

The future is  
Conversational

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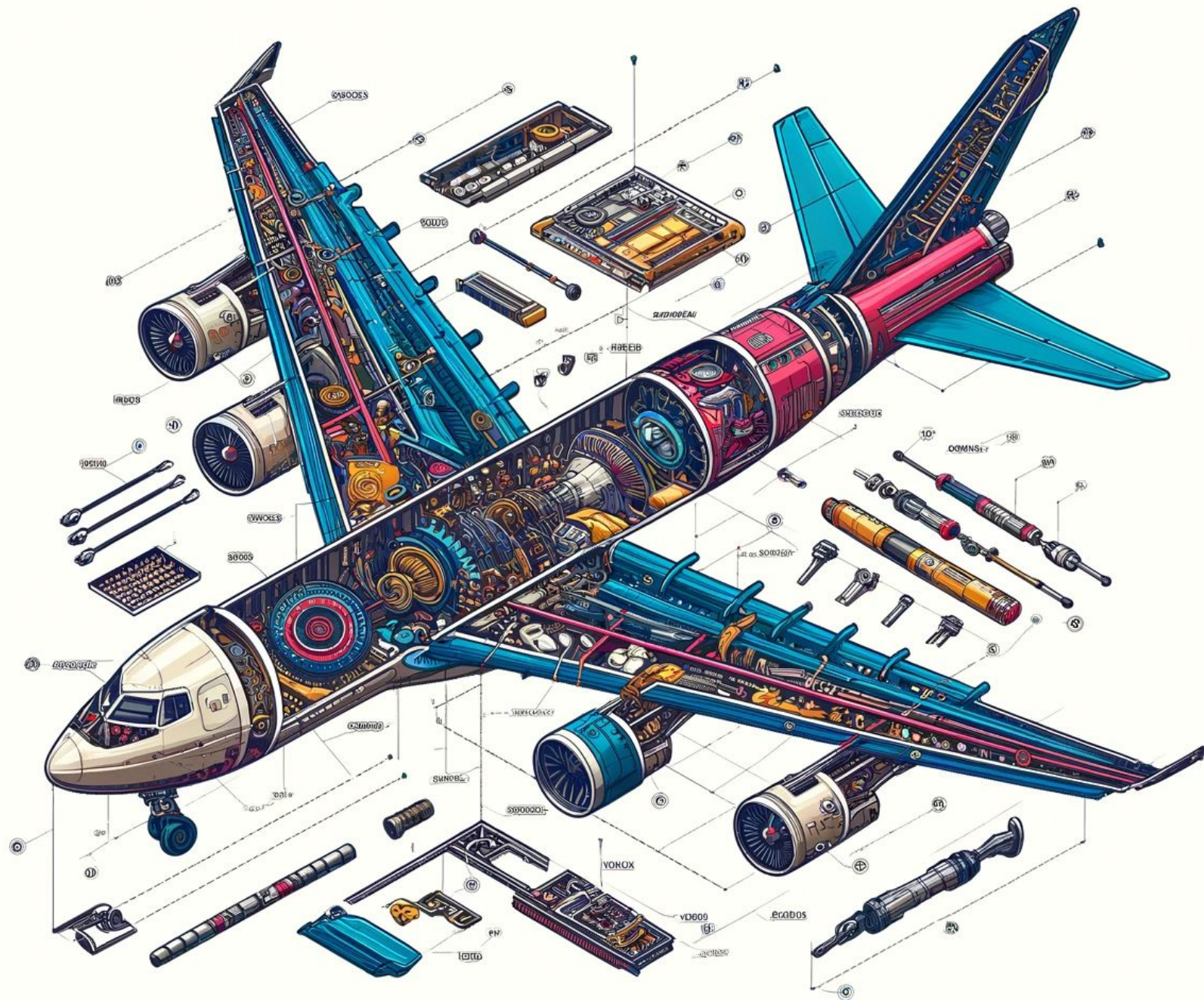
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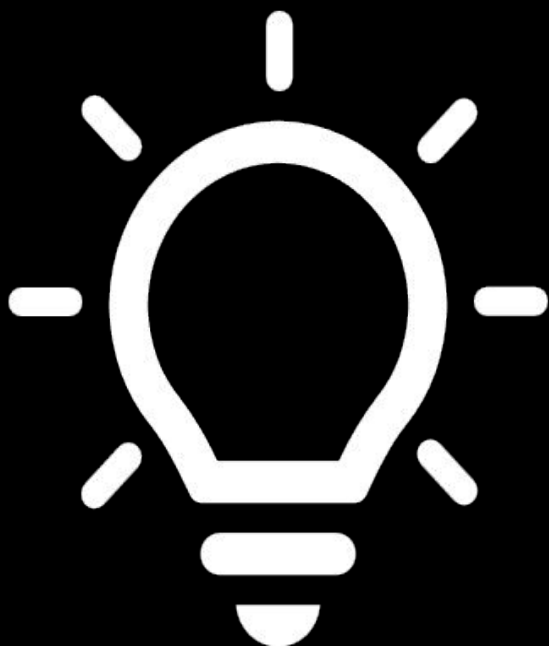
?













# WHY ARE WE TALKING SO MUCH ABOUT AI ?






Suddenly...





+ New chat

History is temporarily unavailable.  
We're working to restore this  
feature as soon as possible.

