

Unlocking Data, Unlocking People

Harnessing the power of AI
to transform your business



Automated Analytics

Foreword

by Mark Taylor
CEO, Automated Analytics



The Artificial Intelligence (AI) technology revolution is positively transforming our lives, workplaces, and social interactions. AI has the potential to significantly impact our economy and society. The potential is transformative. From productivity gains, reduced costs and increased profits for the private sector, right through to advances in drug development, safer transport and improved services for the public sector.

“

I firmly believe that AI is a force for good with the potential to transform humanity as well as business.

Recent years have seen a rapid advancement in AI; the most sophisticated systems can now write lengthy and fluent texts, write functional code from natural language instructions, create new applications, make sense of large data sets, translate between multiple languages, summarise large documents, and enhance business processes.

Nonetheless, we acknowledge that there is ambiguity regarding AI's potential benefits as well as threats. This White Paper focuses on facts and our case studies to show how the application of AI has given our clients confidence in the reliability of this technology.

As far back as 2018, Automated Analytics launched a piece of speech analytics software that records, transcribes and categorises every single customer call an organisation has without a person ever having to listen in. Using this AI functionality, clients are then able to glean valuable insights such as: 'the reason' for incoming calls; their outcomes; which search engine keywords or marketing sources are most consistently driving sales conversions, removing the ambiguity of advertising attribution and operational performance.

Meanwhile, we have also rolled out another application, known as TalentTrack, which provides similar AI analytics for recruitment, enabling businesses to see which job boards and online channels are working best for them. Thus media can be purchased using deep learning programmatic machine learning models.

Alongside various other products from Automated Analytics, these applications have enabled the likes of Hamptons Estate Agents, [Europcar](#)¹, [Pizza Hut](#)², [KFC](#)³, EG America and IN'n'OUT Autocentres to enhance their real-time processes and efficiencies.

To date, some of the company's most noteworthy successes include: helping Pizza Hut to save \$1 million in recruitment costs; reducing customer service calls by 50% for British Gas' [Dyno Rod](#)⁴ franchise; improving productivity at Europcar to reduce operating costs and similarly saving [Barchester Healthcare](#)⁵ over £5 million in recruitment staffing costs. All of which was done through our innovative Artificial Intelligence tools.

It's no wonder then that Automated Analytics is recognised as a global leader in the nascent field of Artificial Intelligence and that we have managed to attract over 5,000 clients across both the UK and the US. In fact, one of these satisfied customers, a vice president of Fourth, gave a glowing testimonial after their recruitment expenditure was cut by 71%, saying: "We searched the world for a company that could deliver on our AI strategy, and we found them in a small city in the UK called Doncaster."

Much the same way as the advent of the abacus and calculator sped up mathematics, AI exists to speed up data processing to go beyond the capabilities of individuals.

This isn't about replacing people, or jobs, in fact to date, none of our clients have made redundancies since adopting AI, many have actually increased headcount.

Instead, it's about taking advantage of a frontier technology with the capability to efficiently and accurately analyse and process vast swathes of data in real-time. When staff have higher job satisfaction and data is being optimised to make better decisions, who can argue with that?

Foreword

by Kristina Gassner,
Vice President of Product,
US, Fourth



After weathering the devastating impacts of the COVID-19 pandemic, the restaurant and hospitality industry encountered a formidable new obstacle upon reopening – severe worker shortages. Coined as ‘The Great Resignation,’ this mass exodus stemmed from employees seeking improved work-life balance and higher wages. Consequently, numerous establishments were compelled to adjust operating hours or even close on select days, significantly impacting their revenue streams.

In my role as VP of Product for Fourth, I assumed the crucial responsibility of increasing applicant flow and drastically reducing hiring times by 95% within our Applicant Tracking System, PeopleMatter. Concurrently, Fourth was solidifying its position as a trailblazer in AI-driven solutions tailored for the restaurant and hospitality sectors. That's when I met Mark Taylor, CEO of Automated Analytics.

Following an extensive global search and rigorous due diligence process, we strategically selected Automated Analytics for its AI capabilities aimed at augmenting applicant flow and expediting hiring timelines. We were initially skeptical of claims touting a remarkable 410% surge in application volumes and a staggering 650% reduction in cost per hire, but Automated Analytics delivered.

Powered by its proprietary algorithm, our inaugural client witnessed an impressive 220% increase in applicant flow within the first 30 days, accompanied by a remarkable 769% decrease in cost per application. A year into our partnership, Automated Analytics continues to effectively address our clients' pressing recruitment needs, alleviating longstanding pressures associated with low applicant numbers.

Meanwhile, we have also rolled out another application which provides similar AI analytics for recruitment, enabling businesses to see which job boards and online channels are working best for them, enabling media to be purchased using programmatic AI models.

Beyond delivering on its promises, Automated Analytics distinguished itself with a 'white-glove' approach that mirrored our unwavering commitment to delivering exceptional customer service.

Entrusting a partner to uphold our exacting standards was a significant decision, yet the Automated Analytics' US team, under the leadership of Jason Peecook, consistently demonstrated unparalleled dedication and responsiveness, irrespective of the hour or day.

The impact of Automated Analytics extends far beyond mere statistics. It has fundamentally reshaped our clients' approach to recruitment and retention, empowering them to navigate uncertain times with resilience and efficiency. This transformative approach has fortified operational resilience and fostered a culture of adaptability and forward-thinking within an industry renowned for its resilience.

As we look to the future, the landscape of hospitality recruitment continues to evolve. In tandem with Automated Analytics, we are poised to lead this transformation, anticipating industry shifts and pioneering innovative solutions that address emerging challenges head-on. Our journey is characterized by continuous improvement and a relentless pursuit of excellence, ensuring our clients not only survive but thrive in a competitive market.

The pride I feel in calling Automated Analytics our partner is profound. Together, we are not merely grappling with but actively overcoming the restaurant and hospitality industry's foremost challenge today: the acute labor shortage. As we persist in innovating and implementing unmatched solutions with Automated Analytics, I am optimistic about the enduring success of our partnership, poised to establish a new benchmark for excellence in our field.

Here's to a future where challenges serve as catalysts for innovation, and where together, we redefine the parameters of achievement in hospitality recruitment.

A large, stylized green quotation mark icon consisting of two curved lines.

It's important for government and tech to work together to harness AI to benefit everyone. ⁶

Keir Starmer,
Prime Minister of the United Kingdom



£33.4m

in savings generated for our clients in 2023

Other client results in the last year



27%

Reduction in Customer Service Calls



48.2%

Reduction in Google Ads Cost per Acquisition



32%

Increase in Hires



58%

Reduction in Hire Costs



London is a global leader in the research, development, and innovation of artificial intelligence. We expect the deployment of AI and other emerging technologies to accelerate over the rest of the decade as more use-cases are proven and costs lower. AI will be a source of future jobs, new consumer and city services as well as acting as a disruptor. Successful AI goes hand in hand with the key tenets of the digital revolution - understanding user needs, continuous improvement, organisational change and trust.

