

# Mindful AI Framework\_

first presented at TNW Conference 2024

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your average business owner, overexcited about AI



Let's AI everything!

Kateryna at TNW Conference

Hold on there!



# Why You Need to be **Mindful** about AI

Let's try AI!

But what should we start with?

You define!



Have you ever had trouble defining the tangible benefits of AI implementation for your company?

We feel for you.

And we want to help you verify if AI technology will help you to reach your business goals.

So that you can only invest in AI when it makes sense.

First, here's the **Algorithm**

Goal ----- Business process

Criteria

Prioritisation ----- PoC



# Then, set a **Goal**



## Vision

What's the vision in your org? Do you have a picture in your mind?



*“Help people to improve quality of life with the help of science and innovations”*



## Justification

How exactly will AI bring your Vision into life? Is AI the only way to get there?



*“Everything that a robot can do – let it do. Add more “life” into employees' work-life balance”*



## Goal

Lower costs? Higher revenue? Time-to-market? Better quality? Try something new?



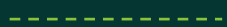
*“Automated customer help will improve product quality”*

# And don't forget to **Measure**

## I WANT TO

## MEASURED BY

Reduce costs



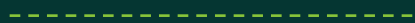
CapEX reduction, CAC / Cost Reduction Rate etc

Increase revenue



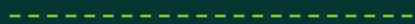
Conversion rate optimisation / # of new sales /  
churn rate / LTV / MRR(ARR) / revenue growth  
for product lines / Expanded geography

Increase speed



Time spent / days / hours etc

Improve quality



# of sales / # of tickets etc

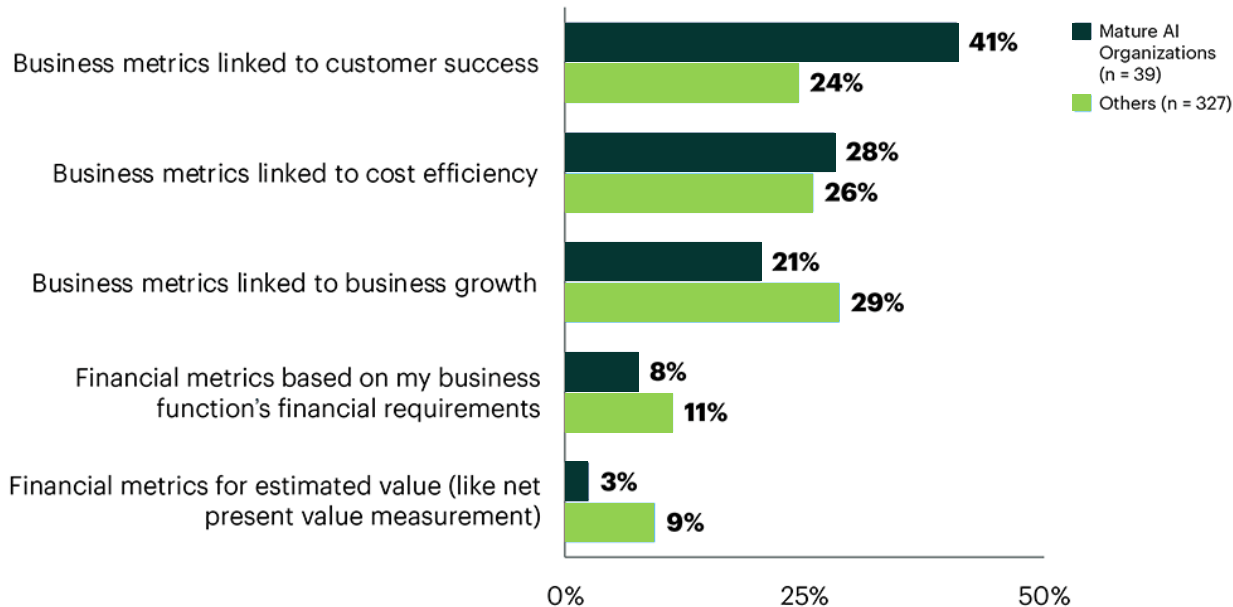
Improve customer satisfaction



Customer satisfaction index / NPS

# Some **Statistics** on how other measure AI

Primary business metrics developed to estimate return on AI investment by level of maturity, % of responses



n = varies; asked only respondents using essentially business metrics and/or combination of technical and business metrics (Q14 = 2 or 3); excluding "not sure."

Q: What kind of business metrics has your organization primarily developed to estimate the return on your AI investment?

Source: 2022 Gartner AI Use-Case ROI Survey

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# Now, to your **Business Processes**

## I. Set an objective

Identify business processes that will be evaluated for AI implementation

## II. Audit processes

Helicopter view is useful to understand business value of processes

How to analyse the processes? Pick an approach that fits:

**a) Cost/Revenue analysis**

Timeless classic

**c) Begin from what you know**

Ideal for day-to-day activities

**b) Main business value process**

Revenue generator

**d) Org charts for all processes**

Huge, sluggish, but comprehensive!