 Upgrade to Plus

NEW

 Dark mode

 Updates & FAQ

 Log out

# ChatGPT



## Examples

"Explain quantum computing in  
simple terms" →

"Got any creative ideas for a 10  
year old's birthday?" →

"How do I make an HTTP  
request in Javascript?" →



## Capabilities

Remembers what user said  
earlier in the conversation

Allows user to provide follow-  
up corrections

Trained to decline inappropriate  
requests



## Limitations

May occasionally generate  
incorrect information

May occasionally produce  
harmful instructions or biased  
content

Limited knowledge of world and  
events after 2021

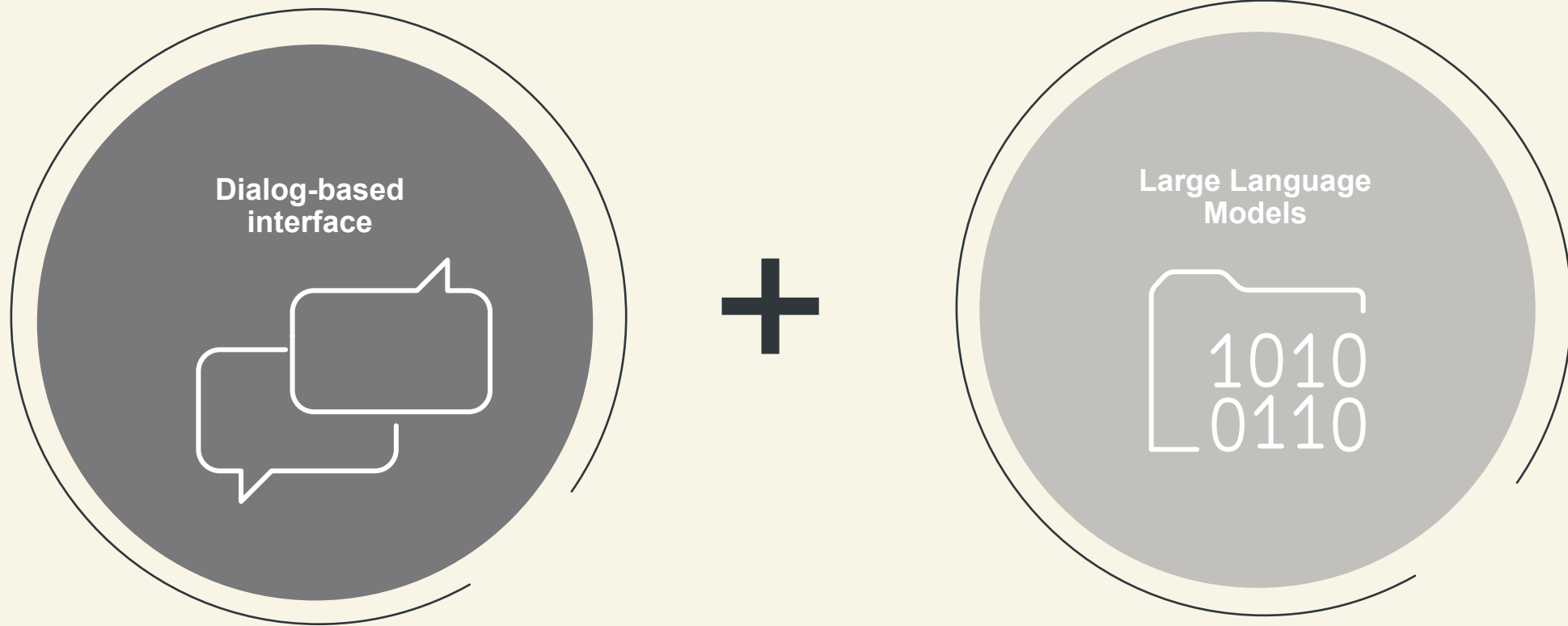




But wait!



# The new AI tools are a revolution in *both* technology *and* interface



“The best interface  
...is no interface”

Golden Krishna

Designer and author of the best-selling book

“The Best Interface is No Interface”



# Crystallized

**INTELLIGENCE**  
Facts & Logic



# Fluid

**INTELLIGENCE**  
Reasoning & Creativity

(Natural) language  
is the new keyboard



A long time ago, in a galaxy far far away..

.. a consultant from Gartner decided, that Chatbots were not hype anymore, and would flatline in a few years

*A LONG TIME AGO  
IN A GALAXY FAR,  
FAR AWAY...*

## Hype Cycle for Artificial Intelligence, 2021



Gartner, 2021. The 4 Trends That Prevail on the Gartner Hype Cycle for AI

# Conversational AI – the ability to understand language and generate responses



## MORE THAN JUST “A CHATBOT”

Conversational AI capabilities have the power to support across multiple channels but is often confined to just meaning “a chatbot”. The key is to leverage your underlying language models across channels to optimize value. A chatbot is just one manifestation of the underlying capability



