



AI Capabilities

Your trusted partner for the best AI Solution



APPLIED AI LAB FROM **VERYSSELL**



What is Applied AI lab?

- A Verysell Group **Centre of Excellence**
- Specialist team that helps apply AI to improve operational efficiency



Challenges when adopting AI

- Lack of **Technical expertise** to implement and use effectively
- Hardware and software **costs**, plus time & resources needed to develop and deploy
- Quantity and quality of **data** to train and operate systems effectively.
- **Regulatory requirements** and ensuring system **compliance**



Overcoming challenges together

- We help evaluate the return on investment when considering implementing AI
- **AI Readiness Assessment** is the first step to evaluating your current IT environment
- We help design, develop and deploy the right AI application
- Our solutions consider regulatory compliance, and data security

SERVICE OFFERINGS

01

AI Readiness
Assessment &
Consulting

03

Generative AI
Products focus



02

AI Solution
Development &
Deployment

AI READINESS ASSESSMENT & CONSULTING

Helps businesses understand AI Readiness status and develop a roadmap for successful adoption



Strategic Alignment

- Do AI initiatives align with business strategy and objectives?
- Are AI projects well-defined and tied to business goals?
e.g., improving efficiency, increasing revenue, or enhancing customer satisfaction?



Data Readiness

- Assess quality, availability, timeliness and accessibility of data.
- High-quality data is essential for AI systems to function effectively.
- Identifies data gaps, governance issues, privacy & security concerns.
- May involve evaluating data storage and infrastructure capabilities.



Technical & Organizational Readiness

- Evaluates technical capabilities and infrastructure to support AI
- Assesses availability of AI talent, IT infrastructure, and readiness of existing systems for integration with AI.
- Assesses business culture & willingness to adapt to AI-driven change, as it often requires a cultural shift & change in management focus.

AI SOLUTION DEVELOPMENT & MANAGEMENT

A Software Development Life Cycle for AI/Machine Learning solution adoption, involves adapting traditional principles to the challenges and requirements of AI and machine learning projects



1. Define business objectives

Define problem

Identify success criteria

Create Roadmap

2. Collect & prepare data

Identify data sources

Clean and normalize data

Check data privacy & security

3. Develop AI model

Select AI/ML algorithm
Evaluate AI model performance

Split data to datasets
Validate the AI model

Build, train & tune model
A/B test AI model

4. Deploy & integrate model

Ensure compliance

Ensure solution scalability

Check security & access

Integrate solution with business vision

Define deployment strategy

5. Monitor & maintain solution

Set up monitoring

Implement automated re-training

Monitor data and concept drifts

6. Measure business impact

Measure business objectives

Adjust AI adoption strategy

Framework ensures solutions are developed, deployed, and maintained in a systematic and well-controlled manner, aligning business goals and technical requirements whilst addressing ethical and compliance considerations.

GENERATIVE AI

AI products that create new content, such as text, images, or music. Learns from existing data and then uses it to generate new patterns and structures.



Chat Bots: Custom-made assistants for businesses based on proprietary LLM model in an Office365 business environment



Corporate knowledge management and decision support systems, BI & Analytics



HR department routines automation: Candidate Profile pre-screening, scoring, and matching systems



AI-powered corporate compliance, people assessment and learning management systems



EXAMPLE USE CASES



Knowledge Management Chatbot

Corporate knowhow accumulates over many years in both structured and unstructured formats, making it difficult for new employees to build knowledge quickly

Chatbots are the epitome of modern corporate knowledge management, improving productivity

Data across various levels of confidentiality is structured, to fine tune LLMs to refine the chatbot solution



Chatbot to summarize data from trusted sources

Chatbots provide a convenient and effective tool for users to exploit a repository of comprehensive, in-depth and reliable economic data

Empowered by LLMs, chatbots can answer news questions in a natural form, as well as providing advanced features such as drawing visual graphs



Smart assistant for public services

A district management committee handles over 90,000 requests for administrative procedures

To meet increasing demand, the district introduces an AI chatbot powered by ChatGPT for reliable and accessible information, available 24/7

The chatbot simplifies public service access while using everyday language to address people's needs

Reduces waiting times, enhances the public service experience, saves HR costs, and allows civil servants to focus on complex issues

AI CAPABILITIES IN FINANCIAL SERVICES

Banking

Contact Center Analytics

Call summaries to extract key information from call logs, to identify trends in customer complaints and involve human agents who have succinct and relevant information to make faster decisions/ responses. Use Q&A features to automatically handle calls through bot agents.

Customer Q&A

Generate human-like responses for live chat/voice bot applications.

Virtual Agent

Automatically generate personalized correspondence to land the best messaging based on customer needs and patterns

Optimize Back-office Management

Document Process Automation

Digitize documents, extract key information through Semantic or Cog Search & Summarize them (e.g., legal doc summarization through internal & external information).

Risk Management

Recognize current patterns and trends to identify risks through content (including social media and blogs) search and summarization.

Cross-Business Unit Information Gathering

NER, Sentiment, Classification and Summarization of news sources across multiple business units



Insurance

Underwriter and Claims Processing

Automate Claims and assist with insurer pricing and underwriting.

Sentiment Analysis

Agent training mechanism to simulate customer interaction and evaluate end 'customer' satisfaction via sentiment analysis using GPT models.

Contact Center Analytics

Summaries to extract key information from call logs in order to identify trends in customer complaints & involve human agents who have succinct & relevant information to make faster responses. Q&A features to auto-handle calls through bots.