Theo Blackwell MBE,
London's Chief Digital Officer, Greater London Authority

Executive Summary

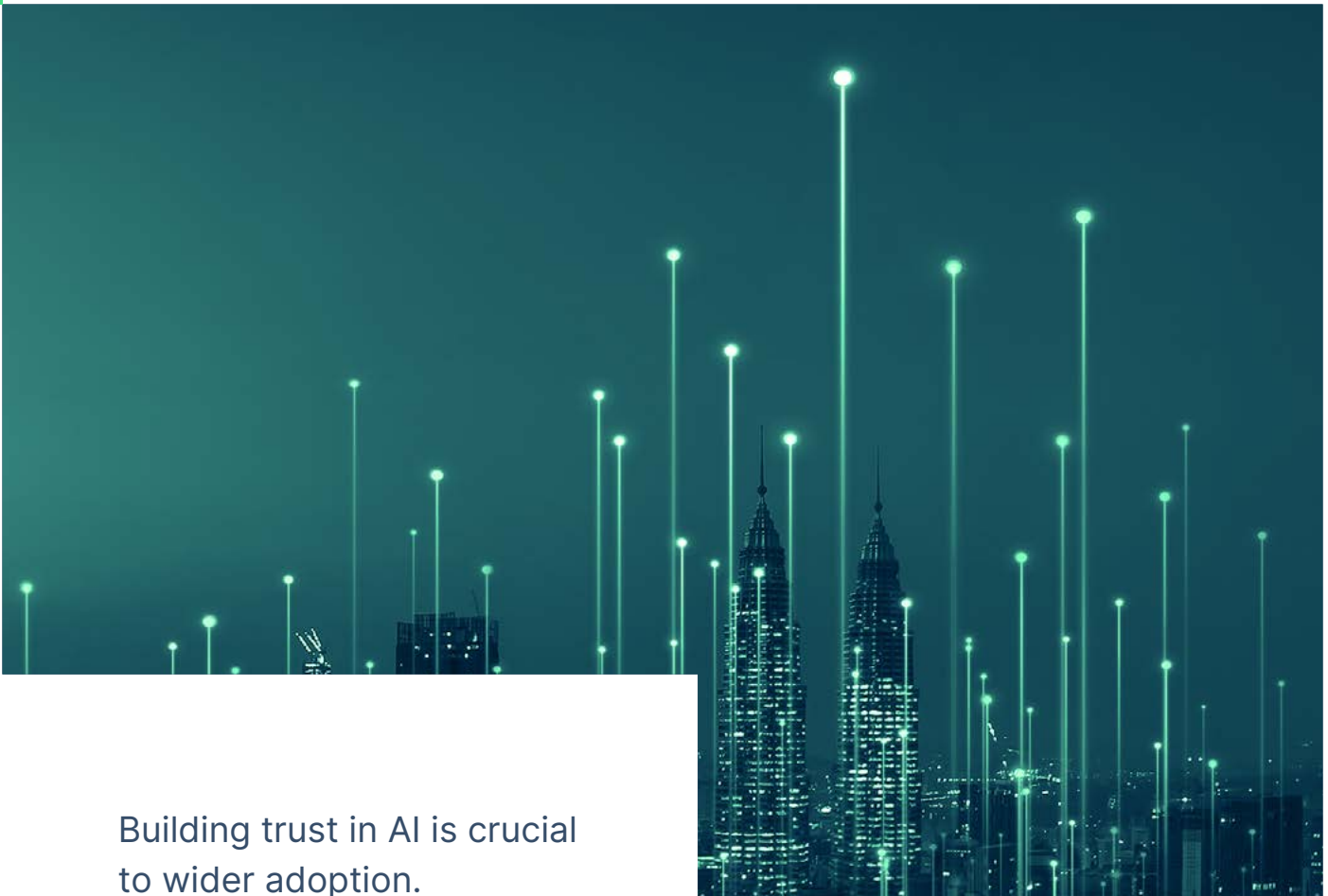
Today, AI impacts just about every facet of business and everyday life. While its evolution traces back to the 1950s, recent advancements have made AI critical for organisations seeking to leverage large volumes of data to inform decisions and streamline operations. The readiness to adopt AI into the organisation, however, varies significantly across sectors and regions.

In the UK, the [government](#)⁷ has shown a strong commitment to AI integration. This was evidenced by the significant investment to enhance public services, particularly within the NHS, through AI-driven diagnostics and patient care. Additionally, there are initiatives aimed at upskilling SMEs to foster a more robust AI-enabled economy. Despite these efforts, UK businesses tend to be cautious, seeking irrefutable proof of effectiveness before committing to full-scale implementation. This caution contrasts sharply with the more risk-tolerant and innovation-driven mindset of the [US](#),⁸ where AI adoption is booming. In the UK we regulate, whereas in the USA they innovate.

Larger businesses, especially those overwhelmed by data, stand to gain most from embracing AI.

For such organisations, Supervised AI (which streamlines the path to real-time, unbiased insights from large quantities of data), provides a key to fast and effective strategic decision-making. Businesses making use of Supervised AI data analysis can use its power to better enhance advertising strategies, optimise resource allocation, offer a better customer journey

and improve operational efficiency to increase profits. While medium to large enterprises facing significant data engineering challenges, particularly those with multi-site operations, are likely to benefit most from AI, it also offers smaller businesses opportunities to enhance competitive edge, by enabling them to operate at a greater scale with less resource.



Building trust in AI is crucial to wider adoption.

Achieving this requires transparent communication about AI's capabilities and limitations, stakeholder involvement in the development and deployment of AI systems, and adherence to ethical guidelines.

Highlighting successful and familiar AI implementations and emphasising its role in augmenting, rather than replacing human jobs, assists in alleviating fears and misconceptions. [Netflix](#)⁹ and [Amazon](#)¹⁰, as examples, have each seamlessly integrated AI to enhance user experiences without causing significant job displacement.

Ethical AI is also essential for responsible adoption.

Trust, transparency, and ethical decision-making must guide AI deployment to ensure it contributes positively to business outcomes and society at large. Organisations need to prioritise these principles to build confidence among stakeholders and employees.

This includes providing clear explanations of how AI algorithms work, the data they use and the outcomes they produce, as well as establishing ethical guidelines and governance frameworks to mitigate concerns about bias, privacy, and security. There needs to be a deeper understanding of the difference between Supervised and self-generative AI, to provide and grow trust.

AI also offers organisations significant benefits in reducing employee burnout by automating routine data analysis tasks. This frees staff to focus on higher-value, strategic activities, enhancing productivity and improving employee engagement and retention.

To fully realise AI's potential, UK businesses must address cultural and regulatory barriers, invest in skills development, and cultivate a mindset of innovation and calculated risk-taking. The disparity in AI adoption rates between the UK and the US highlights the need for a more proactive UK approach, moving beyond risk aversion to embrace the opportunities presented by AI and so avoid falling behind on the global stage.

The AI adoption journey does involve significant challenges, such as addressing data privacy concerns and closing the digital skills gap.