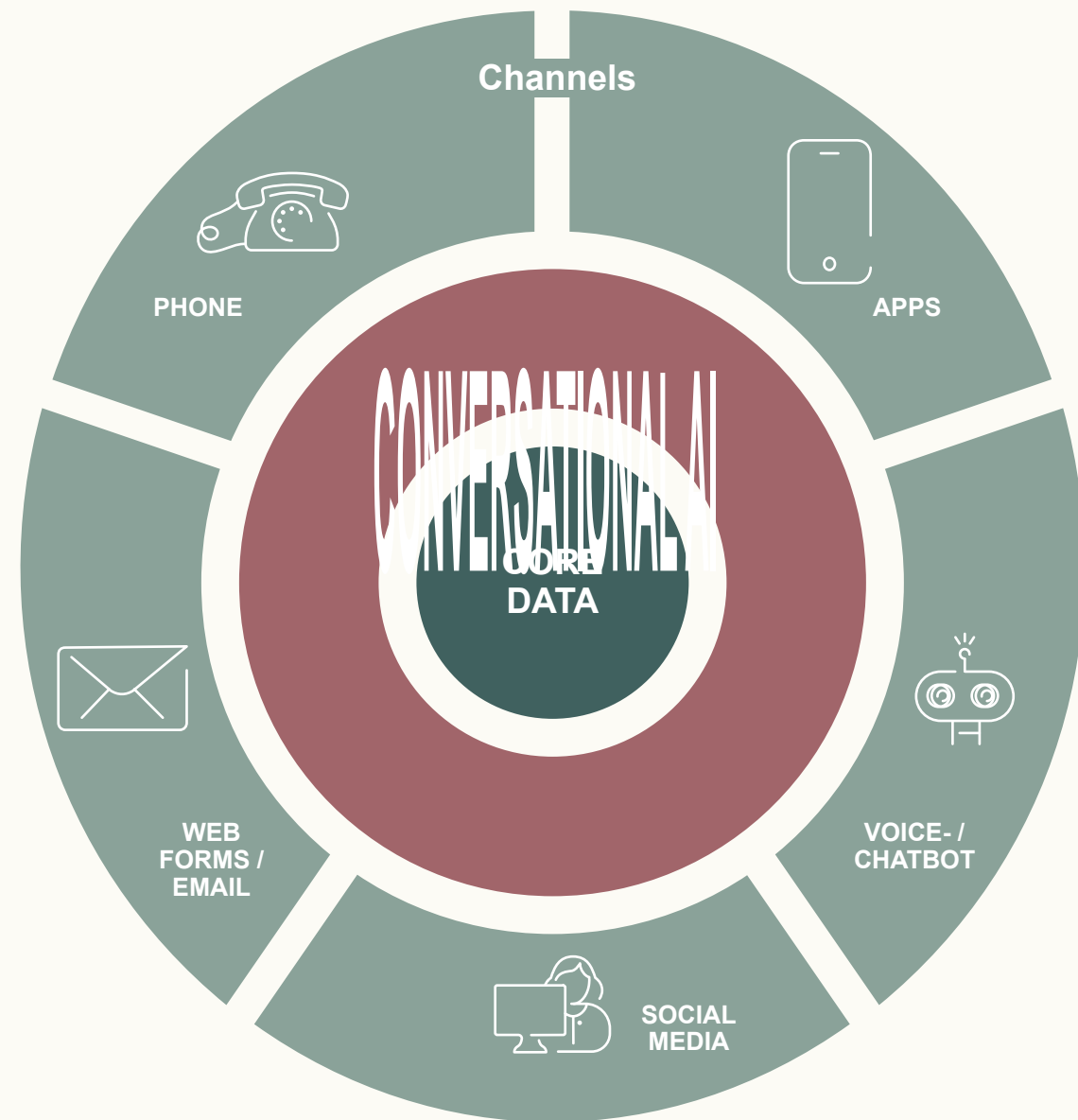
## CHANNEL CONVERSION

Enabling CAI to support self-service and automate low-value conversations. CAI can introduce fully automated channels such as voice- and chatbots, increasing availability while decreasing costs



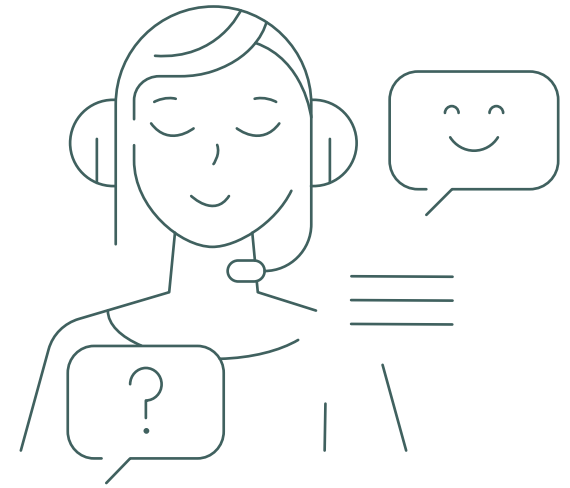
## EFFICIENT RESOURCE UTILISATION

Deploy your best resources – your advisors and agents – in the high-value conversations. Integrated channel hand-over ensures you don’t leave sales or sensitive interactions to automated dialogue. **AND** use CAI internally to support on-boarding, internal time spend on searching for information or asking a colleague for help





A *strong foundation* enables a journey with Conversational AI – from simple, open bots to transactional bots and onwards



## 1. OPEN BOTS

- FAQ based chat- and voicebots
- Requires no identification of case or customer
- Simple, open questions with generic answers

## 2. PERSONALIZED BOTS

- Voice- and chatbots able to provide answers to personalized or customer specific questions
- Identification (case ID, user, etc.) required
- Can give specific answer, i.e.. status on account or similar

## 3. TRANSACTIONAL BOTS

- Bots that can execute on tasks by request
- Connected bots, that interacts with underlying systems or RPA setups
- Allows agents or customer to, for example, change a payment or update information

## 4. CONTEXT AWARE BOTS AND VIRTUAL AGENTS

- Bots aware of context, i.e., assisting on a specific webpage or in a self-service flow, if the user is stuck or needs help
- Virtual Agents and Digital Humans are future bots, rendering digital humans able use facial expressions and more to create a complete virtual service experience



# A real life case

“

I often cannot find what I am looking for,  
even when I know it is there, because I  
wrote the article myself.