Capital Markets

Contact Center Analytics

Call summarization to extract key information from call logs in order to identify trends in customer complaints and involve human agents who have succinct and relevant information to make faster decisions / responses. Use Q&A features to automatically handle calls through bot agents.

Market Analysis

Automatically generate top-of-mind / editorial opinions based on a day's market dynamics, produce a summary view and a few key-points analysis

AI CAPABILITIES IN RETAIL

Consumer Engagement

Advertising and Campaigns

Automatically generate image models for advertisements and marketing campaigns

User-Generated Content

Generate descriptions for user-generated content (e.g., a product description based on photograph of product)

Brand Management

Connect to social media feeds, summarizing them and using sentiment analysis to better understand product/service quality

Marketing & Store Operations

Internal Communications

Respond to queries from across the org, multiple business units, and backend data systems through intelligent Q&A using semantic search and summarization.

Internal Helpdesk

Use intent classification, entity extraction, sentiment analysis to automate route and reduce resolution time of IT/HR helpdesk tickets submitted by employees

Procurement Management

Extract valuable information and insights from data in vendor contracts

Marketing & Store Operations

Contact Center Analytics

Call summarization to extract key information from call logs, to identify trends in customer complaints

Report Generation

Operational management summary for store managers and central managers

Retail workforce management

Automatically manage store scheduling through search and content generation

Innovation Through Automation

Automatic Product Descriptions

Suggest long item description generation based on few key inputs from merchandising experience agents, to reduce manual efforts

Automatic Marketing Emails

Generate marketing emails automatically based on personalized customer 360 information and marketing video extraction and summarization

Intelligent Onboarding

Conversational chat to onboard engineers, sales representatives, etc. into the company using development practice, IT strategy and best practices

Security & compliance

AI CAPABILITIES IN MANUFACTURING

Energy

Contact Center Analytics

Call summaries to extract key information from call logs, to identify trends in customer complaints and involve human agents who have succinct and relevant information to make faster decisions/ responses. Use Q&A features to automatically handle calls through bot agents.

Pattern Recognition

Topic Analysis will help us classify customer conversations to identify emerging patterns in customer complaints and asks, as well as in most effective consumption patterns

Hyper-personalization

Analysis will help us classify customer conversations to suggest alternatives to customers

Optimize Back-office Management

Trends Analysis

Use Social Media trends to understand sentiments on products and services, in order to better service and personalize content based on new trends and patterns.

Internal Communications

Respond to queries from across the org, multiple business units and backend data systems through intelligent Q&A using semantic search and summarization (e.g. information on prevention guidelines, etc.)

Internal Helpdesk

Use intent classification, entity extraction, sentiment analysis and light-weight summarization of internal helpdesk tickets, to automate and reduce resolution time of helpdesk tickets submitted by employees.

Oil and Gas

Remote Worker Assistance

Personal assistance/knowledge provider to business users as well as operations personnel at remote locations.

Process Manufacturing Insights

Automate Observations for Process Engineers and Maintenance Workers and Anomaly Detection Insight

Equipment Reporting

Text summarization and pattern recognition to automatically generate reports & insights on equipment failures, etc.

Manufacturing & Automotive

Staff Onboarding and Factory Worker Training

Use Generative Models capabilities to build training material for new personnel (e.g., customer agents, factory workers, etc.) onboarding, based on recorded conversation history.

Automatic Sales and Marketing Emails

Generate marketing emails automatically based on personalized customer 360 information and marketing video extraction and summarization..

Summarize and automatically generate new content

Automatically Summarize and generate new and relevant content to customers to reduce the amount of manual effort required in responding to customers for CPQ..



Security & compliance

AI CAPABILITIES IN MEDIA AND COMMUNICATIONS

Consumer Engagement

Contact Center Analytics

Call summarization to extract key information from call logs in order to identify trends in customer complaints and involve human agents who have relevant information to make faster decisions. Q&A features to handle calls through bot agents(e.g. outage information, etc.)

Pattern Recognition

Topic Analysis helps classify customer conversations to identify emerging patterns in customer complaints and asks.

Hyper-personalization

Topic Analysis help classify customer conversations to suggest alternatives to customers.

Optimize Back-office Management

Trends Analysis

Use Social Media trends and data to understand customer sentiments on products and services, to better service to the customers and personalize content based on new trends and patterns.

Internal Communications

Respond to queries from across the org, multiple business units and backend data systems through intelligent Q&A using semantic search and summarization.

Internal Helpdesk

Use intent classification, entity extraction, sentiment analysis and light-weight summarization of helpdesk tickets, to automate route & reduce resolution time of IT/HR helpdesk tickets submitted by employees.

Media & Comms

Accelerating pre-publication work

Accelerate and analyze work before publication, including suggesting content edits to comply with editorial style guide, generating compelling informative summaries, generating SEO optimized headlines for articles, and assisting in article composition from wires or from fact lists.

Summarize audio transcripts

Perform entity extraction and generate summaries of audio transcripts extracted from video content.

Summarize and automatically generate new content to fans

Summarize and innovative the content provided to fans through company's website. Generate new UI for website.

Gaming

Co-Pilot Approach

Embedding Codex into a game development platform to have a co-pilot approach to developing code on the platform with code completion service within the company's IDE.

Automatic Marketing Emails

Generate marketing emails automatically based on personalized customer 360 information and marketing video extraction and summarization.

Summarize and automatically generate new content to gamers

Summarize and innovative the content provided to gamers on the gaming platform.

Security & compliance



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