

Buyer's Kit

Conversational AI Use Case Identification and Prioritization

Ensure your AI bets are well placed

Identifying and prioritizing conversational AI use cases is not an easy task and some organizations struggle with it. This is still a good problem to have; the real issue arises when enterprises underestimate the challenges, feeling they have done the same thing many times before when running other digital programs and assume selecting right conversational AI use cases is not all that different. The result is failed prototype, but more often great initial demos followed by a series of disappointments.

To help enterprises, undertaking the Conversational AI journey, we have developed the Conversational AI Use Case Prioritization Grid.

USECASE	BUSINESS VALUE							
	Inquiry/FAQ	Status Check	Reminders & Reschedules	Proactive Outreach	Rescheduling	Troubleshooting	Claims>Returns/Payments	Recommendation/Upsell
Customer Virtual Assistant								
Customer Support Assistant	Very Strong	Very Strong	Strong	Strong	Medium	Medium	Weak	Weak
Patient Assistant	Very Strong	Strong	Strong	Strong	Medium	No Correlation	No Correlation	No Correlation
Insurance Assistant	Strong	Strong	Medium	Medium	Weak	No Correlation	Medium	Weak
Banking Assistant	Very Strong	Very Strong	Strong	Medium	Weak	No Correlation	Weak	Weak
Telco Customer Assistant	Strong	Very Strong	Strong	Strong	Weak	Medium	Weak	Weak
Website Visitor Assistant	Strong	Strong	Weak	No Correlation	Medium	No Correlation	No Correlation	Weak
Employee Virtual Assistant								
IT Assistant	Very Strong	Very Strong	Strong	Medium	Medium	Strong	No Correlation	No Correlation
HR Assistant	Strong	Very Strong	Medium	Medium	Weak	Medium	No Correlation	No Correlation
Sales Assistant	Strong	Strong	Medium	Very Strong	Weak	No Correlation	No Correlation	Medium
Finance Assistant	Strong	Very Strong	Medium	Medium	No Correlation	No Correlation	No Correlation	No Correlation
Legal Assistant	Medium	Weak	No Correlation	Medium	No Correlation	No Correlation	No Correlation	No Correlation
Supplier Virtual Assistant								
Retail Assistant	Strong	Very Strong	Weak	No Correlation	No Correlation	Weak	Medium	Medium
Reseller Assistant	Medium	Very Strong	Weak	No Correlation	No Correlation	Weak	Medium	Weak



How to use the Prioritization Grid?

1. Engage with internal business stakeholders and operations leader to gather inputs on automation requirements
2. Work through virtual assistant options in the grid and cross the cells with relevant use cases for each of them

USECASE			
Customer Virtual Assistant	Inquiry/FAQ	Status Check	Reminders & Reschedules
Customer Support Assistant	×	×	
Patient Assistant			

3. Use the discovery questions below to prioritize the use case to begin the journey
 - a. How well does the use case fit into the strategic goals of the company?
 - b. Is the use case highly repetitive with huge volumes of interactions?
 - c. Does this use case require integration with multiple system of records?
 - d. What is the degree of complexity of this use case? Does it include simple workflows or complicated ones?
 - e. What is the ROI for the use case? How quickly can you achieve value?