



# Al Capabilities

Your trusted partner for the best Al Solution



## APPLIED AI LAB FROM VERYSELL





## What is Applied Al lab?

- A Verysell Group Centre of Excellence
- Specialist team that helps apply AI to improve operational efficiency



## Challenges when adopting AI

- Lack of **Technical expertise** to implement and use effectively
- Hardware and software costs, plus time & resources needed to develop and deploy
- Quantity and quality of **data** to train and operate
   systems effectively.
- Regulatory requirements and ensuring system compliance



## Overcoming challenges together

- We help evaluate the return on investment when considering implementing AI
- Al Readiness Assessment is the first step to evaluating your current IT environment
- We help design, develop and deploy the right AI application
- Our solutions consider regulatory compliance, and data security



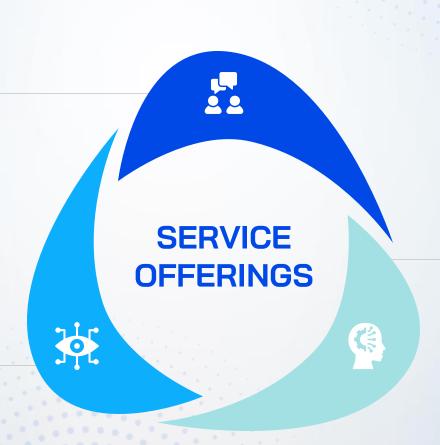


## 01

Al Readiness Assessment & Consulting

## 03

Generative Al Products focus



02

AI Solution
Development &
Deployment

## AI READINESS ASSESSMENT & CONSULTING



Helps businesses understand Al Readiness status and develop a roadmap for successful adoption





### Strategic Alignment

- Do Al initiatives align with business strategy and objectives?
- Are AI projects well-defined and tied to business goals?
   e.g., improving efficiency, increasing revenue, or enhancing customer satisfaction?



### **Data Readiness**

- Assess quality, availability, timeliness and accessibility of data.
- High-quality data is essential for AI systems to function effectively.
- Identifies data gaps, governance issues, privacy & security concerns.
- May involve evaluating data storage and infrastructure capabilities.



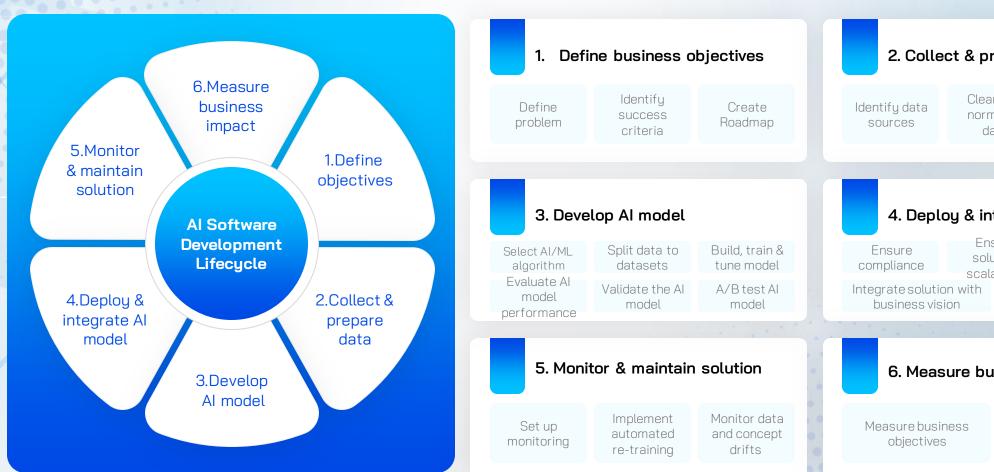
### Technical & Organizational Readiness

- Evaluates technical capabilities and infrastructure to support Al
- Assesses availability of AI talent, IT infrastructure, and readiness of existing systems for integration with AI.
- Assesses business culture & willingness to adapt to AI-driven change, as it often requires a cultural shift & change in management focus.

## AI SOLUTION DEVELOPMENT & MANAGEMENT



A Software Development Life Cycle for Al/Machine Learning solution adoption, involves adapting traditional principles to the challenges and requirements of AI and machine learning projects



2. Collect & prepare data Check data Clean and privacy & normalize data security 4. Deploy & integrate model Ensure Check solution security & scalabilitu access Define deployment strategu 6. Measure business impact Adjust Al adoption strategy

Framework ensures solutions are developed, deployed, and maintained in a systematic and well-controlled manner, aligning business goals and technical requirements whilst addressing ethical and compliance considerations.

