

BUSINESS PRIORITY	AI APPLICATIONS	USE CASE EXAMPLES
<b>Improving Customer Experience (CX)</b>	Conversational AI, Agent Assist	<ul style="list-style-type: none"> <li>• 24/7 automated support with AI agents</li> <li>• AI virtual agents that handle FAQs and escalate complex issues</li> <li>• Real-time agent assist with copilots for improved customer interactions</li> <li>• Sentiment analysis to gauge customer emotions</li> </ul>
<b>Improve Employee Experience (EX) &amp; Performance</b>	Performance Tracking and Insights, AI-Powered Coaching	<ul style="list-style-type: none"> <li>• Automated performance improvement plans and feedback loops to optimize employee performance</li> <li>• Personalized coaching recommendations for continuous learning and development</li> <li>• AI assistants for employees and leaders, including AI knowledge base assistants</li> <li>• Automated quality assurance (QA)</li> </ul>
<b>Boosting Operational Efficiency</b>	Workflow Automation, AI-Driven Task Management	<ul style="list-style-type: none"> <li>• AI-powered ticket routing and prioritization</li> <li>• Automated follow-ups and reminders to reduce manual workloads</li> <li>• Intelligent scheduling to optimize workflows and reduce bottlenecks</li> </ul>
<b>Enhancing Decision-Making</b>	AI Analytics, Predictive AI	<ul style="list-style-type: none"> <li>• Predictive insights for customer churn, fraud detection, and demand forecasting</li> <li>• AI-driven business intelligence to support strategic decision-making</li> </ul>
<b>Driving Revenue Growth</b>	AI-Driven Sales and Marketing Automation	<ul style="list-style-type: none"> <li>• AI-powered lead scoring to identify high-value prospects</li> <li>• Automated CRM updates and data enrichment to optimize pipeline management</li> <li>• AI-generated outreach emails, sales scripts, and personalized follow-ups</li> <li>• Hyper-personalized content recommendations for targeted engagement</li> <li>• Automated campaign optimization to increase conversion rates</li> <li>• Content creation tools, grammar and style checks, copy editing</li> </ul>