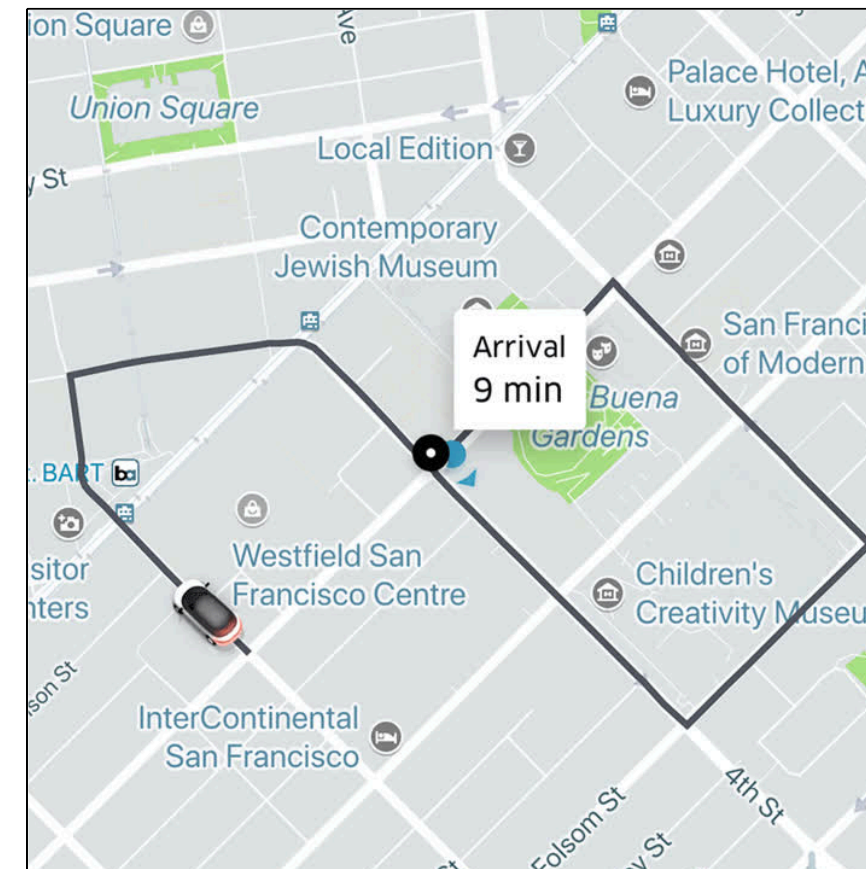
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# Let's understand what type of AI exist...

## GenAI

- ✓ Response Generation
- ✓ Text Generation
- ✓ Classification
- ✓ Translation
- ✓ Knowledge Base Search

## Traditional AI



NETT



## Let's understand what type of AI exist...

### GenAI

- ✓ Response generation
- ✓ Text Generation
- ✓ Classification
- ✓ Translation
- ✓ Knowledge Base Search

### Traditional AI

- ✓ Patterns in Data
- ✓ Clusters in Data
- ✓ Trends in Data
- ✓ Predicting Events Outcome
- ✓ Determining Causal Factors



