



L'ADOZIONE DELL'AI NEL MONDO: REFERENZE DI SUCCESSO

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IDM
WE SIMPLIFY YOUR WORK

IBM
Gold Partner

Employee productivity is expected to be the primary driver of economic value

- There is widespread interest in applying AI across [business functions](#).
- [Customer service](#) and [IT processes](#) consistently emerge as top priorities across research studies.

Executives are embracing generative AI and large language models to optimize and automate¹

63%

IT processes

57%

Customer service

45%

Supply chain

41%

HR and talent management

40%

Sales and marketing

35%

Operations

34%

Finance

30%

Procurement

40,000+

watsonx client engagements

10,000+

Clients using watsonx
right now



IBM Client Zero: we used our own technology to power an internal transformation that saved IBM \$3.5bn

AskIBM with **watsonx**
A central unified interface for all IBMers, connecting to each domain assistant

IBM AskHR
with **watsonx**

10M
Annual HR interactions
fully resolved by AI

40%
Reduction of HR
operating budget

+55
Improvement of HR
NPS score

IBM AskIT
with **watsonx**

100
Days to build + deploy
AskIT from scratch

80%
Inquiries resolved
via AskIT

50%
Reduction in support tickets
after 12 month deployment

IBM AskSales
with **watsonx**

180K
Hours per week saved in gathering
account information and insights

5K
Seller questions answers per week
(product guidance and persona
targeting)

40%
Improvement in quality of
outreach content

IBM AskIncentives
with **watsonx**

96%
Sales related inquiries contained
within AI Assistant

90%
Greater accuracy in expense
accruals

76%
Increase in productivity while
serving 22k sellers

IBM Procurement
with **watsonx**

85%
Orders now processed via
'touchless procurement'

50%
Reduction in time spent on
manual, repetitive tasks

15%
Enterprise workforce
comprised of contractors

Bradesco: Customer response in seconds, not minutes



Challenge

Bradesco is one of Brazil’s largest banks, with over 5,200 branches. There’s even one inside a boat on the Amazon. When branch employees had questions about products or services, they called a central office, but there was often a long wait for answers. This meant the client was also left waiting, and as one manager put it, “No one likes to wait.”

In a business as competitive as banking, if your customers don’t have a great experience, they may not be your customers for long. So Bradesco started looking for a way to increase the speed of service and also improve the level of personalization for each client. That’s when they turned to IBM and Watson.

Solution

Their first task was to teach Watson Portuguese. Initially there were some doubts. “It’s more than just learning the language,” said IBM Managing Director Katia Vaskys. “You also need to understand Brazil’s culture, and the regional accents, and the way each region asks a question.”

But after mastering the nuances of Portuguese, Watson was ready to be trained on the business of banking. To do this, Bradesco and IBM worked together to develop a team that taught Watson about the bank’s products and services by asking and answering questions for Watson in natural language—the same way a customer would.

Now Watson is trained on 62 products and answers 283,000 questions a month with a 95% accuracy rate, with just 5% requiring calls for further assistance. In some cases, response times have been reduced from 10 minutes to just seconds.



Customer response in seconds, not minutes

Brazilian bank Bradesco is giving personal attention to each of its 65 million customers with Watson.

95%
accuracy rate answering questions

Seconds
response times reduced from 10 minutes to just seconds in some cases



Crédit Mutuel: Expert service, 60% faster



Challenge

Crédit Mutuel, one of France's leading banks, has over 5,000 branches that receive more than 350,000 online inquiries a day—and volume is growing 23% a year. Maintaining the quality of client relationships, while dealing with an ever-rising stream of customers and client requests, meant reinventing the role of client advisor or losing their competitive edge.

After running a diagnosis of how client advisors were spending their time, Crédit Mutuel found that a significant part of their work involved answering simple and repetitive questions.

Solution

With this in mind, the bank turned to IBM to find a solution that could speed up everyday processes and allow client advisors time to address more complicated and nuanced problems.

Watson learned from four virtual assistants and an email analyzer, analyzing banking and insurance vocabulary and building 50,000 lines of dialogue. Watson was tested—Crédit Mutuel rolled out solutions progressively, across different lines of business. Watson has been assisting 20,000 customer advisors to strengthen customer relationships in 5,000 branches. Once Watson was adopted, client advisors could answer customer questions 60% faster. Watson continues to be trained by business experts on thousands of customer inquiries.

