

**tovie ai**

# Generative AI Consulting Services

March 2024



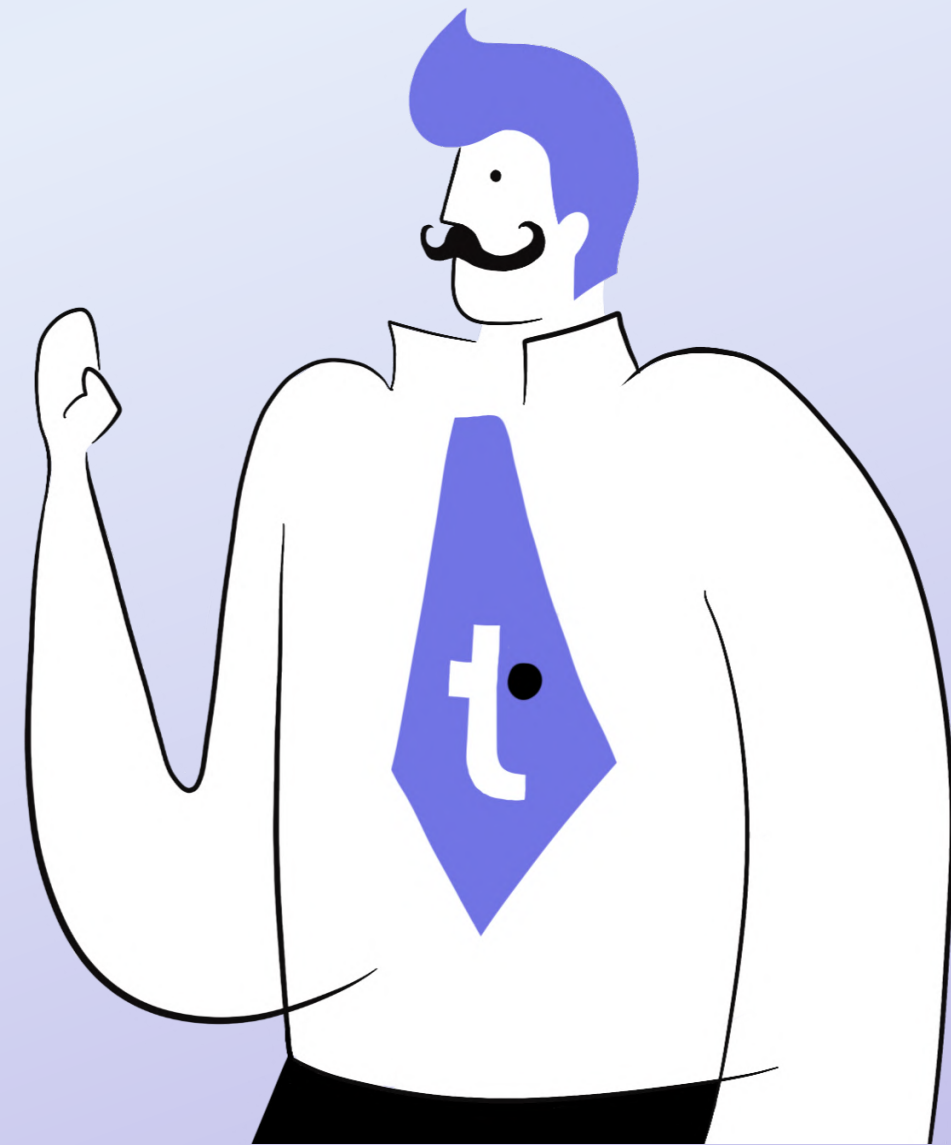
# About Tovie AI

Tovie AI accelerates business growth and efficiency by utilising Generative and Conversational AI technologies. We focus on automation and improving customer experiences, viewing language-based AI as the key to unlocking enterprise potential.

Our robust tools for Natural Language Processing, speech synthesis, and dialogue management help businesses personalise their brand and connect more deeply with customers.

As a central part of our offering, we provide comprehensive generative AI consulting services. We create and integrate custom ML models into client workflows, promoting quick innovation, efficient problem-solving, and collaboration.

Tovie AI's expertise and cutting-edge proprietary LLM framework make us an ideal partner for AI use case discovery for your organisation.



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# An overview of LLM usage within global enterprises

## About LLMs

LLMs, or Large Language Models, are AI models trained extensively on vast amounts of text data, enabling them to comprehend and process natural language for tasks like translation, summarisation, and question answering.

