

# THE FUTURE OF BUSINESS WITH GENERATIVE AI:

A GUIDE TO INNOVATION AND EFFICIENCY



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WHITEPAPER

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make data matter

# Unlocking the power of AI with Keyrus: A guide to transforming your organisation

By now, everyone has heard the hype surrounding the rapid evolution of AI and its impact on society. Every day, we're bombarded with fascinating – and sometimes daunting – stories of how it's reshaping the world of work and developing new capabilities at evermore impressive speeds.

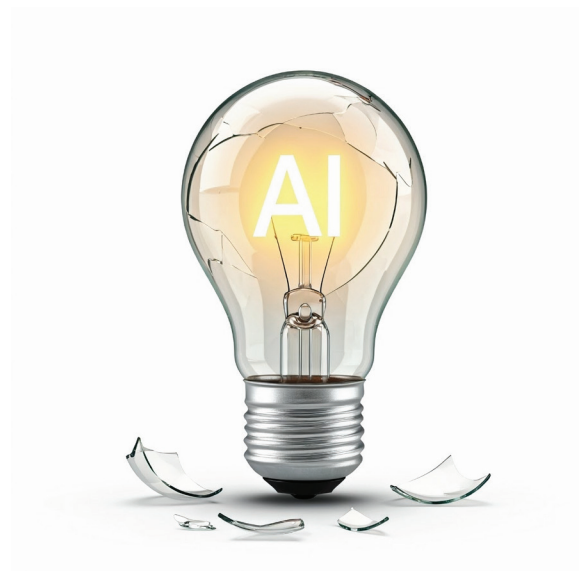
But with so much noise and opinion coming from every angle, how can you know what to believe – or what's best for your business?

Certainly, generative AI is creating new and exciting possibilities for all of us. It can enhance our productivity, by performing manual tasks effortlessly in seconds, with technical accuracy and strong data governance. It can quickly recommend viable solutions to challenges, saving vast amounts of time on research and information gathering. It can instantly translate code between programming languages, which is invaluable for developers. And it can assess and optimise operational processes, to improve efficiency and performance.

So, yes, in visionary terms, the hype is somewhat true. But it tends to focus on only part of the story. For example, much has been made of ChatGPT and its seismic

impact on certain sectors. But in reality, generative AI is far bigger, and AI even more, and involves many moving parts. It also carries risks and considerations for enterprise organisations looking to deploy it, around data security and privacy such as GDPR. The potential pitfalls are many and varied in seemingly innocent everyday tasks, such as searching for your children's school projects or unwittingly feeding sensitive data into a public bot, as such, in many ways it is not yet suitable for use in the enterprise by itself, without proper governance.

But before we examine these limitations, let's consider and clarify what we mean by Generative AI, and its potential with regard to your business.



