

The 'why' in AI

Why a strategic approach is essential for AI success



It's all in the plan

AI is radically reshaping how we work and transforming the workplace. However, this is only true for businesses that have implemented it strategically and understood why they wanted it and what problems they wanted to solve. **Many companies have rushed to invest in an AI** solution for fear of missing out, unsure why they need it and how, when and where they plan to use it. Often, they haven't trained their employees or set up any processes for using AI, leaving the gates open to security threats and employees producing off-brand, generic, and poor-quality products that will be detrimental to their reputation and brand.

Used correctly, it can reshape how we operate and engage with partners and customers by unlocking new value. It also allows businesses to reimagine the workplace and to ignite new ideas that lead to offering improved or new products and services in their portfolio. However, **this can only be a reality when you have a strategy, set measurable objectives, and a success criterion** to ensure you meet your goals. Alongside this, a technology partner can assist with your technology roadmap, strategic design of the AI solution and execution, ensuring it integrates with existing systems and helping you to manage change.

30%

of companies have implemented an AI strategy

Source: Asana

Swept away by the AI trend

AI is the new disruptive technology that the world can't stop talking about. It will change how we live and work to an extent, as did the internet, but we must remember that AI is the engine and not the destination; it is a tool and not the answer to everything. There is a misconception and disconnection about what it can and can't do. Deployed in isolation without a strategy, objectives, monitoring, and evaluation, it is doomed to fail because technology is not the answer but the power of people and processes.

Many AI projects falter because **companies often invest due to FOMO rather than a clear understanding of why they need it**, leading to a lack of strategy, insufficient user training, and poor change management.

Speak to the **experts**

Britannic has been in the technology market for over 40 years, so **we understand the pain points you are facing**. You want to improve the agent and customer experience and streamline processes to gain efficiencies, and to improve internal and external communications. We specialise and lead in **translating business needs into system design**, helping you to deliver results through technology and solving your communications challenges together. We have been driving change, enhancing productivity and transforming service delivery for decades, so AI is simply the next wave we are riding. The fundamentals always remain the same when implementing any technology and it is essential to have a plan when you invest in AI:

1 What do you want to improve?

4 Where do you want to be?

2 Why?

3 How?

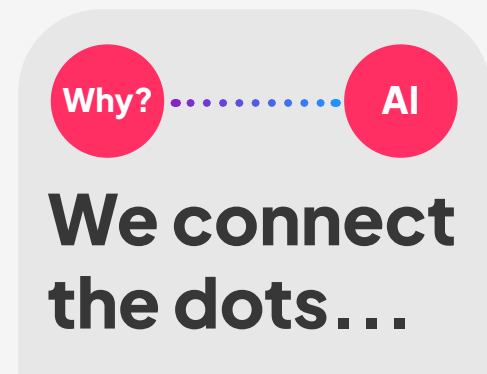
5 Impact on people and processes?

By exploring these areas, you can **devise an AI strategy with measurable objectives and success criteria**, allowing for ongoing evaluation. Remember, integrating AI is an evolutionary journey that requires time for the technology and your employees to adapt.

Back to basics

AI's powers are undoubtedly mind blowing, but without a strategy and understanding of your objectives, the technology won't be utilised fully, and the benefits will go undiscovered. This is the same when investing in any technology. If you don't know what problems you want to solve and what your objectives are, then it is unlikely to be a success.

At Britannic, we connect the dots between technology and business so there is no disconnect. Providing a strong foundation to start your AI journey by going back to basics so you benefit from AI and don't get lost in the hype and implement it for the sake of jumping on the AI bandwagon.



The why

Any business that wants to implement AI or another transformative technology needs to investigate why it wants it. AI is the latest disruptive technology everyone is talking about, but too many businesses are deploying it because they don't want to miss out. This is not a race; if you don't know why you want it or how you will use it, then it is a waste of investment. Without a strategy, it could also have the reverse effect and be detrimental to your brand.

