EYEMAGiNE®

An ‘AI-led’ digital agency

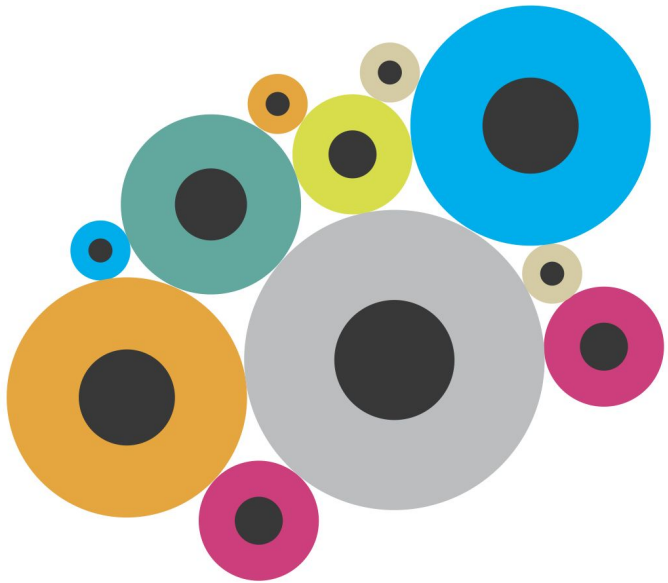
aiFocus - Audits and Maturity Models designed for AI Business Transformations

EYEMAGINE is a new breed of ‘AI-led’ digital agency at the forefront of revolutionizing digital transformation.

Our goal is to harness the power of automation and AI in every aspect of our service delivery from inception to development, launch, and optimization.

Our mission is to free our clients from the constraints of traditional, inefficient methodologies and use innovation and efficiency to lead the way to success.

Everyone is taking their first steps into a AI world... and there is no going back



There is a lot of uncertainty in organizations about how much to invest in and use AI Technologies

- 72% of businesses have experimented with GenAI for at least one business function[3]
- Only 29% of executives feel their organization has a good AI strategy[2]
- 83% of CEO's plan to increase investments in GenAI over the next three years[1]
- 47% say AI is shaping their competitive positioning[1]

[1]KPMG CEO Survey, Nov 2024
[2] HRDMag, Feb 24, 2024
[3]McKinsey

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AI is driving operational changes at levels not seen before

- On average 30% of revenue in an organization is lost due to operational inefficiencies[4]
- Over 73% of business owners believe GenAI will increase productivity [1]
- 77% of workers are concerned that AI will cause job loss in the next year[2]
- 57% of C-Suite executives believe that AI will disrupt how they structure their organization[3]

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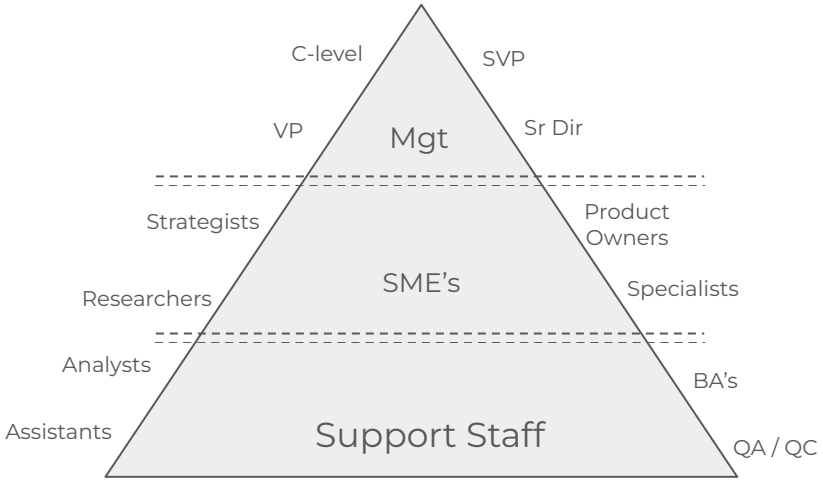
[1]Forbes Advisor. How Businesses Are Using Artificial Intelligence In 2023
[2] Forbes Advisor. Over 75% Of Consumers Are Concerned About Misinformation From Artificial Intelligence
[3] Forbes
[4] Deloitte

