

# BECOME A CUSTOMER SUPPORT HERO

SELL YOUR BOSS ON AI AND MAKE  
A CAREER-CHANGING DIFFERENCE

# AI: FROM EXPERIMENTAL TO ESSENTIAL

Deloitte's latest report on the state of enterprise AI opens simply: *a year later and the thrill still isn't gone*<sup>1</sup>. In particular, AI software is highlighted as the most popular path to capture the benefits of cognitive tech. McKinsey Global Institute similarly concludes that the value creation for the earliest adopting firms makes it more urgent than ever for laggards to accelerate their own digital transformations.<sup>2</sup>

*"If you are a CIO and your organization doesn't use AI, chances are high that your competitors do and this should be a concern to you."*<sup>3</sup>

Enterprises can no longer reasonably defer investment in AI or passively monitor its progress. Commercial considerations are too significant, use cases too expansive and access too easy. Every business with a digital component is suited to benefit from advancing AI and automation technologies. The quote above, from Chris Howard, distinguished research Vice President at Gartner captures this sobering thought.

AI, which enables technologies to exhibit human-like cognition, has advanced remarkably since it's corporate introduction a decade or so ago. Investment by tech giants, availability of large data sets, improved algorithms, dedicated R&D, a flurry of M&A and new levels of mathematical computing power have legitimized AI. However, until now, the commercial demand has stayed relatively tepid. Concerns about privacy, cost and return uncertainty and general confusion about how to integrate tools slowed uptake. This, despite an attractive, affordable and enterprise-ready AI product market.

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<sup>1</sup> Deloitte - State of AI in the Enterprise, 2nd Edition - [https://www2.deloitte.com/content/dam/insights/us/articles/4780\\_State-of-AI-in-the-enterprise/DI\\_State-of-AI-in-the-enterprise-2nd-ed.pdf](https://www2.deloitte.com/content/dam/insights/us/articles/4780_State-of-AI-in-the-enterprise/DI_State-of-AI-in-the-enterprise-2nd-ed.pdf)

<sup>2</sup> McKinsey Global Institute - <https://www.mckinsey.com/mgi/overview/2017-in-review/whats-next-in-digital-and-ai/artificial-intelligence-the-next-digital-frontier>

<sup>3</sup> <https://www.gartner.com/en/newsroom/press-releases/2019-01-21-gartner-survey-shows-37-percent-of-organizations-have>

But companies are waking up.

Evidence shows that AI delivers real value to real problems around companies' most basic operating functions; cost reduction, scale, productivity and insight. Serious adopters have higher profit margins and are seeing performance gaps widen. Laggard adopters are getting lapped, with research showing little evidence of firms "catching up" when it comes to digitization as each new generation of tech builds on a previous one. Deloitte warns that there remains a "small window for companies to hone their AI strategies and skills", recognizing the strategic imperative of creating an advantage now, before AI reaches its eventual, extensive end.

## OVERCOMING INERTIA AND BEATING THE BUZZ

Few technologies in history have presented ambitious individuals the opportunity to so quickly and significantly make a professional mark. The cost savings, productivity, scale and personalization improvements – particularly when discussing AI in the customer support context – are rarely found in a single set of tools. In the past, delivering impact in these ways would have taken years, seniority and myriad completed projects. Today, if an internal AI champion can navigate leadership resistance and secure even a single AI application, their impact is remembered.