## **GENERATIVE AI**

Al products that create new content, such as text, images, or music. Learns from existing data and then uses it to generate new patterns and structures.



**Chat Bots**: Custom-made assistants for businesses based on proprietary LLM model in an Office365 business environment



Corporate knowledge management and decision support systems, BI & Analytics



HR department routines automation: Candidate Profile pre-screening, scoring, and matching systems



Al-powered corporate compliance, people assessment and learning management systems





## **EXAMPLE USE CASES**





## Knowledge Management Chatbot

Corporate knowhow accumulates over many years in both structured and unstructured formats, making it difficult for new employees to build knowledge quickly

Chatbots are the epitome of modern corporate knowledge management, improving productivity

Data across various levels of confidentiality is structured, to fine tune LLMs to refine the chatbot solution



## Chatbot to summarize data from trusted sources

Chatbots provide a convenient and effective tool for users to exploit a repository of comprehensive, indepth and reliable economic data

Empowered by LLMs, chatbots can answer news questions in a natural form, as well as providing advanced features such as drawing visual graphs



## Smart assistant for public services

A district management committee handles over 90,000 requests for administrative procedures

To meet increasing demand, the district introduces an AI chatbot powered by ChatGPT for reliable and accessible information, available 24/7

The chatbot simplifies public service access while using everyday language to address people's needs

Reduces waiting times, enhances the public service experience, saves HR costs, and allows civil servants to focus on complex issues

## AI CAPABILITIES IN FINANCIAL SERVICES



### Banking

#### Contact Center Analytics

Call summaries to extract key information from call logs, to identify trends in customer complaints and involve human agents who have succinct and relevant information to make faster decisions/responses. Use Q&A features to automatically handle calls through bot agents.

#### Customer Q&A

Generate human-like responses for live chat/voice bot applications.

### Virtual Agent

Automatically generate personalized correspondence to land the best messaging based on customer needs and patterns



### Insurance

### **Underwriter and Claims Processing**

Automate Claims and assist with insurer pricing and underwriting.

### Sentiment Analysis

Agent training mechanism to simulate customer interaction and evaluate end 'customer' satisfaction via sentiment analysis using GPT models.

### **Contact Center Analytics**

Summaries to extract key information from call logs in order to identify trends in customer complaints & involve human agents who have succinct & relevant information to make faster responses. Q&A features to auto-handle calls through bots.







### **Optimize Back-office Management**

#### **Document Process Automation**

Digitize documents, extract key information through Semantic or Cog Search &Summarize them (e.g., legal doc summarization through internal & external information).

### Risk Management

Recognize current patterns and trends to identify risks through content (including social media and blogs) search and summarization.

#### Cross-Business Unit Information Gathering

NER, Sentiment, Classification and Summarization of news sources across multiple business units



### **Capital Markets**

### **Contact Center Analytics**

Call summarization to extract key information from call logs in order to identify trends in customer complaints and involve human agents who have succinct and relevant information to make faster decisions / responses. Use Q&A features to automatically handle calls through bot agents.

### Market Analusis

Automatically generate top-of-mind / editorial opinions based on a day's market dynamics, produce a summary view and a few key-points analysis

## AI CAPABILITIES IN RETAIL



### Consumer Engagement

#### Advertising and Campaigns

Automatically generate image models for advertisements and marketing campaigns

#### **User-Generated Content**

Generate descriptions for user-generated content (e.g., a product description based on photograph of product)

#### **Brand Management**

Connect to social media feeds, summarizing them and using sentiment analysis to better understand product/service quality



### Marketing & Store Operations

### **Contact Center Analytics**

Call summarization to extract key information from call logs, to identify trends in customer complaints

#### Report Generation

Operational management summary for store managers and central managers

### Retail workforce management





compliance



### Marketing & Store Operations

#### Internal Communications

Respond to queries from across the org, multiple business units, and backend data systems through intelligent Q&A using semantic search and summarization.