The technology market has exploded, and it can be challenging for businesses to understand what technology they need and why, and which vendor to buy it from. By working with a technology consultant, they will help you identify and solve problems with AI and other technologies, joining up the dots between business needs and technology.

Levelling up the why

Asking why provides the detail you need to transform your customer experience or streamline processes, or produce content using AI. **Getting the best out of AI is about taking a creative approach**, applying critical thinking and getting beyond the surface. The good news is that **humans excel in these skills** and machines don't! This level of thinking is like an investigator drumming up theories before searching for clues. You can't seek out clues if you don't know why and what you are looking for.

Take the time to go to the next level of thinking, understanding the whats and whys, and drilling down, asking detailed questions to get the answers. An AI solution can analyse your customer database in seconds, unearthing trends and patterns that reveal problems you didn't know existed or providing detailed information on the ones you did. By diving into the details, you understand issues more deeply and can construct relevant solutions to fix them. **Think of AI as a treasure chest. It's all there, but you must find it.** How you find the treasure and what you do with it is up to you. Britannic can help you with this process. The same applies with AI prompts. The more detail and better you craft it, the more you will get out of it to help you. What it returns will ignite an idea for you to go back and ask another prompt, and so forth, until you are happy with what you have got.

Deconstructing AI

Digital transformation can be overwhelming, but it is essential to understand that it can be broken down into manageable areas, so you don't need to do everything all at once. By breaking it down into steps, you can delve into the details and test the solution with a proof of concept to explore what you want to disregard and develop, helping you move forward. **Britannic can guide you on this journey ensuring your systems and existing technology are integrated seamlessly.** You will need to test and train your solutions and your employees. Fear stems from the unknown and the new. Employees should be involved from the start of introducing AI into the business. Encourage them to share the challenges they face daily and make suggestions on improvements that can be made. This way, everyone understands why the AI solution will benefit them, **lessening the fear that AI will replace them.**

Lessons in AI

A complete training programme should be implemented so everyone understands how AI fits into the process, enabling them to work smarter and know when and where to use it. AI literacy is essential for its success, your safety, security, and your reputation and should be combined with training programmes, resources and support.

AI has and will change how we work, and new skills are required for the modern workplace, such as AI prompting, particularly for content generation. Prompt engineering should be precise and include plenty of detail, defining tone, audience, context, and examples of what is good. Like anything, you get what you put into it. Ensure you invest in the time and expertise to skill up your employees and setting guidelines and guardrails to protect your brand. Asana reported that **only 13% of organisations have developed and shared AI guidelines** with their employees.

Guidelines and guardrails also protect companies' data, ensuring they meet compliance and regulations, and the data is secure. By putting these in place, you enforce what they use in AI and what they can't, therefore not exposing sensitive and confidential data to the likes of ChatGPT and other large language models.

97%

of HR leaders said their organisations offered AI training but a mere 39% of employees received it.

Source: TechUK

80%

of creative roles will need to integrate generative AI into their work processes over the next few years

Source: Gartner

Generative AI enables people to produce content in seconds. However, caution must be applied so employees don't have free rein to churn out generic content that compromises your tone of voice and quality, which could potentially damage your brand.

Devise a process so AI-generated content is proofed to check your tone of voice, key messages, fact checking, screening for bias and transparency, and to add the human touch. This will stop employees from having free rein using AI and the danger of sounding generic and losing your voice, which can harm your brand.

The power of humans

Soft skills, such as critical thinking, creativity, problem-solving, and empathy, are becoming increasingly important in the workplace today.

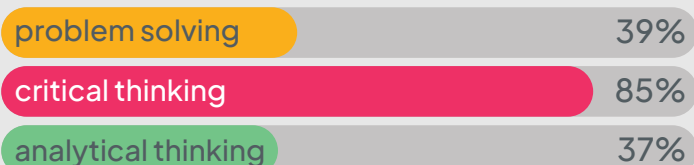
AI can streamline processes and analyse data in seconds, but it does not have human experience, nuance, emotional intelligence, or the ability to connect and form relationships. This is why AI cannot replace humans, but when AI and humans work together, that is a powerful force.

