

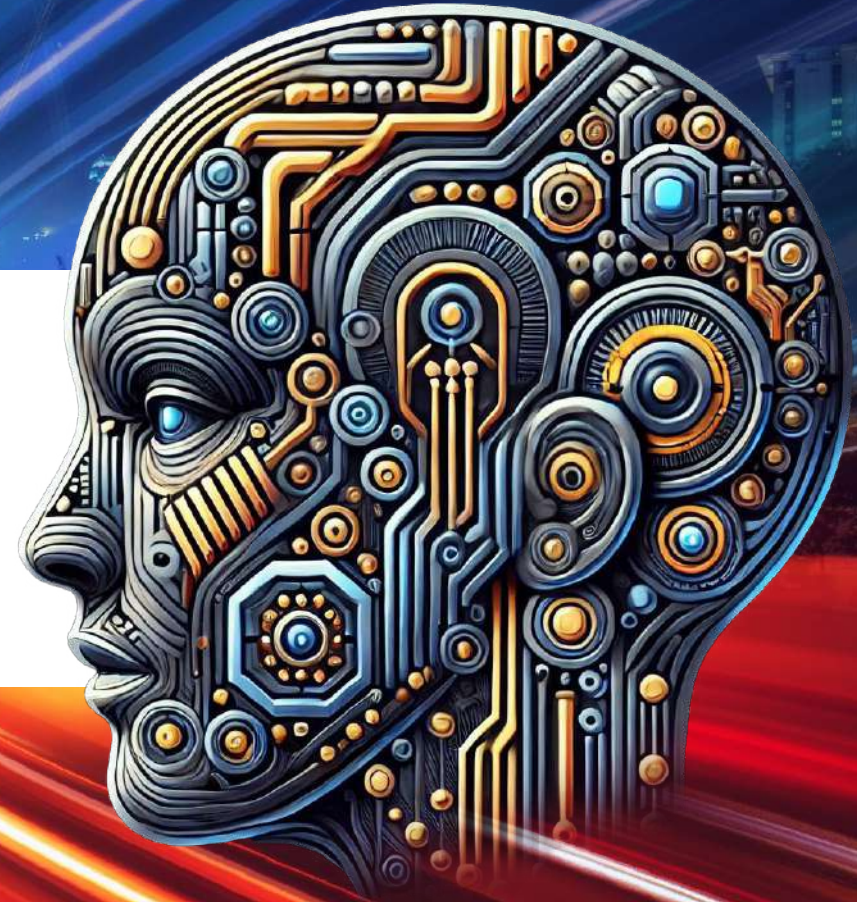
TEKenable

Experts in AI & Data utilising cloud solutions
to drive business transformation.

TEKenable whitepaper: AI in Action

AI in Action

Real-World Applications for
Business Impact



This whitepaper explores the impact of AI across key business functions and highlights how we can partner with you to drive business success.



Partner of the Year Awards




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Specialist in Artificial Intelligence and Machine Learning


Business Applications


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INTRODUCTION

In today's rapidly evolving business landscape, artificial intelligence (AI) is transforming the way organisations operate and engage with their customers. TEKenable, in collaboration with Microsoft, offers a suite of AI-powered solutions that enhance customer service, streamline operations, optimise marketing efforts, boost sales, and improve financial management.

Identifying and addressing specific business needs with tailored AI-powered solutions is key to successful AI adoption. With expertise in delivering innovative AI solutions (recognised with the award of Microsoft Partner of the Year : Building with AI and Business Central) and experience in integrating AI with business processes, we can guide organisations in harnessing the transformative power of AI to drive business success.

AI TODAY: GENERATIVE AI IS ALREADY PRESENT IN BUSINESSES

Although in its early days, generative AI is expected to have a significant impact on businesses. Augmenting existing use of data, generative AI can build on large proprietary datasets to generate new data and insights as well as drive efficiencies in operations.





AI in Customer Service

AI is revolutionising customer service by enabling organisations to provide faster, more personalised, and efficient support. By utilising natural language processing (NLP) and machine learning to understand customer enquiries, automate responses, and predict customer needs. This results in improved customer satisfaction, reduced response times, and lower operational costs.

AI in Operations

Operational efficiency is critical for business success, and AI plays a pivotal role in optimising processes. Available solutions enable organisations to analyse large datasets, identify patterns, and automate routine tasks. This leads to increased productivity, reduced errors, and better decision-making. By integrating AI into operations, businesses can achieve greater agility and resilience.

