

# ARTIFICIAL INTELLIGENCE

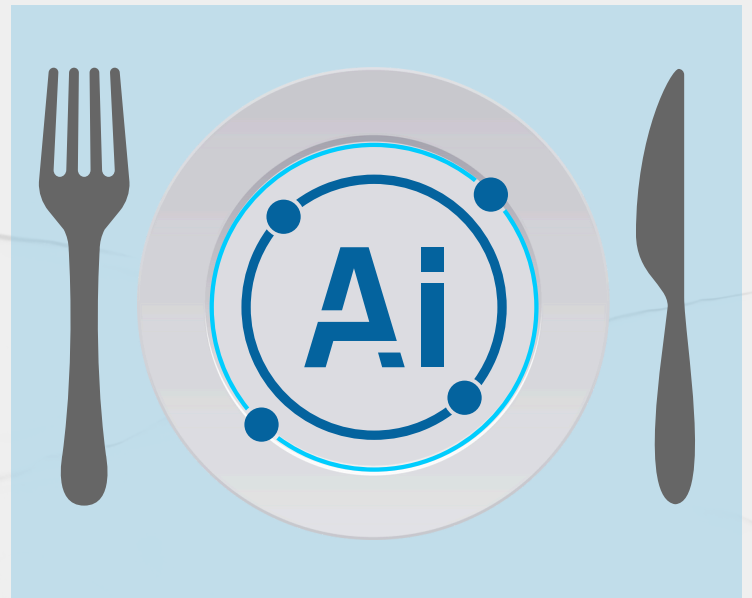
---

## HANDBOOK

---

### *FROM GARNISH TO MAIN INGREDIENT*

---



The other day, my wife made an observation that struck a chord. “AI has become the new dhaniya,” she quipped. “Everyone’s just sprinkling it on top of everything.”

She’s not far off. In the rush to appear modern and cutting-edge, businesses across sectors are hastily layering AI features onto their software adding a dash here, a sprinkle there.

The result? A surface-level upgrade that

makes the product look smarter, without necessarily making it better. It’s cosmetic innovation, not functional transformation. But artificial intelligence, when used right, is not just a topping. The real question is: how do we move from decorative use to deep integration? And more importantly, who’s doing the actual cooking?

---

# WHOSE JOB IS IT ANYWAY? IT'S OR YOURS?



When it comes to AI strategy, many organisations face a common dilemma: should IT lead the way, or is it a business responsibility?

While IT is essential for implementation, the real breakthroughs happen when business teams take charge. They're the ones who understand the daily bottlenecks, repetitive tasks, and the decisions that need better data.

Our experience is clear: the most successful AI projects start not with technology, but with business problems. They're identified and driven by the teams closest to the pain points.

While over 60% of executives call AI a top priority, only a third have a clear roadmap. If you're unsure where to begin this handbook offers a practical starting point.

---

# YOUR AI JOURNEY: A SIMPLE, FOUR-STEP RECIPE

---

## **Step 1: Find the Pain, Not the Product**

Before jumping on the AI bandwagon, identify a real operational pain point. Where are delays hurting you? Where are costly errors creeping in? Don't chase AI use cases—solve a business problem. Choose one nagging issue that's small but impactful. A quick, visible win builds momentum.

## **Step 2: Run a Pilot, Not a Marathon (The Proof of Concept)**

AI isn't plug-and-play. Your processes and data are unique. So, run a short, focused pilot: a Proof of Concept (PoC). Set clear success criteria. For instance: "In 60 days, can an AI tool accurately classify 1,000 support tickets into five categories?" Measurable goals like this separate results from hype.

## **Step 3: Train Your AI Like a New Hire**

Think of AI as the new intern. It knows nothing about your business until you train it through examples, corrections, and context. The better the training, the better it performs. Feed it clean, relevant data and guide it patiently.

## **Step 4: Embrace the Learning Curve**

Your AI won't be flawless out of the gate. Early accuracy may hover around 70–80%, but that's just the beginning. With feedback and time, it improves. What matters is progress not perfection and how much time and effort it ultimately saves your human teams.



---

# YOUR IDEA-FINDING TOOLKIT: QUESTIONS TO UNCOVER AI OPPORTUNITIES

---

## **Category 1: The Efficiency Engine (For tackling repetitive, manual work)**

- What are the "groundhog day" tasks in department that follow the same rules every time?
- Where do your teams spend hours copying, pasting, or cross-referencing information between systems?
- If you could clone your most meticulous employee to handle tedious tasks, what would you have them do?

## **Category 2: The Expert Co-Pilot (For enhancing decision-making)**

- Are there decisions that could be improved if your team could analyze thousands of data points instantly?
- Which tasks require "expert judgment" that is primarily learned through years of repetition?
- Where could you prevent errors or fraud if you could spot subtle, unusual patterns in real-time?

## **Category 3: The Personalization house (For improving customer experience)**

- Would your customers benefit from product recommendations or content tailored to their specific behavior?
- Could you improve service or pricing if you understood individual customer habits better?
- Is there a high volume of standard customer questions that ties up your support team?

## **Category 4: The Crystal Ball (For better forecasting and prediction)**

- Do you need to anticipate future events (like sales demand, inventory needs, or equipment failure) based on past data?
- Are you unable to use all your available data for forecasting because the patterns are too complex for traditional tools?
- Could you make better strategic bets if you had a more reliable view of future trends?



---

## THE REAL SECRET



AI is powerful, but it's just a tool. The secret ingredient isn't the algorithm, it's you. It's your business knowledge, your understanding of the process, and your clarity on the problem you want to solve. Stop looking for AI solutions and start identifying your most pressing business challenges.

When you lead with the problem, you'll find that AI isn't a confusing, technical garnish. It's one of the most powerful ingredients you can add to your business.

***Ready to start cooking? Click on the link to know more:***

**<https://www.proteustech.in/ai-consulting/>**