***HOW IS IT BEING  
IMPLEMENTED?***

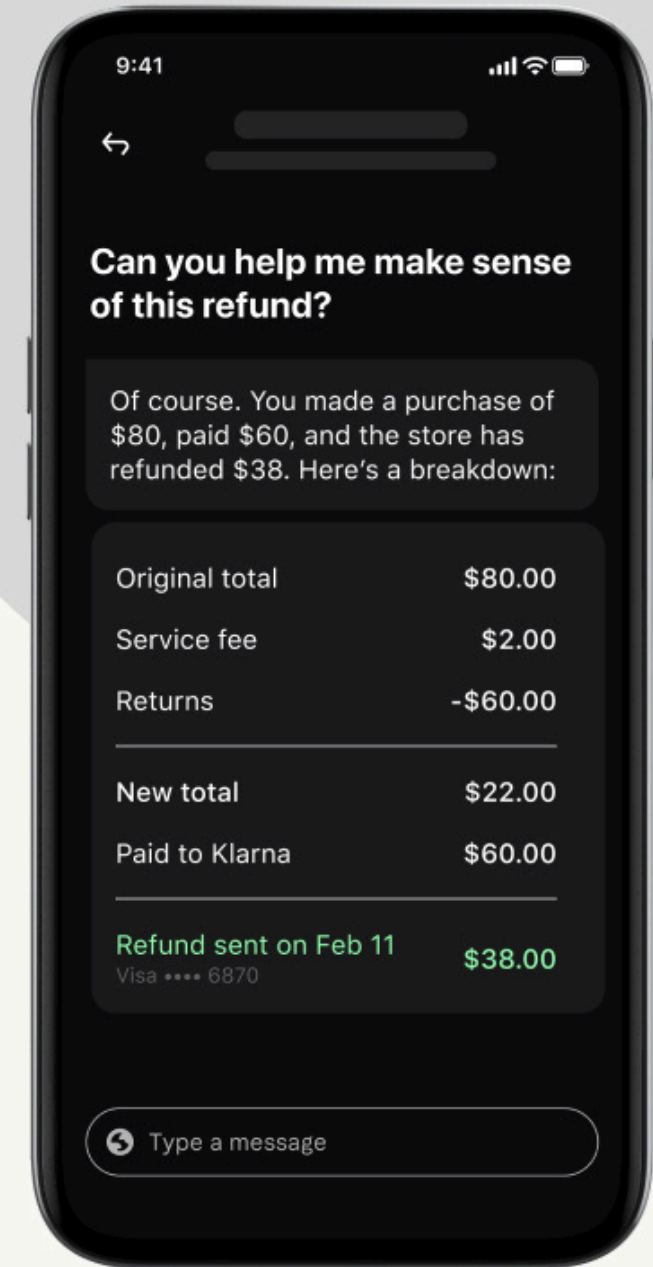
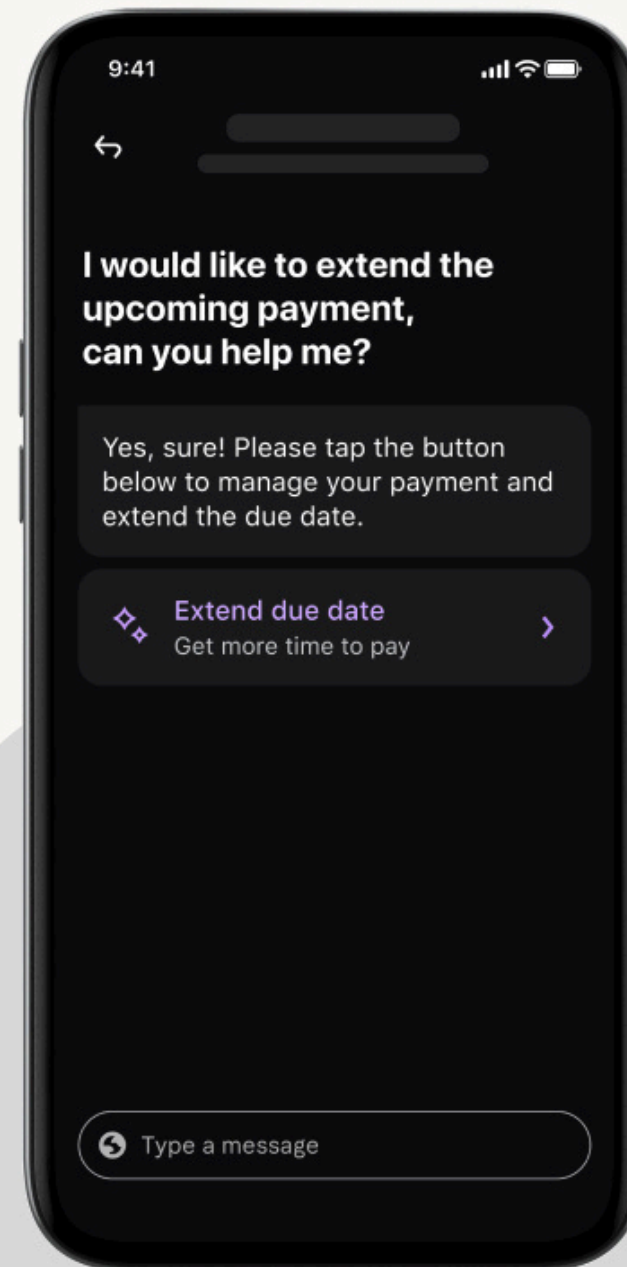