”

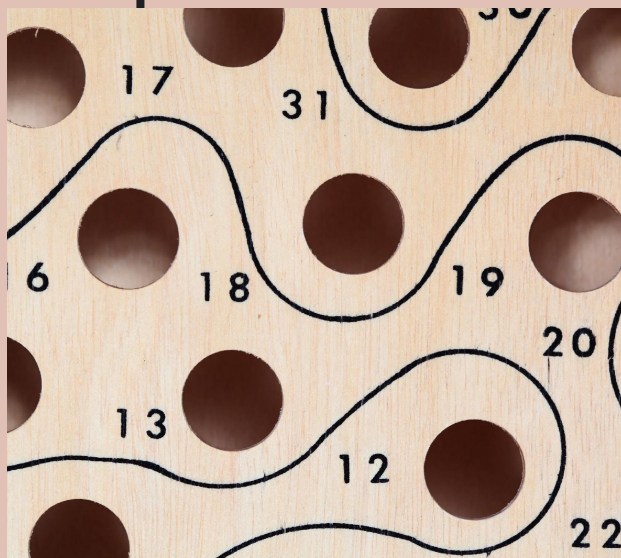
Employee & Editor of the old knowledge base



# Situation and 5 challenges

## Service targets were not met

AES was struggling to meet its service targets for citizens, particularly with regards to response and processing times and at the same time wanted to try out new technology to solve those issues. Five specific challenges were identified.



1

### Employees could not keep up with tasks and inquiries

AES could not handle all incoming messages in time. The “inboxes” for the front facing employees had thousands of tasks waiting and only 75 employees to handle them.

Getting an answer from AES took longer than promised to the citizen in AES service targets.

2

### Onboarding took long

For weeks, an experienced colleague had to be listening in on every call new employees had, supervising the new employee on processes, systems and work arounds to get the job done.

3

### Knowledge was hard to find

Even *when* the knowledge was in the knowledge base, the employees could not find it. Even the knowledge base editors could not find the articles they wrote.

Resulting in most employees abandoning the knowledge base.

4

### Asking a colleague was time consuming

When no help was found in the knowledge base, asking a colleague for help was the only solution thereby wasting both own and the colleague's time to find the right answer.



5

### Updating the knowledge base was cumbersome

When legislative or technical made it necessary to update the systems, it was cumbersome to get guides updated in the knowledge base because of an outdated knowledge base system – resulting in incorrect content and misguiding of employees.

To help solve the problems a new, *second* knowledge base was instigated in Microsoft Teams, only resulting in even more confusing knowledge management.

# Solution

12  
weeks

## Internal knowledge base chatbot

To ease the access to subject specific information and reduce time spent searching existing knowledge base(s) or asking a colleagues, it was decided a new approach was needed.

12 weeks project

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Preparation + Certification			Release v. 1					Release v. 2			
		Development + Test									
		Hypercare					Hypercare + Optimization				

### Preparation + Certification

In the first phase, we onboarded and introduced internal resources to Conversational AI (incl. certifications in the new platform), while gathering and analysing data, establishing a content roadmap for the chatbot.

### Development + Test

During the second phase, we taught the internal employees to work with Conversational AI: Building dialogue flows, training the NLP and testing the solution.

### Hypercare + Optimization

As the first version of the chatbot went live, the hypercare stage as initiated with daily conversation reviews, AI training and development of new dialogue flows - expanding the chatbot with more knowledge every day.

Release

## Go live after 4 weeks

The chatbot was trained on the two most important topics for the employees and was ready to be released in the first version. Getting out there to meet the employees and deliver impact.

# The impact

From  
minutes to  
seconds



## The helpful chatbot

After 12 weeks the chatbot could help employees with the **most asked questions** in a highly complex legal area.

With a resolution rate of over 90%, meaning that the newborn chatbot had 9 out of 10 answers perfectly right the chatbot did a good job helping the employees quickly.

Knowledge is now centralized in one location that is easy to find, use and understand patching the "holes" in the existing knowledge base.

CoE

## Center of Excellence

The newly trained internal employees can update the chatbot in a matter of minutes, when processes change, or new workarounds are published for employees to use.



”  
Cant we just use  
ChatGPT?...

Hello, how can I help you today?

Just now

how do I setup my new WiFi router?

Just now

To set up a new WiFi router and connect it to the Internet, please follow these steps:

1. Unpack the router and connect it to a power source.
2. Use an Ethernet cable to connect the router to your modem.
3. On your computer or mobile device, open the WiFi settings, find and select the network name (SSID), then enter your WiFi password.
4. Once connected, open a web browser and enter the router's default IP address in the address bar.
5. Follow the on-screen instructions to configure your WiFi network settings.
6. Save the settings and wait for the router to restart.

If you encounter any issues during the setup process, please contact our customer support for assistance. Enjoy your new Internet connection!

