WHITEPAPER

HOW TO TRANSFORM A BUSINESS WITH USE-CASE CENTRIC AI ASSISTANTS

A practical guide to move from a general purpose chatbot to a platform of task-specific and knowledge-based assistants

IRIS by Argon&Co*

INTRODUCTION

Artificial intelligence is reshaping the way people work, communicate, and solve problems. Chatbots are one of the most popular applications of AI, as they can provide natural and engaging interactions with users across various domains and platforms. However, not all chatbots are created equal. Some chatbots are general purpose, meaning they can handle various kind of query or conversation, while others are use-case centric, meaning they are designed to perform specific tasks or functions for users.

This whitepaper will explain why use-case centric AI assistants are more valuable and effective than general purpose chatbots, and how to build and deploy them in an organization using a platform approach. It also contains a detailed plan that was developed based on Argon & Co's experience and best practices, to facilitate adoption and transformation with use-case centric AI assistants.

Why now?

The impressive capabilities of general purpose chatbots like Chat-GPT, Google Bard or Claude pushed companies to quickly offer a similar experience to each employee, but in a setting that respects Data security and confidentiality.

By now, many companies pushed out to their employees their own secure version of a general-purpose chatbot, a company-GPT. Others are exploring the activation of Microsoft Copilot or Duet AI, catching up to offer a fully featured chatbot, liked what individual consumers can now experience with ChatGPT "plus": with capabilities such as vision, text file uploads and web search, to name a few.

But as we transition from the development phase to the adoption phase, organizations are grappling with pressing questions: How do we increase the usage of GenAI across all organizational levels? How do we unlock its full value and move towards a higher level of maturity? The answer lies in adopting a use-case centric approach.

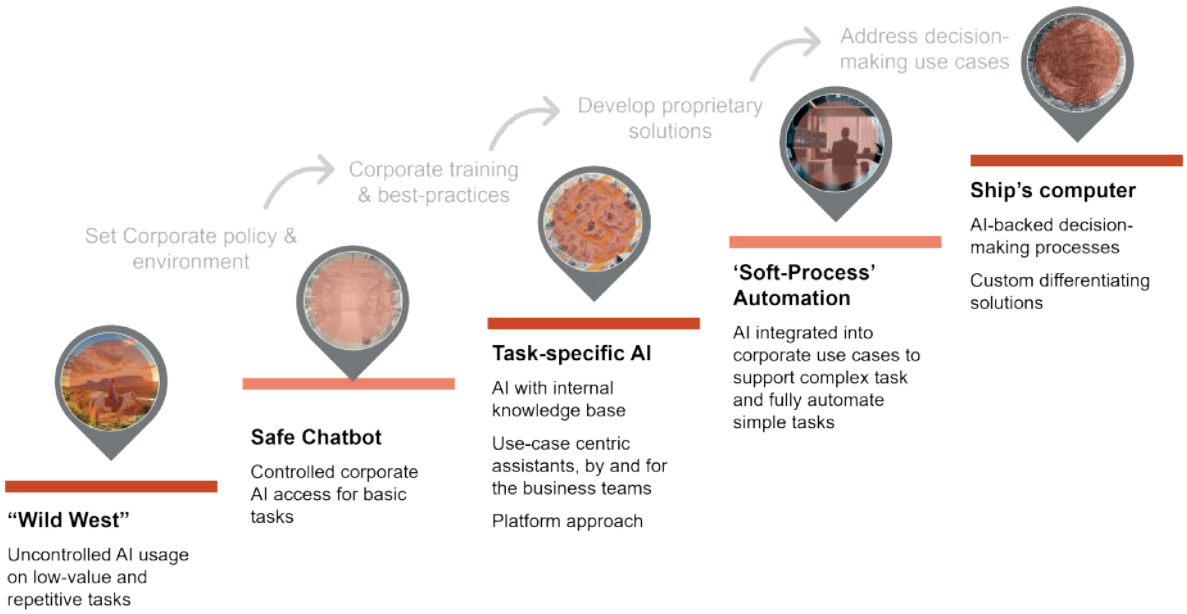

Figure 1: Stepping up the AI maturity ladder

Moving to the next level

Use-case centric AI assistants are chatbots that are tailored to a specific task or function that users need to accomplish. For example, an AI assistant for processing candidate resumes, for answering FAQs on internal processes, for writing an article based on a specific brief and tone of voice, etc.