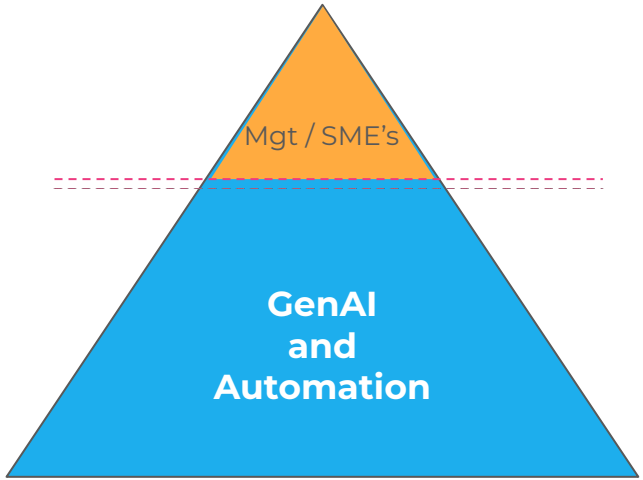
How GenAI technology creates operational value

Traditional Operating Model



- Traditional operational structures and norms are not built for leveraging AI
- Lack of transparency in use of AI

AI-led Operating Model



- GenAI is affecting knowledge worker productivity the most profoundly
- OpEx is the focus area
- Collapsing of management and SME's is possible

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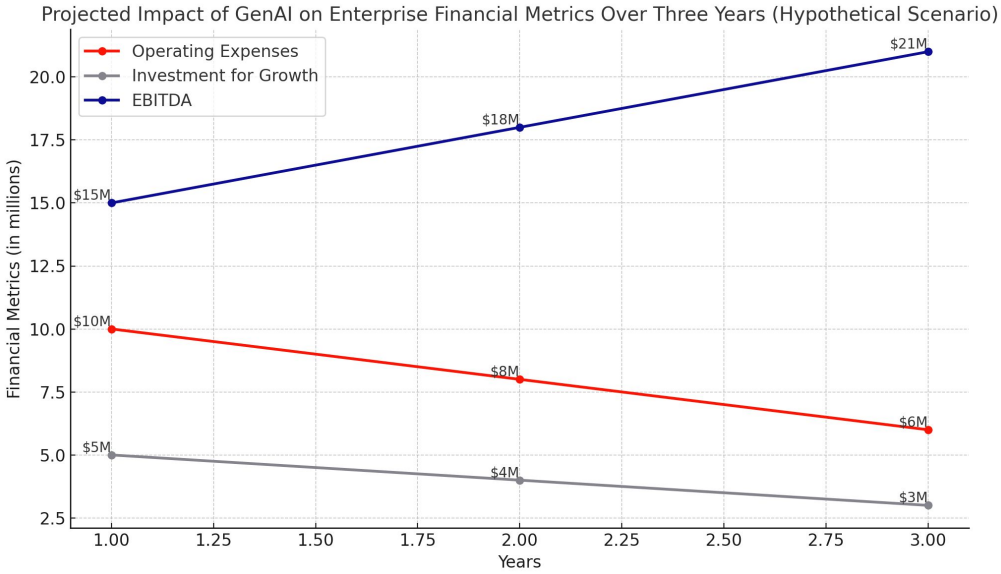
Operational Transformation with GenAI

GenAI is poised to redefine enterprise operations, enabling organizations to streamline expenses, enhance productivity, and boost profitability.