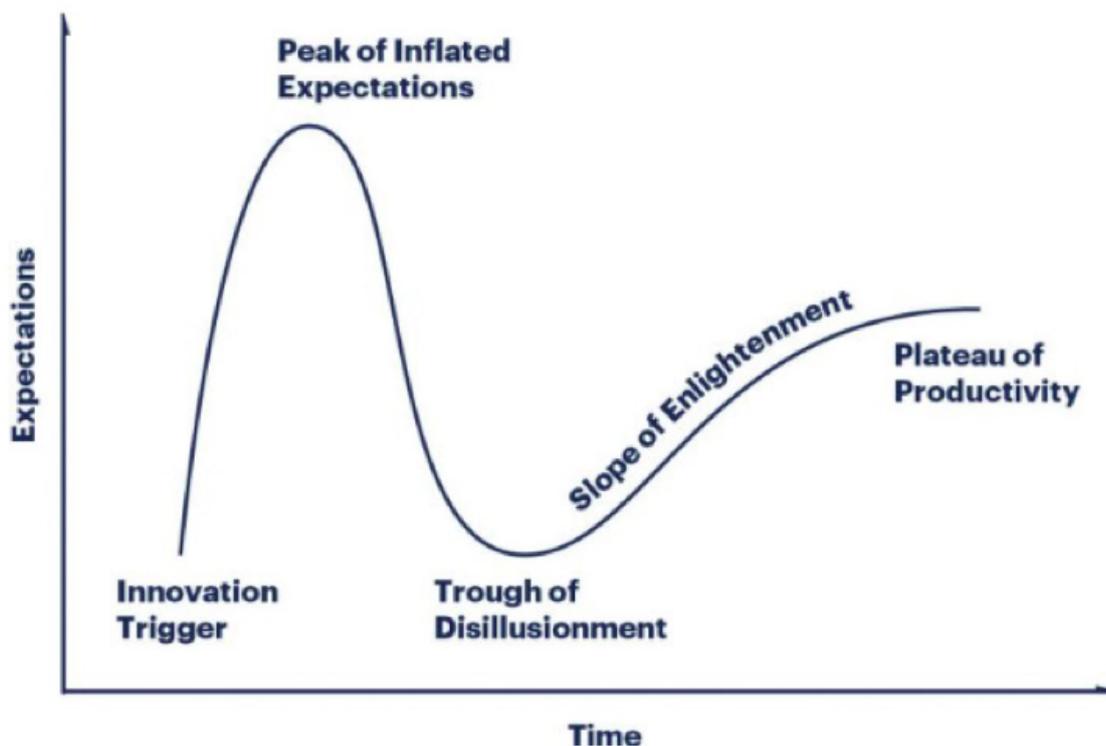
As evidence for AI mounts, eager champions will push to bring cognitive tools into their workplaces. Invariably, many will run into resistance. Despite its promise, the AI opportunity is not uniformly embraced in all industries and corporate levels. While nearly half of surveyed executives believe that AI will be of “critical importance” within two years, there is still that other half. While it’s not easy to shift perspectives on a topic as controversial, misunderstood and buzz-y as “AI”, by acknowledging issues impacting adoption, an internal champion can prepare a plan for winning over the skeptics.

### OVERHYPED TECH.

AI’s great challenge is overcoming the idea that “all AI is created equal.” In recent years, the more unscrupulous marketers (and even mis-informed media) have dubbed tools that leverage basic scripts or data science techniques as “AI”, whereas legitimate cognitive technologies offer some level of intelligence. This is the difference maker – and where AI conversations need to start: *can a tool change its programming or responses over time based on new data and real world experiences?*

Gartner has defined the hype cycle [see figure below] that emerging technologies tend to experience. As notable B2B IT market news firm DevProJournal acknowledges –

*When innovation is triggered, expectations for a new technology are low, but then they become inflated when the buzz starts. Vendors will begin to use the new technology in their marketing to try to capitalize on some of the attention, and then the media will give the technology even more headlines — and eventually, you reach full-blown hype.*



Gartner Hype Cycle, <https://www.gartner.com/en/research/methodologies/gartner-hype-cycle>

Early on, inflated expectations won't match tools' maturity or capabilities, especially when mismarketed. The market overreacts and disillusionment begins. But the hype cycle represents an opportunity too. Companies that can quickly squelch disillusionment and leap to the front in the inevitable march up the "Slope of Enlightenment", will have an early-mover advantage.

## TOO. MANY. BUZZWORDS.

Leaders are tired of buzzwords and phrases that have become virtually meaningless. Reticent leaders may actually be interested in AI, but they've become leery of the tech-infused snake oil that is AI marketing.

VentureBeat reminds that tech news cycles are overly saturated with frilly buzzwords, making it challenging to actually communicate the significance of a product against a backdrop of so much noise<sup>4</sup>. Often leaders will stay with status quo systems and processes for fear of gambling their professional reputation and company resources on technology that they don't fully understand. Distrusting, disinterested or cynical audiences need to have simple, personal, and problem and solution oriented understandings of AI in order to “get off go.”