Popular examples such as GPT-3 and Gemini (ex. BARD) have demonstrated impressive performance on various natural language processing tasks.

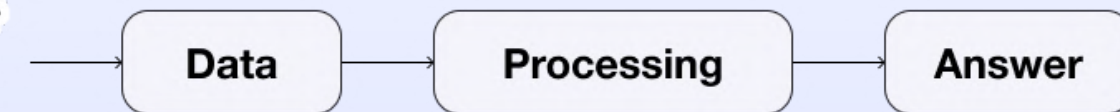
LLMs are a powerful tool for processing and understanding human language. They are revolutionising how we interact with computers, particularly different kinds of data

## Inputs – What You Give Them:

- Words and Sentences: You can type or speak to them in natural language.
- Questions and Commands: Ask anything or tell them to do tasks like summarising text.
- Different Formats: They understand regular text, emails, articles, links to articles, documents (pdf, doc), audio and video files, and images.

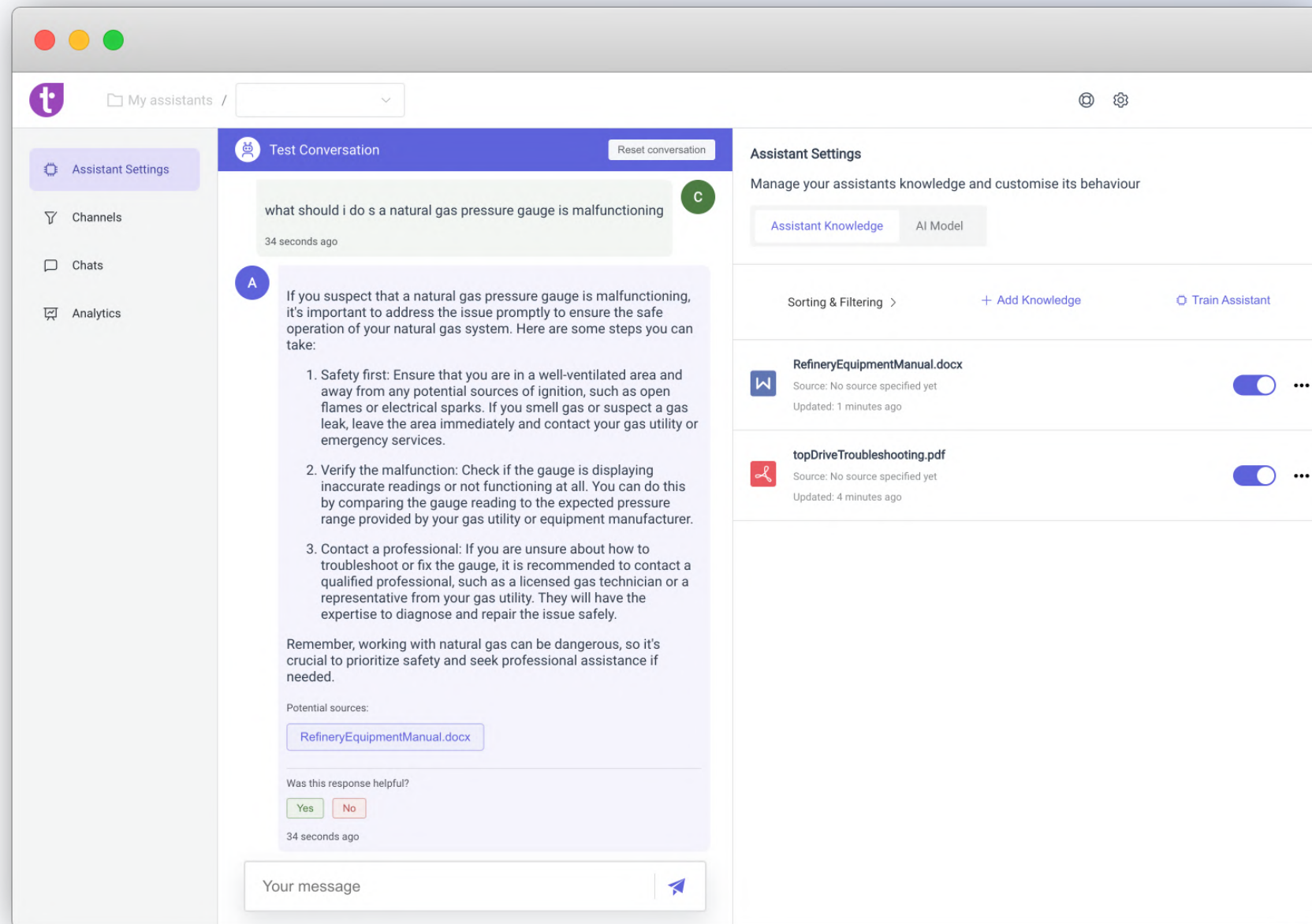
## Outputs – What They Give Back:

- Answers and Explanations: Answer questions or explain things simply.
- Written Content: Draft articles and emails, generate ideas, and create documentation.
- Analysis: Provide data-driven responses, review CVs, and analyse feedback or calls.
- Integration with Your Systems:
- Easy to Connect: Easily integrate into existing software systems, like email or customer service systems.
- Automates Tasks: Assist in sorting emails, answering FAQs, or analysing customer feedback.
- Enhances Processes: Improve communication, speed up information handling, and support decision-making.



# Common LLM use cases

## Industry agnostic



Tovie Data Agent platform

### Generative AI is used for:

- Text generation
- Text summarisation
- Data structuring and analysis
- Information retrieving and Q&A

# Common LLM use cases

## 1. Sales, marketing & planning

### **Sales/marketing text generation:**

Deploying LLMs can create high-quality, human-like content for marketing materials and product descriptions, saving time and resources while maintaining a consistent brand voice.

### **Customer feedback sentiment analysis:**

LLMs analyse customer reviews, social media mentions, and support tickets to gauge sentiment. This helps businesses understand customer satisfaction, identify issues, and improve products or services.

### **Market analysis:**

LLMs can analyse competitor data, helping departments process information, identify trends, and provide insights for marketing strategies.

### **Data exploration and insight generation:**

LLMs sift through vast unstructured data like text-heavy documents and reports, extracting insights for understanding market trends, competitor activities, and customer sentiments.

### **Scenario planning:**

Using LLMs, businesses can analyse textual data to model hypothetical situations and their impacts. This could aid in developing robust strategies that can adapt to different market conditions.

# Common LLM use cases

## 2. General operations

### **Training and onboarding:**

LLMs create interactive, adaptive training modules for employee onboarding, offering personalised learning experiences tailored to individual needs.

### **Procedure automation:**

LLM-powered scripts automate repetitive tasks, enabling employees to concentrate on more strategic aspects of their roles.

### **Risk assessment and mitigation:**

Develop risk analysis tools using LLMs to scan industry news, regulatory updates, and internal reports. Identify potential risks and propose mitigation strategies.



# Common LLM use cases

## 3. Finance

### **Contract review and analysis:**

LLMs analyse contracts for key terms, obligations, and risks, ensuring compliance with legal standards and internal policies.

### **Compliance monitoring:**

LLMs monitor financial documents for regulatory compliance, flagging potential issues for prompt resolution by finance departments.

### **Financial document summarisation:**

LLMs summarise lengthy financial documents, saving time for finance professionals and facilitating quicker decision-making.

### **Market research and gathering insights:**

LLMs extract pricing details and analyse competitor data to identify trends and inform marketing strategies.

### **Budget forecasting and expense analysis:**

LLMs predict budget overruns, categorise expenses, and analyse cash flow patterns to help finance departments optimise costs.

### **Financial reporting automation:**

LLMs automate the generation of customised and accurate financial reports, considering stakeholders' requirements and context.



# Common LLM use cases

## 4. Legal

### **Contract review and analysis:**

LLMs analyse contracts for key terms, obligations, and risks, ensuring compliance with legal standards and internal policies.

### **Legal research assistance:**

LLMs streamline legal research, automating the extraction of case law, statutes, and regulations to support legal arguments and decision-making.

### **Document drafting and automation:**

LLMs assist in drafting legal documents like contracts and agreements, automating routine document generation to save time and minimise errors.

### **Compliance monitoring:**

LLMs monitor changes in laws and regulations, providing automated alerts to legal teams regarding regulatory updates affecting the organisation.