The 2022 Department for Digital, Culture, Media & Sport report by [Capital Economics](#)¹¹ and the 2024 survey conducted by [Salesforce](#)¹² indicate a lack of AI skills as a significant obstacle for many UK businesses.

To mitigate this, however, the [UK Government's National AI Strategy](#)¹³ emphasises the importance of AI skills development, data infrastructure investment, and ethical AI principles. Funding for AI training programmes, research projects, and industry partnerships will support businesses in adopting AI technologies.

In conclusion AI, and in particular its use for data analysis and interpretation, holds the transformative potential to drive growth, competitiveness, and sustainable success.

By addressing cultural, regulatory, and skill-related barriers, and by fostering trust and innovation, UK businesses can harness their power to gain significant advantage. As [AI](#)¹⁴ continues to evolve and reshape industries, those moving to embrace its potential first will be best positioned to lead and to thrive.



Increasing hires by 42%.

Background:

Pizza Hut's fourth largest US franchisee, Restaurant Management Group, was spending more on their recruitment advertising than ever before, but generating fewer applicants and fewer hires due to the competitive nature of the US jobs market.

Results:

- ✓ Recruitment advertising spend was reduced to \$15,000 a month
- ✓ Application volume was increased by 220%
- ✓ Hire volume was increased by 42%
- ✓ Cost per application was reduced from \$10.69 to \$1.71
- ✓ Cost per hire was reduced from \$55.45 to \$25.81

220%

Increase
in Applications

42%

Increase
in Hires

54%

Reduction
in Costs

1. How ready are we to welcome Artificial Intelligence?

The question of AI, is quite simply everywhere. Indeed, it is easily forgotten that AI has been around since the 1950s, but our awareness has increased in recent years due to technological advancement in computing, enabling its capabilities to advance significantly.¹⁵

The transformational potential for deployment of AI to every corner of an organisation's endeavours is now discussed daily in articles, posts, podcasts, seminars, workshops and breakout sessions across the business landscape, with a ferocity seen only when managements fear being left behind by something they are not certain they are keen to embrace.

The breadth of the term does little to assist. While AI has the potential to deliver transformation in many areas of operations, admin, resource management and productivity, this ubiquity can encourage all but the bravest to bury their heads in the sand.

Yet when it comes to analysing, understanding and leveraging optimum value from the volumes of data organisations capture, the advantages of the right kind of Artificial Intelligence in informing decision-making and freeing up valuable human resources simply cannot be ignored.

What is AI?

A model that combines large data input sets with predicted outcomes to perform complex tasks faster and more accurately than previously required human input.

“The difference between automation and AI is that the latter requires the computer to make a decision.”

Mark Taylor, Automated Analytics

1.1

The UK Government and the AI agenda.

In the public sector, the recent announcement from the Labour government underscored a national commitment to integrating AI for public good, particularly in enhancing public services.

Significant investment has been earmarked to enable the [NHS](#)¹⁶ to leverage AI in improving diagnostics and patient care efficiency through better analysis and understanding of both clinical and management data.

In the private sector, the same initiatives plan to unlock further investment aimed at upskilling SME businesses in AI technologies.

This strategic allocation not only seeks to modernise infrastructure, but also to foster a more robust, AI-enabled economy.



1.2

Big business, AI and you.

Of course, [Artificial Intelligence](#)¹⁷ is hard at work all around us subtly enhancing our daily experiences in ways we hardly notice, yet receive great benefit from.

When you scroll through Netflix, AI algorithms are at work analysing your viewing habits alongside those of millions of other service subscribers, and using the data to recommend new movies and shows the algorithms suggest you are likely to enjoy.

Similarly, shopping on Amazon is a curated experience as a result of AI predicting and suggesting products you might need or want based on your browsing and purchase history compared to the continuously incoming data of millions of other users.

Today, even driving into a car park is made more efficient by AI, with license plate recognition systems streamlining entry and exit without manual input.

Each of these is a reminder that AI is a present-day business reality, quietly and safely integrated into our everyday lives - while just as quietly providing proactive organisations with increased efficiency, productivity and understanding achieved through more complete leveraging of their data.

**Europcar**

Reduced branch calls by 1,800 per day.

Background:

Europcar were receiving over 10,000 calls a day to their branch network, but didn't have the data to understand why people were calling. Could they make the customer journey better and release resources in the branches by reducing these calls through a better understanding of what they were about?

Results:

- ✓ Reduced overall branch calls by 18%
- ✓ Reduced breakdown calls by 88%
- ✓ Reduced tyre calls by 62%
- ✓ Reduced accident damage calls by 75%

18%

Reduction
in Branch Calls

88%

Decrease
in Breakdown Calls

75%

Reduction
in Accident Calls

1.3

AI adoption. Does size matter?

While not every business has the scale of Amazon, businesses of any size are likely to find AI capable of affording them enhanced opportunities to increase their competitive advantage and productivity, reduce burnout, and optimise data processing and analysis to inform better decision-making.

However, medium to large organisations facing significant challenges with management of their data engineering (particularly those with multi-site operations) are likely to gain most from [AI-supported data analysis](#)¹⁸ and interpretation capable of providing 360 degree vision and of enabling action based on this.

The AI in question, 'Supervised AI' to give it its correct name, is ideal for companies overwhelmed by volumes of data that would require extensive time to analyse manually.

By automating the process, the AI provides real-time, unbiased insights now essential for making informed decisions on marketing strategies and expenditure, resource allocation, and operational improvements.

1.4

Where we are now.

It is difficult to offer a definitive picture of the current awareness, understanding, trust and risk associated with AI in larger SME and enterprise organisations on a global, or even transatlantic, basis – these markets being too fragmented to allow useful aggregating.

However, in South Yorkshire, UK, where global Supervised AI leader Automated Analytics is based, awareness and attitudes towards AI are mixed but generally positive, according to surveys commissioned by the [Doncaster Chamber of Commerce](#)¹⁹ (April 2024). Their data reveals that 69% of businesses questioned have some confidence in their understanding of AI, while some 70% see AI as an opportunity rather than a threat to their operations.

This local level perspective aligns with broader trends observed across the UK.

Based on the extensive analysis by Capital Economics, commissioned by the Department for Digital, Culture, Media & Sport and published in [January 2022](#)²⁰, UK business is witnessing a notable surge in the adoption and integration of artificial intelligence technologies.

Despite current use being somewhat limited to a minority of companies, particularly larger enterprises, there is an unmistakable momentum across various sectors. With 15% of all businesses already employing at least one AI technology, and projections showing a rise to 22.7% by 2025, the trajectory for AI within the UK market is highly promising. Sectors such as IT, telecommunications, and legal are at the forefront of this adoption, demonstrating significant investment in AI technologies which is anticipated to grow substantially, influencing a broad range of stakeholders from policy makers to investors.

This optimistic outlook is underpinned by substantial financial commitments to AI, with spending expected to reach up to £35.6 billion by 2025, showcasing the potential [transformative impact of AI on the UK's economic landscape](#).²¹

Alongside this, the UK Government's National AI Strategy, last updated in Dec 2022, outlined ambitious goals to drive AI adoption across various industries. It emphasises the importance of AI skills development, data infrastructure investment, and ethical AI principles to ensure responsible AI use. As part of the initiative, the UK Government allocated funding for AI training programmes, research projects, and industry partnerships to support businesses in adopting AI technologies.