## THE FAMILIARITY GAP.

In most sales efforts, a seller enjoys the psychological benefit of the ‘familiarity principle.’ Also called the ‘mere-exposure effect’, this is the idea that the more people see something, the more they tend to like it<sup>5</sup>. Consistent, repeated interactions with something – whether a food, song, idea, or software tool, builds greater positivity around it. The relative newness of AI in customer support means that there is little pre-existing positive perspective on the idea. In fact, more challenging is that leaders have likely had a higher number of interactions with fallacies like “AI reduces human touch and personal connection”. Or, they've had bad experiences with dumb virtual bots and have started to build a dislike of “all things AI”. While these are inherently untrue for real AI, pushing an AI solution will require simple framing and re-definition efforts to remove subconscious, anti-AI biases.

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<sup>4</sup> <https://venturebeat.com/2017/11/20/how-to-market-real-ai-solutions-in-a-cynical-world/>

<sup>5</sup> <https://marketingland.com/6-conversion-principles-can-learn-mere-exposure-effect-140430>

## AI AMBIVALENCE.

If a leader loves or loathes AI, at least it's clear where they stand. These feelings can be directly targeted in a plan to introduce AI into the support org. The thorniest conversion issue is when the leader that is just – *meh*.

An ambivalent leader may respond to an AI proposal with this:

*I have a system that works decently well, why do I need something else?*

They may not have any specific beef with AI, but they've yet to recognize the opportunity to fix issues keeping their current processes, people and customer service orgs from high performance.

Sometimes the response is couched in concerns about cost. Sometimes, mild push back about data privacy. Other times, these leaders will offer a weak excuse around getting on IT's project calendar. In any case, the underlying issue remains: *these leaders are unconvinced about the competitive advantage, ease of use and surprising cost effectiveness of enterprise AI software.*

Selling these leaders requires more than just anecdotal evidence of AI's importance, or appealing to their ego about being on the forefront of something historical. In their disinterest, they're actually saying, "Unless it can help me hit my [performance] numbers this quarter, I can't afford to pay attention to it."<sup>6</sup> It's the AI champion's job to show them this.

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<sup>6</sup> <https://www.forbes.com/sites/kenkroguer/2018/01/05/using-ai-for-sales-forget-the-hype/>

# MASTER THE 'INTERNAL SALE'

In a study of successful deployments, McKinsey concludes: to be successful, AI adoption requires buy-in by the executive suite to generate the momentum needed to overwhelm organizational inertia<sup>7</sup>. Their findings show that companies with successful deployments rate C-suite support nearly twice as high as those from companies that have not adopted any AI.

Generating this buy-in requires more than facts and figures or trusting that AI's mystique will sell itself. Below, we address the new sales imperative for AI champions. Discussed is how anyone wanting to make their mark can help their companies, and namely their uncertain, stressed or skeptical leadership, move forward with AI.

## RE-THINK YOUR SALES APPROACH.

Effectively proposing AI starts with conversations that have nothing to do with AI. Internal champions should first identify the obstacles that have slowed software or other complex purchasing decisions in the past. They can do this by inventorying their own experiences with a company's or leader's purchasing, or they can simply ask a tenured manager. Preparatory questions might include -

1. What challenges were encountered in the process?
2. What information would have helped us make a faster or better decision?
3. Who should we have involved earlier in the process?

From there, the internal champion can prepare a sales journey map that avoids the known, potential landmines that could blow up an AI sale. By sharing with a vendor or account manager too, the sales approach can become more prescriptive; reducing open-endedness and the paralysis-inducing conversations and information gathering that can kill an opportunity.

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<sup>7</sup> McKinsey Global Institute - <https://www.mckinsey.com/mgi/overview/2017-in-review/whats-next-in-digital-and-ai/artificial-intelligence-the-next-digital-frontier>

In a report titled, The New Sales Imperative, Harvard Business Review acknowledges how the obstacles that customers face often have nothing to do with a particular supplier (or product) because they actually lie much earlier early in the purchase journey. Findings are consistent for companies making complex software purchases too, so understanding the nature of these can prepare the AI champion and his or her sales counterpart to build a solid sales approach.