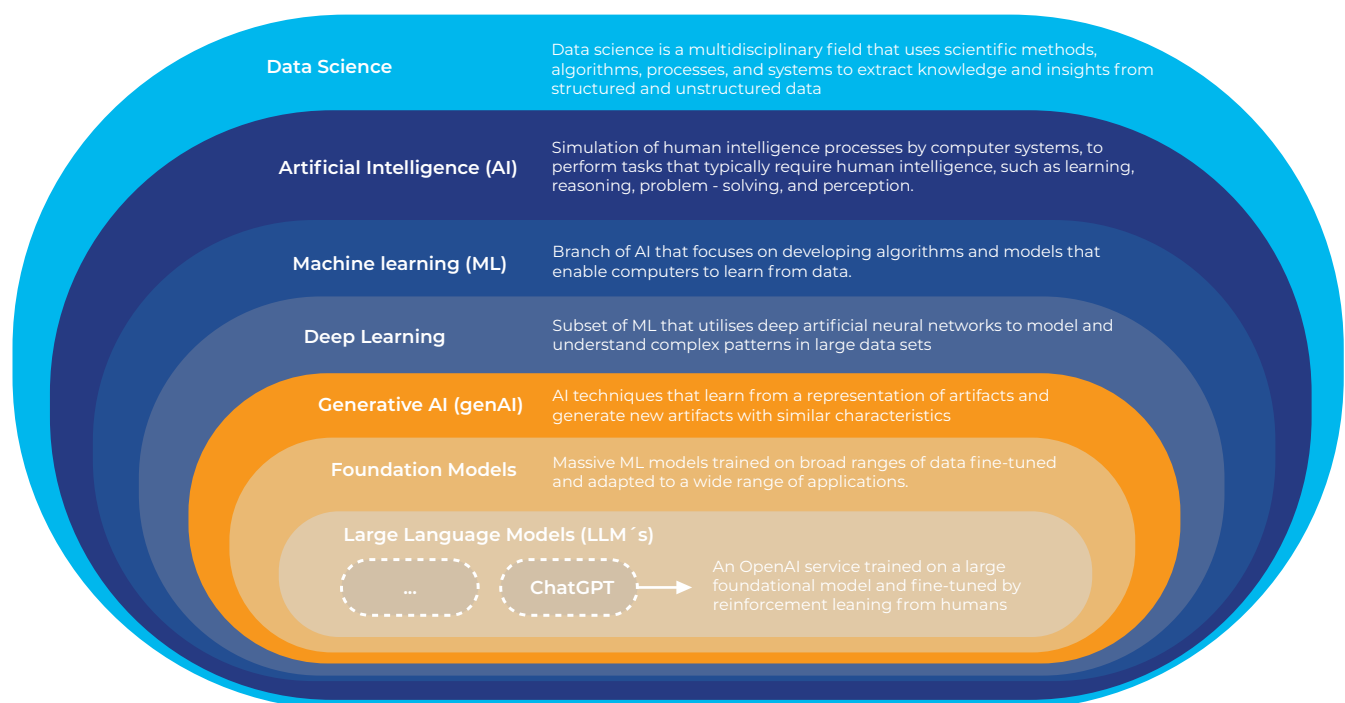
# Generative AI defined

In essence, Generative AI is a subset of the broader Artificial Intelligence (AI) field. While Artificial Intelligence is the signature of any machine or computer that mimics human intelligence, Generative AI is more specific: it is the branch of AI in which computer systems learn from real-world artifacts to generate new, realistic, artifacts with similar characteristics. Artifacts can be of various types, such as pictures, video, text, music, or designs.

Generative AI sources its power by its ability to learn from large sets of data, leveraging Deep Learning techniques to model and to understand complex patterns. Deep Learning itself is a subset of Machine Learning (ML), which is the branch of AI that focuses on developing models and techniques that enable computers to learn from data.

When such techniques are being used to i. train models on broad ranges of data, of all sorts of formats, ii. fine-tune them and iii. adapt them to specific applications, new horizons open: Foundation Models are ready to take the next step in mimicking human intelligence by producing new artifacts. Generative AI (genAI) is born.

ChatGPT probably is the most familiar service of Generative AI to most of us. It positions as one the services available to expose a Large Language Model (LLM), or, in other words, a genAI service which outputs text artefacts mimicking a human production, trained on huge amounts of Internet data and fine-tuned by reinforcement learning from humans.



Although it's now in the news every day and undoubtedly a hot topic in the world of tech, Generative AI has in fact been around for many years and steadily evolving throughout. Today, it is used in a vast and varied range of tasks and applications from the everyday to the complex, which enhance our lives and enable us to achieve more with less effort. And evidence of its capabilities and benefits is everywhere.

## How IBM uses generative AI

In the fast-evolving business landscape, enterprises large and small are unlocking the benefits of Generative AI. A prime example of this is IBM, one of our gold partnership vendors, where the HR team revolutionised their workflow by automating 280 routine tasks, saving 12,000 hours in 18 months. This shift allowed staff to focus on the more impactful aspects of their roles, enhancing human interactions and employee motivation.

Moreover, IBM leverages AI for performance evaluations, streamlining the process of assessing rewards and promotions. This efficiency enables managers to devote more time to direct team development, focusing on skill enhancement and personalised coaching.

Human Resources is undoubtedly one of the sectors where AI can make a significant impact, streamlining processes and enhancing the employee experience. AI can:



Automate tedious HR tasks, allowing teams to focus on strategic initiatives.



Centralise access to employee details.



Provide 24/7 responses to HR inquiries, ensuring constant support.



Guide new hires through onboarding with interactive checklists.



Simplify understanding of employee benefits.



The transformative power of AI in business operations is not limited to HR, and not only to industry giants; it's accessible to all businesses with strategic implementation. However, the journey to integrating AI successfully requires expert guidance to navigate potential complexities and maximise benefits. Partnering with a knowledgeable ally like Keyrus can make all the difference, ensuring a smooth, effective AI adoption that is safe, optimised, and well-managed. With the right approach and partnership, AI becomes not just a tool for efficiency but a catalyst for innovation and growth.



