

Do You Know Your Organization's aiQ_{MC}[®]?

Know your aiQ_{MC}[®]. Avoid costly disappointment
from AI solutions not meeting your expectations!



What is aiQ_{MC}[®]?

aiQ_{MC}[®] is aiRESULTS' proprietary quotient for measuring your organization's readiness for obtaining maximum benefits from implementing AI powered solutions in marketing and customer lifecycle optimization (CLO) functions spanning customer engagement (CE), customer experience (CX), customer success (CS), and customer relationship management (CRM), benchmarked against industry best practices.

Why is aiQ_{MC}[®] assessment crucial for your organization?

Surveys and studies done by Gartner, McKinsey, Harvard Business Review, IBM, and Deloitte have shown that up to 85% of AI initiatives fail to deliver on their intended promises. This is due to a whole host of factors which organizations fail to assess prior to undertaking AI projects.

This points to the crucial need for the

aiQ_{MC}[®] assessment.



Benefits of aiQ_{MC}[®] assessment?

1. Know the maximum benefits your organization can gain from utilization of AI solutions in the marketing and customer lifecycle optimization (CLO) functions.
2. Get an accurate and precise measure of your organization's readiness for effective implementation of AI solutions in the marketing and CLO functions.
3. Identify opportunities for improving performance in specific areas.
4. Ensure maximum ROI from AI solutions.

AI is revolutionizing all aspects of businesses worldwide. Whether your organization has already made substantial investments in AI solutions or yet to start, the aiQ_{MC}[®] assessment will be invaluable in setting the best course of action for this essential journey.



Minimal time commitment

The assessment will require minimal time commitment from members of your organization. It will be carried out by capturing necessary information through responses to a brief questionnaire. This will be followed up, if necessary, via phone discussions with appropriate members of your organization. All information will be strictly confidential and protected via an MNDAs prior to the start of the assessment.

Discover the Full Power of AI in Marketing & Customer Lifecycle Optimization!

Sign up for your assessment today! Email us at info@airesults.net or sign up at airesults.net/aiq