Feedback and re-assessment

Business strategy

Governance

AI

Information

Architecture

Analytics

Culture & Execution

As-is & to-be assessment

Action plan

Pilot project(s)

Further projects

AI Learn
AI knowledge for everyone in your business

Individuals

Data captur

Reasoning
Form conclusion imperfect data

Under
Interpret including te

Interactin
Interact with p in natural ways

AI Connect
Implement the right level of AI for your organisation with expert help

Ad-hoc	Foundational	Competitive	Differentiating	Breakaway
Software with AI	Add off-the-shelf AI	Pre-trained AI analytics	Bespoke predictive analytics	Edge AI
Outsource	App dev	BI / Analytics	Data scientists	ML engineers

7 Quick Win AI Projects

Starter projects for organisations

Nightingale HQ

Projects

7 Quick-win AI Projects

Introduction

Starting to do AI in your business can be risky - you might have a skills gap, insufficient data, or problems putting things into practice.

But you can bypass that risk with one of these quick-win projects.

Each project includes simple selection criteria, ways to identify the ROI, and a project checklist.

Pick the perfect one for you today.

Nightingale HQ

Most businesses want to grow faster, build new customer products, and profit. These businesses are often paying to store and manage data that could be more effectively used. Moving from wasting data to applying data-driven capabilities like Artificial Intelligence into business functions is a huge journey.

Many businesses report key gaps in executive understanding, internal skills, and access to their data as substantial blockers to successfully leveraging AI and accessing the estimated value it could bring.

AI products like chatbot solutions and augmented reality capabilities are already widespread. The problem isn't technology, it's people. Businesses face cultural changes, companywide education, and interaction with experts in order to become data driven and leverage AI.

Our single integrated online platform will support this business journey, allowing SMEs to grow, innovate, and profit using a technology previously reserved for the big companies. Currently, SMEs can connect with global data & AI consultants across verticals, technology stacks, and specialisms, who can actualise AI strategy for businesses.

Future functionality includes an AI readiness assessment and planning tool, executive AI strategy training and prototype AI solutions.

We launched earlier this year our data & AI consultancy marketplace to enable leaders to connect with consultants who can help them further AI projects. Using a matching algorithm, we refine their options based on location, vertical, technology stack, and current project requirements.

Over the next year, we're implementing a community learning space, an AI readiness assessment tool, and an implementation toolset.

Project 1 – FAQ bots

FAQ bots are bots intended to answer questions that people have. By feeding your entire knowledgebase into them, they can answer commonly asked questions on a website without needing an agent. Many FAQ bots can bring an agent into the conversation for more complex enquiries, streamlining your customer service and reducing costs. FAQ bots can also be used internally to reduce frequent emails and tickets for departments like HR and IT.

There are many tools available to create FAQ bots without any coding on your part.

Microsoft QnAmaker.ai converts your company's information into a structured knowledgebase of linked questions and answers. This knowledgebase can be used to train a QnA bot on the Azure Bot Service.

Spoke is a self-service AI designed to support internal processes, looking up answers to employees' questions and directing those it can't answer to appropriate departments. Its knowledge can be gradually built up over time by first using it as a ticketing system between departments.

Chatfuel is a popular chatbot builder than integrates seamlessly with Facebook messenger – a good option for those with no coding skills and companies who mostly engage with customers via Facebook.

> *FAQ chatbots can be deployed quickly and continuously improved over time. You can gradually integrate them with existing communication channels, freeing up customer service agents to focus on the most complex enquiries from visitors, or streamlining internal communications to ensure accurate information is disseminated efficiently.*

Selection criteria

This project is right for you if:

- Your employees spend a lot of time answering the same set of questions repeatedly (e.g. customer enquiries about pricing/shipping information, internal communications about procedures/IT, etc.)
- You already have a live chat system (including Facebook messenger, Slack) that you customers or employees use to communicate
- Your company has experienced problems in communication, e.g. inaccurate information passed between departments or to customers/leads and you want to make sure everyone receives the same information.
- You can invest time into setting up a rugged knowledgebase for the FA

You do not need any coding skills to create a chatbot as there are plenty of tools available that will generate the code for you.

