Eigen Partners

AI Use Cases

2024-1-01

2024 will be the year businesses figure out how to deploy automation at scale, as AI capabilities continue to expand

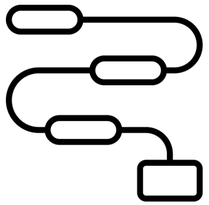
Timeline	Capability	What This Means and Enables
Ready Today	• Information extraction from PDFs • Basic knowledge / FAQ retrieval • “Smart” web & SaaS crawling • Templatized text-content creation	• No more manual document parsing and data entry • Automated, low-value text-only customer-support • Automated browser & SaaS based "rote" tasks • Instant document creation
3-6 Months	• Human-level voice conversations • Medium-level knowledge-base retrieval	• Basic scheduling, SDR, and inside sales functionality • Automated voice-based information gathering requests • Automated, Level 1 voice-based customer support
6-18 Months	• Complicated knowledge-base retrieval • Goal-oriented voice conversations • Reliable workflow mimicking • Effectively free content creation	• Automated multi-logic & complex SOP-based workflows (e.g. P&C claims processing) • Automated complex voice tasks and customer support

The next 12 months will see widespread automation of **manual, back-office and GTM / sales processes** that require some level of human judgment and engagement with other software tools

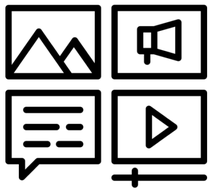
Use Cases

There are four key use cases that can drive impact and quantifiable ROI for businesses in the near-term

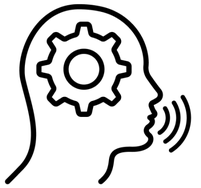
Human Level Document Processing



Sequential Task Auotmation



Scaled Content Creation



Human Level Voice Automation

Eliminating remaining manual document and data extraction in the back office is now possible

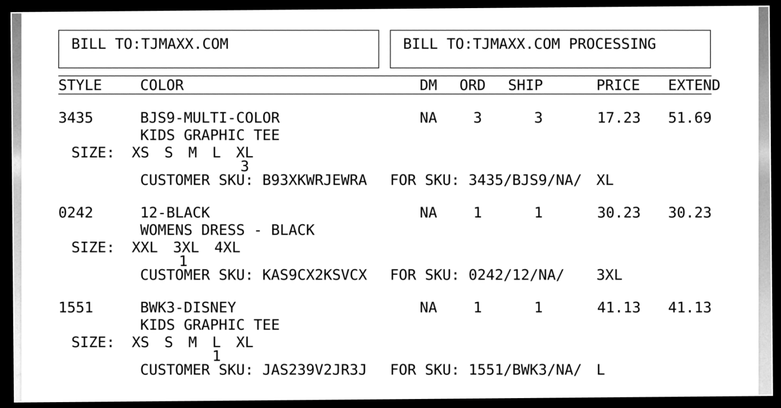
How It Works / Why It Matters

- LLMs have unlocked “reasoning” when parsing documents without a consistent format, a key weakness of prior data extraction methods
- **Why this matters:** Many labor intensive back-office workflows involve manual PDF extraction

Sample Industries / Use Cases

- General: AR / AP
- Insurance: Claims Forms, Inspection Reports
- Logistics: BoL, Purchase Orders, MSDS
- Retail: Contracts, Invoices, Customs

New AI powered parsing can correctly extract information from different formatted tables



BILL TO:TJMAXX.COM | BILL TO:TJMAXX.COM PROCESSING

STYLE	COLOR	DM	ORD	SHIP	PRICE	EXTEND
3435	BJS9-MULTI-COLOR KIDS GRAPHIC TEE	NA	3	3	17.23	51.69
SIZE:	XS S M L XL 3					
	CUSTOMER SKU: B93XKWRJEWRA	FOR SKU: 3435/BJS9/NA/	XL			
0242	12-BLACK WOMENS DRESS - BLACK	NA	1	1	30.23	30.23
SIZE:	XXL 3XL 4XL 1					
	CUSTOMER SKU: KAS9CX2KSVCX	FOR SKU: 0242/12/NA/	3XL			
1551	BWK3-DISNEY KIDS GRAPHIC TEE	NA	1	1	41.13	41.13
SIZE:	XS S M L XL 1					
	CUSTOMER SKU: JAS239V2JR3J	FOR SKU: 1551/BWK3/NA/	L			