- **Reduced Operating Expenses:** By automating routine tasks and optimizing workflows, businesses can achieve substantial cost savings, enabling reallocation of resources to strategic initiatives.
- **Lower Investment for Growth:** With AI enhancing operational efficiency, less capital is required to scale business operations, paving the way for more sustainable growth.
- **Increased EBITDA:** The combined impact of cost reduction and operational scalability directly contributes to higher earnings, creating long-term value for stakeholders.

Our team will work with you to customize this approach, ensuring alignment with your organization's strategic goals and readiness for AI adoption.



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Industry Focus

- Professional Services
- Software / SaaS
- B2B / Industrial
- CPG
- Financial Services
- D2C
- Healthcare

Focus Areas for Audits

- Sales
- Marketing
- Customer Experience
- Research and Development
- Product Management
- Project Management
- Legal / Contracts
- Human Resources

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EYEMAGINE's aiFocus™ Framework

aiFocus™ benefits our clients by:

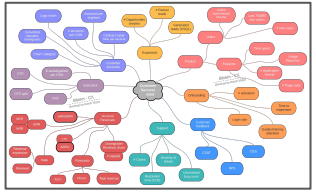
- Clarifying current state and desired endpoints of ongoing AI transformation activities
- Improving alignment in executive teams on gaps, priorities, and investments in AI
- Providing competitive industry benchmarks for AI
- Outlining current and future state AI improvements to align with desired maturity goals
- Developing high level roadmaps and prioritization for AI