Despite these positive signs, however, challenges remain if we are to fully realise AI's potential.

The [Capital Economics Report](#)²² also highlighted barriers to AI adoption, including concerns about data privacy, skills shortage, and the ethical implications of AI technologies. In addition, a 2024 survey conducted by Salesforce revealed that 60% of public sector IT professionals identified a shortage of Artificial Intelligence skills as their top challenge to implementing AI.

While there is growing awareness and enthusiasm for AI adoption in the UK, there is still work to be done to address skill shortages, ethical considerations, and other challenges hindering wider implementation.

™ **DYNO-ROD**

Plumbing & Drains Services

Reduced service calls by 50%.

Background:

Dyno-Rod receive over 30,000 calls a month through their website, with a mixture of calls going to their call centres and their 54 franchisees. With a growing volume of service calls, how could Dyno-Rod reduce these and make the franchise operations more efficient for their drainage and plumbing business units? With four different systems, Dyno-Rod struggled to get one line of sight of the complete customer journey.

Results:

- ✓ Reduced four systems into one with Call360 to give one line of sight of the entire customer journey from initial click right through to invoice
- ✓ 100% visibility of franchisee operations
- ✓ Reduced service calls by 50% by understanding the customer journey better
- ✓ Improved visibility of drop outs prior to call answering
- ✓ Development and insights into local traffic fulfilling our 'local first' objective
- ✓ Visibility of customer rejections and overcoming them through need identification

50%

Reduction
in Service Calls

100%

Visibility of
Franchisee Operations

1.5

Why the US leads in AI adoption.

While the UK is striving hard, the US²³ is, at this point, still leading the march. In the view of Automated Analytics founder Mark Taylor, this results from the tendency within UK business to be risk-averse; prioritising proof of concept and the need to ensure AI solutions work, before committing to them.

This cautious approach leads to longer decision-making processes and limited resulting adoption of AI technologies. In contrast, Taylor observes, the American market is characterised by a greater willingness to take risks and embrace innovation. US clients are more inclined to simply jump into AI implementations, viewing them as opportunities to gain a competitive edge without significant downside risk.

This disparity in attitude towards risk and innovation is reflected in the adoption rates of AI technologies. Taylor's Automated Analytics serves over 3,500 clients in America including [Fourth](#)²⁴, Pizza Hut and KFC compared to 1,500 clients in the UK including British Gas' Dyno-Rod, Hamptons Estate Agents, Europcar and City of Doncaster Council, despite having operated in the UK for a far longer period (While the UK has a smaller market size than the US, the difference in adoption rates suggests a deeper cultural and regulatory influence on AI adoption).

From a broader perspective, research also supports the notion that the US is ahead of the UK in AI adoption. The [IMD World Digital competitiveness Ranking for 2023](#)²⁵ continues to rank the US higher than the UK in AI readiness, investment, and innovation.

Factors contributing to this gap include differences in regulatory environments, investment priorities and, as per Mark Taylor's surmise, cultural attitudes towards risk-taking and entrepreneurship.

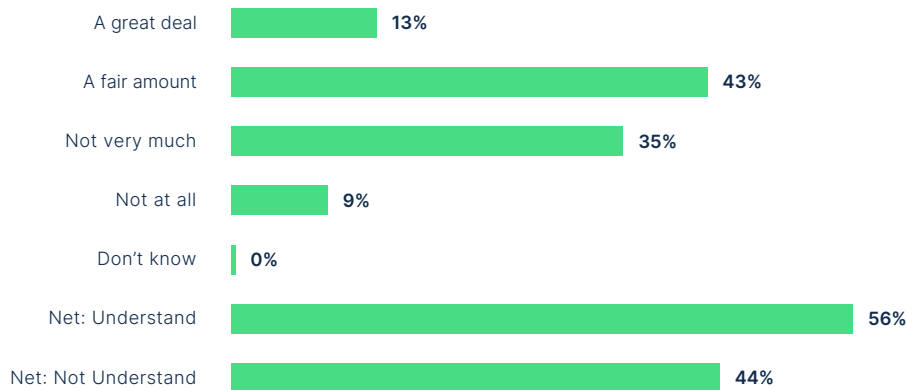
The disparity between US/UK adoption rates should be a cause for concern, though not of despair, for policymakers, businesses, and stakeholders in the UK.

As AI continues to drive technological advancements and reshape industries, falling behind in adoption could result in missed opportunities for economic growth, innovation, and competitiveness on the global stage. For this reason, addressing the cultural, regulatory, and investment barriers to AI adoption is essential in enabling the UK to catch up and restore competitiveness.

1.6

UK management and its relationship with AI.

A survey of more than 1,000 B2B business leaders, conducted on behalf of Automated Analytics by YouGov in March of 2024, provides valuable insights into their perceptions and expectations regarding AI and its potential impact on business operations.



Source: YouGov on behalf of Automated Analytics Fieldwork Dates: 18th - 22nd March 2024

Some 56% of respondents felt they had a reasonable understanding of the potential for AI in their business, while a somewhat concerning 44% felt they did not. Yet while 52% believed that AI has the potential to improve productivity, a sizeable 39% did not. Equally, 48% recognised the benefit AI might bring to forecasting, while an again sizeable 39% failed to see this.

Perhaps most encouragingly, 59% of respondents agreed that AI will make collection and analysis of data more accurate, though with some 30% doubting its ability to impact even this area. While this represents two 'believers' for every 'doubter', it should be of concern that almost 1 in 3 business leaders surveyed were blind to the potential for AI in analysing their data, and so in unlocking the performance and productivity wins which its insights could enable.



Over £1 million of incremental revenue.

Background:

IN'n'OUT Autocentres were investing significant marketing budget in buying car repair jobs from third party websites, mainly mechanical repairs which were high value jobs, but came at a significant lead cost to the business. Could they generate the same value of jobs, but from a different source at a cheaper price?