AI in Marketing

Marketing strategies are becoming more data-driven, thanks to AI. AI helps organisations analyse customer data, segment audiences, and personalise marketing campaigns. AI-driven insights enable marketers to understand customer behaviour, predict trends, and optimise content for maximum engagement. This results in more effective marketing campaigns and higher return on investment (ROI).

AI in Sales

AI is transforming the sales process by providing sales teams with valuable insights and automation tools. Empowering sales professionals to identify high-potential leads, personalise sales pitches, and forecast sales trends. AI-driven analytics help sales teams prioritise their efforts, close deals faster, and build stronger customer relationships. This leads to increased sales productivity and revenue growth.

AI in Finance

Financial management is becoming more efficient and accurate with the integration of AI. Enabling organisations to automate financial processes, detect anomalies, and generate predictive insights. AI-driven tools help finance teams manage budgets, forecast financial performance, and ensure compliance with regulatory requirements. This results in improved financial accuracy, reduced risk, and better strategic planning.

AI IN CUSTOMER SERVICE

The integration of AI in customer service is essential for modern businesses aiming to enhance efficiency and customer satisfaction. AI enables companies to deliver faster, more accurate, and tailored customer service, fostering loyalty and improving the overall customer experience.

Ways in which we see this already being used:

Chatbots and Virtual Assistants

AI-powered chatbots can handle a large volume of customer inquiries, providing instant responses and solutions to common issues. They can also operate 24/7, ensuring customers receive support at any time.

Personalised Customer Experience

AI can analyse customer data to provide personalised recommendations and solutions, creating a tailored and enjoyable customer experience.

Automated Ticketing Systems

AI can automatically categorise and prioritise customer service tickets, ensuring that urgent issues are addressed promptly, and ultimately improving the efficiency of customer support teams.

Sentiment Analysis

AI can analyse customer interactions to gauge their sentiment and mood, helping to identify dissatisfied customers early and taking proactive measures to improve their experience.

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The TEKenable “**Chat With Your Documents**” solution, leverages

AI technologies to provide a seamless, natural language interface for querying documents. It offers time saving, enhanced search accuracy, and personalised responses in over 90 languages. Whilst also ensuring data security, scalability, and easy integration with existing systems, empowering businesses to unlock valuable insights and improve decision-making by accessing critical information effortlessly.



AI IN CUSTOMER SERVICE (CONTINUED)

Sentiment Analysis: AI can analyse customer interactions to gauge their sentiment and mood, which helps to identify dissatisfied customers and allow for proactive measures to improve their experience.

Voice Assistants: AI-driven voice assistants can handle customer calls, providing information and resolving issues without the need for human intervention, ultimately reducing long wait times.

Predictive Analytics: AI can predict customer behavior and needs based on historical data. This allows companies to anticipate issues and address them before they escalate, enhancing overall customer satisfaction.

Multilingual Support: AI can provide support in multiple languages, which breaks down language barriers and ensures that customers that originate from different regions receive the help they need.

Feedback Analysis: AI can analyse customer feedback from various channels (e.g., social media, surveys) to identify trends and areas for improvement, allowing organisations to modify and enhance their customer service strategies.

As AI technology continues to advance, its role in customer service is expected to grow, further enhancing the experience and satisfaction your customer's will achieve.

“*Prioritising AI investment in customer service is a cornerstone of our future growth strategy, enabling personalised experiences at scale and freeing agents to focus on meaningful, high-impact interactions—all while delivering real-time insights to drive customer success.*”

– **Tim O’Byrne**

Group Chief Financial Officer
RelateCare



AI IN OPERATIONS

AI is profoundly transforming business operations across a wide range of industries by introducing innovative solutions, automating complex processes, enhancing decision-making capabilities, and driving efficiency and productivity to unprecedented levels.

Ways in which we see this already being used:

Enhanced Decision-Making

AI systems can process and analyse vast amounts of data at incredible speeds, identifying patterns and trends that might not be immediately apparent to human analysts. This capability allows organisations to make informed decisions, improve strategic planning and operational efficiency. For example, AI can help in forecasting market trends, optimising pricing strategies, and identifying new business opportunities.

Automation of Repetitive Tasks

AI can automate routine and repetitive tasks, freeing up employees to focus on more complex and creative aspects of their work. This not only increases productivity but also reduces the likelihood of human error. In business operations, AI can handle tasks such as data entry, invoice processing, and scheduling, allowing employees to dedicate their time to higher-value activities.