ROI

The ROI of FAQ bots manifests as both cost savings and increased revenue. Cost savings come from the bot saving customer service and IT/HR departments time usually spent answering common queries, whereas revenue gains come from improved customer service as the bot is available 24/7 and responds quickly with consistent answers, and because enquiries that are passed to agents are handled better.

- Cost savings to measure:
  - Reduced labour costs (less time spent answering enquiries)
  - Improved accuracy of enquiry handling (less time & money spent compensating for mistakes)
- Revenue gains to measure:
  Measure improvement to customer retention
  - Measure impact on customer feedback (see social listening)
  - If relevant, measure leads/upsells generated by bot

Project checklist / plan

- Decide your strategy and set your goals
  This is an important step for measuring the ROI of your FAQ chatbot. Do you want the chatbot to generate leads, to reduce time spent on customer service or to streamline internal communications? Identify the measures that will determine the ROI.
  You might want your bot to perform several functions. Choose the most important to you when you begin and build additional functionality on top.
- Choose a tool
  Different tools have different prerequisites.
  Make sure you have thoroughly read the guides to create your bot, and that you have met all the prerequisites before you begin.
  - Qnamaker requires an Azure subscription (the first tier of the bot service is free)
  - Chatfuel integrates with a Facebook page.
  - Askspoke.com is built for internal communications and integrates with Slack and a range of ticketing/HR apps. There's a Zapier integration and rest API which you can use to build it into your workflows.
- Create your knowledgebase
  This might already exist on your website as an FAQ page, or as training materials for your customer service agents. If you are creating a bot for internal use, your employee handbook will be a good starting point.
  The information in your knowledgebase will be fed into your bot and passed on to anyone who engages with the bot, so this is a good time to make sure that all

of the information is completely up to date. Collaborate with relevant departments to ensure this.

- o In qnamaker: https://www.searchenginejournal.com/build-qna-chatbot-guide/252387/
- o Build flowcharts in chatfuel's dashboard
- o Create a series of tickets in Spoke and ask relevant departments to answer them.

- Train your bot
  Most tools include inbuilt testing so that you can try different ways to phrase your questions and match the new phrases to in-built answers. Ask a few people to get involved in this stage so that you can cover lots of different phrasing scenarios. Consider the phrasing of the answers and ask if they are appropriate to the audience (whether they are leads, customers or internal staff).

- Deploy your bot
  Most tools allow your agents to take over if needed. When the bot goes live ensure that it is being monitored. You can continue to test, develop and train your FAQ bot over time to introduce additional questions and answers.

Project 2 – Accessible meetings

Many people in our businesses have some form of vision or hearing impairment, others might not be native speakers, others have trouble keeping notes throughout the meeting, others simply couldn't make it in the first place and would like to be able to catch up!

We can help make life easier for our people by embedding AI for accessibility.

In PowerPoint:

- Realtime subtitling
- Automated alt refs (for screen readers)

Using tools like Microsoft Stream and Otter.ai:

- Automatically produce video transcripts
- Have a searchable record of meetings without onerous note taking

Value

Ensuring that your meetings are accessible to those with hearing or vision impairments, and to people who are not native speakers, means that everyone can contribute. In the short term this makes your meetings more effective and in the long time it allows you to attract talent from a more diverse pool. Generating transcriptions of your meetings also saves time for staff who would take minutes – freeing them up for more creative tasks – and ensures your meeting notes are complete and accurate. It is helpful for staff who cannot attend a given meeting and allows them to contribute after the meeting. Knowing that you will have the meeting transcript also reduces the pressure to find a time when everyone can attend, cutting down on those pesky "when's a good time for you" emails.

Selection criteria

This project is right for you if:

- Your team often have in-person or video meetings.
- Your sales team often meet with clients – whether face-to-face or online

Whether or not you have staff or clients with visual or hearing impairments, adopting these technologies will lead to better inclusivity in your organisation. Either you will support your existing staff or clients, or you will appeal to more diverse staff and clients.