# How to define your AI use case?

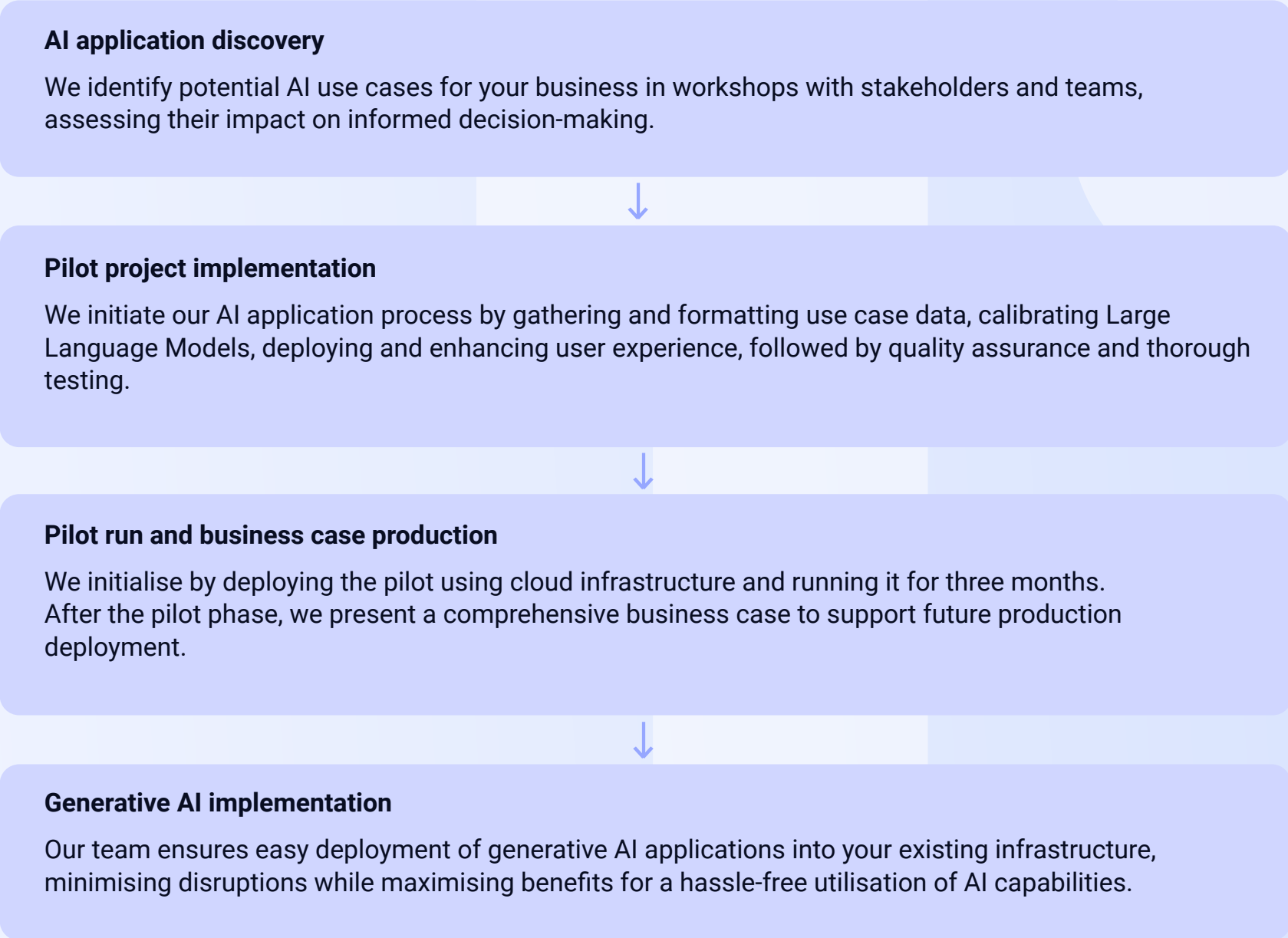
To clearly understand your needs and avoid unnecessary costs, seek specialists who can evaluate your business processes and AI readiness. Generative AI consulting, best provided by experienced technology vendors, helps in this process.

Tovie AI consulting services leverage generative AI expertise to identify your business optimisation potential. Our experts will collaborate with you to unlock the full potential of LLMs and determine where the disruptive technology can bring the most value.

We establish and guide the adoption of AI tools across your organisation, helping you learn how to orchestrate the technology effectively and derive maximum benefit from it.

As a result, you get powerful tools for your business performance improvement within your team.

