

NightingaleHQ

Helping 1 million businesses
around the world adopt artificial
intelligence in the next five years

Nightingale HQ

7 Quick-win AI Projects

Get started with AI today

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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 by-pass 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.

Projects

[Project 1 - FAQ bots](#)

[Project 2 - Accessible meetings](#)

[Project 3 - Sales AI](#)

[Project 4 - Knowledge worker productivity](#)

[Project 5 - Intelligent insights](#)

[Project 6 - Social listening](#)

[Project 7 - In-app intelligent features](#)



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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.

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.

Visit us at NightingaleHQ.ai



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.

Now is a great time to shift the burden of customer service onto a bot. Comm100 estimate that there are 79,943 chats fielded by chatbots every month, and that chatbot adoption growth will be 276% by 2020.

FAQ chatbots free up both the requestor and the handler from delays and work to find answers to common issues.

Common technology choices

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

Microsoft [QnA Maker.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.



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 your 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 knowledgebase for the FAQ bot or already have one

MIT Technology Review found that 90% of survey respondents had identified improvements in the speed of complaint resolution after implementing a chatbot.

You do not need any coding skills to create this type of 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

7 Quick-win AI Projects - Project 1 – FAQ bots



- Measure impact on customer feedback (see social listening)
- If relevant, measure leads/upsells generated by bot

LEGO reported a 71% reduction in cost per conversion (compared to email) using a Chatfuel campaign bot.



Project checklist / plan

Task	Overview	Detail
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.
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.
Train your bot	Add different ways to phrase questions and associate new answers	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.
Deploy your bot	Add the bot to the relevant places people will use it, whether that's your website, in Slack, or in your service desk.	
Monitor your bot	Keep track of the types of questions and answers	Validating the bot is working for people is important, and part of continuous improvement.



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

Ensuring that your meetings are accessible means that everyone can contribute. In the short term this saves you time and makes your meetings more effective. In the long time it allows you to attract talent from a more diverse pool.

Common technology choices

PowerPoint offers the following tools for improved accessibility:

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

Tools like [Microsoft Stream](#) and [Otter.ai](#) each offer the following benefits:

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

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

Task	Overview	Detail
Assess the current accessibility of your meetings	Understanding how accessible your meetings are currently will help you measure your ROI. Speak to your staff to find out what they identify as areas in need of improvement.	Ask yourself questions like: 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? How much time is spent taking and distributing notes from your meetings?
Power up your PowerPoints	If you use PowerPoint for your meetings there are a few quick changes you can make right away.	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.
Reduce time spent note-taking	Choose a tool and start generating meeting transcripts with minimal effort.	Using otter.ai with Zoom or Microsoft Stream with Teams, you can enable transcript generation.
Monitor your results	Re-assess the accessibility of your meetings and measure the time spent creating and distributing minutes to measure the ROI of your project.	



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.

According to Salesforce's State of Sales Report, 34% of sales leaders have intelligent forecasting, and among those 90% say it helps them do their job more effectively.

Off-the shelf AI solutions cost little to implement, require no background in data science and can bring massive gains. Improve your whole sales strategy with simple solutions.

Common technology choices

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
- [Crystal](#) offer personality insights and suggests the best ways to speak to certain leads
- [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.
- Has a Customer Relationship Management solution

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.

Furniture retailer Room & Board reported a 2900% return in its first year of using Predictive Intelligence from Salesforce's Marketing Cloud.



Project checklist / plan

Task	Overview	Detail
Identify which tool(s) would be most beneficial to your company or department	Decide whether you need an all-in-one solution or if you have specific needs that can be met by an individual tool.	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?
Tailor your chosen tool to your business needs	Most tools will guide you through this process.	For example, in Dynamics 365 you can customise signals in the predictive model for opportunity scoring so they are more relevant to your business.
Calculate your ROI	Track your KPIs after deploying the tool to gauge ROI.	Let the ROI guide future decisions. You might decide to upgrade your all-in-one solution, or switch to a more specific tool until the ROI improves.



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.

Save time by working smarter, cutting out unproductive activities like emails or unproductive meetings and reducing time spent working out of hours.

Common technology choices

- [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.
- [Google's Work Insights](#) offers similar features for tracking productivity across an organisation however personal dashboards are not available.
- Microsoft have infused AI into Office 365, streamlining many other processes across the suite.

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.

7 Quick-win AI Projects – Project 4 – Knowledge worker productivity



Using MyAnalytics and reacting to the insights could save you and your employees as much as 4 hours of work a week.

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

Task	Overview	Detail
Select your tool	Subscribe to your Microsoft plan or purchase the add-on for your existing plan, or alternative product	
Measure your productivity	Use your tool to assess your current productivity before responding to insights.	
Improve your productivity	Start analysing the insights and making changes to the way you work.	The tools will enable your workers to: <ul style="list-style-type: none">• Block out periods for uninterrupted work• Collaborate more effectively• Organise time by acknowledging where it was being wasted and setting goals• Cut back on ineffective meetings• Make time for key colleagues• Protect personal time after hours
Calculate the ROI	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. 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.

In 2018, Dresner Advisory Services reported that over 90% of sales and marketing teams who used cloud BI found it "essential" for getting their work done.

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.

Common technology choices

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.

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.

64% of business leaders say self-service business intelligence creates significant competitive advantage.

FORBES INSIGHTS & QLIK, 2016



Project checklist / plan

Task	Overview	Detail
Identify your data sources	Where does your data come from and where is it stored?	You might need to involve several departments in this stage, as your marketing team will have social media engagement data, your sales team will have conversion and revenue data and your finance team will have budgeting and cost data.
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	Identify appropriate team members and what their goals will be.	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.
Use your chosen solution to integrate and analyse your data	Bring your data together into one place and turn it into insights.	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	Calculate the ROI of implementing your BI solution and continue acting on insights to improve it.	



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.

American Express reported in 2017 that an average American consumer will tell 15 people about a poor service experience. With social listening, you can catch these negative sentiments and act on them.

Effective social listening will provide you with relevant findings that allow you to improve your marketing campaigns and your brand.

Common technology choices

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

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.
 - Managing customer service over social channels can dramatically reduce cost per contact

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

Task	Overview	Detail
Identify your goals	Identify what you want to achieve through social listening and which channels you would like to target.	Knowing what you are targeting will help you in deciding which social listening tool to use. Some potential goals to consider are: <ul style="list-style-type: none">• Finding new leads by looking for people talking about your products/offerings• Find out what people are saying about your competition• Direct your social campaigns by identifying seasonal trends• Identify new influencers and partners to work with• Increase average spend per customer
Select and set up your tool	Select a social listening tool and package that you would like to use.	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.

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

Common technology choices

Listed below are some of the top platforms. 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

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 below.

Some of the features you could add include:

- Image Recognition systems or Real-Time Authentication (RTA) to verify customer identity through image or voice.
- Natural Language Generation requiring little to no human assistance that can conjure insightful narratives for customers from their data using
- 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 fastest route using automated reasoning.
- Use learned behaviour patterns to recognise habitual actions and prompt them through shortcuts before the customer needs it.

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

Task	Overview	Detail
Pick which features you think will add value to your app	This will determine your choice of platform and how you measure the ROI.	
Choose a platform	Choose a platform from which to pick or create the desired functionality.	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.
Incorporate the algorithm into the app	All platforms have solutions that can be integrated with minimal effort by a developer.	Some platforms have options to dig a little deeper for those who are ready to explore the possibilities.
Measure KPIs	Use these the gauge the ROI of the project.	