ROI

- How much time does your team spend on the following? Measure this again after implementing your accessible meeting tools to see how much time you have saved the team.
    - Planning meetings so that everyone can attend
    - Taking & distributing meeting notes/minutes
    - Getting clarification about meeting notes if they are vague or incomplete
- Making your meetings more accessible to people who are not using their first language or who have vision or hearing impairments allows for more inclusive meetings and therefore more engagement and creativity from your staff. You can measure engagement of your staff by speaking to them directly and by reading the transcripts of your AI-supported meetings.
- You can also measure turnover and associated recruitment and training costs, as these should be gradually reduced as inclusivity improves.

Project checklist / plan

- Assess the current accessibility of your meetings
What do you do now to make your meetings accessible to people who are deaf, blind or non-native speakers? What do you do when a member of staff cannot attend a meeting in person? Speak to your staff to find out what they identify as areas in need of improvement.
- Find out how much time is spent taking and distributing notes from meetings – this will help you to measure cost savings when you make improvements.
- If you use PowerPoint for your meetings:
    - Start using the automated alt text generator for images in your presentation, and distribute the slides in advance for blind or low vision attendees.
    - When you present your slides, turn on automatic subtitling for attendees with hearing impairments.
    - Record your meetings and upload them (or stream them live) to Microsoft Stream, which is available as part of Office 365. This will allow attendees (and staff who couldn't attend) to watch them back and search the transcripts.
- Download the otter.ai app for small face-to-face meetings
- If you have meetings in Microsoft Teams:
    - Add your Microsoft Stream channel: https://docs.microsoft.com/en-us/stream/embed-video-microsoft-teams to generate searchable transcripts from your meetings.
    - Enable captions in your Team meeting.

- If you use Zoom for your meetings:

- o Look at otter.ai, which syncs to Zoom to generate searchable transcripts and live captions.
- Continue to monitor time spent arranging meetings and taking and distributing notes, as well as speaking to your staff, to measure ROI and make improvements.

Project 3 – Sales AI

We all wish our sales processes were faster with increased conversion. Sales AI helps salespeople understand how to better sell to potential customers based on data from the company and across the anonymised data CRM platforms have collected, and there are already several tools available.

Microsoft CRM Dynamics 365 has AI-driven add-on, Sales Insights and Salesforce offers a similar AI driven product, Einstein. Both have built in features that can make smart predictions, offer customer insight and improve many aspects of your sales process. For example, they can evaluate sales calls and identify statistics like a talk-to-listen ratio, talk speed, and customer sentiment, allowing sales teams to analyse and replicate or avoid techniques for more successful calls and both have machine learning algorithms can identify leads with high likelihood of conversion or flag those that are losing interest. However, Dynamics 365 is by far the more established platform.

While these tools offer a full range of capabilities, there are other many other tools available to simplify the sales process. Nudge assists with relationship management and identifies risk of churn while Crystal offer personality insights and suggests the best ways to speak to certain leads and Clara Labs and Calendar offer automated meeting scheduling. There are plenty of timesaving AI tools or all-inclusive packages that can automate admin, save time and allow salespeople to focus on what matters, all while winning at AI.

Value

- Off-the-shelf sales AI solutions cost little to implement, require no background in data science and can bring massive gains.
- Understand the sentiment of your customers through various conversations
- Learn what has and hasn't worked well in your sales process and replicate results
- Identify key opportunities at vital moments in their journey
- Improve your whole sales strategy with simple solutions

Selection criteria

This project is right for you if:

- Your company has a sales department. No matter how good your sales team is, no one turns their nose up and more leads and greater success.

ROI

To calculate the ROI of a sales AI feature you will need to evaluate increased revenue vs the cost of implementing the feature. Gains from boost efficiency and cut operating costs may spring from:

- Lead capture
- Conversion rate
- Improve product mix value
- Boost sales through tailored offers
- Increase customer lifetime
- Cost of acquisition for leads & customers
- Reduce time spent on unprofitable leads
- Reduce administrative time

The costs of implementing your sales AI features include:

- Subscription fees, one-off payments, tiered pricing and whether trial periods and offers are worth it in the long run
- Whether pricing plans change if your company grows or reduces in size
- If transferring from another service, how long will it take to integrate the new product and train staff and how will the resulting reduced productivity affect business in the transition period.

