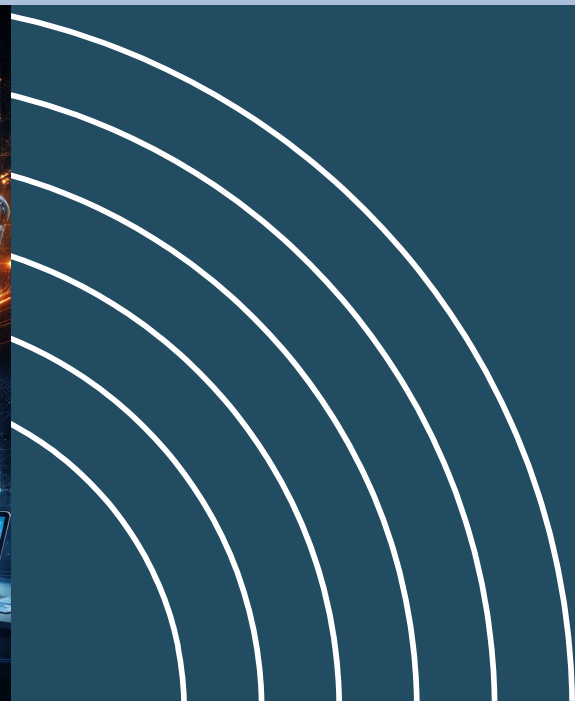


AI Quick Wins in Practice: Lessons From Industry Leaders



Quick Wins with AI: Real Industry Examples Driving Immediate Impact

Imagine a customer call going unanswered, a tiny misalignment on an assembly line slipping through inspection or an invoice taking days to reconcile. These everyday operational frictions cost time, money and trust yet they are precisely where AI can deliver immediate impact.

For most organizations, the rise of AI raises a familiar strategic dilemma: should it be treated as a long term transformative initiative, or as a tool for delivering results here and now? On one hand, AI promises futuristic capabilities such as autonomous systems, predictive intelligence and entirely new business models. On the other hand, businesses operate under constant pressure to improve efficiency, reduce costs and create value today. This tension often leaves ambitious AI visions stalled in pilot phases while daily operations continue to rely on manual and fragmented processes.

What is often overlooked is AI's unique ability to deliver **quick wins** – targeted applications that generate measurable impact in a short time frame, without requiring large investments, complex integrations or organizational disruption. These solutions build on existing systems and available data that allow organizations to realize value within months rather than years.

Such quick wins typically focus on high volume, repetitive and well defined processes. Automating these activities can reduce manual effort and error rates, accelerate decision making and enable teams to concentrate on higher value work, while continuing to support human judgment rather than replacing it, and by that keeping operational and regulatory risk low.

In practice, effective AI quick wins are characterized by clear scope, rapid ROI and modular deployment. Their success is measured not by technical complexity, but by speed to value, clarity of impact and scalability.

Beyond immediate benefits, quick wins create momentum. They help organizations develop internal capabilities, refine data foundations and build trust and governance around AI, all while demonstrating tangible business value. These initiatives can become building blocks for broader AI strategies and turn abstract ambition into operational reality.

In this report, we explore three concrete industry driven examples of AI quick wins – from enhancing customer service at Stellantis, to improving manufacturing quality at Ford and GM, to automating back-office operations at Uber. Through these case studies, we illustrate how organizations can move from experimentation to impact by focusing on the right problems, the right data and the right level of ambition.

Enjoy the read!

How Stellantis' Dealerships Reshaped the Customer Journey With AI

A customer calls a dealership to schedule a service appointment. The line is busy. The voicemail is left unanswered. A few hours later, the customer has already booked elsewhere. This is not a failure of intent or professionalism, it is a failure of scale.

This type of scenario is common across various customer facing industries, including the automotive industry, and it illustrates why customer service has become one of the most immediate areas for AI driven quick wins.



Scaling Customer Service: From Dealership Hurdles to Industry Wide Challenges

Stellantis, the multinational automotive manufacturer, faced a familiar challenge across the dealership network: high volumes of inbound calls, messages and voicemails arriving across multiple channels, often outside business hours. Dealership staff could not respond fast enough without compromising quality or significantly increasing costs. Yet customers expected fast, personalized and continuous availability, with a service that reflects their history, preferences and current needs.

This gap between customer expectations and operational capacity is not unique to automotive. In today's digital first world, customer service is a key differentiator. Customers judge companies not only by their products or pricing, but also by the quality of the experience they receive, as they measure response speed, consistency across channels and interactions that feel personal rather than transactional. However, delivering this level of service at scale is difficult. Service teams are labor intensive, personalization requires intelligent use of data and scaling human agents linearly with demand is rarely sustainable.

Therefore, in order to avoid losing customers and to fully realize their revenue potential, companies such as Stellantis must find ways to make their customer service systems more efficient and intelligent.



The Customer and Operational Data is Already Exist

What makes customer service an attractive domain for quick AI wins is not just the urgency of the problem, but the availability of data.