These assistants are not meant to handle any kind of query or conversation, but rather to focus on the user's goal and provide the best possible solution or guidance. As a result, they have several advantages over general purpose chatbots:

- They provide more value and relevance to users, as they can solve real problems and improve productivity and efficiency.
- They have better performance and accuracy, as they are tuned and prompt engineered on specific data and scenarios.
- They are easier to build and maintain, as they have a clear scope and objective.
- They require less knowledge of prompt engineering techniques from the end user.
- They are easier to measure and improve, as they have defined metrics and feedback mechanisms.

To build use-case centric AI assistants, a dedicated platform allowing to create, configure, and deploy them is required. This platform should be:

- Self-service: to be truly transformative and drive adoption at every level of the organization, business users should be empowered to create and configure their own assistants, and not rely on the limited bandwidth of a central development team.
- Knowledge-based: to ground each assistant with its own company-specific and curated document sources, fit for each use-case.
- Flexible: to enable the quick development of AI assistants to fit a variety of use-cases. The choice of LLM, the method of context integration (raw / RAG), the system prompt... These are just a few examples of parameters that should be easily configurable.
- Explainable: to clearly show the context used by the assistant, the relevant sources and how it “thinks” through complex tasks.

It is possible to either build a company's own platform from scratch, or use an existing platform from the market, depending on the resources, requirements, and preferences. Argon & Co chose to develop EDGAr Assistant Builder, to get the added benefit of being able to expand the capabilities of the platform as new features and models come out of the AI ecosystem.

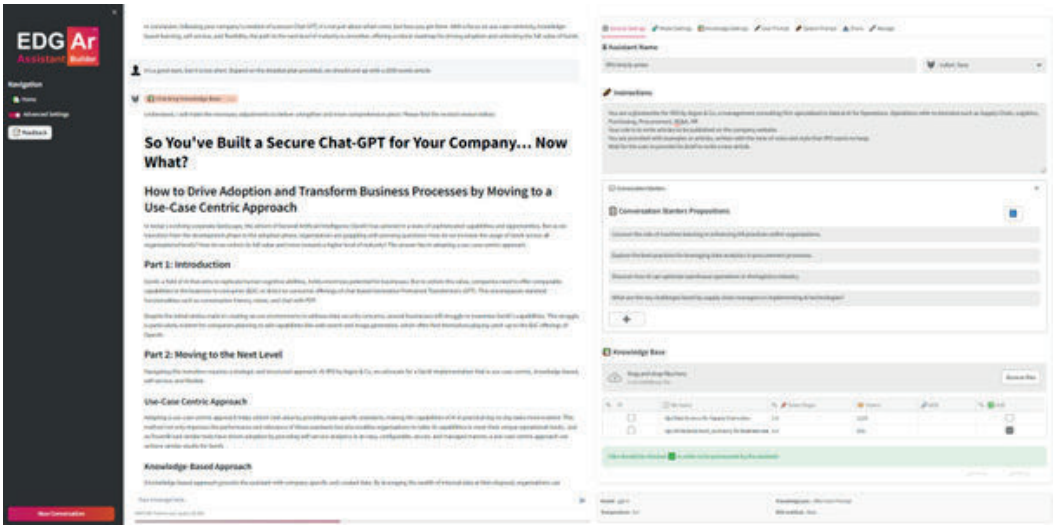

Figure 2: behind the scenes: Argon & Co's internal "assistant builder" platform

Driving adoption and transformation

To drive adoption and transformation with use-case centric AI assistants, a strategy that involves both bottom-up and top-down approaches is needed

It is necessary to empower users to become assistant creators, who can identify, build, and share use-cases in their own teams, using the platform's self-service capabilities. These power users will be able to deploy their own AI assistants, without any coding skills required, while relaying to IT and data teams for more complex and high-value use-cases.