Type your message

## Contrasting experience LLM-only bot vs. a hybrid solution

**LLM-only**

**Hybrid**

Hello, how can I help you today?

Just now

how do I setup my new WiFi router?

Just now

Let me help you setup the new WiFi router. Which connection do you have?

Just now

Fiber-optic

Just now

To set up a WiFi router for a fiber-optic connection, follow these steps:

1. Unpack the router and power it on.
2. Connect the router to the fiber-optic modem using an Ethernet cable.

Just now

Done Instructions for Ethernet

Type your message

+ Orchestration tools – adding the ability to perform automations

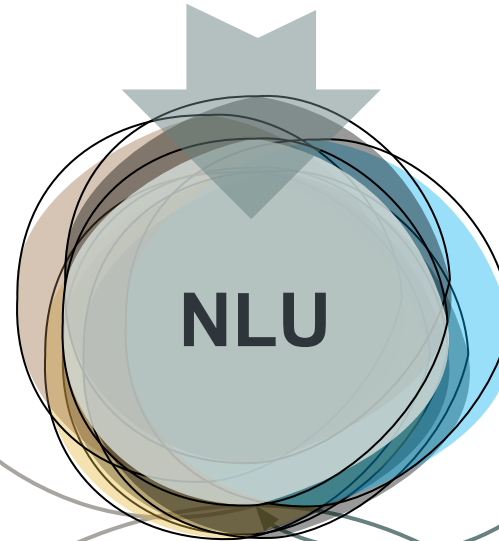
+ better analytics & performance insights

# Generative or Predictive AI chatbots?

” Customer input questions in natural language ”

“Single Model Approach”  
=  
*Choice of Certainty vs Risk*

“Hybrid Model Approach”  
=  
✓ *Best of Both Worlds*



## Predictive models

Natural language user query is processed, broken down, extracted and matched to the most likely pre-written response based on the model's training data.

**CERTAINTY**

**MORE EFFORT**

## Generative Models

Answers are generated and will vary depending on the phrasing of the question

**SPEED**

**MORE RISK**

## Generative Models

By generating large quantities of training data, writing- and rewriting response suggestions, suggesting new flows and much more, the capabilities of the AI trainers and model are accelerated manifold, while retaining certainty, security and extendibility

## Predictive models

When a user interacts with the chatbot, the input is processed by the NLU component, but matched to pre-defined answers

**SPEED**

**CERTAINTY**

# Conversation Design



And there are so many cases for  
using AI to support Conversations

# AI-Powered documentation: Faster, cheaper, and more accurate

A case from a Danish pension provider

## The challenge

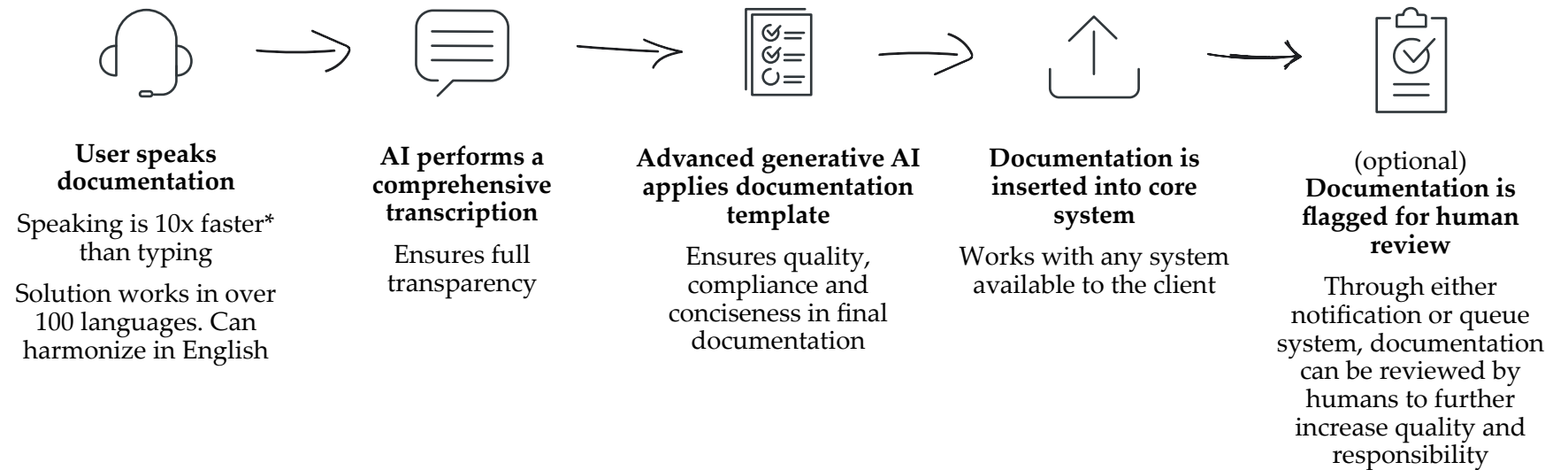
- Documentation is a tedious and error prone process.
- This leads to non-compliance and poor quality in most documentation processes

## The impact

- **10x acceleration\*** or entirely automated, depending on the conversation
- **82% prefer AI** over human documentation
- **5% total work reduction** compared to before AI documentation
- **8 out of 8 quality** dimensions AI out-performs humans

\*Assuming 100-150 words per minute for speaking and 10-15 words per minute for typing. Not counting time to access keyboard.

