

Artificial Intelligence for Business

Unlocking Innovation & Efficiency in the Digital Age.





Introduction to Artificial Intelligence

AI has emerged as both a catalyst and a necessity for business organizations. While enterprises increasingly recognize and embrace the why behind adopting AI, the how implementing it effectively remains a challenge.

Generative AI is a branch of AI that focuses on creating new content such as text, images, audio, code, or video based on patterns learned from existing data. Unlike traditional AI, which mainly analyzes or predicts, Generative AI can generate creative and human-like outputs.



Benefits for Businesses

AI and Generative AI (Gen AI) offer significant benefits to businesses by increasing efficiency, reducing costs, and enabling smarter decision-making. They automate routine tasks, provide valuable insights through data analysis, and enhance customer experiences with personalized interactions. Gen AI adds further value by generating content like reports, training materials, and marketing copy, saving time and boosting creativity. Together, these technologies help businesses innovate, improve productivity, and stay competitive in a rapidly evolving market.

- ✓ **Faster innovation cycles**
- ✓ **Improved personalization and customer engagement**
- ✓ **Increased efficiency and cost savings**
- ✓ **Scalability for global operations**

AI Adoption & Business functions



- Rapid adoption across industries for automation and innovation.
- Gen AI drives personalized experiences, efficiency, and decision-making.
- Organizations investing in LLMs and AI platforms for competitive advantage.

Benefits of Artificial Intelligence



- Enhanced productivity and automation of repetitive tasks.
- Better decision-making through advanced data insights.
- Cost savings and innovation acceleration across departments.
- Scalability and flexibility using cloud-based AI services.



Use cases Across Business Functions



Healthcare

- o Customer Sales Training Courses Preparations.
- o Extract transcripts from the audio/video sessions
- o Capture Ratings and Feedback.



Legal

- o Document summarization and contract analysis.
- o Compliance monitoring and legal research support.



Customer Services

- o AI-powered chatbots' and 24/7 support assistants
- o Sentiment analysis and escalation prediction.



Finance:

- o Financial forecasting and anomaly detection.
- o Automated report generation and risk analysis



Manufacturing

- o Predictive maintenance using AI models.
- o Quality control and defect detection with computer vision



A sample HR Use Case Solution

Problem statement and our approach

01

Problem Statement

- Resolving Repetitive queries
- Recruitment and On-boarding
- Employees cannot find easy information, intern sending emails/ making calls to obtain information

02

How did Chatbot help?

Chatbots enable HR professionals to track and respond to employee requests in an efficient manner and also extend transactional support to easily manage payroll, absences, shift timings, etc.

03

Benefits


- Reduce cost per hire by 25%
- Reduce cost per contact by 20%
- Saving HR team's manual efforts and time to provide responses on user queries.
- Boost employees and HR teams productivity
- Reduced email and call conversations.
- More adoption and user engagement because of multiple language support.
- Automated query responses increases employee experience





A sample HR Use Case Solution AI at work

A sophisticated AI enabled multi-lingual virtual assistant HR Chatbot can be developed that will provide faster responses to users' queries on to HR Operations, Payroll during the initial phase;

- Bot will be capable of providing standard responses , suggestions , follow-up questions and collects user feedback.
 - Microsoft cognitive services like Translator Text API and Language Understanding Intelligent Service (LUIS) enable the bot to respond to users' queries entered in any of the following languages , understand (natural or human language) and respond accordingly.
 - “Chinese (Simplified)“, “English“, “Filipino“, “Hindi“, “Indonesian“, “Spanish“, “Portuguese (Brazil)“, “Portuguese (Portugal)“, “Japanese“.
 - The Microsoft Co-pilot platform is leveraged to provision chatbots quickly that provide integration of AI enabled pre-built and custom model to automate various HR processes.
 - Integration with Microsoft teams and Service Now tools
- 



An AI based Sales Training Contents Use Case Solution

01

Problem Statement

- Customer was not able to develop high quality training contents
- Lots of human efforts were consumed
- Losing SMEs time and efforts

02

How did Chatbot help?


- Chatbot enabled Sales personals to ask standard questions and get the short answers. And would generate PPT content structure like Title, Headings, Contents, Speaker notes.
- Users would add, updates , replace or remove any existing slides contents and re-generate the contents multiple times.

03

Benefits

- Reduce sales training efforts per hire by 25% and cost per contact by 20%
- Saving Sales team's manual efforts and time to provide responses on user queries.
- Boost employees and business teams productivity.
- Reduced email and class room sessions to capture content knowledge.
- More adoption and user engagement because of multiple language support.
- Automated query responses increases employee experience.





An AI based Sales Training Content Solution AI at work

A sophisticated Gen AI enabled multi-lingual virtual assistant Chatbot was developed that has contextual knowledge and understanding of the business functions to quickly generates FAQs responses and prepare the presentable contents structure (PPTs) to train the Sales and Marketing personals.

Gen AI Chatbot will be capable of providing standard responses , suggestions , follow-up questions and collects user feedback.

- A multi-tier RAG solution architecture was developed to deliver the solution on the Azure cloud using AI Search and Azure Open AI services along with Text Translator APIs were enabled the bot to respond to users' queries entered in any of the following languages , understand (natural or human language) and respond accordingly.
- The Microsoft Azure Platform and AI Foundry Services portfolio is leveraged to provision chatbots quickly that provide integration of Gen AI based LLM models like GPT-4o and GPT-4o-mini.



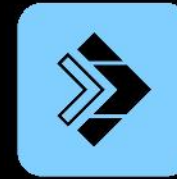
Current Competencies & Opportunities

Microsoft Azure Cloud AI & Gen AI Services



Azure Open AI Services

Access to powerful LLMs including GPT-4 and GPT-4o-mini



Azure AI Studio

Build, customize, and deploy AI and Gen AI based LLM solutions.



Microsoft Copilot

- Embedded Gen AI in Microsoft 365 (Word, Excel, Teams).
- Leveraging Power Automate and Power BI to support business workflows and reports respectively.



Customization Opportunities

- Create one or more data store for the documents and assets
- Integrate the data store with any integration like SharePoint/Site core/Documentum/Drupal
- Create Meta data store (To include domain terms) and build the AI Search.
- Integrate any LLM (ChatGPT/Gemini) with the system and with the MS Copilot.
- Provision a responsive modern UI to help business teams use the interactive platform for Q&As.
- Enable the ratings and feedback feature to collect and gauge the platform performance and adoption.
- Track the user activity and draw a dashboard for the stake holders.



Future Trends in Artificial Intelligence

Future trends in AI point to more advanced and accessible tools that will reshape how we work and create. We can expect Gen AI to produce even more realistic and personalized content—across text, images, audio, and video. Multimodal AI models that understand and generate across different types of data (like combining text with visuals) will become more common. There will also be a stronger focus on responsible AI, with better safeguards for ethics, privacy, and bias. Additionally, Gen AI will be deeply integrated into everyday tools like emails, presentations, and business apps, making it easier for non-technical users to leverage its power.



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