*“ [...] In the early stages, as they engage in learning and research, they are likely to struggle with information-based challenges—for example, drawing clear conclusions from often conflicting data or recommendations. In the middle stages, as more stakeholders find their way to the table, communication breakdown tends to be a major obstacle. This may include failing to uncover all stakeholder concerns—perhaps by overlooking a compliance team’s focus on data vulnerability or IT’s interest in system integration when selling a new app to the head of sales [...] Finally, in the late purchase stages, customers often bog down when considering options and selecting a course of action. Challenges here might include an inability to agree on a specific plan for implementation (such as a pilot versus a large-scale rollout) or a disagreement about the ROI of various product options or configurations [...] ”<sup>8</sup>*

The figure below outlines the predictable impediments at various customer buying stages. Anticipating and removing these with pre-planning conversations should help simplify the process to get AI deployed.

CUSTOMER BUYING STAGE	EARLY	MIDDLE	LATE
COMMON OBSTACLES TO PURCHASE	<b>Information challenges</b>	<b>People problems</b>	<b>Options issues</b>
EXAMPLES	<ul style="list-style-type: none"> <li>• Trouble distinguishing between meaningful and irrelevant information</li> <li>• Trouble interpreting conflicting information</li> <li>• Trouble knowing how much information is enough</li> </ul>	<ul style="list-style-type: none"> <li>• Competing priorities</li> <li>• Different criteria for purchase</li> <li>• Conflicting views on the need for change</li> <li>• Hidden concerns</li> </ul>	<ul style="list-style-type: none"> <li>• Having too many purchase options is overwhelming</li> <li>• The late introduction of new ones is confusing</li> <li>• The implementation plan for different options is unclear</li> </ul>

SOURCE CEB FROM "THE NEW SALES IMPERATIVE," BY NICHOLAS TOMAN, BRENT ADAMSON, AND CRISTINA GOMEZ, MARCH-APRIL 2017 © HBR.ORG

<sup>8</sup> The New Sales Imperative - <https://hbr.org/2017/03/the-new-sales-imperative>

## GET INCREMENTAL COMMITMENTS

Research shows that successful sales are the result of securing small bits of boss or company buy in before a big purchase.

Frank Cespedes, Senior Lecturer at Harvard Business School and author of *Aligning Strategy and Sales*, writes that:

*“Incremental commitments can convince prospects to change, which is vital in selling new products or services. Unless the proposed benefits of a new product significantly outweigh their perceived losses of a change, prospects tend to stick with what they know, a phenomenon known as the ‘endowment effect’. The incremental-commitment approach can help to overcome status-quo inertia.”<sup>9</sup>*

As the information gathering, evaluation and trialing or demo phases unfold, secure bits of commitment. Start by getting a “yes” for benign and helpful activities. These can include tracking support metrics under a current process, surveying agents on pressing challenges, presenting research or white paper findings, or facilitating an AI and customer support Q&A with a sales rep. These can be supplier or product agnostic activities, but helpful for greasing subsequent asks and getting a leader slowly bought in.

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<sup>9</sup> To Increase Sales, Get Customers To Commit a Little at a Time - <https://hbr.org/2016/07/to-increase-sales-get-customers-to-commit-a-little-at-a-time>

# PREPARING FOR THE TOP 5 OBJECTIONS

**Sufficient existing systems and processes.** The job of the AI champion is make it clear: why this, why now. In many cases, a boss or executive won't be held up by a competitive discussion (e.g., trying to compare one tool against another), it will be the urgency objection that keeps them from getting onboard.

Here, the sales tactic must be to expose this for the delusion that it is. AI champions can walk leaders through existing process steps, showing and sharing how each incremental, added step in a workflow is a waste of time. For example, with Talla, we recognize that customer support reps and leadership are sometimes desensitized to the productivity killing effort required to find relevant answers to recurring customer questions. In our case, we'll systematically walk through the reps' steps to find information in legacy systems. Leaders see their processes through fresh eyes – and are surprised at the cumbersome process of opening new windows, performing manual searches, scrolling through search results, digesting excerpts and finding answers. Without piling on, you can then prompt questions that are cause for concern:

- What happens if the rep runs into outdated or conflicting content?
- Who is responsible for keeping content fresh?
- Is it easy to train new hires in the system and are they self-sufficient right away?
- Does this process work inside Slack, Gmail, Outlook, Microsoft Teams, a CRM, etc, for efficiency's sake?