It is difficult to accurately predict the ROI of a CRM system, so it is important to track your selected KPIs after deployment to reflect on its performance.

Project checklist / plan

- Identify which tool(s) would be most beneficial to your company or department i.e. Would you benefit more from an AI powered CRM system, or is your business more suited individual tools like Nudge or Crystal? Do you have any systems in place for monitoring your sales process?
- Once you have selected your tool(s), you may need to tailor them to fit your business needs. For example, in Dynamics 365 you can customise signals in the predictive model for opportunity scoring so they are more relevant to your business.
- Track your KPI's after deploying the tool(s) to gauge ROI

Project 4 – Knowledge worker productivity

As more and more of our staff work exclusively on their computers to get the job done, with emails and meetings still the main ways of communicating then we need to help knowledge workers carve out focus time, balance their schedules, and keep on top of their inboxes. Busyness can be mistaken for productivity and producing quality can often mean sacrificing quantity.

MyAnalytics is an AI powered Microsoft app available as an add-on for Office 365 plans, which draws attention to where time in your work week is really being spent or wasted, allows you to set goals for time allocation, and even makes suggestions on how to improve your workflows and boost productivity. Furthermore, Microsoft have infused AI into Office 365, streamlining many other processes across the suite.

Google's Work Insights offers similar features for tracking productivity across an organisation however personal dashboards are not available which is where the value comes for enabling employees to evaluate and change their own processes.

Value

- Help measure knowledge worker productivity and recognise productivity vs busyness
- Get intelligent suggestions on how to better structure your day, week or month
- Save time by working smarter, cutting out unproductive activities like emails or unproductive meetings and reducing time spent working out of hours.
- Enhanced productivity may give employees a feeling of greater job satisfaction as they achieve more.

Selection criteria

This project is right for you if:

- You would like you and others in your business to use their time more productively
- You already use or are willing to get Office 365 or G Suite

No previous experience with AI or any AI knowledge is required to launch this project within your organisation.

ROI

Using MyAnalytics and reacting to the insights could save you and your employees as much as 4 hours of work a week. By spending your time more wisely the productivity of your company should rocket. The best way to measure this is by using MyAnalytics itself and Workplace Analytics which measures productivity on the company level.

- Measure individual and company level productivity when you first start using the app compared to once employees start responding to insights.
- Research by Forrester Consulting suggests that companies could realise a 123% ROI from adopting Microsoft 365, so by investing in any Office 365 or Microsoft

365 plan with MyAnalytics, you can expect results to a similar degree. Use Microsoft's ROI calculator to weigh up the benefits for your company.

Project checklist / plan

- Subscribe to your Microsoft plan or purchase the add-on for your existing plan, or alternative product
- Measure individual and companywide productivity before responding to insights
- Start analysing the insights and making changes to the way you work by
    - Blocking out periods for uninterrupted work
    - Collaborating more effectively
    - Organising time by acknowledging where it was being wasted and setting goals
    - Cutting back on ineffective meetings
    - Making time for key colleagues
    - Protecting personal time after hours
- Track your changes over time and the knock-on effects on the company to calculate the ROI

Project 5 – Intelligent insights

We have more data than ever and much of it isn't the sort of thing that ends up in a data warehouse or even a data lake. Tools like Power BI can help people extract the information they need to do their job quickly and effectively with Key Insights and the integrated AI.

There are many tools to choose from to reveal your business insights, many of which offer scaled pricing so that they can grow with your business.

- Power BI is a powerful data visualisation solution that can be used to share your insights across your organisation or embed them into your website or app.
- ThoughtSpot offers an AI-driven, search-based alternative to Power BI.
- Tableau is more expensive than Power BI but integrates with more data sources and can handle greater volumes of data, so might be a better option if you anticipate high volumes and don't have the time or resources to develop custom connectors for your data.