# Use **Design Thinking** to ask questions

*“Why are we pushing AI?”*

*“What value do we expect from AI?”*

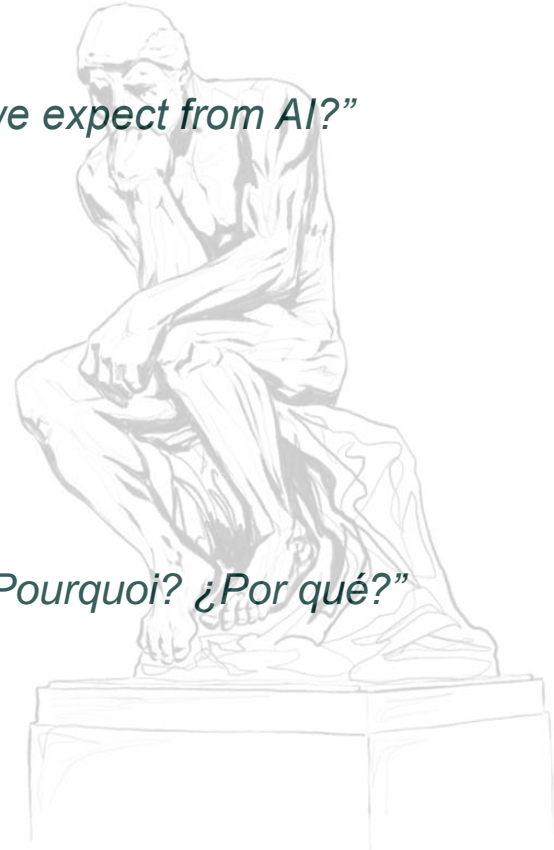
*“How will we measure?”*

*“To be or not to be?”*

*“How do our goals correlate to AI?”*

*“Waarom? Why? Pourquoi? ¿Por qué?”*

*“What are the use cases for AI?”*





# Some **Examples** to help you start

| I want to                     | Measured by  | Why AI?  | Use cases / Processes  |
|-------------------------------|--|--|--|
| Increase revenue              | Conversion rate optimisation / # of new sales / churn rate / LTV / MRR(ARR) / revenue growth for product lines | AI frees up efforts for net-new business initiatives;<br>AI empowers more detailed analytics about potential prospects | Company's main BP;<br>Behavioural analytic;<br>Analysis of tender proposals for comprehensiveness and regulations;<br>Analysis of regulations on new markets |
| Increase speed                | Time spent / days / hours etc  | Routine tasks automated by AI for employee productivity  | Sales and contracts automation;<br>Knowledge & training;<br>Code & content generation  |
| Improve quality               | # of sales / # of tickets etc  | Data-driven predictive analytics advance digital services  | Predictive maintenance;<br>Proactive threat management   |
| Improve customer satisfaction | Customer satisfaction index / NPS  | Customer behaviour analytics highlights customer needs   | Virtual customer assistants  |

# 12 Criteria of AI readiness

You are now ready to verify if your chosen business processes would benefit from AI:

1. Go through all of the bulleted statements/questions for each criterion.
2. Each criterion has a certain indicated number of points to be assigned.
3. Calculate your total points at the end.

# 1. Data inventory

Data for AI is like food for humans

- Does a process require a lot of data?
- Are you the data owner?
- Can you get the data easily?

FOR EACH: YES = 1 PT | NO = 0 PTS

# 2. Pain points

Where it hurts most? Ask all stakeholders

- Clients lost due to delays/slow service
- High employee error rate
- Service price is higher than benchmark
- Long feedback time (databots and manual)
- Money lost due to over/under production
- Money lost due to over/under procurement
- Capacity bottleneck (especially people)
- Unpredictability exist (errors, breakages)
- Techno zoo and the need to bridge data
- Manual processing of big data chunks

FOR EACH: YES = 1 PT | NO = 0 PTS  
(but 5 pts max)

# 3. Operations types

24/7, short SLA or non-business hours

- Working in non-business hours?
- SD support with strict/short SLAs?
- Low qualification work required?
- Overtime work required?

FOR EACH: YES = 1 PT | NO = 0 PTS

# 4. Repetitive or routine

Rule-based, time-intensive. Again, and again...

- Action repeated 3-4 times per day **1 PT**
- Rule-based, standardised process **1 PT**
- Repetitive actions must be done by algorithm (CRM input, equipment return, etc.) **2 PTS**

# 5. Self-service ops

Can your clients use AI to help themselves?

- Are there any patterned questions:  
standard question – standard answer?

100% BRAINSTORMED = 0 PTS  
100% STANDARTISED = 3 PTS

# 6. Forecasting needs

Is prediction critical?

- Is forecasting algorithm\* needed?

*\*humans analyse 4-5 dimensions, AI analyses – 300-400*

NO = 0 PTS  
BASIC = 1 PT  
MEDIUM = 2 PTS  
COMPLEX = 3 PTS

## 7. Tech feasibility

How feasible it is from the tech side?

NOT FEASIBLE = 0 PTS | FULLY FEASIBLE = 2 PTS

## 9. Cost of error / risk

Can an error lead to significant losses? Is it risky?

RISKY = 0 PTS | NO RISK = 2 PTS

## 11. Alignment with business goals

Does it help to achieve your goals?

NOT ALIGNED = 0 PTS | FULLY ALIGNED = 2 PTS

## 8. Implementation complexity

How hard is it to implement?

COMPLEX = 0 PTS | SIMPLE = 2 PTS

## 10. Cost

Is it a process that drains your budgets?

EXPENSIVE = 0 PTS | CHEAP = 2 PTS

## 12. Regulations

Are there lots of regulations around?

MANY = 0 PTS | SOME = 1 | NONE = 2 PTS

# Now, calculate your **AI Readiness Score**

**0-10 pts** -----

**AI is not advised.** AI will just use up your resources, without bringing you closer to your business goals.

**10-20 pts** -----

**Consider AI.** But compare the cost of AI implementation vs alternatives before starting.

**21+ pts** -----

**Implement AI.** Your business processes will benefit from AI, and it will help you to achieve your goals.

# Takeaways to remember

Focus on business goals

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Handshake on how to measure AI

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Run processes against criteria and choose one... or more



Ready for AI? We're here to help you get started.

Go to [infopulse.com](https://infopulse.com) to begin