### Maria

Im having a baby



### Moveworks

Congratulations on your upcoming addition, Maria! Here's what I found about our company's parental leave policy:

1. All full-time employees are eligible for parental leave. You can take 2 months (8 weeks) of paid parental leave. If you're unable to work due to physical disability related to pregnancy, you can take up to an additional 2 months (8 weeks), bringing the total to 4 months (16 weeks). You will be paid 100% of your salary during this time, through regular payroll and state benefits o.
2. The process for applying for parental leave involves meeting with HR preferably 3 months in advance, setting up an account



### Luna

Im new to the company



### Moveworks

Welcome to the team, Luna! Your first few weeks here will be fast-paced and fun. Here are some things you can expect.

1. We like to eat lunch together! Feel free to pull up a chair and join any group and introduce yourself ❶.
2. Conference rooms are scarce. If you're scheduling a 1:1, consider using common spaces like the kitchen or lunch tables, or go for a walk outside ❶.
3. Get involved on Slack. We are heavy Slack users here - join the conversation! ❷.
4. Add the "Company Events" calendar on Gal



# Keyrus: Your AI experts

Keyrus can help. We have the AI insight and expertise to plan and execute a successful Generative AI strategy for your business. Indeed, we have already implemented many different AI solutions for customers. We offer practical, valuable applications for businesses and can validate, test and deploy a custom use-case within a very short timeframe.

Take ChatGPT, for example – probably the most well-known and frequently cited Generative AI tool at the moment. Although a very capable app offering ground-breaking features, it is simply not suitable for use by enterprise organisations yet due to a lack of data governance, privacy and related requirements. To make it an option for your business, you therefore need to invest the time to wrap a strong, reliable layer of governance around it.

Keyrus has done exactly this: by developing a strategy that still gives you and your colleagues the freedom to benefit from GPT /Generative AI Intelligence.

Our extensive research and development of Generative AI (Gen AI) tools and models across professional applications have revealed key domains where AI can significantly enhance business value and operations. Here are the primary areas where Gen AI's capabilities:

- 1** Align with core business functions, along with top examples of its impact:  
HR: Talent Acquisition, Skills Development, Engagement Analytics, Workforce Planning, Compliance Automation.
- 2** Marketing: Content Generation, Consumer Behavior Analysis, Personalised Campaigns, Market Forecasting, Brand Sentiment Analysis.
- 3** Customer Service: Automated Support Bots, Personalisation Engines, Feedback Analysis, Service Optimisation, Customer Journey Mapping.
- 4** Operations: Supply Chain Forecasting, Process Automation, Predictive Maintenance, Inventory Optimisation, Quality Control AI.
- 5** Finance: Fraud Detection, Risk Management, Automated Trading, Real-time Analytics, Expense Classification.
- 6** Sales: Predictive Lead Scoring, Price Optimisation, Cross-sell/Upsell Recommendations, Sales Forecasting, Automated Quoting.
- 7** IT: Cybersecurity Threat Detection, Network Optimisation, Anomaly Detection, Code Generation, IT Service Management.
- 8** Legal: Document Analysis, Contract Generation, Compliance Tracking, Litigation Risk Analysis, eDiscovery.
- 9** Procurement: Vendor Selection, Contract Negotiation AI, Spend Analysis, Risk Assessment, Automated Ordering Systems.

## Shortcomings of ChatGPT:

- ✗ Hallucinations.
- ✗ Lack of contextual understanding.
- ✗ Inability to provide accurate real-time information.
- ✗ Vulnerability to generating biased or inappropriate responses.
- ✗ Difficulty in understanding complex or nuanced queries.
- ✗ Limited ability to handle ambiguous or contradictory input.
- ✗ Potential for generating irrelevant or nonsensical responses.
- ✗ Inability to grasp emotional nuances or tone accurately.
- ✗ No Data Governance - Your data is leaving your organisation.

## Practical AI solutions by Keyrus



Keyrus has delivered value through Generative AI solutions in a number of different, real-world use cases. We also offer a special, low-entry program designed to support customers with taking their first steps into the world of AI, co-creating solutions which start with a proof of concept, becoming a minimum viable product and then expanding from there based on testing and discovery.

No matter where your company stands in its AI journey, whether you're just starting out, curious to explore, or have already conducted proof of concepts, we're here to assist you.