↓

Quantity	Item Name	Description	Unit Price
3	3435	KIDS GRAPHIC TEE	17.23
1	0242	WOMENS DRESS - BLACK	30.23
1	1551	KIDS GRAPHIC TEE	41.13

Where does this apply?

Anywhere humans manually take data out of PDFs

Real World Example: Previously un-parseable logistics documents can now be analyzed at scale

Global Medical Products Company

Situation: $20B medical products manufacturer wanted to improve logistics-related spend management by programmatically capturing data in Bills of Lading. However, each BoL from each logistics partner was formatted differently.

New Process: Implemented AI-powered data parsing, allowing them to consistently auto-capture important data from the BoL.

ROI: Reduced costs by $5M
Lowered costs by achieving 85% process automation and reducing incorrectly paid invoices.

Expeditors
Expeditors
1120 WILKIE AVE, SUITE# 100
(310)343-6200

DELIVERY ORDER

Deliver To Sterigenics
344 Bonnie Circle
Corona, CA 92880

DELIVERY Number 2001321
Date 10/3/2022

PCS MEDICAL SUPPLIES, NOS TOTAL # OF COS: 1 Container(s) Seal Numbers(s) Quantity Size MSWE2342 JR32932NR3R3 240 40 WEIGHT: 6940.0	240	$283.43	$68,023.20
		Total	$68,023.20

Container	Seal Number(s)	Quantity	Container Size	Destination Warehouse
MSWE2342	JR32932NR3R3	240	40	Sterigenics 344 Bonnie Circle Corona, CA 92880

In the old world, different vendors sent BoLs in different formats, which meant **extraction at scale was impossible**; but now, AI can “reason” across different formats

Other industries have also seen real ROI from implementing AI-based parsing across a variety of document types

Large Testing + Inspection Company

Situation: $6B business had employees inspecting industrial equipment, matching and recording information provided by manufacturer data sheets.

New Process: Implemented AI-powered document extraction, eliminating the need to cross-reference the data sheets.

ROI: Reduced costs by $24M
$1.2M to implement and build AI-based processing, replacing $25.2M of human-driven document costs.

Large Auto Insurance Carrier

Situation: $35B auto insurer processed 10K+ “First Notice of Loss” (FNOL) each day. Much of these were processed manually to ensure accurate data capture.

New Process: Implemented AI-powered parsing that could process human handwriting while understanding the nature of the FNOL itself.

ROI: Reduced costs by $25M+
Automated 99% of FNOL processing, while flagging potentially fraudulent information that required human review.

AI can now execute sequences of connected tasks across web & SaaS tools that require reasoning