## Generative AI consulting services



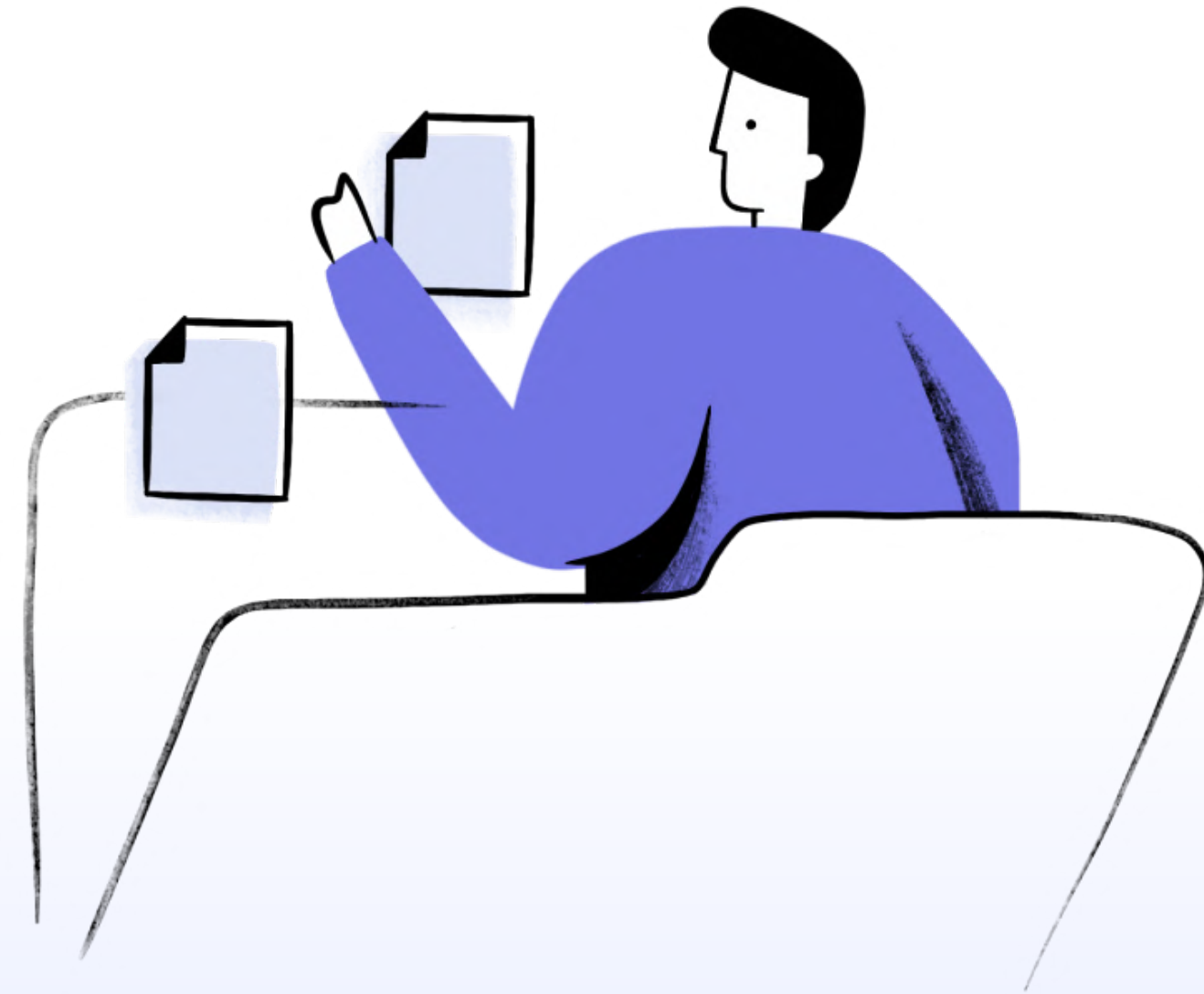
# Discovery phase

Over the period of two weeks or longer, we will host brainstorming workshops for our company's employees across different departments. These sessions will be casual and interactive Miro board meetings, where we will introduce and demonstrate Large Language Models (LLMs), fostering active audience participation.

**Participating departments may include, but are not limited to:**

- Marketing, Planning & Analytics
- Operations
- Financial Services
- Legal & Corporate Development

**Contact us**



# Discovery phase

As a result of this phase, we present and elaborate on a series of use cases that were raised and discussed during the workshops.

## Sample use case for one of the teams

### Use case – Market research and gathering insights

LLMs have the capability to extract crucial information, including pricing details. This encompasses current and historical market prices, sales prices, and other factors relevant to the decision-making process. The LLM excels at generating comparative analysis reports and providing pricing insights.

### Pain points

It takes a lot of time to investigate different sources, summarise information, and get the insights of changes in the market.

### Related system integrations

External documents and data sources.