Results:

- ✓ Sales call conversion grew 10% to 54%
- ✓ New channel of sales developed from Google Business Profile (previously known as Google My Business)
- ✓ Google Business Profile generates £1m plus of incremental revenue

4X

Increase in
Sales Conversation

£1M plus

Incremental
Revenue

1.7

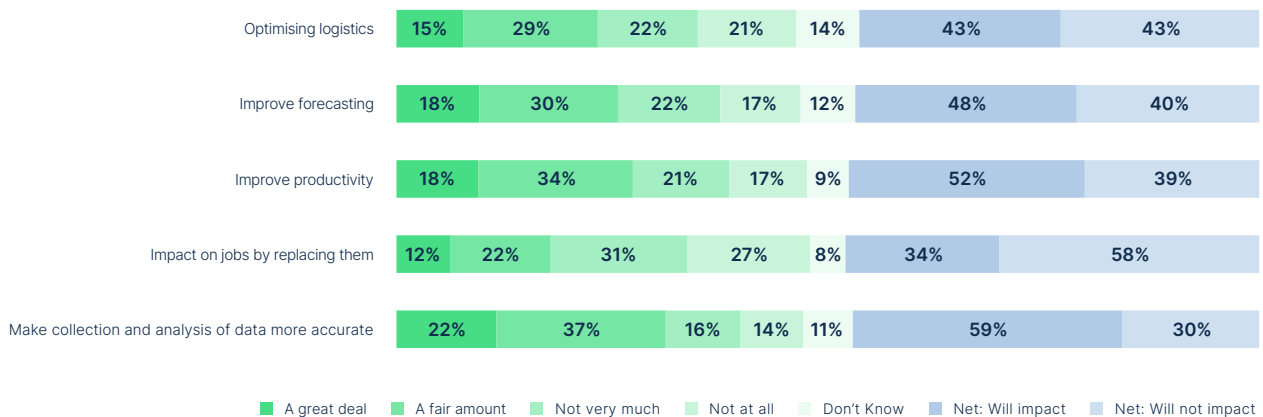
The two AI obstacles holding back UK business.

Combining the insights gained from the survey with the observations of Automated Analytics' founder Mark Taylor, it seems reasonable to deduce that 'trust' and 'risk aversion' are significant barriers holding back UK business from adopting AI at the pace seen in other markets.

Taylor points to the cultural difference between the UK and the US, with the prevailing sentiment of cautiousness in UK business discussed earlier, and businesses seeking tangible proof of AI's effectiveness before fully committing to its adoption. This contrasts with the more innovation-driven mindset prevalent in the US, with businesses willing to take calculated risks and embrace new technologies without the need for extensive validation.

The conclusion from this would be that UK businesses risk missing out on the transformative potential of AI due to this lack of trust and reluctance to venture into uncharted territory, no matter how promising its potential.

What areas of business will be impacted by AI?



Source: YouGov on behalf of Automated Analytics
Fieldwork Dates: 18th - 22nd March 2024

1.8

AI and the fear of job losses.

Business leaders may also be responding, consciously or subconsciously, to fears amongst their workforce that adoption of AI will result in job losses. However, an anecdotal yet significant volume insight from across Automated Analytics' client base, debunks this myth.

Of the company's 5,000 clients globally, not a single one reports job losses as a result of implementing AI solutions. On the contrary, AI insights have generally led to significant cost savings, creating opportunities for businesses to hire more efficiently and enhance overall performance.

This underscores AI's transformative potential to drive productivity gains by augmenting human capabilities, rather than replacing roles. After all, the advent of the calculator didn't make anyone redundant, and the Kindle hasn't obliterated publishing.



Barchester Healthcare saves £5m.

Background:

Barchester Healthcare were spending millions on staff agency costs. If the direct hiring channel could recruit more colleagues, could this cost be brought down significantly and reduce the reliance on agencies?

Results:

- ✓ Increased application to hire ratio by 43%
- ✓ Reduced nurse hire cost from £5,000 to £749 per nurse
- ✓ £5m staff agency cost reduction

43%

Increase
in Hire Ratio

85%

Reduction
in Nurse Hire Costs

£5M

Cost
Reduction

“

Using the power of AI to help customers identify and secure talent quicker and more effectively is how employers can win the battle for hourly employees and reduce staff shortages.

Mark Taylor

CEO, Automated Analytics

2. Making friends with Artificial Intelligence.

Overcoming reservations about embracing AI may well require a shift in mindset, as well as a greater understanding of its potential benefits.

As always, education has a crucial role to play in dispelling misconceptions and building confidence. Business leaders tasked with overseeing the introduction of AI into their organisation should focus on highlighting real-world examples of successful AI implementations and the tangible advantages these have brought. These include improved efficiency, productivity, and decision-making.

In addition, emphasising the inherently collaborative role of AI, where human expertise is augmented by machine intelligence, can help alleviate concerns about job displacement and underscore AI's value as a tool for innovation and competitive advantage.

By fostering a culture of curiosity, adaptability, and continuous learning, it should be possible to persuade organisations, management and workforce to embrace AI with confidence, and harness its transformative power to drive growth and success.

2.1

Setting aside bias.

Personal bias and preconceptions will frequently hinder business decision-making, not only in the interpretation of data, but especially when it comes to embracing new technologies like AI.

It is essential to recognise that what may align with personal preferences or familiar practices may not be what's best for an organisation in terms of innovation and growth. Implemented well, AI can provide objective insights and data-driven solutions that bypass personal biases and lead to more effective decision-making processes.

By prioritising needs and objectives over individual preferences, an organisation can leverage AI to optimise operations and recruiting, enhance customer experiences, and stay ahead of its competitors. A mindset of openness and adaptability, and a commitment to evidence-based decision-making are all that is required to mitigate the influence of personal bias and ensure that business strategies are guided by what is most beneficial for long-term success.

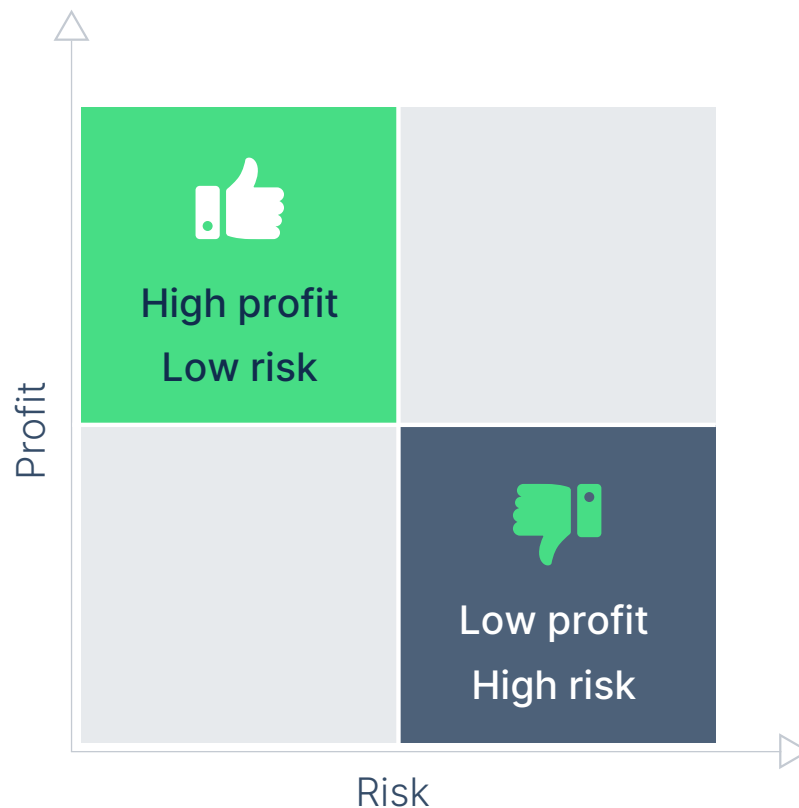
2.2

Recognising the potential of AI.