## The solution





# From 30 to 3 minutes – complex document processing efficiency

Implement collaborated with a large public authority to enhance their document processing capabilities using Generative AI. The project aimed to automate the handling of semi-structured letters related to a data-heavy area, traditionally managed through an 80-page SOP.

Implement developed an AI-based web app that significantly reduced processing time from up to 30 minutes to less than 3 minutes per document. The app demonstrated high accuracy in identifying relevant data points, eliminating hand-overs and reducing errors from manual handling.

This initiative positioned the authority as a leader in national pilot projects.

Reduced processing time from up to 30 minutes  
to less than 3 minutes per document

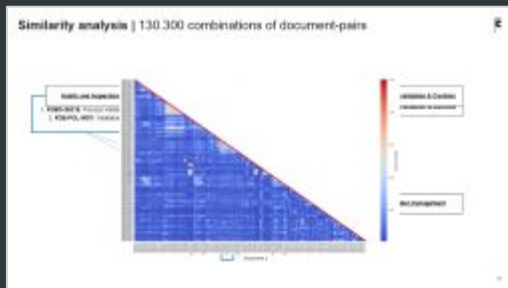


# Using AI to rewrite compliance documents in a large pharma company

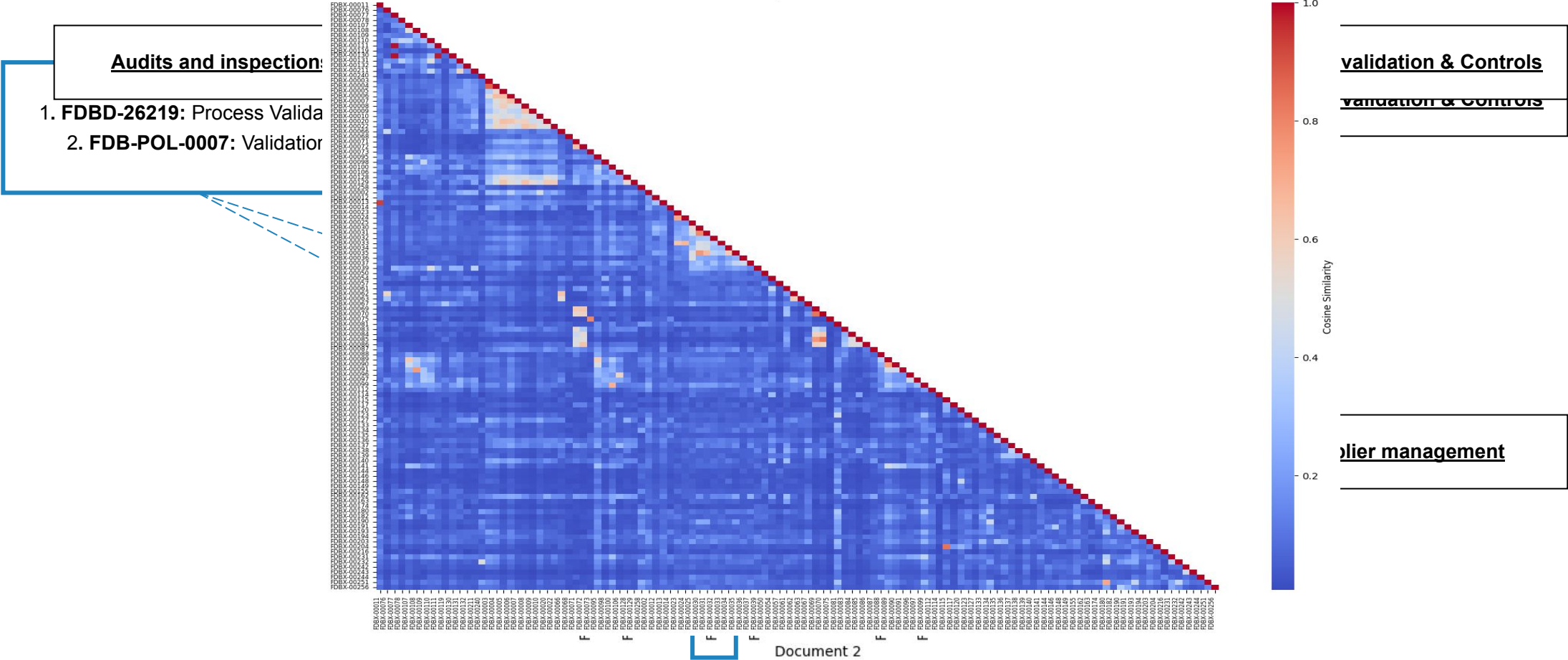
A leading life science company partnered with Implement to simplify their document repository using AI. The project tackled redundant and overlapping content by developing a similarity model, focusing on global policies, covering more than 500 compliance related policies.

Machine learning algorithms helped identify overlaps between policies, and an agent based generative AI workflow intelligently rewrote and consolidated documents - which was finally annotated and handed over for human review.

The consolidation created the foundation for a new simplified document structure, which was required to expand operations in multiple global markets.



# Similarity analysis | 130.300 combinations of document-pairs





# Enhancing customer experience with GenAI at prominent non-profit fund

Implement partnered with a prominent non-profit foundation to completely change the communication with applicants. Due to lack of resources, non-selected applicants would not receive a substantiated response. By utilizing Generative AI, Implement developed response templates that could be send to these applicants, ensuring timely and courteous communication.