#### Internal Helpdesk

Use intent classification, entity extraction, sentiment analysis to automate route and reduce resolution time of IT/HR helpdesk tickets submitted by employees

#### Procurement Management

Extract valuable information and insights from data in vendor contracts



### Innovation Through Automation

### **Automatic Product Descriptions**

Suggest long item description generation based on few key inputs from merchandising experience agents, to reduce manual efforts

### Automatic Marketing Emails

Generate marketing emails automatically based on personalized customer 360 information and marketing video extraction and summarization

### Intelligent Onboarding

Conversational chat to onboard engineers, sales representatives, etc. into the company using development practice, IT strategy and best practices

## AI CAPABILITIES IN MANUFACTURING



### Energy

### **Contact Center Analytics**

Call summaries to extract key information from call logs, to identify trends in customer complaints and involve human agents who have succinct and relevant information to make faster decisions/responses. Use Q&A features to automatically handle calls through bot agents.

### Pattern Recognition

Topic Analysis will help us classify customer conversations to identify emerging patterns in customer complaints and asks, as well as in most effective consumption patterns

### Hyper-personalization

Analysis will help us classify customer conversations to suggest alternatives to customers



### Oil and Gas

#### Remote Worker Assistance

Personal assistance/knowledge provider to business users as well as operations personnel at remote locations.

### Process Manufacturing Insights

 ${\bf Automate\ Observations\ for\ Process\ Engineers\ and\ Maintenance\ Workers\ and\ Anomaly\ Detection\ Insight}$ 

### **Equipment Reporting**

Text summarization and pattern recognition to automatically generate reports & insights on equipment failures, etc.







### **Optimize Back-office Management**

#### Trends Analysis

Use Social Media trends to understand sentiments on products and services, in order to better service and personalize content based on new trends and patterns.

#### Internal Communications

Respond to queries from across the org, multiple business units and backend data systems through intelligent Q&A using semantic search and summarization (e.g. information on prevention guidelines, etc.)

#### Internal Helpdesk

Use intent classification, entity extraction, sentiment analysis and light-weight summarization of internal helpdesk tickets, to automate and reduce resolution time of helpdesk tickets submitted by employees.



### Manufacturing& Automotive

### Staff Onboarding and Factory Worker Training

Use Generative Models capabilities to build training material for new personnel (e.g., customer agents, factory workers, etc.) onboarding, based on recorded conversation history.

### Automatic Sales and Marketing Emails

Generate marketing emails automatically based on personalized customer 360 information and marketing video extraction and summarization..

### Summarize and automatically generate new content

Automatically Summarize and generate new and relevant content to customers to reduce the amount of manual effort required in responding to customers for CPQ..

## AI CAPABILITIES IN MEDIA AND COMMUNICATIONS



### Consumer Engagement

### **Contact Center Analytics**

Call summarization to extract key information from call logs in order to identify trends in customer complaints and involve human agents who have relevant information to make faster decisions. Q&A features to handle calls through bot agents(e.g. outage information, etc.)

### Pattern Recognition

Topic Analysis helps classify customer conversations to identify emerging patterns in customer complaints and asks.

### Hyper-personalization

Topic Analysis help classify customer conversations to suggest alternatives to customers.



### Media & Comms

### Accelerating pre-publication work

Accelerate and analyze work before publication, including suggesting content edits to comply with editorial style guide, generating compelling informative summaries, generating SEO optimized headlines for articles, and assisting in article composition from wires or from fact lists.

### Summarize audio transcripts

Perform entity extraction and generate summaries of audio transcripts extracted from video content.

### Summarize and automatically generate new content to fans

Summarize and innovative the content provided to fans through company's website. Generate new UI for website.







### **Optimize Back-office Management**

#### Trends Analysis

Use Social Media trends and data to understand customer sentiments on products and services, to better service to the customers and personalize content based on new trends and patterns.

#### Internal Communications

Respond to queries from across the org, multiple business units and backend data systems through intelligent Q&A using semantic search and summarization.

#### Internal Helpdesk

Use intent classification, entity extraction, sentiment analysis and light-weight summarization of helpdesk tickets, to automate route & reduce resolution time of IT/HR helpdesk tickets submitted by employees.



### Gaming

### Co-Pilot Approach

 $\label{thm:condition} Embedding\ Codex\ into\ a\ game\ development\ platform\ to\ have\ a\ co-pilot\ approach\ to\ developing\ code\ on\ the\ platform\ with\ code\ completion\ service\ within\ the\ company's\ IDE.$ 

### Automatic Marketing Emails

Generate marketing emails automatically based on personalized customer 360 information and marketing video extraction and summarization.

### Summarize and automatically generate new content to gamers

Summarize and innovative the content provided to gamers on the gaming platform.





## **Contact Us:**

Verysell Group Applied AI Lab







Singapore: 160 Robinson Road, 14-04 Singapore Business Federation Centre, Singapore (068914)