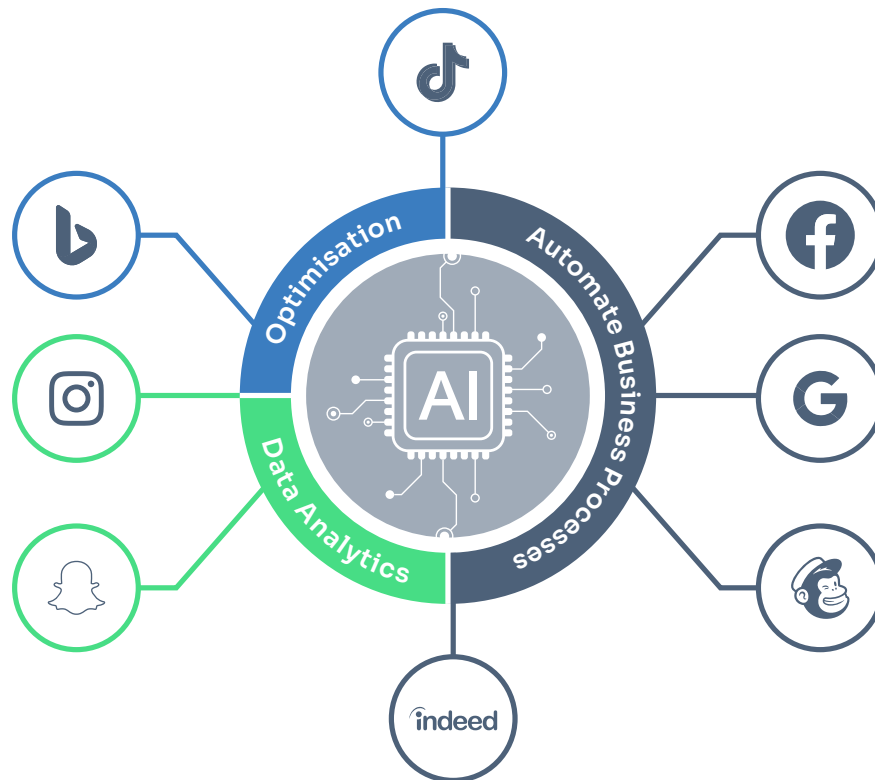
Mapping profit potential against risk can provide a useful framework for organisations seeking to assess opportunities to deploy AI solutions to aid the analysis and interpretation of their data.

Imagine a typical BCG ([Boston Consulting Group](#))²⁶ matrix charting risk on its x-axis against profit on the y-axis. High-profit, low-risk scenarios map to the upper-left quadrant, indicating favourable conditions for implementing AI solutions. Conversely, initiatives with low-profit potential and high-risk exposure are situated in the lower-right quadrant, warranting careful consideration or avoidance.

This tool makes it simple for organisations to prioritise those investments in AI that align with their strategic objectives while avoiding potentially costly initiatives with low ROI.



AI Implementation Checklist



Set Clear Goals:

- ✓ Reduce costs
- ✓ Increase conversions
- ✓ Generate more
- ✓ Clear ROI and reporting

Analyse 100% of your interactions:

- ✓ Speech to text call tracking
- ✓ Form fill and online booking analysis
- ✓ Online chat tracking
- ✓ Candidate application tracking
- ✓ End-to-end funnel analysis

Let AI do the heavy lifting:

- ✓ Automate your reporting for real-time actionable results
- ✓ Don't just track interactions, analyse call contents
- ✓ Use data to power programmatic advertising bidding

Avoid Vanity Metrics:

- ✓ Share of voice
- ✓ Call volume
- ✓ Interaction
- ✓ Application volume

2.3

The opportunity to seize advantage.

Competitive advantage can manifest itself in many forms. Cost leadership, differentiation, innovation and agility are all areas in which advantage may be gained – or conceded.

When building a case for adoption of AI within an organisation, parallels can be drawn with other advances that initially faced resistance or uncertainty, quickly to become ubiquitous in the business landscape.

The adoption of e-commerce revolutionised retail operations is allowing companies to reach a broader customer base and streamline transactions. Yet for many established retailers, its advent was greeted with scepticism and hostility. Similarly, the shift towards Cloud computing, in the face of lethargy and nay-sayers in both the IT industry and end-user organisations, transformed IT infrastructure management, offering scalability, flexibility, and cost-efficiency.

Despite initial scepticism, these innovations became essential components of business strategies, providing competitive advantage to early adopters. Today, it is AI that holds the potential to reshape sectors and the businesses within them by optimising processes, predicting trends, and enhancing decision-making capabilities.

Embracing AI as a strategic tool for innovation and growth will position early-adopting businesses at the forefront of their respective industries, driving sustainable competitive advantage.

2.4

The merits of 'Supervised' AI.

'AI', as discussed in Section 1, is something of a broad term. This paper is concerned specifically with the application of 'Supervised' AI²⁷, in which labelled datasets from a limited sample are used to train algorithms to predict outcomes and recognise patterns with a high degree of accuracy.

Embracing Supervised AI offers numerous benefits that can provide competitive edge. A primary example is its ability to efficiently analyse vast volumes of data, including real-time streams and data from multiple sources. Unlike traditional data analysis methods, Supervised AI can process and interpret complex datasets rapidly, uncovering valuable insights and patterns that would be impossible to discern manually or with conventional analytics tools.

By harnessing machine learning algorithms, Supervised AI can pick out correlations, trends, and anomalies in the data, enabling the organisation to make data-driven, business transforming decisions with precision and

confidence. This is particularly valuable in dynamic business environments where timely insights are essential for staying ahead of competitors and responding to market changes. In addition to this, Supervised AI enhances scalability and efficiency by automating repetitive tasks, reducing manual effort, and freeing employees to focus on higher-value functions.

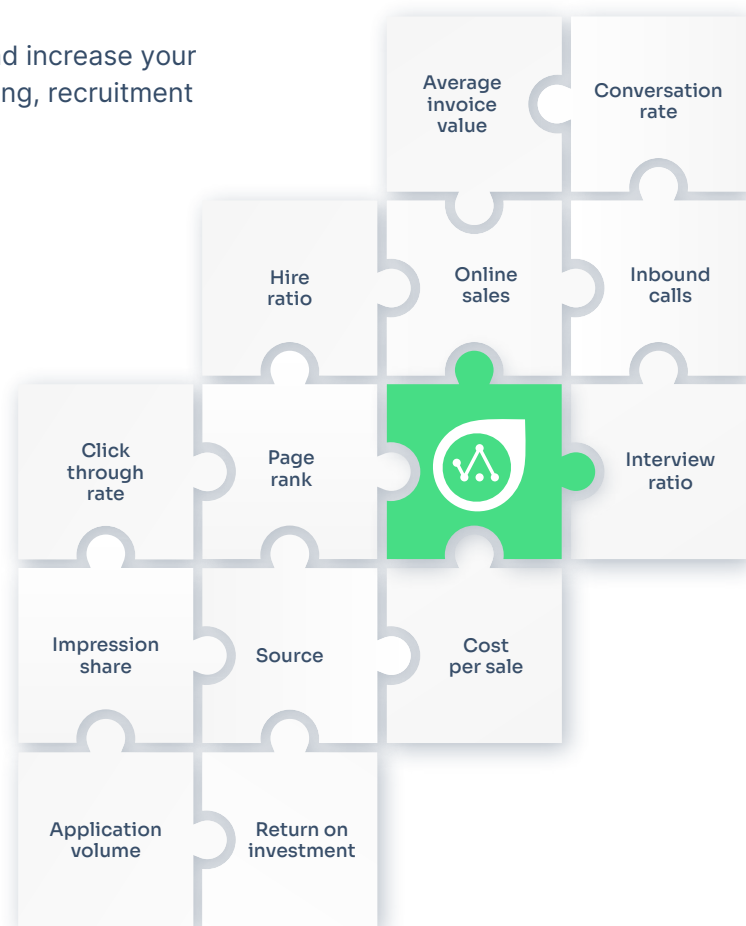
Overall, it is the application of this kind of Supervised AI that empowers organisations to unlock the full potential of their data, drive innovation, realise greater value from their workers and achieve sustainable growth in today's ever more competitive environments.