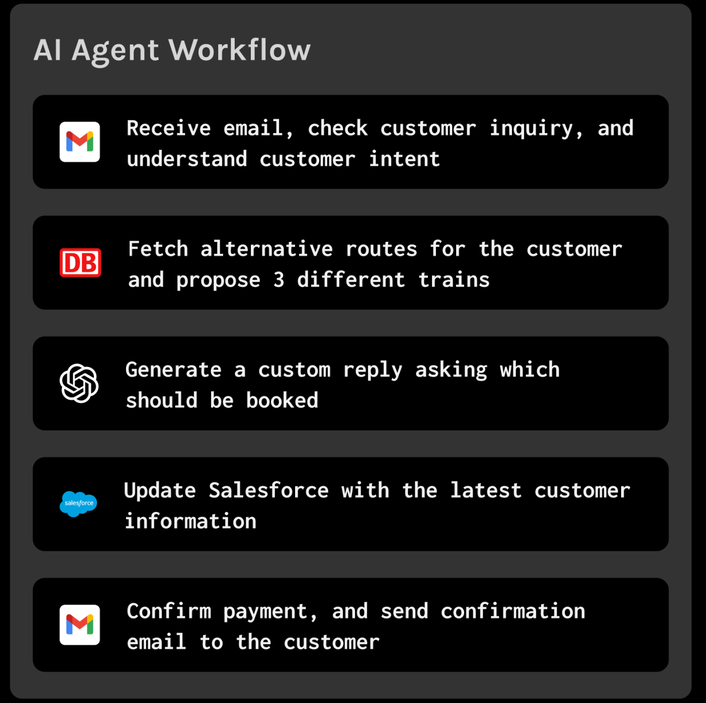
How It Works / Why It Matters

- AI now has a sense of “vision” + reasoning
- Prior tech like RPA was based on hard-coded workflows and processes that took $$ to setup, limiting utility and reliability
- **Why this matters:** Many processes are based on interacting with websites + SaaS apps

Sample Industries / Use Cases

- Order Management & Procurement
- Logistics Transport Management
- KYC / KYB
- Insurance Claims Processing
- Web Scraping & Data Extraction

Inbound inquiry to a travel management company: ”Hi, my train got delayed and I need to rebook an alternative to Berlin.”



Where does this apply?

Anywhere humans interact with web & SaaS tools

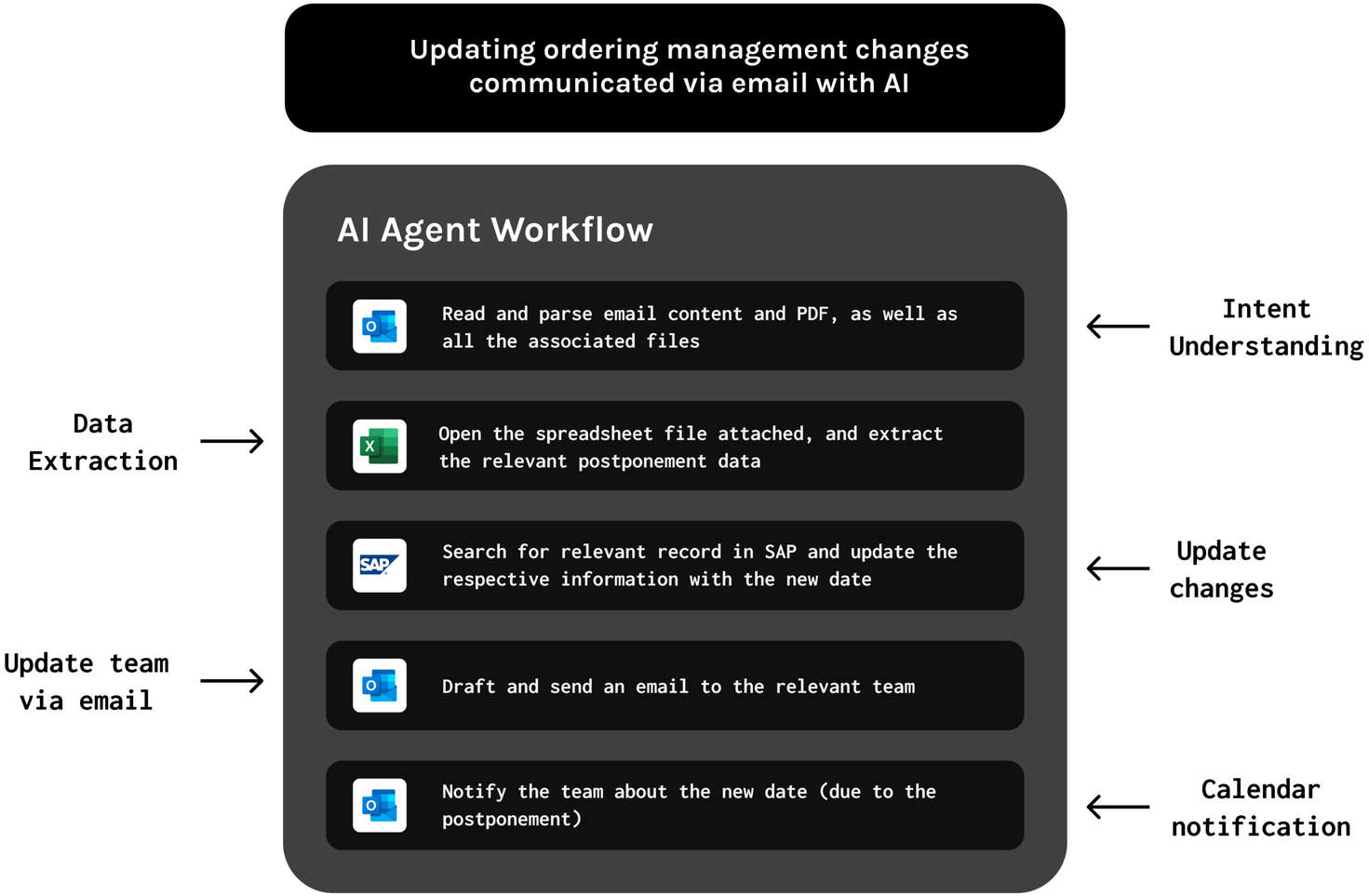
Real World Example: AI “Agents” can be combined with document parsing to automate entire standard operating procedures