This initiative enhanced the foundation's service level without increasing the workload of case handlers. As a result, the foundation experienced improved applicant satisfaction and streamlined their administrative processes.

Enhanced service level without increasing  
workload of case handlers









To ensure benefit realisation of AI, organisations should combine a bottom-up with a top-down approach, to unlock the potential

### *'Bottom-up'* approach

- Drives the value identification of the right use cases within identified themes
- Experimentation and learning in the organisation, creating ownership of solutions
- Upskills and teaches the company to work with these technologies



Strategy  
Provides overall direction

AI aspiration  
Long-term goals & strategic focus areas

*'Bottom-up'*  
approach

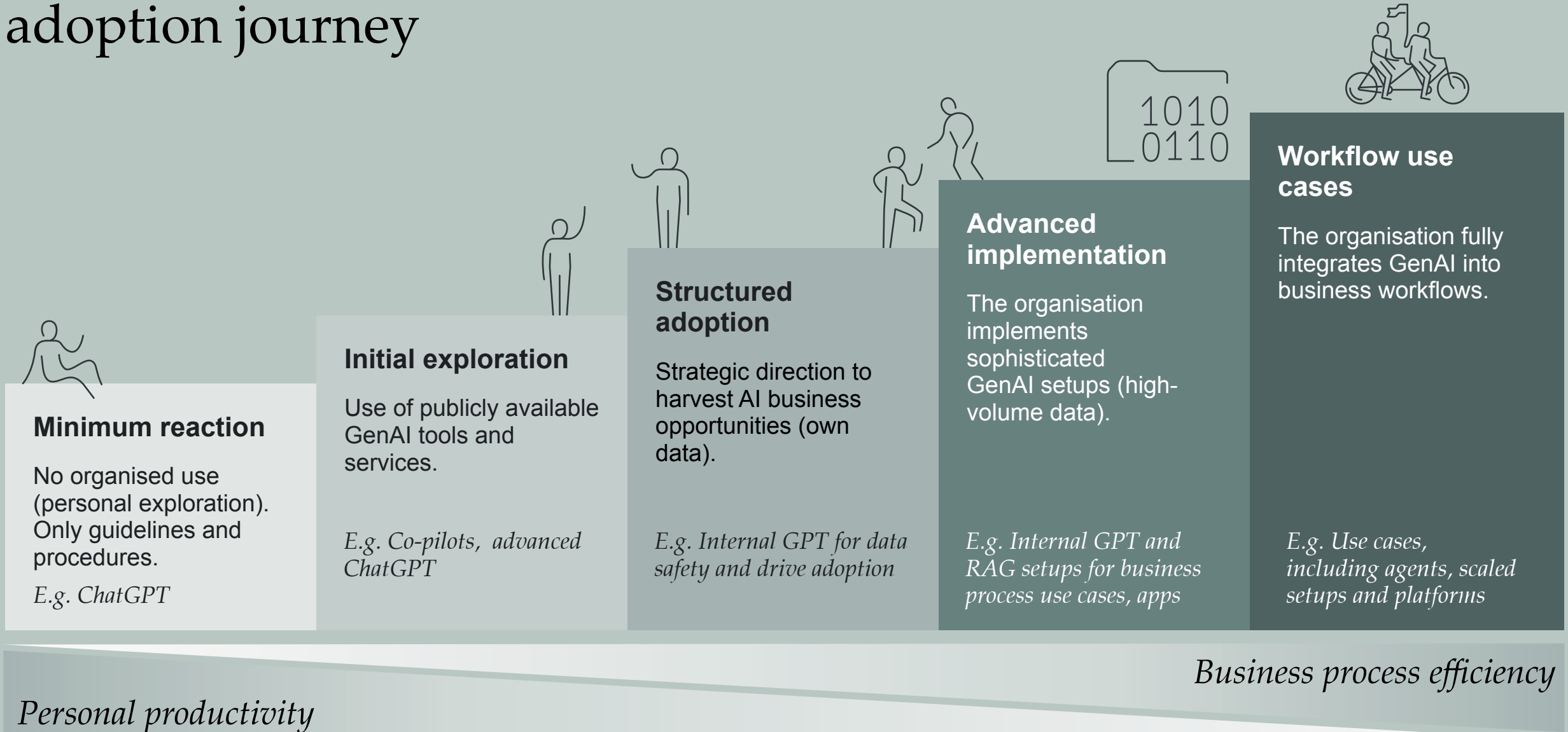
*'Top-down'*  
approach

### *'Top-down'* approach

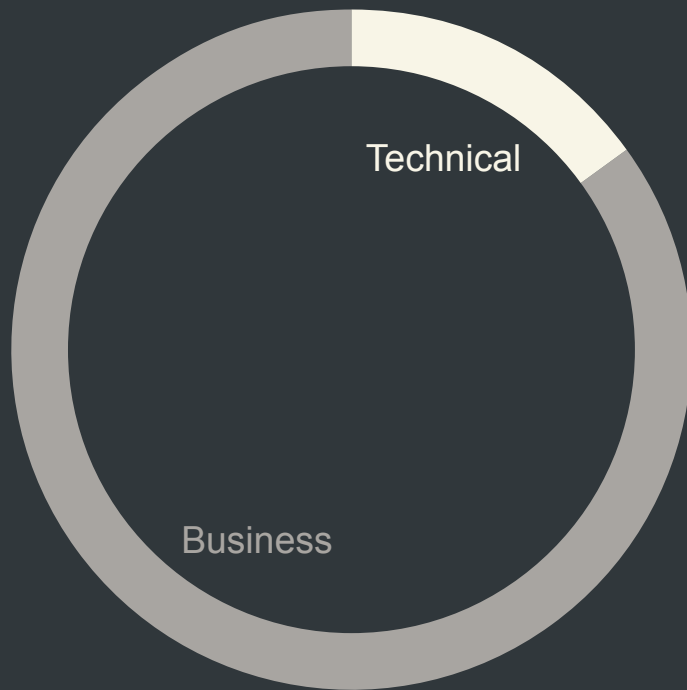
- Secures anchoring of the strategic aspiration
- Considers all elements of the operating model dimensions
- Ensures realisation of value & long-term perspective on solutions