Employees who understand the why, when and where will AI become AI fluent, using their abilities to work with AI to speed up and streamline processes. By following the guidelines and guardrails, they can use their judgment and editing skills to ensure content is on brand and original.

48%

of employees said AI has increased the need for specific skills

(Source: GoodHabitZ)



Shadow IT and cyber security

Employees who download AI apps for work that the company does not authorise are known as 'shadow IT' putting the company at risk from cyber-attacks which are increasing by the day. It used to be about "bring your own device" and now it is 'bring your own AI assistant'. **Instructing what AI apps can and can't be used will reduce your risk of cybercrime** and protect your network.

AI has escalated cybercrime, but it can also combat it by detecting anomalies in real time on your network, often resolving issues before they arise.

Reducing the fear

AI is not new; it has been around for a long time, but over the past two years, it has accelerated into different ways we can use it in our personal and work lives. The word 'AI' makes employees nervous because they think it is going to replace their jobs. CEOs and senior management are anxious because they know they need it but are not sure why. **IT Directors, CIOs, etc, are nervous because they are scared it may fail and put their jobs on the line.**

But by embracing the 'why' and devising a strategy, the people mentioned should feel more confident as risks are mitigated. No one likes change, even if it's for the better. Learning how to use technology and new ways of working takes time, but the benefits and ROI are worth it.

Why not?

The time to invest in AI is now, but remember it is not a race and it is advisable to invest in your time to devise a strategy, set objectives and a success criteria. Discover why you need it and what problems you want to solve and by working through this methodology you will set yourself up for success. When you reap the benefits of an improved customer experience, streamlining process, saving time and increasing productivity. **The only question you will be asking is – why didn't we do this sooner?**

Talk to the solutions people.

We know a thing or two about solving business problems. Since 1984, we've been matching business problems with the right technology solutions. Creating opportunities for growth, adding value and helping businesses disrupt their market. Digital transformation isn't for the faint hearted, but fortunately it's not a journey your business needs to do alone.

We work closely with businesses to understand their goals, processes and culture to develop personalised digital strategies. Building and supporting integrated solutions with network services, systems and applications that meet your end user needs and commercial objectives.

40 years in the business means we know a thing or two about delivering great customer service. Our team of engineers is world class. We're not just customer focused, we're customer centric.

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UK Council's case study

Objective

With the constraints of a hybrid workforce, the council sought an advanced communication solution to **streamline processes** and **enable staff to prioritise complex resident issues**.

Problem

Managing enquiries via email had become a bottleneck, impacting the council's ability to deliver timely responses. Essential service requests, such as missed waste collections, often faced delays as a high volume of emails clogged inboxes, and agents spent valuable time routing enquiries to the appropriate departments.



Lack of ability to deliver timely responses



Essential details missed, plus poor service accuracy



Residents receiveing slow response times



Low satisfaction and poor staff productivity



Enquiries ending up in the wrong departments



Not able to focus on high-priority resident needs



Solution

Britannic introduced INBOX, an **intelligent email orchestration** platform, designed to integrate seamlessly with the council's existing contact centre. This solution **automates responses for routine enquiries** and directs emails to the correct departments, allowing agents to **focus on specialised, high-impact support**.

Results

A pilot programme proved INBOX's ability to efficiently manage different types of resident queries—bins, council tax, benefits, and more—resulting in **fast, accurate routing and a noticeable improvement in response times**.

60%

of emails are now managed automatically by AI

40%

of emails now require manual handling, vs 100% before

About Britannic

We're an **award winning consultative technology solutions partner**, delivering successful outcomes to improve CX and operational efficiencies by using **data insights, expertise, strategic system design, and value driven managed services**.