The aiFocus™ Process

Orientation

Define Objectives

Develop KPI's



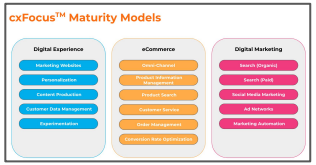
Input

Stakeholder Engagement

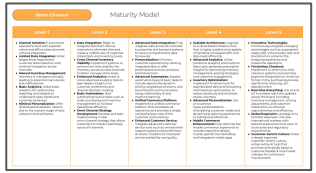
Self-Assessments

Assessment

Apply Models

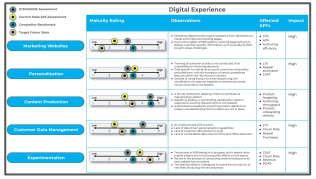


Apply Criteria

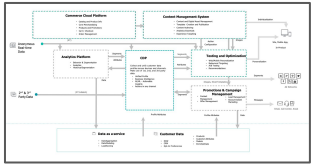


Analysis

Maturity Ratings

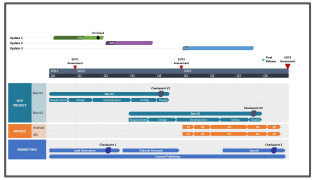


Current and Future State Analysis



Prioritization

Roadmaps



Recommendations

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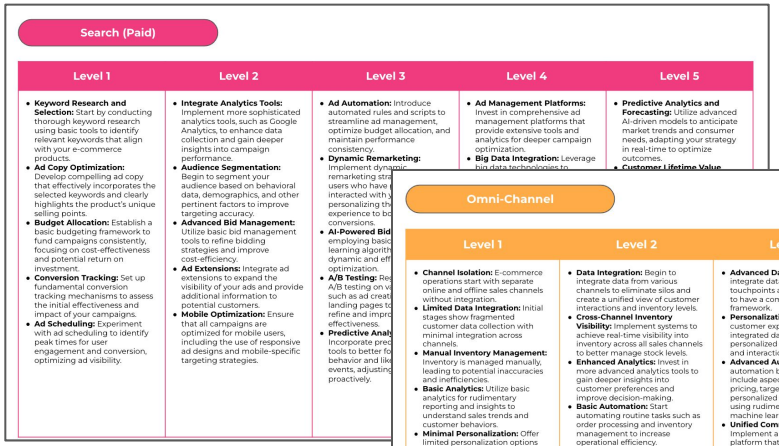
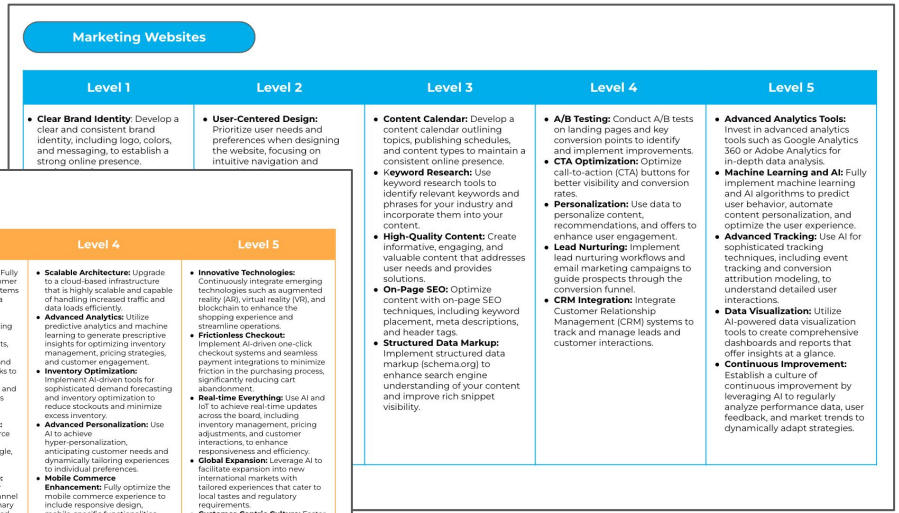
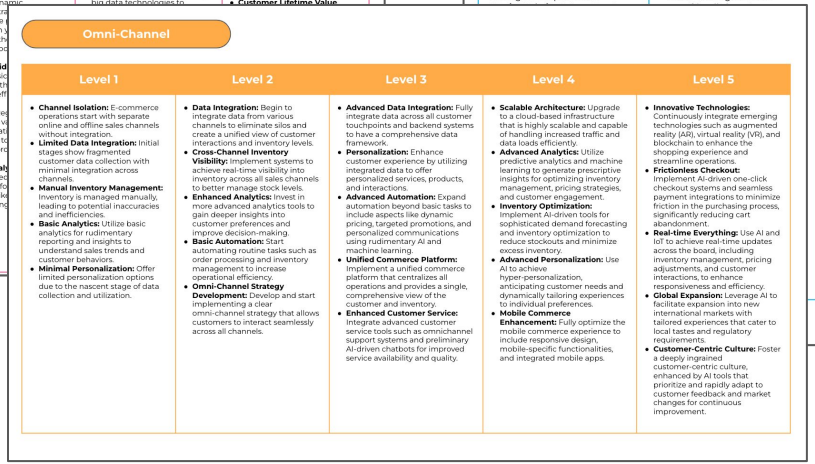
aiFocus - Maturity Criteria

- 5- Level Maturity Models for each capability updated regularly based on industry innovation and adoption curves
- Higher levels focus on fully optimized AI driven features and functionality