Expert service, 60% faster

Crédit Mutuel is building upon its strength in customer service expertise with IBM Watson.

60%

faster for client advisors to find the right answers

50%

of the 350,00 daily emails received by client advisors deflected and addressed

[Case study](#)

[Client testimonial](#)

Use case: HR automation & field operations

Wintershall Dea ramps up AI initiatives with IBM



Business challenge

AI promises dramatic acceleration of productivity but choosing where and how to start and gauging organizational readiness can hinder progress especially for companies that sit on a large amount of enterprise data assets, like Wintershall Dea. Following a merger, the need for AI became clear to this leading European independent gas and oil company based in Germany. Wintershall Dea needed to connect and capitalize on data from across the now larger organization.

Solution

Together with IBM, Wintershall Dea established an AI Center of Competence while progressing multiple value-generating AI use cases that support efficient energy production. Using AI to address monitoring, the team developed a use case for analyzing data from existing sensors much more intensively and accurately than was previously possible.

2,000

PDF documents, automated data extraction from 200+ documents

Oil & Gas



80+

use cases, identified concepts across the company for 80+ AI use cases

[Case study](#)

[Press release](#)



Sport Clips: Using AI to expand staff and drive employee engagement



Challenge

Sport Clips, a national hair care franchise with 13,000 stylists working across 1,900 locations in the US and Canada, is laser-focused on helping its franchisees run their stores as effectively as possible. Currently, a top goal for Sport Clips is to increase staffing levels across its franchise locations by 30% and implement new tools and processes to help franchisees improve employee productivity and engagement.

Solution

To achieve these objectives, Sport Clips has partnered with ThisWay® Global and begun implementing the [IBM® watsonx Orchestrate](#) solution. ThisWay Global provides a candidate sourcing and matching platform that sources unique talent from over 8,500 diversity-based organizations. Powered by the latest AI technology, IBM watsonx Orchestrate uses natural language processing to dynamically sequence skills from an expanding catalog of pre-built skills to execute common and complex tasks—in context, in the right order and in real time.

Using AI to expand staff and drive employee engagement

A major national franchise, Sport Clips Haircuts, adopts intelligent automation to help its franchisees thrive

30%

Sport Clips is aiming to grow staff by 30% with the help of responsible AI and intelligent automation

3 min

Reduced a 3-hour task to 3 minutes when testing a candidate outreach workflow

Asian Paints accelerates its digital transformation by automating key processes across its network of 60,000+ dealers and 20,000+ suppliers.



Business challenge

Today, the Mumbai-based company is India’s leading paint maker, and is ranked seventh among the top coatings companies in the world and second largest in Asia.

More recently, Asian Paints began a major transformation journey from paint to décor, aimed at redefining itself from a paint products and services company to a provider of more diversified home décor solutions, including bath fittings, kitchens, fabrics, wallpapers, rugs, furniture, furnishing and lighting.

Solution

Simplifying the sales process through automation

As General Manager of IT, Deepak Bhosale had overseen a series of technology-driven transformation projects, including the widespread incorporation of analytics into business decision-making.

The foundation of the approach they chose is IBM® Operational Decision Manager (ODM), an element of the IBM Cloud Pak® for Business Automation solution used to optimize rules-based business decisions.

Key points

Cutting through tax complexity

Retail



Benefit

Adaptation and agility as the key to growth

Faster Growth

Through both of these parallel transformation efforts, Asian Paints is positioning itself to grow faster and gain a growing share of India’s burgeoning home décor spending

Equatorial Energia hires IBM to add generative AI to the multichannel

Challenge

Equatorial Energia wants to offer uninterrupted, more personalized, fast and accurate service to customers. In addition, mitigating operational tasks allows employees to focus on more complex and strategic tasks.

Solution

In partnership with innovation startup Onni, we are bringing [#iagenerativa](#) to the multichannel services of one of the largest energy distribution groups in Brazil.

The electricity company implements solutions based on the new Onni platform, created with IBM's [#watsonx](#) technology to serve more than 13 million customers in seven states of the country that will bring significant benefits to the multichannel service.

