

Phone-app

"always

on" expert

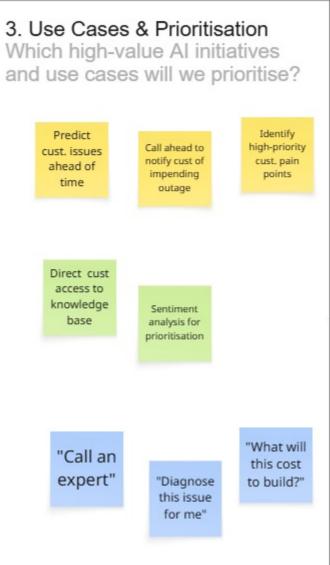
product

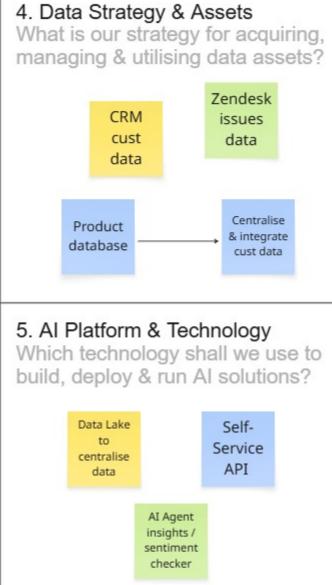
Hyper-

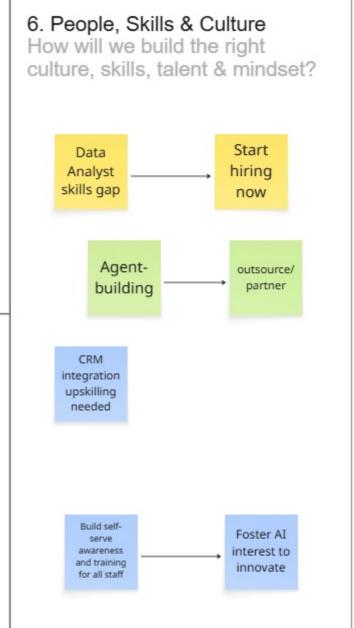
personalised

product based

on cust. data









Greater

insight into

cust needs

Prioritise

cust's

greater

pain points

Someone
to own
cust data
privacy

Let's ensure
AI issues don't
impact our
customers

8. Costs & Financial Management
How will we plan, measure, and optimise the costs associated with AI?

Create AI experimentation budget during anual review

Financial overview from CFO in year 1

9. Success Metrics & ROI
How will we measure success to ensure Al
initiatives deliver value and justify investment?

NPS
increase++

Reduction
in cust.
issues

Feature
review &
rating
survey