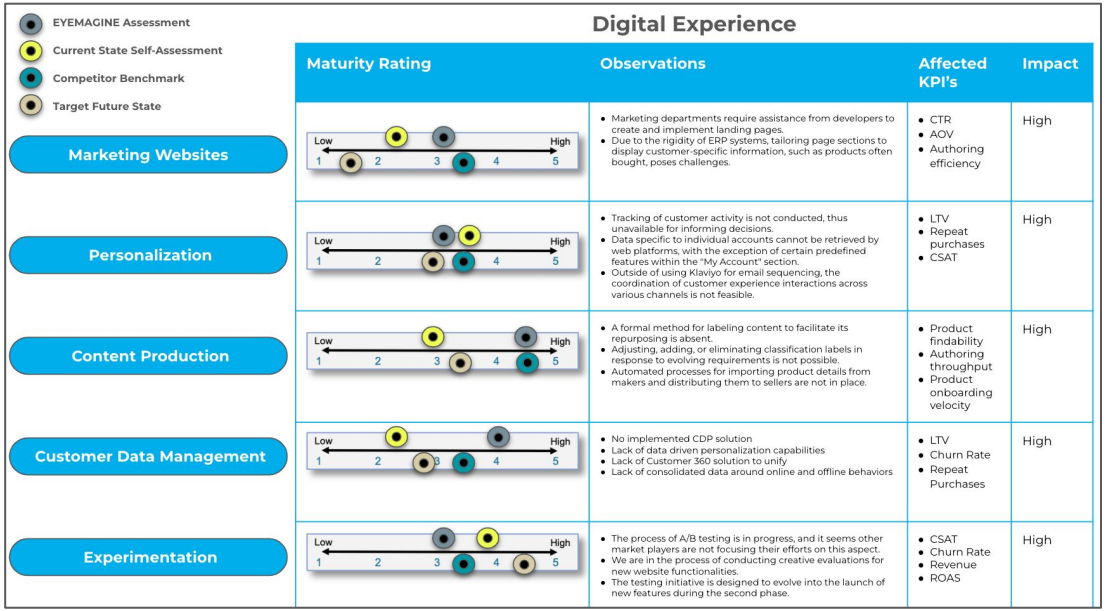




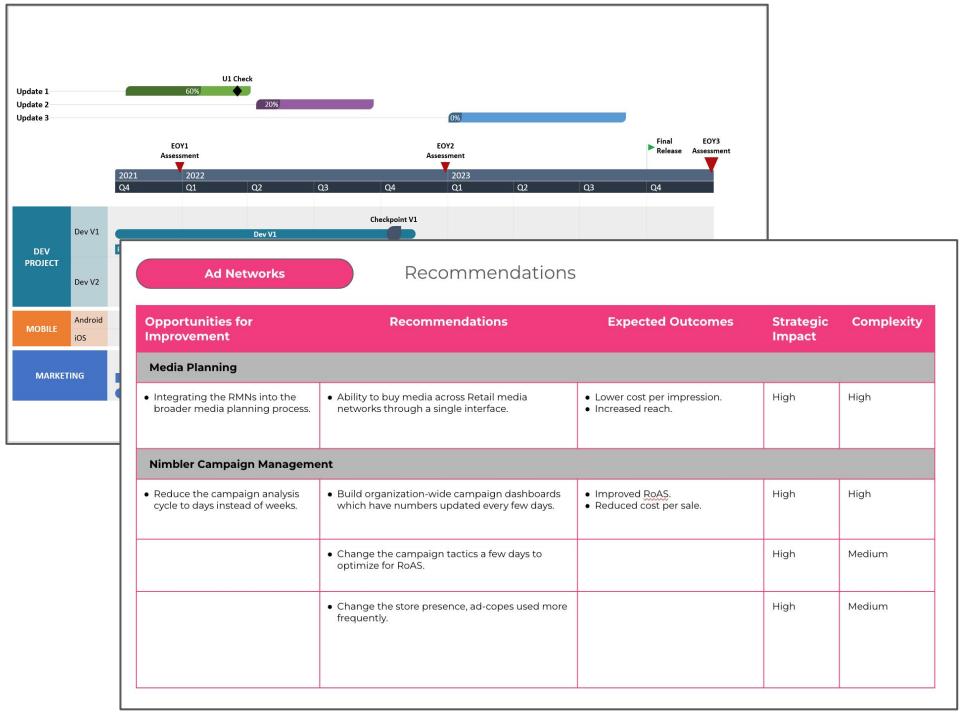
aiFocus - Maturity Assessments

We plot 4 points on our maturity models for discussion and alignment

- EYEMAGINE's current state assessment
- Your self-assessment
- Competitor benchmarks
- Desired future state



