

Trifecta

The AI Experience Enabler Workshop

Overview

Kin + Carta, in partnership with the leaders in Data, GenAI and Personalization, have launched an approach that helps enterprises establish the requirements and conditions to deliver personalized, intelligent customer experiences. Using Microsoft's Azure platform and Optimizely's Opal AI solutions, we collaborate with organizations to develop experiences that convert customers, make employees more persuasive and efficient, and deliver measurable uplift across numerous use cases.

Aimed at Senior CX Leaders and CTO's wanting to understand how to create the environment and conditions to attain personalization and drive transformation in their organizations, we have developed a workshop that will help you:

- a. Understand the ingredients required from a People Technology and Data perspective – with USE case demonstrators and live demonstrations that can better inform interested stakeholders and inspire ideate on your own use cases
- b. Prioritize the most impactful use cases in your organization to help gain the buy-in of your organization
- c. Demonstrate the impact to value with a “thin slice” example against your highest value use case

Hosted either at the Microsoft Technology Center, Kin + Carta labs or in your own offices over two working days.

Challenges

A modern data platform can fuel many transformational outcomes, with one of the biggest drivers of data modernization being the personalization of customer experiences; it's key to boosting customer loyalty, driving up sales through cross-sell, and acquiring new customers.

Yet many organizations, in industries like Financial Services, Retail and Healthcare, don't have modern data platforms with which to support this critical capability. Personalization is simply not achievable unless data is in order— and this is becoming even more relevant as GenAI matures.

Outcomes

- While personalization is a key value driver for data modernization, there are many other use cases:
- Improve operational efficiency via automation and AI
- Optimize costs through intelligent forecasting
- Achieve regulatory compliance
- Enhance & automate decision-making
- Consume AI that exists in the stack today

Solution: Trifecta | The AI Experience Enabler Workshop

While each workshop is highly tailored to each organization's specific needs, this is the general approach:

1. Kickstart a conversation

- Via in-person event or remote engagement
- Present industry-specific use cases that utilize the power of Microsoft, Optimizely and Kin + Carta to deliver powerful results
- Collaboratively review these use cases to identify where pain points and opportunities align

2. Understand technical and business landscapes

- Apply the use cases to your specific environment to best focus on how to solve problems and improve performance
- This is a critically important step, as it ensures that what we produce together is actionable to your organization

3. Ideate & prioritize

- Identify specific ways in which we can leverage personalization, generative AI and data-driven, intelligent experiences to solve specific problems within your portfolio

- We assign ranked prioritization to these ideas to determine the most appropriate sequencing of how to actually implement the vision.

4. Create an actionable roadmap

- Consider the unique problems to solve and opportunities to seize
- Evaluate the value of the overall solution across its evolution from Proof of Concept through scaled implementation
- Collaboratively develop a prioritized roadmap for realizing value

5. Determine next steps to go from concept to action

- A roadmap that doesn't lead to action is of no value; the output of our workshop can be wide-ranging. Examples include:
 - Funding proposal
 - Business case for the executive board
 - Prototype demonstrations
 - Functioning demo code