Framing the process as broken or inadequate helps build urgency, but it's not sufficient by itself. Next, it's critical to showcase why it matters to the individual. Not matter how altruistic someone is, they are still self-interested. Understanding what personally motivates a decision maker and aligning discussion with this is important. For example, some leaders are overwhelmed with stress resulting from attrition and hiring, others have their eye on customer satisfaction metrics that affect bonuses, and others love leadership development and want to see their best employees content. Whatever the motivator, data-backed "what if" scenarios that model impacts can become urgency generating and education building, ultimately moving a leader to act.

## UNSURE WHERE TO START.

AI champions can lighten the burden of decision making by identifying clear, low-hanging-fruit opportunities. Ideally, these are where AI can be applied for rapid productivity and cost savings without requiring a legacy system rip-and-replace campaign.

If the AI champion senses a leader's interest, it may be worthwhile to work through the **PAC Framework**. This is a tool to help non-technical executives think through areas where AI can be applied within the context of key areas of an organization like customers, employees, products or operations.

If not, the discussion should offer a manageable set of considerations and evidence-based recommendations for AI use that addresses the leader's primary concern or makes their life easier. Don't leave this open-ended and muddy the waters. The AI champion can selectively point to the ROI data or productivity metrics improved by a particular solution or provider that they are keen on. No need to introduce other options, ideas or opportunity areas. Be prescriptive here. Avoid the tendency to center the conversation on "to AI or not". Instead, address a specific problem.

Finally, pair this discussion with the reminder that even without 100% certainty, the time is now for AI. Much research shows that those wanting to be "fast followers" will fall behind. Harvard Business Review discusses an AI "winner take all" reality because of the accumulated data, experience and cost savings experienced by early adopters.<sup>10</sup>

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<sup>10</sup> Why Companies that Wait to Adopt AI May Never Catch Up - <https://hbr.org/2018/12/why-companies-that-wait-to-adopt-ai-may-never-catch-up>

## DISBELIEF.

Some leaders still harbor sci-fi ideas of AI and fail to understand the relevancy of it in customer support. AI improvements get missed because leaders struggle with loose perceptions and marketing noise. Here, it's important to jettison any futuristic speak and have practical discussions around concrete opportunities: automating routine chat responses, or dynamic knowledge base updates, instead of starting with broad, AI software conversations, for example.

Further, the internal champion can reduce confusion by discussing how the right automation tool does not demand a wholesale overhaul of systems, people and processes, but actually plays nice with popular applications. In Talla's case the company has found that sharing how the tool sits on top of popular knowledge base content creation products like Confluence, Zendesk Guide or Salesforce Knowledge, and acts as a smart, annotation layer, has demystified thinking.

Also, hidden in the belief system of a skeptical leader is fear; fear of disruption, fear of poor customer support outcomes and fear of complexity. Empathize with these and offer simple propositions that reduce these concerns. Talla's internal champions may propose that their company's initial AI foray begin with a rep-assist product, which plugs into standard ticketing systems and is only internal facing. This lowers the perceived risk for leaders by letting them know they don't have to unleash something that is customer facing right away.

Finally, one of the most useful ways to eliminate uncertainty is offer social proof from competitor or market stories. Ask a sales rep or account manager for case studies on how other, similar companies are utilizing a tool. When Talla shares that SAP Concur deployed the software inside a call center and, within six months, it was answering 90% of inbound customer queries and getting smarter as it participated in the company's workflows, the AI-shy leader is powerfully reassured.

## COST COMPLAINTS.

There's always budget for something that makes a meaningful difference. The challenge is conveying the impact potential in a clear, quantitative way. Rarely, does a company have a line-item for "AI" sitting there unused from a previous budget cycle. It requires some creativity to unlock dollars.

One approach: recognize in a customer support how there is often seasonal hiring. These spikes are costly; ranging from wages to recruiting, training and on-boarding. *Part of the AI story needs to be that those costs can be allocated to tools that can improve the efficiency of an existing team, resulting in less hiring and accelerating the on-boarding time for any new hires.* This also addresses the "we don't have budget in customer support" excuse as this investments is a net-benefit across HR, support, corporate training and recruiting teams.