Value

Your data is an asset to your business, but only when you are gaining insight from it. Integrating a business intelligence tool into your reporting will save time and reveal important trends that you can act on to increase revenue, streamline processes and cut costs. The ability to quickly and easily integrate and segment your data allows you to identify the processes, markets and products that are most profitable for your business and maximise their return. Most services offer a free tier or trial so you can start getting insights from your data without any upfront costs, and decide which tool is right for you.

Selection criteria

This project is right for you if:

- Your financial or sales reporting take up a lot of time (e.g. if you use Excel)
- You have more data than you know what to do with
- You want to know how your business is performing and where you can improve revenue or reduce costs
- Your data comes from a variety of different sources (e.g. web analytics, finance, sales reports, customer/order databases, social analytics) making it difficult for you to see the bigger picture.

ROI

The ROI of intelligent insights can be very significant, provided you act upon the insights that are revealed. As a minimum, expect your team to save time when you migrate from your existing reporting procedures to a solution that is quick to query data, build visualisations and reveal insights, leaving more time to strategically report on and implement the findings. BI tools can reveal areas where:

- Revenue could be increased by targeting certain markets or directing your marketing budget effectively
- Costs could be reduced by streamlining manufacturing or creative processes

Furthermore, with a BI tool integrated into your business these areas will be identified more quickly, so that inefficient processes linger for less time.

Project checklist / plan

- Identify your data sources.
  Where does your data come from and where is it stored?
- Decide what you want to learn from your data.
  Many tools offer intelligent insights based on patterns they find in the raw data, but you will get more out of your tool if you know what questions to ask.
- Choose your tool.
  Base your decision on cost, set-up time, data sources and available resources. Some tools, such as Power BI, are easier to implement if your team has some experience with Excel and Power Pivot.
- Train your staff to use and read the tool
  Some staff will need to use the tool to integrate data sources and generate visualisations, others will need to know how to view the insights. Tools such as Power BI have intelligent search functions that different departments can use to gain relevant insights.
- Bring your data into your chosen solution.
- Build your visualisation dashboards and identify trends and patterns that will improve your business.
- Act on the insights and continue to monitor and report on your data.

Project 6 – Social listening

Expensive social listening tools help you understand who is talking to your brand and how you can manage that. On a shoestring budget automation tools like Microsoft Flow combined with off the shelf APIs (like Cognitive Services) to detect negative sentiment, risky words, and adult content can be valuable and done on a shoestring budget.

Value

- Find potential customers by looking for people who are talking about your products/offerings
- Find out what people are saying about your competition – what are their pain points and what makes your offering better at addressing them?
- Identify seasonal trends that can direct your social campaigns
- Identify new influencers and partners to work with
- Understand how your potential customers interact with each other and with brands
- Managing customer service over social channels can dramatically reduce cost per contact
- Customer service teams who operate through social media have greater job satisfaction than those who operate through phone and email channels
- Social listening can increase average spend per customer

Selection criteria

This project is right for you if:

- Your marketer/marketing department spend a lot of time tracking social mentions manually
- Your marketer/marketing department want deeper insights about your target audience
- You would like to streamline your customer service process

ROI

Marketers will spend less time searching for social interactions and have more time to act on what is brought up as well as focusing on other tasks.

- Measure the time saved when using a social listening tool compared to conventional methods. This time can be spent in more productive ways on other tasks.
- Measure savings in operational costs. Requests handled by phone can be 12 times more expensive than those handled on social media.
- Effective social listening will provide you with relevant findings that allow you to improve your marketing campaigns and your brand, so you will need to measure things like the success of various campaigns and conversion rates.

Project checklist / plan

- Identify what you want to achieve through social listening and which channels you would like to target. You may find that your target audience are only active on certain channels. Knowing what you are targeting will help you in deciding which social listening tool to use.
- Select a social listening tool and package that you would like to use. We've listed some of the top tools below, but there are hundreds to choose from. Most offer various price plans and free trials – a basic plan could be sufficient if you are still growing. You can trial various tools to decide which are worth your investment.
  - IFTTT
  - Quick Search
  - Google Alerts
  - Hootsuite
  - Mention
  - Keyhole
  - TweetDeck
  - Followerwonk
  - Awario
  - Social Mention
- Set up your dashboard and keywords or phrases for tracking. You can add different filters to refine your results.
- Start listening and action on your results. Remember to respond to positive feedback as well catching anything negative as this helps build rapport.