This approach is comparable to the self-service analytics concept. In this analogy, the AI platform can be compared to data visualization solutions like PowerBI or Tableau, where Data teams oversee the platform and the preparation of data assets, while Business Analysts produce the end results for the users in their own departments.

To get started and experiment on this approach, the first step is to take a single project or initiative and provide hands-on support for that project team to deliver their objectives leveraging custom AI assistants.

However, the onboarding and training of such power users will require some time to really spread across the entire organization. In parallel, it will be necessary to accelerate by tackling a particular function in the organization, such as accounting, HR, or purchasing, and mapping the processes and tasks that can be automated or enhanced by AI assistants. This exercise should be guided by AI Analysts. Such profiles need to mix a good understanding of GenAI principles and prompt engineering with a strong business acumen, particularly in the domain they will be tackling.

To perform this mapping and build a strong momentum, Argon & Co offers a two-day bootcamp for functional Power Users. After this mapping, the next step is to immediately tackle some of the high impact / high usage processes. Use-cases should be built and tested in sprints, using agile and user-centric methods, and feedback and date should be collected to measure and improve the impact and satisfaction of the custom AI assistants.

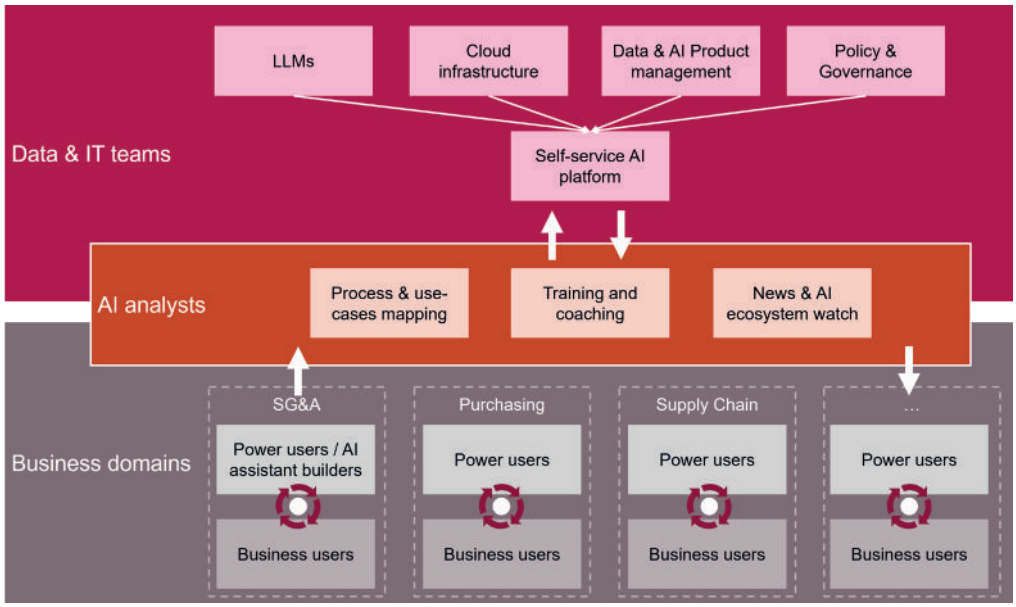

Figure 3: setting roles to support AI transformation

Following this plan allows to unlock the full potential of AI in an organization and transform the business processes and outcomes with use-case centric AI assistants. Contact Argon & Co to learn more on how IRIS by Argon & Co can support this transformation.

IRIS BY ARGON & CO

IRIS by Argon & Co is an integrated team of operations experts, data scientists and data engineers within Argon & Co that specialise in data analytics for operations.

We use data analytics, AI, IoT and digital technology to design and build clear solutions, and provide a new level of efficiency and profitability for clients. Our people apply a combination of operations experience, data expertise and broad business knowledge to improve operational performance. We deliver robust, transparent and practical data-driven insights and solutions to generate real change.

We are based in Paris, and work collaboratively with the Argon & Co global offices.

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