Analyse 100% of your business data in a flash.

Artificial intelligence is a computer programme that mimics human decisions and actions to perform tasks usually requiring a human.

Results

- ✓ Make common-sense of your data by harnessing AI to analyse data in real time
- ✓ Save your employees time by removing mundane data creation tasks whilst improving accuracy
- ✓ Analyse 100% of your business data to realise operational efficiencies
- ✓ Reducing costs, generate more and increase your return on investment from marketing, recruitment and customer services activities



Only when you piece together the data can you see the full picture



2.5

Building trust to secure buy-in.

Building trust in the potential of AI internally may require a concerted effort to educate, engage, and empower employees at all levels.

Transparency is key, employees become more accepting once they understand how AI works, its potential benefits, and its limitations. Achieving this, however, is likely to involve dismantling myths and misconceptions.

Providing clear communication about AI initiatives, their objectives, and the intended outcomes helps demystify the technology and alleviate concerns. Involving employees in the adoption process through training programmes, workshops, and hands-on experiences allows them to develop a deeper understanding and appreciation of the technology's capabilities and advantages to the business.

Encouraging open dialogue and soliciting feedback provides opportunities for employees to voice concerns, share insights and, ultimately, contribute to the successful implementation of AI initiatives.

Though never achieved without some investment, by nurturing a culture of trust, collaboration, and continuous learning, organisations can instil confidence in AI, from boardroom through to workforce, paving the way for successful adoption, integration and all the benefits this will bring.

2.6

How trust is gained.

As in any situation calling for the establishment of trust²⁸, a combination of approaches and techniques are required to achieve the desired outcome.

- **When provided with clear explanations of how AI algorithms work**, the data they use, and the rationale behind their decisions, stakeholders and employees can develop a better understanding and trust in the technology.
- **Involving stakeholders and employees** in the development and deployment of AI systems also helps build trust. By soliciting feedback, addressing concerns, and incorporating user preferences, an organisation can demonstrate a commitment to inclusivity and collaboration with its initiatives.
- **Establishing ethical guidelines and governance frameworks** for AI usage can then help to mitigate concerns about ethical implications and ensure responsible AI practices. By adhering to ethical principles and regulatory standards, the organisation can instil confidence in the ethical integrity of its AI systems.
- **Providing education and training programmes** on AI fundamentals, ethics, and best practices can empower stakeholders and employees to make informed decisions and navigate AI technologies effectively. By fostering a culture of continuous learning and development, the organisation can promote further trust and confidence in AI.
- **Implementing accountability mechanisms and risk management strategies** for AI systems can help address concerns about bias, privacy, and security. By holding stakeholders accountable for the outcomes of AI initiatives and proactively managing risks, the organisation can enhance trust and credibility in its AI capabilities.

2.7

The ethical implications of AI adoption.

Automated Analytics founder Mark Taylor is quick to emphasise the importance of exercising ethical diligence on all use of AI in business operations.

“[Ethical AI](#)”²⁹ according to Taylor, “brings in principles of trust, transparency, and ethical decision-making, to make certain that AI systems are being deployed responsibly and ethically.”

Within this scope, trust must be seen as a cornerstone, as it involves building confidence among stakeholders that AI technologies will operate reliably and with integrity. Transparency is essential for fostering trust, as this involves providing clear explanations of how AI algorithms work, the data they use, and the outcomes they produce. Ethical decision-making, for its part, involves ensuring that AI systems adhere to ethical guidelines, avoid bias, and prioritise fairness and accountability.

Under Taylor’s leadership, Automated Analytics champions the significance of ethical AI in its operations. By prioritising trust, transparency, and ethical decision-making, the company ensures its solutions are deployed responsibly and contribute positively to business outcomes. By applying rigorous ethical standards and ongoing monitoring in its own business, and contributing actively to public discourse around this subject, the company promotes the responsible use of AI to drive innovation, enhance decision-making, and create value for clients and stakeholders.

Strategies of this kind emphasise the importance of transparency, user involvement, ethical governance, education, and accountability in building trust in AI among sceptical stakeholders and employees. Their use helps foster a culture of trust conducive to AI engagement and acceptance.

2.8

Pressure, burnout, and the value of AI.

In today's competitive business environments, employees are often overwhelmed by the volume of data requiring manual analysis and interpretation. This can lead to burnout and high turnover rates as employees struggle to keep pace. By leveraging AI data analytics, the organisation can alleviate this burden at a stroke.

Using the power of machine learning algorithms, large volumes of data can be processed quickly and accurately, freeing up employees' time for greater focus on strategic initiatives. This not only reduces the risk of burnout but also enhances employee engagement and retention.

AI data analytics also enables the organisation to derive actionable insights from data more efficiently, allowing it to identify trends, patterns, and opportunities for improvement. By leveraging these insights, informed decisions can be taken and targeted interventions implemented to address business challenges proactively. This not only drives business performance but also fosters a culture of innovation and continuous improvement.

It is this embrace of AI data analytics to expedite routine work and facilitate strategic decision-making that enables an organisation to mitigate burnout, improve staff retention, and better position itself for long-term success.

“

This next generation of AI will reshape every software category and every business, including our own.

Satya Nadella
CEO, Microsoft

3. Policy, Regulation and AI

By improving the understanding of Supervised AI, our objective is to provide governments and enterprises in the UK and US with an empirical understanding and benefits of Automated Analytics well established and proven Supervised AI Software and systems.

By 2035, the [UK AI market](#)³⁰, currently valued at over \$21 billion, is expected to reach over \$1 trillion in sales. After the United States and China, the UK has the third-largest AI market globally.

The United Kingdom boasts one of the most robust AI policies globally, bolstered by substantial government funding, extensive academic endeavours in the domain, notable venture capital funding for AI start-ups, and widespread enterprise usage of AI.

We must match the speed of AI development with our own effort and action in order to grasp the risks and seize the opportunities as the tempo of AI development accelerates.