### Stakeholder teams

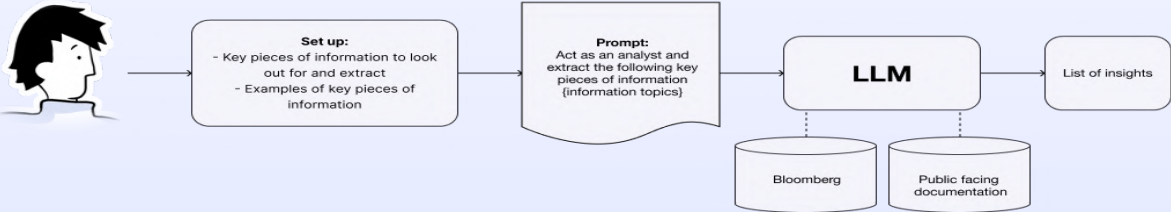
Marketing Planning & Analytics.

### Challenges

- Documents come from multiple different sources some of which have use restrictions around how the information can be consumed and distributed.
- There is a potential risk of a model not capturing all information while summarising.
- It would be complex to build an automated pipeline to undertake the process due to the multiple, sometimes ad-hoc, sources some of the data and documents originate from

### Perceived value

- Although a narrow use case in scope the use case would allow a relatively small team to dramatically reduce the time spent extrapolating information and increase report creation throughput.
- The ability to consume more data and more market intelligence at a faster pace would lead to more insights and, ultimately, enhanced decision-making power.



# Discovery phase

## Use case recommendations

### Complexity:

- Assessment of integration ease, considering the need for integration systems.
- Evaluation of solution security.
- Considerations around the sensitivity of data and security implications.
- Volatility of data involved meaning real-time vs data that changes less frequently.

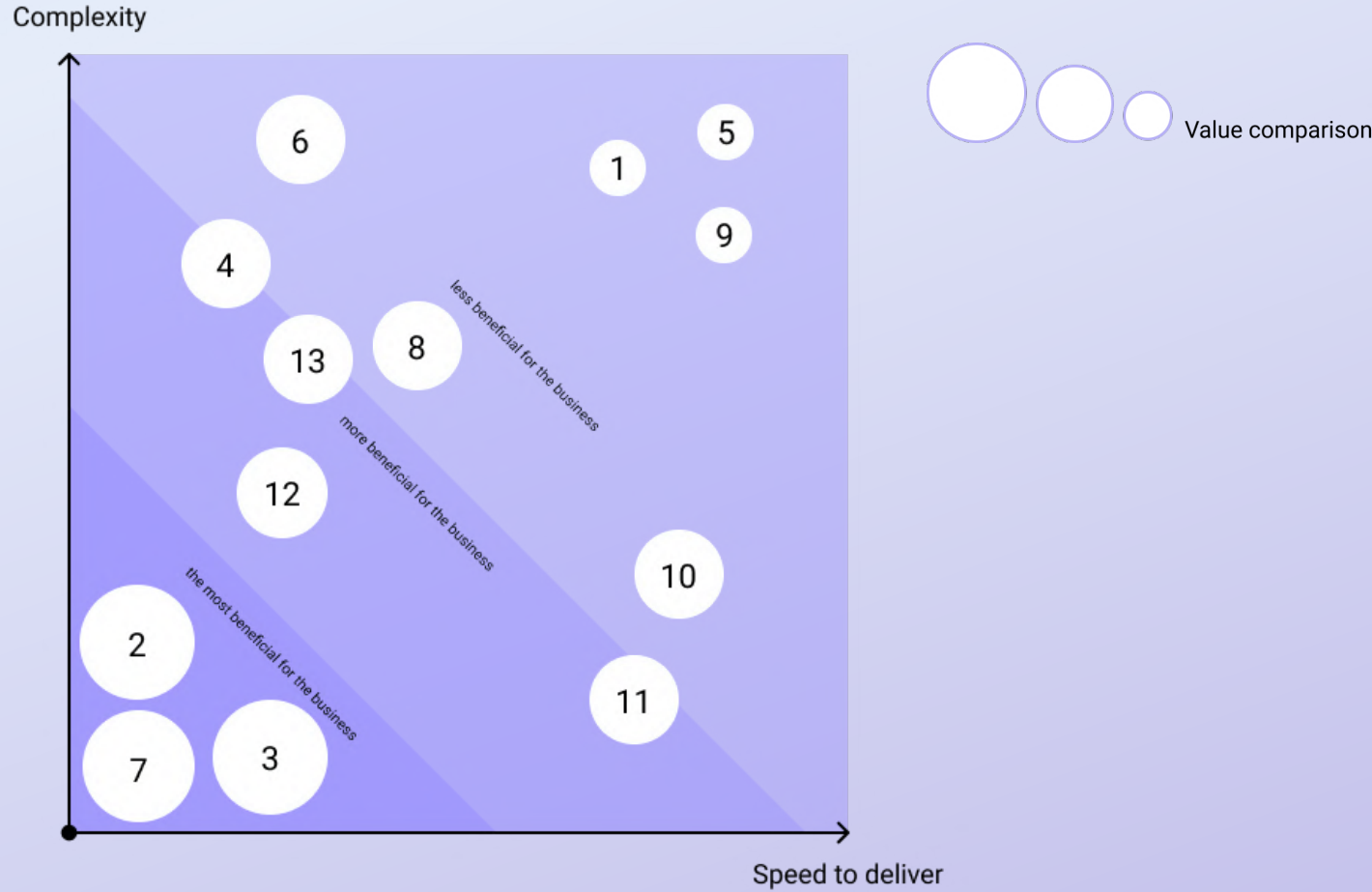
### Benefits to the business:

- Implications of the business value associated with each recommendation.
- Wider applicability of the use cases outside of the scope of the immediate team/department.
- Consideration around the scale of the anticipated value.

### Speed of delivery:

- Examination of the simplicity of developing and running the pilot within a restricted time scale.

- Evaluation of the ease of moving from the pilot phase to full-scale production.



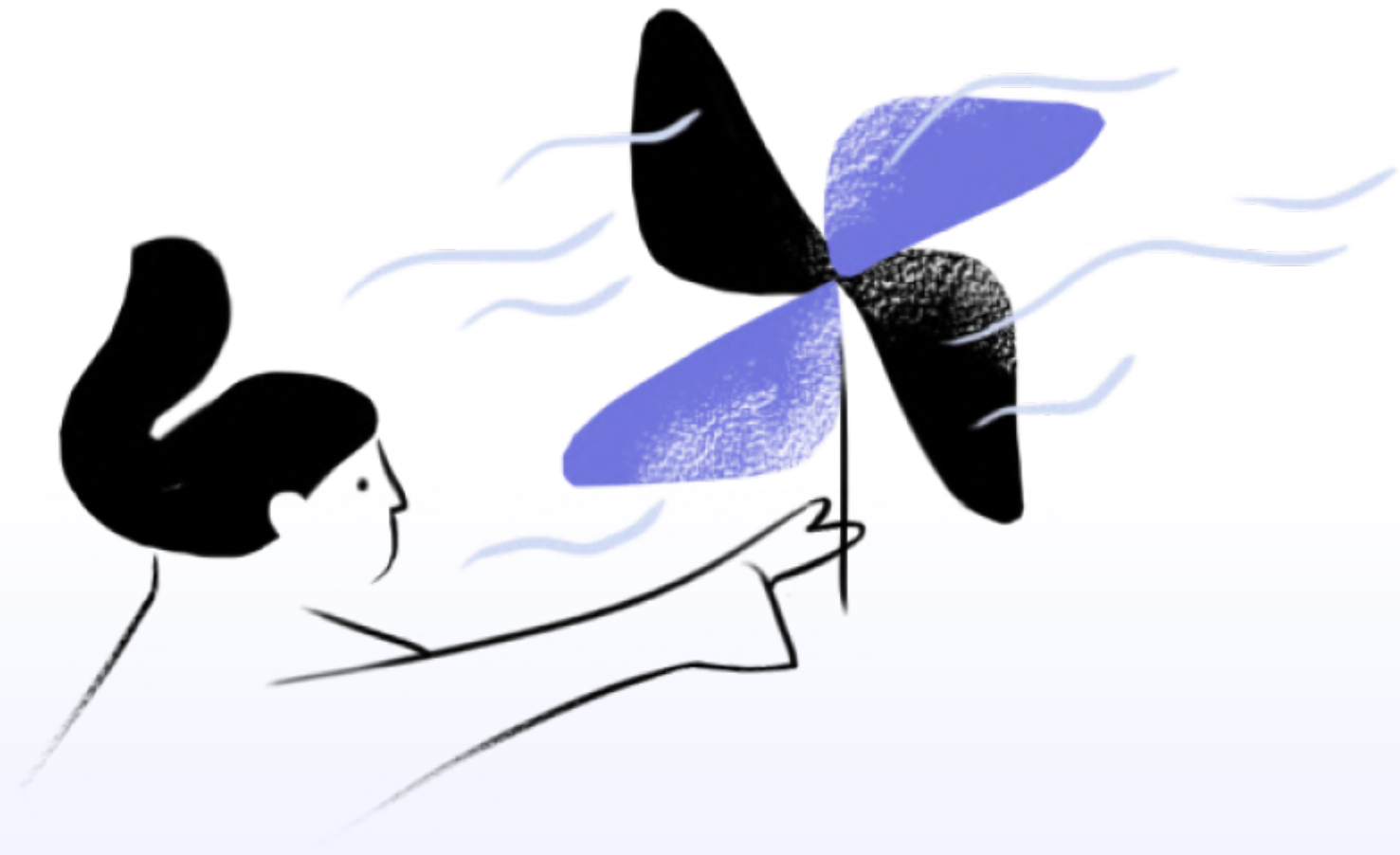
Use case evaluation for our client

# Pilot phase

In the second phase, we focus on implementing one selected use case using the Tovie conversational AI platform. The pilot runs for three months with the relevant team.

Following the pilot, we present a detailed business case to support future production deployment.