Project 7 — In-app intelligent features

AI can be used to support new features in our apps or help us smooth existing processes in them. Using off-the-shelf AI APIs like Cognitive Services, Amazon Web Services, and Google Cloud's AI hub, developers can rapidly integrate facial recognition, image processing, speech processing, personalised content and more to add value quickly to the company's apps.

Value

Quickly improve the usability and success of your app without needing to develop AI solutions in house.

- Speed up and take the frustration out of identity verification processes using Image Recognition systems or Real-Time Authentication (RTA) to verify customer identity through image or voice.
- Conjure insightful narratives for customers from their data using Natural Language Generation requiring little to no human assistance.
- Keep users engaged with recommendation services to ensure your app is serving up the right content at the right time.
- Speed up search options using voice search and natural language processing.
- Solve real time problems like finding the fasted route using automated reasoning.
- Use learned behaviour patterns to recognise habitual actions and prompt them through shortcuts before the customer needs it.

Selection criteria

This project is right for you if:

- You have an existing or you are building a mobile or web app that could be improved though the addition of one or more of the AI features discussed above.

ROI

Measure the success of your mobile app before and after adding these features using the follow factors:

- Number of downloads
- Number of subscriptions
- Number of upgrades
- Ratings and reviews
- User growth rate
- Retention rate
- Session length / number of sessions
- Daily active users
- Churn rate
- Average revenue per user

To measure the success of your web app, use standard website analytics to measure things like traffic and use a click heat map to track most used features.

Having a successful mobile or web app should ultimately lead to increased sales, so you will also need to measure your conversion rates.

Project checklist / plan

- Pick which feature(s) you think will add value to your app
- Choose a platform from which to pick or create the desired functionality, listed below are some of the top platforms. It may make sense to choose a particular platform based on whether you use any of their other services or plan to use more of their services in the future.
    - Microsoft Azure AI (most flexibility for off the shelf solutions)
    - Amazon Machine Learning (good if you already use Amazon cloud services)
    - Google AI Platform
    - Alibaba Machine Learning Platform for AI
    - IBM Watson Machine Learning
    - Oracle AI
    - H2O Machine Learning Platform
    - Polyaxon
- Incorporate the algorithm into the app. All platforms have solutions that can be integrated with minimal effort by a developer, and some have options to dig a little deeper for those who are ready to explore the possibilities.
- Measure decided performance indicators to gauge ROI from the project.

NightingaleHQ

Your business.
Your people.
AI Ready.

Nightingale HQ helps businesses develop their strategy, culture and skills for successful AI adoption.

Founded in 2018, Nightingale HQ is a fast-growing start-up based in the UK with presence in Ireland. We are experienced in Artificial Intelligence (AI) adoption and business alignment. Our success in generating value from AI has helped us develop a platform for companies at any stage of the AI maturity model.

Our founders have worked with companies like Microsoft, npower, Novartis, and Banco Mediolanum to deliver capabilities that bring data science and AI into the business and partner organisations.

AI Direct
AI is both a risk and an opportunity for your company. Our practical manager's toolkit will help you develop an AI strategy that aligns with your business objectives.

AI Learn
Build core AI competencies inhouse and across-functions with our accelerated training. We deliver a range of online and in-class masterclasses and bootcamps.

AI Connect
Engage with world class data science practitioners to help you deliver AI projects. We take the pain out of contract management and finding the right expertise.

Steph Locke
CEO
AI expert, global keynoter, and awarded AI & Data Platform Most Valued Professional by Microsoft.

Sarah Williams
CTO
Nationally recognised, finalist in the Technology Innovator in the Technology Playmaker Awards.

Ruth Kearney
Product & Commercial Director
Experienced director of innovation and tech programmes in academia and multi-nationals.