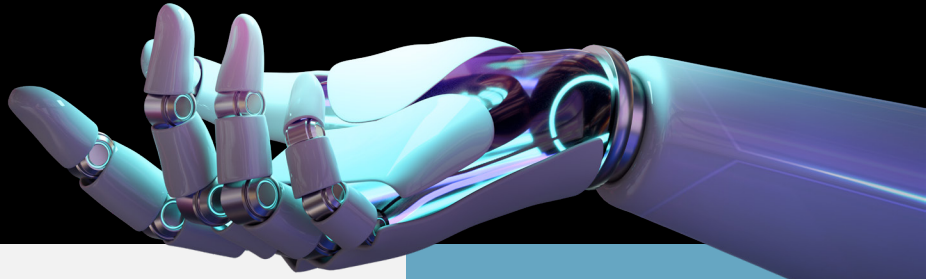# trissential
an expleo company

The future is here and it's
Generative AI

What is Generative AI?

Generative AI is an exciting type of artificial intelligence that has the ability to create new data or content that resembles what it was trained on. By learning patterns in data, AI models can generate new and unique outputs. This powerful technology can be applied to various data types such as images, videos, text, and audio, and can be used to create personalized content and recommendations for users.

This revolutionary technology has the potential to transform the way organizations operate, innovate, and serve their customers.

Key Findings

BETWEEN 2015 AND 2019, THE NUMBER OF ENTERPRISES USING AI IN BUSINESS GREW BY
270%[1]

AI'S $142.3 BILLION MARKET VALUE IS PROJECTED TO GROW
20X
BY 2030[3]

LESS THAN A YEAR SINCE MANY GENAI TOOLS RELEASED,
1/3
OF ORGANIZATIONS ARE ALREADY USING GENAI IN AT LEAST ONE BUSINESS FUNCTION[2]

Use Case Examples

Empower Employees
- Create interactive training materials, simulations, or scenarios to enhance learning experiences
- Use chatbots to generate and manage employee feedback surveys or conduct sentiment analysis to gauge employee satisfaction
- Develop AI-powered productivity tools to assist employees in managing tasks, scheduling, and prioritizing work

Optimize Operations
- Assist in generating code snippets or entire programs based on high-level instructions
- Automatically generate written and creative content for ads, social media, blogs, websites, and additional marketing material
- Automatically translate text from one language to another at scale
- Help in drafting legal documents, contracts, or agreements
- Assist in generating medical reports or summaries based on patient data
- Assist in generating reports from large datasets for research purposes

Engage Customers
- Use GenAI to provide personalized product recommendations to customers
- Develop intelligent chatbots that respond to inquiries and provide personalized 24/7 support
- Automate the creation of personalized email campaigns to nurture leads, provide updates, or share relevant content
- Develop interactive tools or experiences (e.g., product configurators, quizzes) that engage customers and provide value

Transform Products
- Assist in creating initial design concepts or prototypes for products
- Generate compelling product descriptions and reviews to enhance product listings
- Create virtual experiences or demonstrations of products or services to engage customers in an immersive way

Top 5 Risks & Challenges

While generative AI offers numerous benefits, there are several risks and challenges that businesses should be aware of when implementing these technologies. Businesses can mitigate these risks and challenges by implementing rigorous testing and validation processes, incorporating human oversight, and staying informed about best practices and emerging technologies in the field of generative AI.

Seeking input from legal, ethical, and Trissential experts can help navigate complex issues related to AI implementation.
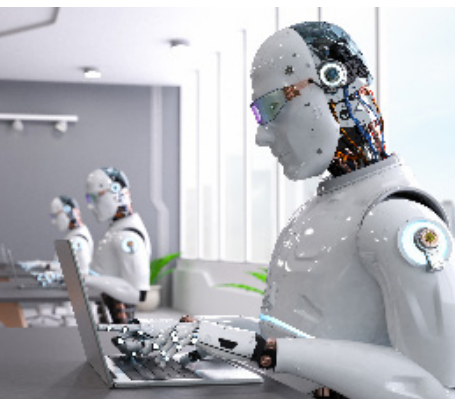
1. **Ethical and Bias Concerns:** AI models may inadvertently produce biased or unfair outputs due to biases in the training data
2. **Quality Control:** Ensuring the accuracy and quality of generated content can be challenging and requires robust validation processes
3. **Data Privacy and Security:** Handling large datasets, especially if they contain sensitive information, requires strong data privacy and security measures
4. **Lack of Transparency and Explainability:** Some generative AI models may lack transparency, making it difficult to understand how they arrive at their outputs
5. **Regulatory Compliance:** Depending on the industry and jurisdiction, businesses may need to navigate specific regulations governing AI and data usage

Immersion Workshop   Workshop involves four 4-hour sessions with the following goals

Session One: Foundation
- Introduction & kickoff
- Review scope & goals
- Concepts, uses & risks
- Hands-on experience

Key Activities
- Landscape of GAI & ML
- Intro to GAI tools
- Explore uses of GAI
- Hands-on exercises in GAI tool

Session Two: Advanced
- Understand advanced topics
- Hands-on experience

Key Activities
- Overview of advanced techniques & capabilities
- Prompt engineering overview
- Prompt engineering exercises
- Integration exercises

Session Three: Use Cases
- Ideate on internal use ideas
- Develop & test top use cases
- Hands-on experience

Key Activities
- Use case ideation
- Prioritize use cases
- Use case exercises & research
- Create strawman business cases

Session Four: Business Value
- Identify highest value use cases
- Identify success factors and impediments
- Draft 30-day action plan

Key Activities
- Demo use cases & prioritize
- Discuss success factors & impediments

Transform with Trissential

- **Education:** Immersion and literacy
- **Hands-on Engagement:** Use case development, proof of concepts, and pilots
- **Use Case Execution:** Incorporation in overall data strategy, governance, ways of working, program and change management
- **Technology Enablement:** Secure environment/platform to use; Guidance/evaluation of tools

SCHEDULE CALL

1. Gartner   2. McKinsey   3. Statista

trissential
an expleo company

info@trissential.com   952.595.7970   Trissential   @Trissential