AI-powered Microsoft 365 Copilot agents are the “apps for the AI era”. Agents go beyond offering individual productivity improvements, automating business processes on behalf of individuals, teams, or entire organisations.

Agents range from simple information retrieval systems, to action takers that can automate workflows, to independently operating entities that can dynamically plan, learn and orchestrate business processes.¹



AI IN OPERATIONS (CONTINUED)

Predictive Analytics

AI-driven predictive analytics can forecast future trends based on historical data. This is particularly useful in areas like inventory management, where businesses can optimise stock levels to meet anticipated demand, reducing costs and improving service levels. Predictive analytics can also be used in sales forecasting, risk management, and maintenance scheduling.

Supply Chain Optimisation

AI can optimise supply chain operations by predicting demand, managing inventory, and identifying potential disruptions. This leads to more efficient and resilient supply chains. For example, AI can help in route optimisation for logistics, demand forecasting for inventory management, and supplier risk assessment.

Cost Reduction

By automating tasks and improving efficiency, AI helps organisations reduce operational costs. This can lead to significant savings, which can be reinvested in other areas. AI also identifies areas where costs can be reduced, such as energy consumption, procurement, and production processes.

As AI technology continues to evolve, it will continue to offer even more opportunities for innovation and efficiency, allowing organisations that leverage AI effectively to be better positioned to compete in an increasingly data-driven world.

“ AI is not just an enabler; it is a competitive advantage. At TEKenable, we started by improving individual productivity, but our focus is now on AI-driven teamwork and specialised use cases. As AI Agents evolve, we will continue to drive operational excellence and stay ahead in an AI-first world. ”

- Mohammad Zeeshan Khan
Chief Technology Officer, Microsoft Services
TEKenable



AI IN MARKETING, SALES AND FINANCE

AI is transforming critical areas such as marketing, sales, and finance, by introducing advanced technologies that enhance efficiency, drive innovation, and enable data-driven decision-making.

Ways in which we see this already being used:

AI IN MARKETING



Customer Targeting and Segmentation

AI can analyse vast amounts of data to identify patterns and segment customers more accurately, allowing marketers to create highly targeted campaigns.

Optimising Ad Spend

AI tools can analyse real-time data to optimise ad placements, timing, and creative elements. This ensures that marketing budgets are maximising return on investment.

Automated Customer Service

AI-powered chatbots can handle customer inquiries 24/7, providing quick and accurate responses. Improving customer satisfaction and frees up human agents to focus on more complex issues.

AI IN SALES



Lead Scoring and Qualification

AI can analyse data to score and qualify leads more accurately, ensuring that sales teams focus on the most promising prospects. This improves sales productivity.

Sales Forecasting

AI-driven predictive analytics can forecast sales trends based on historical data, helping businesses plan more effectively and allocate resources efficiently.

Personalised Sales Interactions

AI can provide sales teams with insights into customer behavior and preferences, enabling them to tailor their interactions and pitches, significantly improving conversion rates.

AI IN FINANCE



Fraud Detection

AI algorithms can analyse transaction patterns to detect fraudulent activities in real-time, helping financial institutions protect their customers.

Risk Management

AI can assess market risks and predict financial downturns by analysing large datasets. This enables businesses to make more informed decisions and mitigate potential risks.

Investment Management

AI-driven algorithms can analyse market trends and historical data to make investment decisions, allowing for optimised portfolios and better returns.

“ The challenges are identifying projects that will contribute to the value proposition of the organisation, address security of data, ensure adoption, training and address any risk concerns. The sales brochures and hype would have you believe no matter what AI touches it will turn to gold, but it will take careful management and planning to ensure real benefits are delivered for all stakeholders. ”

- Eamonn King

Chief Information Office and Director
Independent Trustee Company



SO, WHERE IS IT ALL GOING?

Professor Anthony Ventresque discusses the advantages and goals of our research partnership with Trinity College Dublin:

AI Transforming Business: AI is no longer just a buzzword—it is a powerhouse that is reshaping industries and fuelling innovation. Professor Ventresque’s research has contributed to this field through seminal papers on AI assurance, exploring the testing of software systems to ensure they are robust, reliable, and ready for real-world deployment. In 2018, Microsoft President Brad Smith highlighted one of Professor Ventresque’s projects—a chatbot designed to support Syrian refugees using multiple AI components. By rigorously testing its conversational capabilities, the team demonstrated the transformative impact AI can have when responsibly engineered. In partnership with us, Professor Ventresque is currently pioneering new approaches to integrate AI into the software engineering process, aligning cutting-edge research with practical enterprise solutions to keep businesses competitive and future focused.