Next, it's essential to define the cost of doing nothing. If there's no opportunity cost for inaction, the tool isn't worth pursuing. With Talla, prospects are reminded that knowledge base content is perpetually growing. People are adding content; the danger is that there is no formal process for removing outdated content, flagging conflicting content or moving past tribal or team knowledge practices and capturing content consistently. The costs are real, ranging from eroding rep productivity, to cloud storage, to lost customers because of inaccurate answers or information.

SalesHacker, a B2B sales community, recognizes how critical it is to offer specific value articulation in terms of an increase/decrease, quantified in numbers or dollars per month. The reason for this:

*"You can explain that any delay is a conscious decision by the prospect to forego what that benefit is for that month [or, week, year, etc.]".<sup>11</sup>*

Below is a redacted ROI calculation Talla provided to a recent prospect. Every AI software company should be able to help a champion create a ready-made business case using actual data. Use this when presenting the opportunity internally:

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<sup>11</sup> <https://www.saleshacker.com/the-top-deal-killing-sales-objections-and-how-to-overcome-them/>

BEFORE TALLA	SAMPLE ROI CALCULATION	NON-PEAK	NON-PEAK	NON-PEAK
	Number of Support Reps	400	225	284
	Customer Interactions	1,043,385	1,030,332	2,073,717
	# of Days	124	241	365
	Shift length - hours	7.5	7.5	7.5
	Total # of Interactions / day on average	8414.4	4275.2	5681.4
	Average # of Interactions / day / rep	21	19	20
	Average time / interaction	21.39	23.68	22.53
	Average cost / interaction	\$4.18	\$4.63	\$4.40
	Pay / hour / rep	\$11.00	\$11.00	\$11.00
	Average Cost to recruit and hire 1 seasonal worker	\$657.53	\$657.53	\$657.53
	Average Cost to train a new worker	\$1,320.00	\$1,320.00	\$1,320.00
	Average Cost / day / rep (including recruiting/hiring/training)	\$87.92	\$87.92	\$87.92
	Total Cost per day	\$35,167.16	\$19,781.53	\$25,008.43
	Average Total Cost per month before Talla	\$1,069,667	\$601,688	\$760,673
	Productivity Increase with Talla	<b>25.00%</b>	<b>25.00%</b>	<b>25.00%</b>
	Monthly Savings with Talla	<b>\$253,214</b>	<b>\$150,165</b>	<b>\$187,543</b>
ROI %	<b>21 (xROI)</b>	<b>13 (xROI)</b>	<b>16 (xROI)</b>	

## NOT ON THE ROADMAP.

While this is a nagging issue, it is remarkably simple to navigate. Just reframe the discussion from IT-ish language like roadmaps, deployments and implementation.

The best modern AI is SaaS driven, easy to launch and simple to activate. Internal champions don't need to fight IT to get in a project queue, or ask for headcount resources to dedicate days and hours to the deal initially and for ongoing support. Think: 5 to 10 minutes a day of basic workflow maintenance and easy installation on top of existing systems. These tools are more plug-and-play than realized. The asks should be around "access", not implementation. And they'll extend no further than, "Can you sign in and link this tool to Salesforce?", to your Salesforce admin, as an example.

# CHECKLIST, FEATURES, AND FUNCTIONS, OH MY!

Once a leader is excited about the prospect of AI they may ask the champion to run point on internal and external sales conversations; both prepping next-level leaders for an ask, or vetting vendor finalists. Understandably, champions aren't AI experts. To help guide information gathering and evaluation, Talla has prepared the following Customer Support Automation - Evaluation Checklist. The checklist is broken out into several sections: Common Support Goals, Workflows and Integrations, Machine Learning and Natural Language Processing.

# CUSTOMER SUPPORT AUTOMATION

## EVALUATION CHECKLIST

If you are new to automation, this checklist will help you make sure you evaluate new tools against your own customer support workflows to see how they stack up. The checklist is broken down into several sections: Common Support Goals, Workflows and Integrations, Machine Learning, and Natural Language Processing.