Our project's main objective is to provide stakeholders with a clear understanding of the use cases where large language models excel within your business. Additionally, we aim to demonstrate real-world applications of the technology to evaluate broader investments in AI for automation, efficiency, and cost reduction.



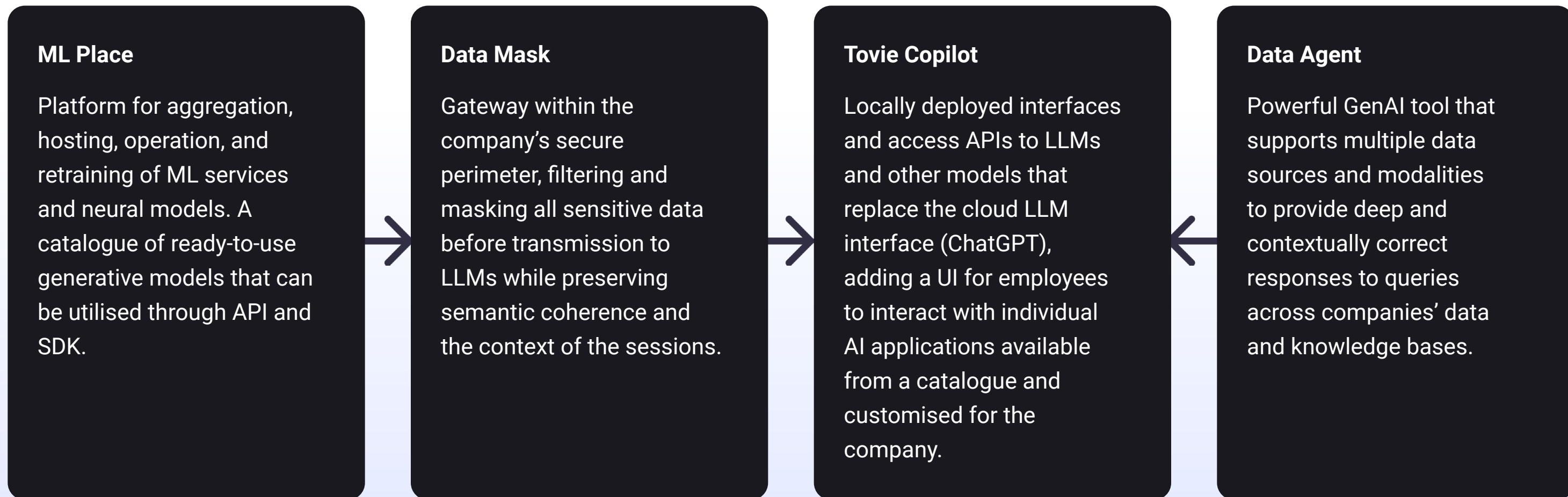
# Tovie AI GenAI offering

Tovie AI empowers organisations to leverage LLMs securely and responsibly with our comprehensive suite of AI tools tailored to your specific needs.

Our streamlined deployment ensures efficient and effective implementation of LLMs for fast results.

Backed by [IBM Cloud for Financial Services certification](#), Tovie-powered language models guarantee enterprise-grade privacy and security for your proprietary data.

## Tovie AI's GenAI product line



# Contacts

Contact us today to schedule a free consultation and explore the potential of LLMs for your business.

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