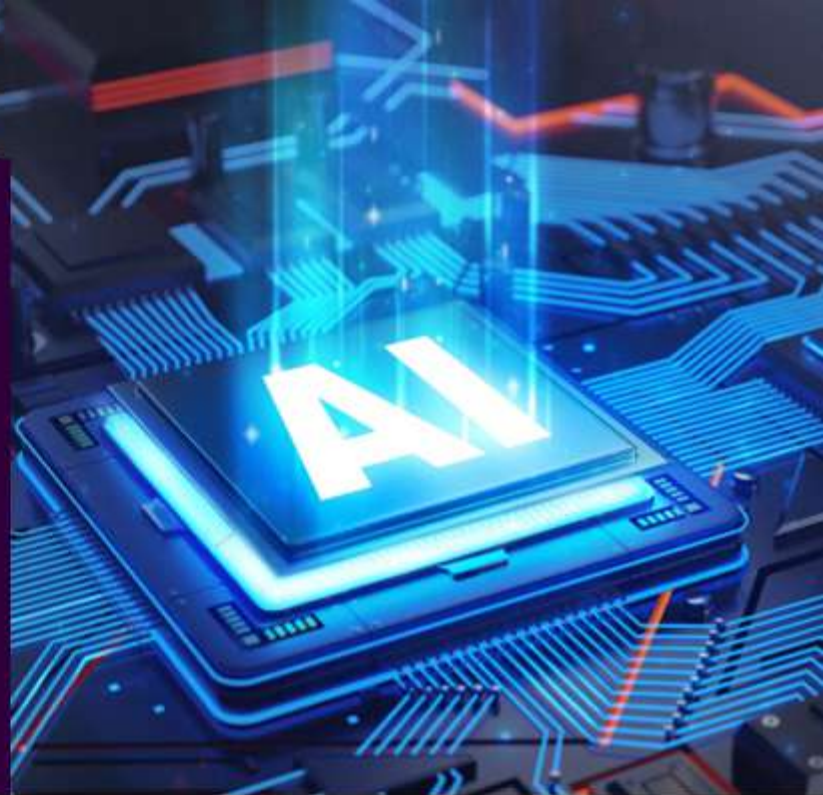# aiRESULTS

You deserve ai solutions that deliver RESULTS

aiRESULTS' Phased Solution Implementation Process

- Value Validation in Each Phase
- Built-in Guard Rails for Solutions
- Ensures Readiness and Alignment of People, Process, Culture, Data & Technology
- Yields Maximum ROI from AI Solutions

Conduct aiQ$_{MC}$ Assessment

aiQ$_{MC}$® (Artificial Intelligence Quotient for marketing and customer) is our proprietary metric that measures your organization's awareness and readiness for leveraging AI solutions in marketing and customer lifecycle optimization (CE, CX, CS, CRM) functions, benchmarked against industry best practices.

•Reveals the maximum benefits your organization can gain from utilization of AI solutions in the marketing and customer lifecycle optimization (CLO) functions.

•Determines an organization's readiness for implementation of AI solutions in the marketing and CLO functions.

•Identifies opportunities for improving performance in specific areas.

Perform Gap Analysis & Develop Action Plan

1. Formulates and/or refines business objectives as necessary
2. Develops strategies to achieve business objectives
3. Creates roadmap & action plan to execute the strategies
   I. Performs analysis to determine people, process, data and technology requirements
   II. Conducts gap analysis to determine additions and/or modifications to existing resources
   III. Develops roadmap for implementing the action plan
4. Selects the best fit solutions comprising
   I. Your existing tools/software
   II. Tools/software available in market
   III. aiRESULTS' proprietary tools/software
5. Determines customization requirements as necessary

Implement Pilot to Prove Value

- Define objectives
- Determine Use Cases to prove value
- Select the appropriate AI solution(s)
- Data Preparation
- Develop and Train
- Test and Validate
- Deploy
- Monitor and Evaluate
- Iterate and Improve
- Plan for Scale

Roll out to the Entire Enterprise

Upon successful completion of the pilot, the implementation of the solution is rolled out throughout the enterprise in accordance with the scaling plan developed in the pilot phase.

Contact Us

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aiRESULTS — Smart Solutions, Exceptional Results