### COMMON SUPPORT GOALS

#### TRIAGE

- Can auto triage tickets by classification (level 1 / level 2)
- Can auto triage tickets and route to the right rep
- Can auto triage in other ways
- Can triage via:
  - Chat
  - Phone
  - Email
  - Other

#### CLOSING KNOWLEDGE GAPS

- Automatically identifies unanswered questions
- Automatically queues questions for the right person to answer
- Automatically suggests answers to match to unanswered questions

#### RESPONSE TIME (FIRST AND TOTAL)

- Lowers response time with auto-classification
- Lowers response time with auto-answering
- Lowers response time with suggested answers

#### REP PRODUCTIVITY

- Automates monotonous tasks for reps (how much?)
- Automates answering tickets, questions, and other inquiries
- Automates rep training

#### DEFLECTIONS

- Automates and resolves high frequency, low-touch questions without a human in the loop at a:
  - < 40% success rate
  - 40% - 60% success rate
  - > 60% success rate
- Automatically triages questions not answered by first touch to the correct rep or ticketing que

#### TIME TO FIRST TOUCH

- Lowers the average time it takes for first touch by more than 50%

#### HANDOFFS TO OTHER SYSTEMS

- Automates tasks by integrating with other systems (ex: JIRA, Zendesk, Salesforce)

#### REP RAMP TIME

- Decreases ramp time for new reps by 50%

#### LOWER COST PER RESOLUTION

- Decreases ticket volume by 40% due to more intelligent knowledge retrieval and automations

#### HOLD TIMES (FIRST CONTACT, FIRST TOUCH RESOLUTION)

- Decreases hold times through automated responses and intelligent triage

#### OMNICHANNEL

- Automatically updates or sync with other systems to have a single source of truth

## WORKFLOWS AND INTEGRATIONS

### SUBJECT MATTER EXPERT (SME) - REP

- Reps are notified of new answers and important content changes by Subject Matter Experts (SMEs).
- SMEs are assigned to unanswered questions
- SMEs are auto-suggested to administrator
- Tool learns to auto-route to appropriate SMEs

### TICKETING

- Integrates with existing ticketing and support systems, for example:
  - Salesforce
  - JIRA
  - Zendesk
  - HubSpot
  - GitHub
  - Other?

- Are the following items automated?

- Ticket creation
- Ticket update
- Closing a ticket
- Routing a ticket
- Drafting a ticket response

### CHAT

- Integrates with your current chat system
- Offers a chat interface for internal support teams and external support cases

### KNOWLEDGE BASE

- Integrates with your knowledge base (KB)
- Offers an import / export service for your KB content if necessary
- Provides automatic syncing
- Allows annotation and tagging for machine learning purposes

## MACHINE LEARNING

### *Important Questions to Ask*

- How frequently are machine learning models updated to incorporate new information?
- Do the updates happen automatically, at specified intervals, or only when manually triggered?
- Does the tool have the following functions:
  - Auto-Assignment (ability to predict who should respond to a ticket)?
  - Auto-Triage (ability to predict the priority of incoming and active tickets)?
  - Auto-Tag (ability to predict which tags and labels belong on a ticket)?
  - Smart Reply (ability to suggest responses to issues detected in a ticket)?

## NATURAL LANGUAGE PROCESSING

### *Important Questions to Ask*

Does the tool's Natural Language Processing have the following capabilities:

- Named Entity Recognition (ability to automatically detect, extract, and surface names of people, places, and other important things)?
- Automatic Glossary (ability to automatically detect, extract, and surface acronyms and their corresponding definitions)?
- Natural Language Understanding (ability to go beyond keyword search with deeper semantic awareness)?
- Question Answering (ability to retrieve precise answers from FAQs, applications, and unstructured content)?
- Content Reasoning (ability to recognize very similar content, cascading context)?

# CONCLUSION

How do you know when a deal is done? When every stakeholder, influencer and decision maker feels the AI tool is going to make their world better. This is the internal champion's job. Challenging, yes, but with the right ROI-focused, data-driven story and vendor advocate, it's possible.

AI is quickly restoring companies' competitiveness; processes and people are getting faster, smarter and more efficient. Fueling the advance is easy-to-use tools made possible by the power of modern processing technology and masses of data.

Early adopters are doubling down, ramping up their AI investments, launching more initiatives and finding positive returns. The cliché that AI is the 'wave of the future' is proving true. Like the internet in the 90s and the pivot to cloud in the last decade, ambitious internal champions can lead the charge, improving their workplace experiences, while also making a mark on their careers.

Eventually, someone will be seen as the pioneer that pushed the AI agenda. Why not you?