Keyrus provides consultancy services to guide you through the process of implementing Generative AI, equipping your team with the knowledge and skills to effectively utilise this transformative technology. Whether you're interested in building a full product, developing a proof of concept, or creating a minimum viable product (MVP), we're here to help. With our flexible and agile approach, we adapt to the rapidly evolving landscape of AI technology, ensuring that your organisation stays ahead of the curve.

Below we outline a couple of real-world use cases implemented by Keyrus:

### 1. Email routing:

Keyrus developed a customised, private AI solution for a **banking institution** to read each customer service email, identify the customer's desired intention, mood and topic, then route it to the correct support representative or contact center for further action.

Our customer's busy support desk received around 500 emails a day. Its existing technical solution managed this workload by analysing each email individually, using a pre-defined set of keywords and phrases to determine what to do with it. For example, if the email contained words relating to 'a problem with my credit card', it was directed to a certain place; words relating to 'I can't access my account' was directed to another place, and so on. However, the system couldn't accurately route the email or address it without human intervention. As a result, it typically took around 10 to 15

days to answer each email, using this process – and a lot of time and effort.

In just two weeks, Keyrus deployed a private AI solution (private in order to maintain strict security and governance) which was able to assess each customer's issue and intention from a more qualitative perspective: such as, whether the need was urgent, if action was required by the business, how critical it was for this intervention to happen, what tone or mood the words were written in, which topics were discussed, and many other variables.

This solution has since saved the banking institution around six hours of time every day, or the equivalent to about one full-time employee. And all for a relatively low cost. This is a great example of how AI does not need to be expensive or complex to make a difference; rather, it's about identifying the core need, the key issue to solve, and focusing on that.



## 2. Personalised chatbot:

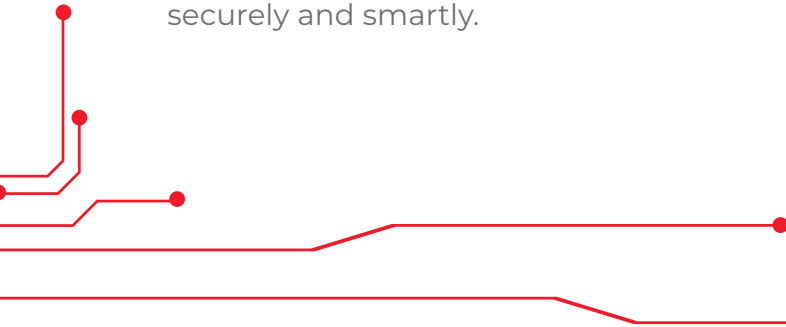
Keyrus deployed a private AI solution to answer customer and internal employee questions in a natural, contextual and prompt way, to enhance service and satisfaction levels across the board.

We all know that the user experience delivered by chatbots can vary considerably, based on the type of query and interaction.

For example, if a package doesn't arrive on time or goes missing on its way to a customer, the resulting interactions and experience can be mixed, from extremely good to absolutely terrible!

Similarly, when a customer needs to request something or track progress on a request already made – such as booking and monitoring a flight – it can become repetitive and frustrating if they have to keep inputting the same details over and over again, every time they want to check progress.

AI-based chatbots are capable of delivering a far superior customer service experience in these areas. Keyrus harnessed this technology to enable richer, faster and more personalised responses for a **banking institution**, securely and smartly.



## 3. Mobile supply chain intelligence:

Keyrus has helped an **alcoholic beverage producer** by providing technology to support its mission to establish a local and resilient supply of high quality raw materials through accelerating agricultural innovations that improve crop productivity and enhance grower livelihoods.

As one of the key beer ingredients, the availability, price and production process for barley makes a significant difference to the commercial performance and supplier livelihoods of all those associated with it. Our customer wanted to create an ecosystem in which barley growers could submit accurate, informative crop data to assist this.

Keyrus developed an AI solution to make this happen, by centralising data collection through three channels: a mobile application to collect data from growers; a tool for researchers to manage the barley breeding program; and a platform for data scientists to collate additional data and run algorithms to test it. This program will benefit barley growers worldwide.