The present use of AI in the UK varies greatly by sector and within sectors. In our experience, operating as we do in both the UK and US markets, businesses and industries that have digitised operations and services adopted AI more easily and successfully than those that have not. In the UK, digitalisation of the banking, insurance, healthcare, and business service sectors has been, and continues to be, a major driver of AI growth.

In the UK public sector, AI is also being used to address complicated challenges, such as increasing efficiency in mainstream public services and processing tax, benefits, visas, passports, and other government licences.

For example, the UK Government Digital Service (GDS) already collaborates with the UK Pensions Regulator to increase efficiency by employing prediction algorithms for future pension scheme behaviour, and His Majesty's Revenue and Customs ([HMRC](#)³¹) employs artificial intelligence to help identify call centre priorities. This is being rolled out in the emergency services 999 and 111 call operations as well as other front line NHS and General Practitioner services.

The goal of Automated Analytics strategy is to keep advancing Supervised AI's potential to improve public services, business services, and the economy.

Automated Analytics backs the global strategy decided upon at the most recent AI summits in the UK and [Seoul](#)³² to provide creative, reliable, and ethical AI and machine learning solutions in order to hasten the adoption of these technologies and boost productivity.

We understand and support the need to carefully consider how to adapt infrastructure and systems to a new environment in which AI is integrated into everything we do.

Automated Analytics will remain a component of the international programme aimed at generating a large body of realistic and workable ideas for how to address this issue and ensuring that great ideas are implemented.

The United Kingdom is on track for more agile AI regulation, providing regulators with the expertise and tools they need to manage the risks and potential of AI. Automated Analytics will ensure our direct experiences and observations are fed into policymakers.

The world is on the verge of an astonishing new era, propelled by developments in artificial intelligence. Automated Analytics regard the rapid advancement of AI capabilities as a once-in-a-generation opportunity to transform our public and business services for the better and create real, tangible, long-term opportunities for the economy and ensuring that AI is deployed safely into society.

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Automated Analytics' AI software has completely transformed our recruitment process, enabling us to track precisely when candidates are applying and is more efficient than any recruitment site or tool we have used before. After the first month of working with Automated Analytics our applicant flow nearly tripled compared to the prior month. Our cost per application went from well over \$12.00 to below \$2.00. In addition to the increase in volume, the way Automated Analytics' TalentTrack software optimises our budget is saving us thousands of dollars a month. Harnessing AI has without a doubt been our competitive advantage in a very challenging recruitment market, and will continue to be a central part of our strategy in the future.

Heather Matthews

Chief People Officer,

Restaurant Management Group, a Pizza Hut franchisee

4. Conclusion: Turning Artificial Intelligence into business impact

As we have explored in this paper, the integration of AI into business practices is not just an emerging trend but a fundamental evolution in the way industries operate and thrive in an increasingly data-driven world.

The transformational potential of AI extends across all facets of organisational operations - from enhancing productivity and operational efficiencies to revolutionising customer engagement and decision-making processes.

The readiness of businesses to adopt AI, as we have detailed, varies significantly across sectors and regions. However, with Experian reporting in 2022 (Global Data Management report, surveying 905 data practitioners and data-driven business leaders worldwide) that 77% of businesses had said that inaccurate data had hurt their ability to respond to market changes during the pandemic, and that 72% had said they had so much data in their organisation that it was difficult to prioritise where data management could add most value, the overarching theme must be of inevitable progression towards more intelligent, AI-driven, data-enhanced operational models.

Government endorsements and investments, particularly in the UK and as highlighted in our earlier sections, signify a strong commitment to fostering an AI-enabled public sector, which is mirrored by similar enthusiasm in the private sector. This dual approach points to a comprehensive ecosystem where AI is not just adopted, but also strategically integrated for public and private benefit.

The journey towards AI integration is not without its challenges. Cultural hesitations, skill shortages, and ethical dilemmas continue to pose significant barriers.

As we discussed in Section 1, the disparity in adoption rates between the UK and the US can largely be attributed to these factors. Overcoming these challenges requires a concerted effort in education and training, as emphasised in Section 2, where proposals for making friends with AI involved dispelling myths, fostering an understanding of AI's capabilities, and preparing the workforce through continuous learning initiatives.

Ethical considerations remain at the forefront of AI discussions. The necessity for transparent, responsible AI that upholds privacy, ensures fairness, and avoids bias cannot be overstated. Our exploration of this area through the influential insights of Automated Analytics' Founder Mark Taylor underscores the importance of maintaining stringent ethical standards and governance frameworks to not only foster trust among stakeholders but also safeguard the integrity of AI applications.



Looking forward however, the potential for AI to act as a lever for competitive advantage is immense.

Early adopters who navigate the initial complexities of AI integration stand to gain significantly as they transform their operations through the rapid and incisive analysis of high volumes of previously unmanageable data, to be more agile, foresighted, and responsive to market demands.

For businesses on the fence, the message is clear: the future is here, and it is powered by AI. Those who choose to embrace the technology to leverage the wealth of data at their disposal and utilise the expertise of their workers more productively will find themselves well-equipped to lead in their respective industries, while those who delay may find catching up a more formidable challenge than anticipated.

In conclusion, as AI continues to evolve and become more sophisticated, its role within business operations will deepen further. The organisations that will thrive are those that not only integrate AI technologies but engage actively in shaping the future landscape of AI-driven business practices.

By embracing the full potential of AI, fostering an ethical AI culture, and continuously adapting to new advancements, almost every business gains the opportunity to unlock unprecedented levels of efficiency, innovation and success. It is your competitive advantage.

“

We believe AI exists to be utilised, not be in the driving seat. Much in the same way the advent of the abacus and calculator sped up mathematics, AI exists to speed up data processing that go beyond the capabilities of individuals. This isn't about replacing people, or jobs, it's about taking advantage of a means to efficiently and accurately analyse and process vast swathes of data in real-time. When staff have higher job satisfaction and data is being optimised to make better decisions, who can argue with that?

Mark Taylor

CEO, Automated Analytics

5. About us

The biggest challenge holding companies back is time. Whilst the ability to gather data has never been easier, the demands of analysing large volumes in real-time to inform and shape decision-making have never been greater. There simply aren't enough hours in the day.

Businesses who can efficiently turn data into actionable insights have a strong competitive advantage. Automated Analytics delivers AI powered software enabling businesses to analyse 100% of their data in 0.02 seconds.

Our proprietary Artificial Intelligence software is the secret weapon over 5,000 businesses across the world are using daily to get ahead, save money, increase productivity and profitability. There is nothing artificial about the impact we are delivering for clients, and that's why our retention rate is 98%.

Our clients are harnessing artificial intelligence not only to improve business performance, but to improve staff wellbeing and job satisfaction. With mundane administrative tasks and data processing actioned by AI, our clients can develop high performance teams and unleash their value and creativity. To date, none of our clients have made redundancies since adopting AI, and instead have increased headcount. Automated Analytics believes **what matters most is the harmony between humans and AI.**

Contact us

To find out more how you can harness the power of AI for your business or organisation, sign-up for your free AI audit today from Automated Analytics.

www.automatedanalytics.co



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