aiFocus - Initiatives and Roadmap



Ad Networks Recommendations

Opportunities for Improvement	Recommendations	Expected Outcomes	Strategic Impact	Complexity
Media Planning				
• Integrating the RMNs into the broader media planning process.	• Ability to buy media across Retail media networks through a single interface.	• Lower cost per impression. • Increased reach.	High	High
Nimbler Campaign Management				
• Reduce the campaign analysis cycle to days instead of weeks.	• Build organization-wide campaign dashboards which have numbers updated every few days.	• Improved RoAS. • Reduced cost per sale.	High	High
	• Change the campaign tactics a few days to optimize for RoAS.		High	Medium
	• Change the store presence, ad-copes used more frequently.		High	Medium

We will formulate proposed actions for potential initiatives derived from the desired maturity objectives for each evaluated capability – these will serve to bridge any existing gaps.

These proposed initiatives will then be ordered in terms of their strategic significance and implementation complexity, and will be incorporated into a phased, cross-functional roadmap.

Pricing and Timeline

Cost: $10,000 USD

Timeline: 3 months

- **Month 1:**
  - aiFocus Maturity Models and Recommendations (up to 10 areas of focus)
- **Month 2-3:**
  - Included 10 hrs / month of senior level advisory support
    - Weekly “AMA Office Hours”
    - Monthly progress reviews
    - Experimentation and POC’s as needed
    - Briefs on new developments and industry best practices

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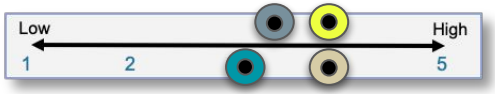
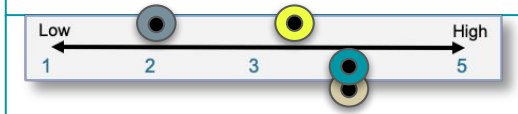
aiFocus - Sample Deliverables

Knowledge Management

- EYEMAGINE Assessment
- Current State Self-Assessment
- Competitor Benchmark
- Target Future State

	Maturity Rating	Observations	Affected KPI's	Impact
Research Synthesis		• Successfully automated 80% of earnings call summaries with high accuracy • Research quality inconsistent - junior analysts over-relying on raw LLM output • Impressive cost savings in morning market briefs ($150K annually) • Failed attempt at automating sector analysis due to outdated training data • Compliance team still manually reviewing 100% of AI-generated content	• Research coverage breadth • Time to insight • Research accuracy	High
Best Practice Sharing		• Current GenAI implementation unused by majority of advisors • Knowledge base exists but prompts returning outdated strategies • Experiments with automated playbook creation • Teams creating duplicate content due to poor knowledge sharing	• Best practice adoption rate • Cross-team learning • New advisor ramp time	Med
Advisor Enablement		• New meeting prep automation showing strong early results • FAQ chatbot deployment failed due to poor data integration • Inconsistent prompt quality across teams	• Advisor productivity • Meeting effectiveness • Product knowledge scores	High
Investment Insights		• Leading-edge use of multimodal AI for portfolio visualization • Some compliance issues with automated investment recommendations • Successfully automated 90% of standard portfolio commentary • Strong ROI on AI-driven market analysis • Effective integration with existing research workflow	• Investment idea generation • Client understanding • Portfolio alignment	High

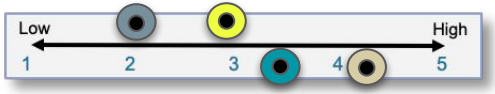
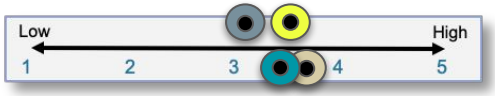
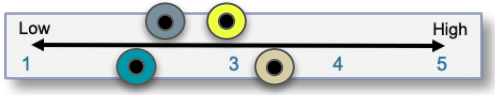
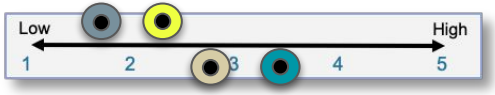
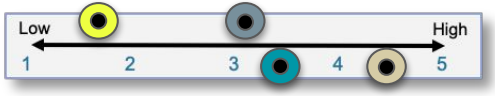
Knowledge Management