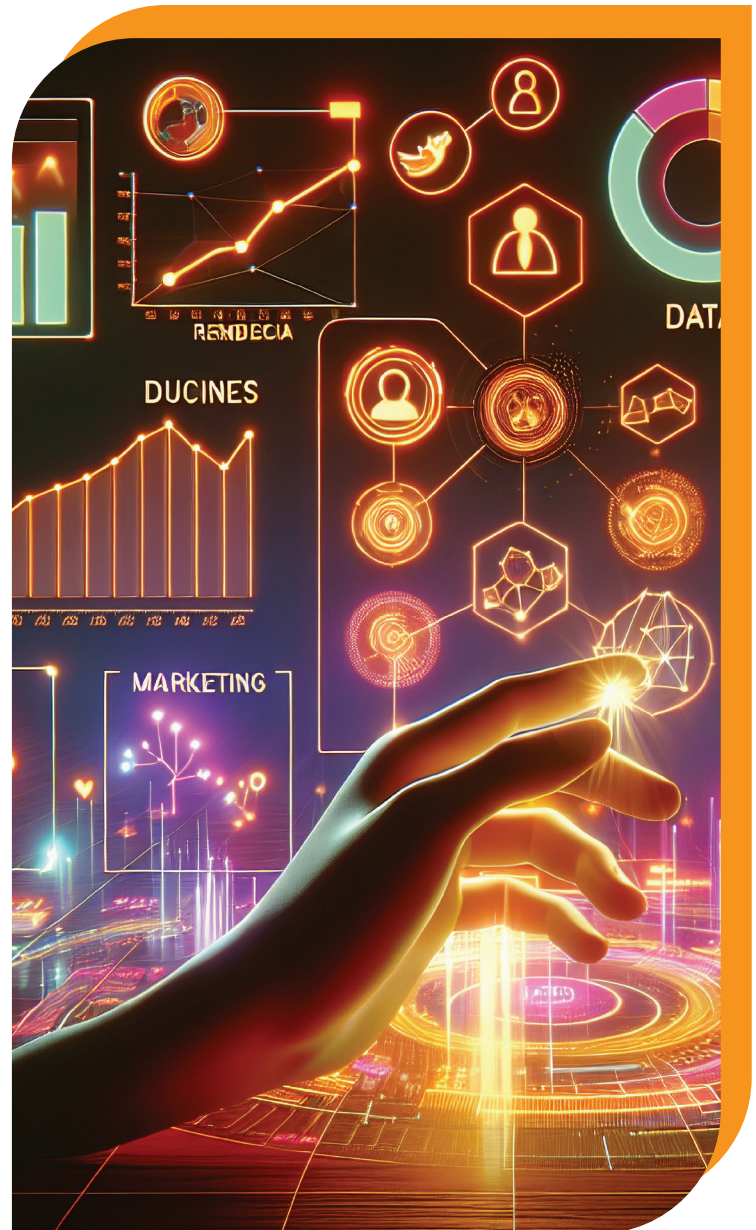
### 4. Intelligent customer marketing:

Keyrus helped a **telecoms provider** to optimise its customer marketing campaigns by leveraging AI through propensity modelling to target people in the relevant and right way, reducing costs in the process.

Our telecoms customer was keen to enhance the way it connected with its customers, to ensure it always offered the best levels of service in a personalised way, according to need.

Keyrus used propensity modelling through AI to reduce costs and maximise revenues by sending the most fitting promotional emails and other marketing communications to its audience, for each potential upsell, cross-sell and churn opportunity.

By feeding the model outputs into a single platform, the solution could determine the most fitting promotional email and communication to send to each individual customer. This created a more tailored conversation which improved customer satisfaction.



# There is nothing to fear – as long as you get started

AI is everywhere, and it's a hot technology topic. With developments happening so rapidly and the market changing so fast, as an entrepreneur or enterprise business it's simply impossible to keep up given the time and expertise needed.

As a specialist consultancy, Keyrus can support you, with flexible solutions that can be created and developed quickly, according to your requirements – so you can take advantage of the exciting new opportunities that AI brings.

Better still, AI's advanced capabilities – together with our expertise – means that many of these initiatives can be online and benefitting your business within a month of their conception, for relatively low cost.





## Ready to get started?

AI is nothing to be afraid of. Indeed, it can enhance your organisation in all sorts of exciting ways, across operations, processes, customer and employee experiences, finance and much more, working together in partnership with your people, to enable us all to achieve more. However, it's important to do something, to avoid being left behind.

Find out more about how Keyrus can put AI to work for your business

Contact us here

or on +27 87 350 8860  
to arrange a personal consultation.