Above copy is an excerpt from the translated LinkedIn post.



PounceLaw: Streamlining complex record reviews



Challenge

PounceLaw works tirelessly to provide its clients with outstanding legal representation, advocating for the Truly Disabled to obtain their Social Security disability benefits. A large portion of this work is manually surfacing relevant data from voluminous, complex records.

We have identified this complex record review as the largest time-sink in our organization.

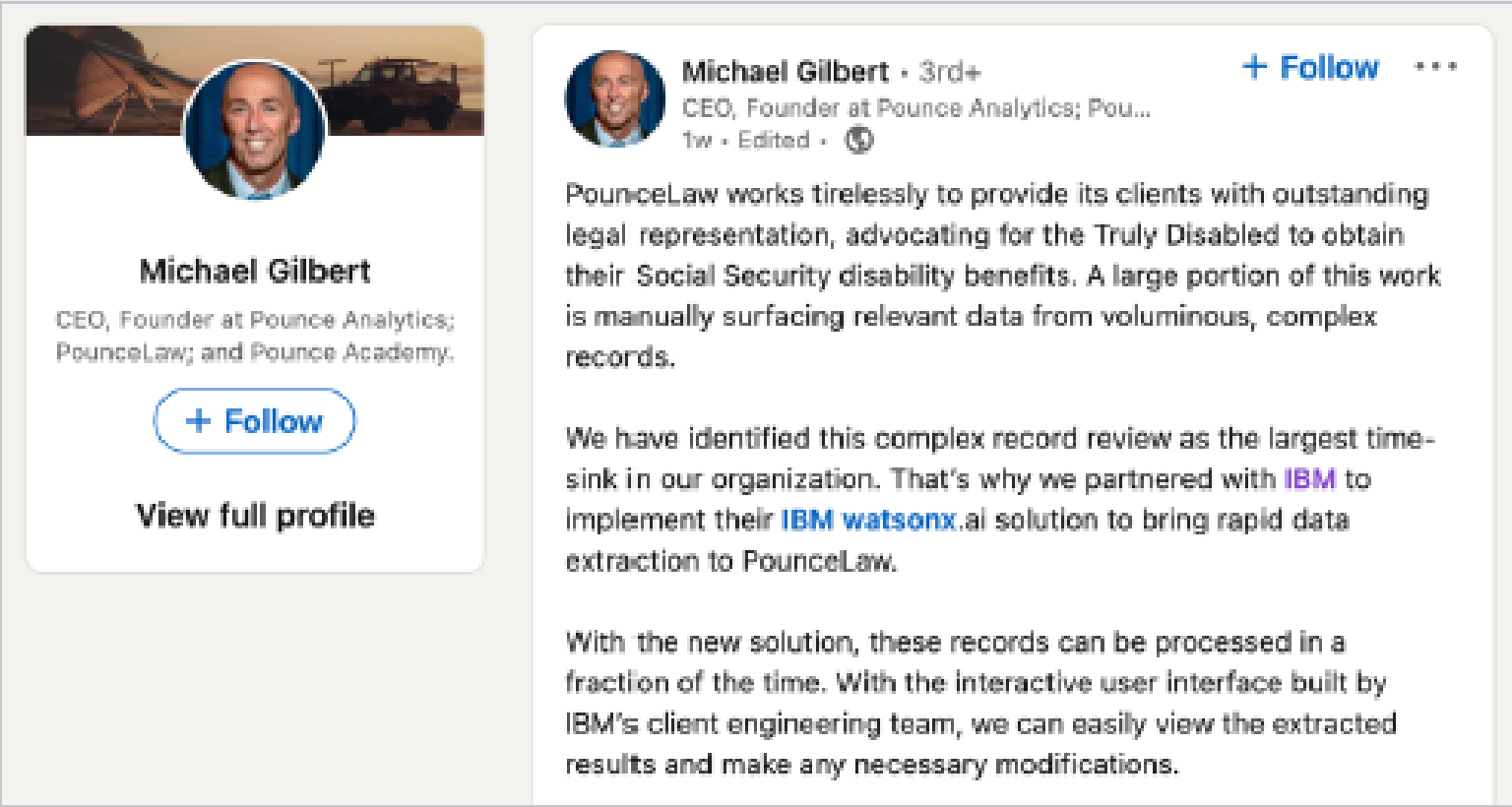
Solution

That’s why we partnered with [IBM](#) to implement their [IBM watsonx.ai](#) solution to bring rapid data extraction to PounceLaw.