Ensuring Responsible and Ethical AI: The rapid growth of AI demands that broader social and ethical impacts be addressed. Beyond testing AI for reliability, Professor Ventresque’s work also examines AI ethics, focusing on how fairness, transparency, and accountability can be woven into intelligent systems. Members of Dr Ventresque’s research group have contributed to the international dialogue around responsible and trustworthy AI at national and international levels, such as the UN Advisory Body and Ireland’s AI Advisory Council.

Driving Innovation Through Education and Interdisciplinarity: At Trinity College Dublin—and across the Irish higher education system— the next generation of AI talent and today’s workforce are being prepared to harness AI responsibly. In collaboration with us, Professor Ventresque supervises a PhD student working on using AI to drive productivity, currently the most effective industrial application of generative AI. Within Professor Ventresque’s research group, members come from diverse backgrounds—ranging from business and marketing to physics and sports science—demonstrating the immense value of interdisciplinary collaboration.

“*By uniting robust academic rigor with TEKenable’s industrial leadership, we aim to deliver AI solutions that are not only cutting-edge but also ethically grounded and strategically beneficial for organisations.*”

- **Professor Anthony Ventresque**

Associate Professor in the School of Computer Science and Statistics
Trinity College Dublin (TCD), Ireland



TEKENABLE HAVE PARTNERED WITH TRINITY COLLEGE

We are excited to have an AI research partnership with Trinity College Dublin (TCD) supported by Enterprise Ireland to advance responsible AI that benefits both people and business.

The AI research partnership creates the potential for researchers and technologists from TEKenable and TCD to more closely collaborate on AI research projects in areas of shared interest across a range of disciplines. The partnership will see TEKenable's Jane Slevin, with a team of six researchers, explore how AI can be brought into and used by businesses utilising practical AI solutions. These AI solutions will significantly transform how businesses operate across their entire business including internal processes, financial management, customer interactions etc.

The team will work collaboratively with us, providing valuable recommendations and information for AI and data to drive digital transformation services.

Knowledge is power in the AI era

TEKenable is excited to enter this partnership with Trinity and tap into the University's renowned academic expertise. Our extensive work in the AI space makes us a leading authority on the integration of AI with business processes to fast-track growth. Partnering with TCD will allow us to further strengthen our capabilities.

“We are thrilled to evaluate the measurable impacts of AI-driven tools within business.”

TEKenable



Pictured from left to right:
Nick Connors, Jane Slevin, Professor Anthony Ventresque, Peter Rose

Generative AI is not a tech fad and the AI boom that it has unleashed will have an enormous impact both across society and inside individual businesses.

As a result, it cannot and should not be ignored.

However, the risk of ignoring a technological revolution must be measured against other risks, including both the haphazard application of the technology and the novel risks that are inherent to the technology itself.

CONCLUSION: TAKING THE NEXT STEP WITH GENERATIVE AI

AI is a game-changer for businesses across various functions, and TEKenable, in collaboration with Microsoft, is at the forefront of this transformation. Embracing AI with TEKenable and Microsoft empowers businesses to stay competitive in an increasingly digital world.

In order for this to be done, we advise CIOs and CTOs to urge boards to do the following:



DETERMINE

Determine the company's posture on the adoption of generative AI.



EVALUATE

Evaluate the new risk landscape and establish ongoing mitigation practices to address models, data, and policies.



IDENTIFY

Identify AI use cases that create value first through improved productivity, and to take advantage of existing services, with an eye to developing new business uses later.



REIMAGINE

Reimagine the technology function, including by building generative AI capabilities in software development and technical debt reduction.



UPGRADE

Based on this, upgrade architecture to integrate and manage generative AI models and orchestrate how they operate with each other and existing AI and ML applications, and data sources.

REFERENCES USED IN THIS DOCUMENT:

1. <https://www.microsoft.com/insidetrack/blog/ai-powered-agents-in-action-how-were-embracing-this-new-agentic-moment-at-microsoft/>

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Get in touch with a TEKenable
consultant to discuss the
implemenation of AI in your business.

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