Large Consumer Goods Company

Situation: While internal resource procurement is managed via SAP, suppliers use Excel sheets sent via email to notify if there are changes or delays. This data must be checked and updated in SAP multiple times per day

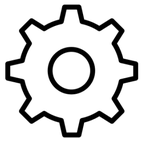
New Process: By integrating directly with Outlook, the system recognizes procurement-related emails, opens and reads the attached Excel files, and updates the relevant information in SAP, all in <2 minutes

Impact: 93% of the daily manual updates by the procurement team were automated



AI excels at content creation, streamlining back-office tasks and improving GTM processes

Illustrative Use Cases

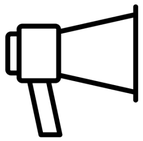


IT / Finance / HR

Training materials, Incidence reports, Investor Relations content, Job descriptions

Product / Design

Push notifications, SKU descriptions, User research summaries, UX flows



Marketing / Comms / PR

Blog posts, Case studies, Newsletters, Social media campaigns, Marketing emails

Sales + Support

Knowledge base articles / FAQs, Personalized sales emails, Sales reports & account research

AI Drives Impact Quickly at Scale

Telecom Provider: Reduced internal marketing team, due to AI-generated content; saved $8M run-rate per year (100x ROI)

Large BPO: Automatically create QA training material, according to client standards; 75% reduction in editing time

Large Retailer: Re-wrote 6,000 SKU descriptions, increasing CTR by 23%. “We went from spending 15 hrs / mo on product descriptions to 15 min / mo.”

Public Cyber Co: Create compliance and Q&A docs from technical specs; 100+ hours saved per month on documentation

It’s currently possible to have voice conversations with AI, which will soon be “human-level”

Timeline	Capability
Ready Today	• Information gathering phone calls
3-6 Months	• Basic inbound / outbound SDR • Scheduling and appointment reminders • Level 1 voice-based customer support
6+ Months	• Robust voice-based customer support • Human-level sales conversations • Voice assistants for basic back office tasks

Current Voice AI tech costs 10-20 cents / min, which will only decrease in the future

Voice AI is Already Driving Value

Miami Hospitality Group: Without a central phone system, this restaurant group wasn’t able to handle all incoming calls, especially during peak hours.

Instead of adopting a dated IVR system, they leveraged Voice AI tech, allowing them to handle simple requests like making and changing reservations. Customer satisfaction was 94%, with 81% complete AI automation.

Demos and What the Future Looks like

1. Information Request: https://eig.is/OutInfoR
2. Inbound Scheduling: https://eig.is/ISchedule
3. Outbound Sales: https://eig.is/OutSDR

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