With the new solution, these records can be processed in a fraction of the time. With the interactive user interface built by IBM’s client engineering team, we can easily view the extracted results and make any necessary modifications.

Soon, with IBM’s help and the continuing application of our domain expertise, much of the drudgery of this legal work will be gone, leaving us more time to deeply advocate for our clients—some of the most vulnerable among us.

Above copy is an excerpt from the LinkedIn post.



[Client testimonial](#)
[Client LinkedIn](#)

Use Case: Procurement

Dun & Bradstreet and IBM collaborate to bring trustworthy business insights to fuel responsible generative AI solutions powered by watsonx

Challenge

Dun & Bradstreet, a leading global provider of business decisioning data and analytics, seeks to build [AI](#) use cases, implement watsonx, and develop applications that help address employee productivity, enhance customer experiences, mitigate business-to-business risks, automate workflows, and optimize efficiency.

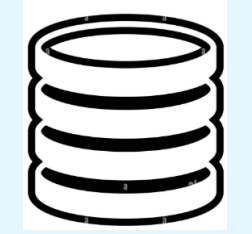
Above copy is an excerpt from the press release and video.



Solution

Dun & Bradstreet and IBM, have announced a strategic collaboration that will bring together Dun & Bradstreet's Data Cloud and IBM's watsonx to help organizations responsibly expand their use of generative AI. Dun & Bradstreet also intends to leverage [watsonx](#) for its workflows and solutions, supported by [IBM Consulting](#).

Data provider



Dun & Bradstreet and IBM Collaborate to Bring Trustworthy Business Insights to Fuel Responsible Generative AI Solutions Powered by watsonx

Dec 13, 2023



Minutes

instead of days procurement process using Ask Procurement

[Press release](#)

[Video](#)

Use case: Customer experience

A Partnership of Innovation
Wimbledon and IBM provide fans with AI-generated insights and world-class digital experiences



Business challenge

The fan digital experience is built upon a huge volume of data – from a variety of sources – all of which must be captured, secured, filtered, and analyzed in real time. In 2023 the team wanted to produce tennis commentary for all video highlights packages during Wimbledon. And in a first for tennis, the IBM AI Draw Analysis feature provided a new statistic to define how favorable the path to the final might be for each player in the singles draw.

Solution

IBM worked with Wimbledon to co-create an open and flexible platform of innovation that transforms massive amounts of tennis data into insights, automates key business processes and secures Wimbledon's digital operations. The Wimbledon digital team can quickly produce content; from pre-match insights to post-match highlights reels. IBM Match Insights analyzes scores, statistics, and expert opinion, producing predictions of each player’s likelihood to win, and their IBM Power Index.

19 million

unique users across Wimbledon digital platforms

Sport



800,000

total visitors to the new AI Draw Analysis

2 million

AI Commentary plays

Use case: Customer care

Wind Tre relies on IBM watsonx AI for customer service optimization



Business challenge

Italy's leading telecommunications company knows how important it is to resolve customer complaints quickly and with care. Working with IBM watsonx AI solutions, Wind Tre is optimizing how complaints are handled to reduce the repetitive activities of its service desk and to accelerate customer results.

Solution

IBM helped to design, develop, and manage an AI solution which understands human language, reason, and can propose an interpretative hypothesis from its learning. A dedicated dashboard continuously shares performance, volumes, and expected benefits which has improved the effectiveness and efficacy of claims management and has evolved Wind Tre's operational mindset.

Telecommunications



120,000+

reports optimized and automated, greatly reducing repetitive service desk activities, creating effectiveness and efficacy in claims management

10x

increase in response speed



ESSERE LEADER NELL'ERA DELL'AI

Dal Pensiero all'azione,
innovare e crescere con l'AI

Martedì 30 settembre



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WE SIMPLIFY YOUR WORK

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