Recommendations

Opportunities for Improvement	Recommendations	Expected Outcomes	Strategic Impact	Complexity
Research Synthesis				
• Remove bottlenecks with approving AI-generated content • Improve quality from junior analysts • Reduce number of review cycles causing delays	• Implement pre-approved prompt library with compliance-vetted templates • Deploy automated compliance scanning to staff for QA	• Reduce compliance review time by 60% • Increase research output by 50%	High	Med
Best Practice Sharing				
• Increase adoption of best practices • Re-use of content across teams • Improve knowledge capture from successful advisors	• Build centralized prompt engine integrated with CRM • Implement automated success pattern detection • Create automated playbook generation with advisor validation	• Increase best practice adoption to 75% • Improve new advisor onboarding time by 40%	Med	Med

Sales Operations

- EYEMAGINE Assessment
- Current State Self-Assessment
- Competitor Benchmark
- Target Future State

Maturity Rating	Observations	Affected KPI's	Impact
Sales Enablement 	• Sales reps using GPT-4 independently without governance or prompt standardization • Multiple informal ChatGPT instances being used for call scripting • Attempted Custom GPT for sales coaching but facing prompt consistency issues • Inconsistent LLM usage for customer communications	• Ramp time to first deal • Win rate • Sales cycle length	Med
Proposal Management 	• Uncontrolled GPT usage leading to factual errors in 30% of proposals • Sales team using ChatGPT for proposal writing without domain-specific training • No version control or tracking of GenAI generated content • Multiple competing systems (Claude, GPT-4, Gemini) causing inconsistent voice	• Proposal win rate • Time to proposal • Average deal size	High
Lead Scoring 	• GenAI being used to summarize lead interactions but missing key context • Attempting to use ChatGPT for lead qualification without proper integration • Raw customer conversation data being fed to LLMs without preprocessing • No prompt engineering standards for lead analysis	• Lead conversion rate • Time to qualification	High
Pipeline Analytics 	• Using GPT to analyze sales call transcripts without alignment on definitions • Deal risk analysis relies on unstructured GPT summaries of customer communications • Multiple teams using different LLM prompts for similar pipeline analysis	• Forecast accuracy • Pipeline velocity • Deal slippage rate	Med
Account Intelligence 	• * Customer success team using ChatGPT to analyze support tickets without guidelines • * Experimenting with Claude for account health scoring but lacking historical context • * GenAI being used ad-hoc for quarterly business reviews without templates • * Inconsistent use of LLMs across different account teams	• Account retention rate • Expansion revenue • Customer lifetime value	High

Sales Operations

Recommendations

Opportunities for Improvement	Recommendations	Expected Outcomes	Strategic Impact	Complexity
Proposal Management				
• Standardize GenAI platforms • Implement version control • Eliminate excessive manual editing required	• Deploy centralized proposal AI system with domain-specific training • Implement QA against company knowledge base • Create proposal component library with pre-approved AI prompts • Analyze right to win and other qualitative sales measure for increased quality of proposals	• Reduce proposal creation time by 65% • Increase volume of proposals by 50% • Improve win rate by 10%	High	Med
Sales Enablement				
• Decrease time to update and train sales teams on new product offerings	• Train an LLM model to build battle cards • Use AI narrators rather than speakers for faster and more accurate video production • Utilize AI chat for on the call just in time research for sales reps based on your knowledge repository • Use AI assistants for note taking on all calls and build a model to grade call quality	• Improve time to first sale by 50% • Reduced cost per sale by 50%	High	High