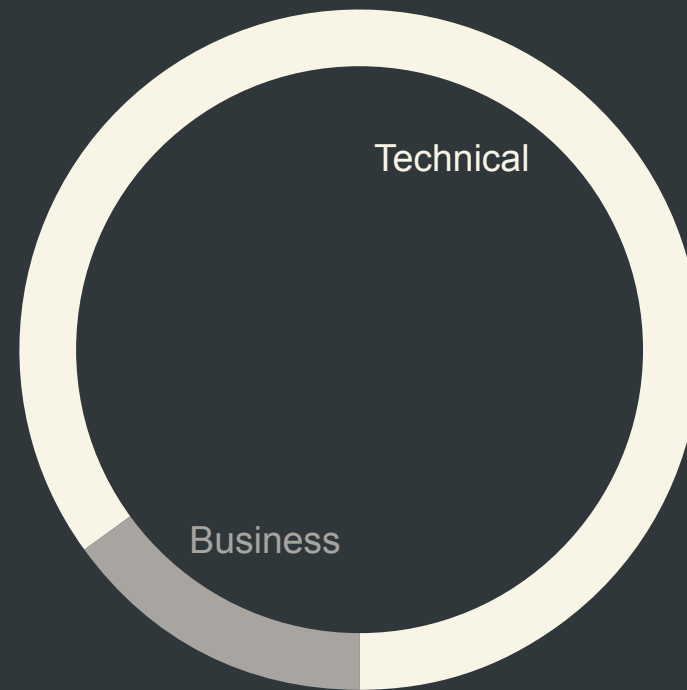
# Implement's view on the generative AI adoption journey



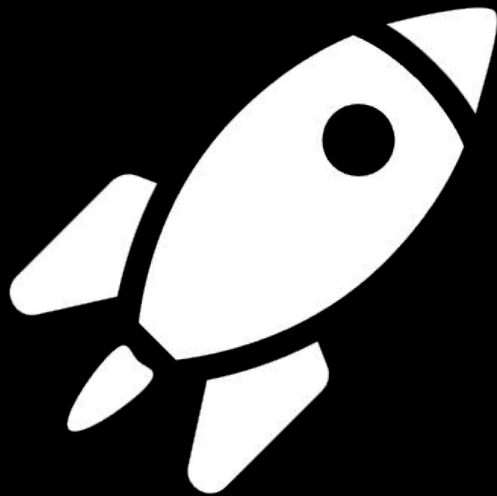
## The AI challenge



## The AI team

















How may I  
help you...

# Avoiding mistakes with AI


Sponsored




Vintage-Inspired Men's Faux Leather Jacket  
211,99 kr.  
Temu  
Free shipping  
★★★★☆ (3)  
Leather · Men's




Mens Autumn PU All-match Casual Jacket  
239,00 kr.  
fruugo.dk  
+97,0 kr. shipping  
Leather · Men's




Men's PU Leather Jacket With Fur Lining  
Leather · Men's




ASOS DESIGN faux leather Harrington jacket  
EXTENDED SIZING




Plus Size Herren PU Lederjacket  
PU Lederjacket



Men's Brazil-Style Faux Leather Jacket  
Faux Leather



Eldric - Elegant Læderjacket til mænd  
369,00 kr.  
Chic-Butik  
Free shipping  
Leather · Men's



JCC Leather jacket, Herre  
1.822,12 kr.  
zalando.de  
Free shipping  
Leather · Men's




## Kolors Virtual Try-On in the Wild


Tech Report Kolors Official Website CN Official Website EN

Disclaimer: The Kolors-Virtual-Try-On Demo on HuggingFace space is free for trials. Any solicitation for payment based on the use of the demo on HuggingFace Space is a fraudulent act. Beware of scams and do not fall victim to deceit.

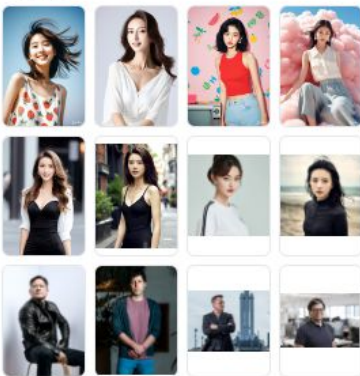
Step 1. Upload a person image



Step 2. Upload a garment image



Examples



Virtual try-on examples in pairs of person and garment images



Person image

A close-up image of a red leather jacket. The jacket features a prominent collar, a front zipper closure, and visible stitching details. It is displayed against a plain white background.

# Thank you.

## Mads Kaysen



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# Thank you.

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# *Spørsmål*