# AI handles two-thirds of customer service chats in its first month!

It is doing the equivalent work of 700 full-time agents

Avg. resolution time from 11min to 2min with AI

Estimated to drive \$40M in profit improvements

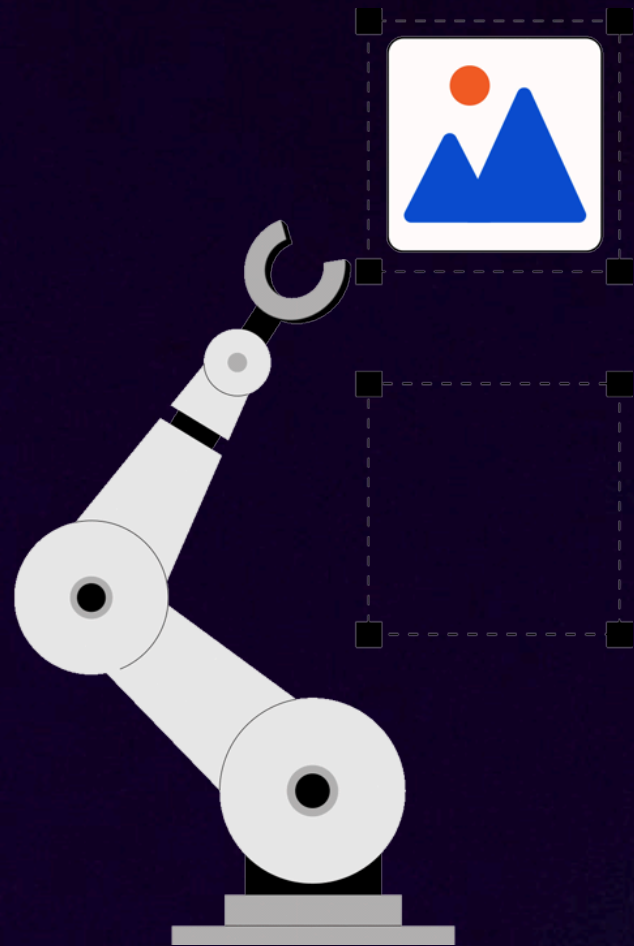


**Klarna**

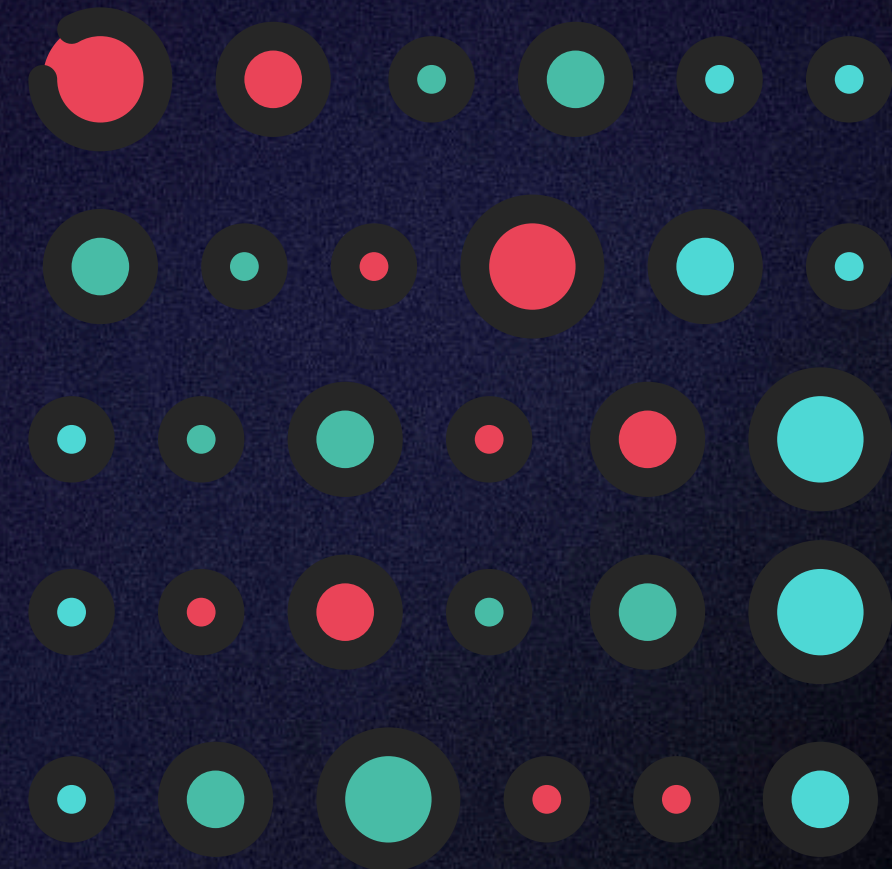


# Why are LLMs exciting?

*ABILITY TO  
AUTOMATE TASKS*



*ABILITY TO ACCESS  
UNSTRUCTURED DATA*





# What tasks should you automate?

*ROI OF AUTOMATION*



*TASK SUITABILITY*

## GenAI automation feasibility matrix

- ✓ Task Repetitiveness and Predictability
- ✓ Decision Complexity
- ✓ Data Quality
- ✓ Process Maturity and Standardization
- ✓ Human Interaction Requirement



# What can you do tomorrow?

Identify initiatives that matter using the framework

Ensure you have good data

Build and implementation plan (buy v build)



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## QUESTIONS?