In the **Stellantis** example, its dealerships already held extensive contextual and operational information such as call histories, text conversations, voicemails, repair orders, DMS data, appointment details and prior advisor notes. More broadly, most organizations routinely collect rich customer data from identifying information, to transaction history and past support tickets through service usage, digital interactions and preferences.

In parallel, companies also maintain internal operational datasets. In the automotive ecosystem, these include production data, parts inventory, maintenance schedules, fleet status, vehicle availability, fault reports and sales and financing information. When customer facing data is combined with operational data, it creates a powerful foundation for AI systems that can understand context, intent and timing without requiring new data collection efforts.



How does AI Turn This Into a Quick Win?

Stellantis addressed the service bottleneck by deploying **Numa AI's** customer service platform across its dealership network. The platform automates routine and critical interactions such as following up on missed calls, converting voicemails into actionable workflows, scheduling appointments and sending service updates. Using this platform, customers can receive timely responses even when human staff are unavailable, while service teams are relieved from repetitive tasks.

Beyond routine task automation, AI systems enable organizations to deliver customer service through conversation, elevating the customer experience. Conversational AI allows customers to interact naturally via text or voice, with automated systems that understand intent, manage multi turn conversations and escalate to human agents when needed. More advanced AI models can analyze sentiment and context in real time, which can enable more personalized and adaptive responses rather than rigid scripts.

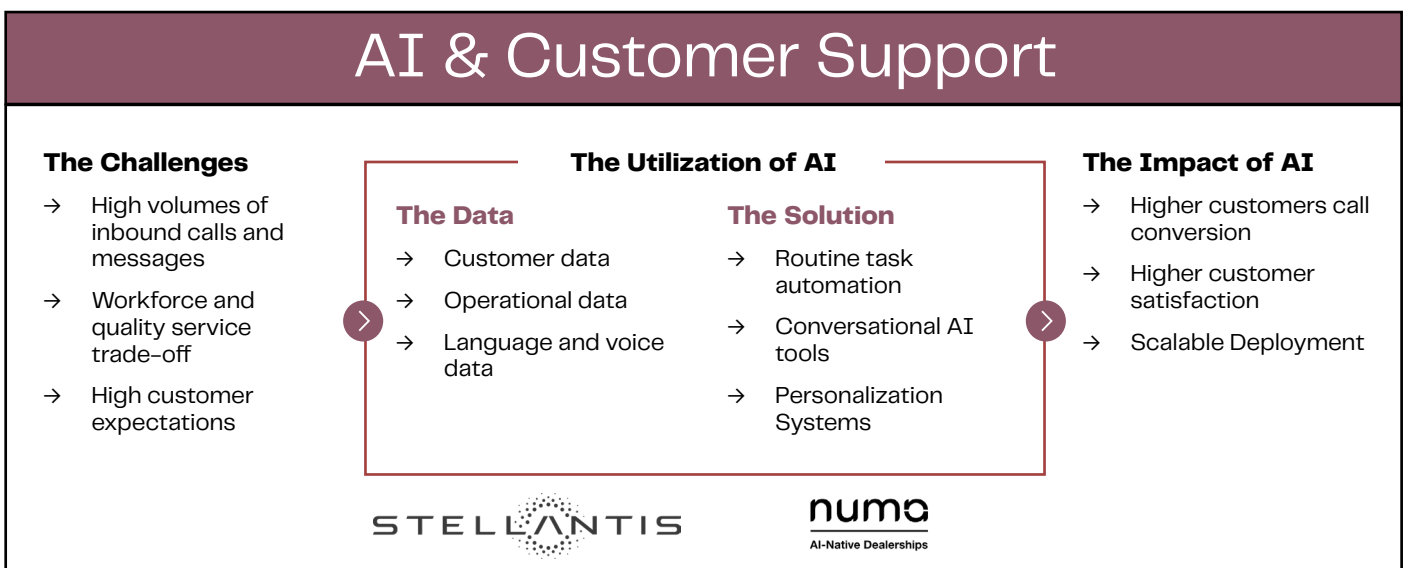
On top of that, AI driven personalization tailors each interaction to the individual. By analyzing past interactions, preferences and behavioral patterns, as well as insights from similar customers, the system can proactively recommend actions, anticipate needs and deliver a more relevant service experience. The result is higher conversion, improved satisfaction and stronger long term relationships.



Scaling The Impact

Today, **Numa AI** supports over 3,000 authorized Stellantis dealerships across the U.S. and Canada through Stellantis' MarketCenter portal. What began as a solution to missed calls and overloaded service desks has evolved into a scalable AI layer for customer engagement, as recent additions such as Numa's Voice AI-powered inbox further centralize communications, enabling autonomous responses, intelligent routing and AI generated summaries.

This example highlights why customer service is one of the clearest areas for AI quick wins. The problem is acute, the data already exists, and the impact on cost, efficiency and customer experience is immediate and measurable.



How Ford and General Motors Streamlined Quality Control With AI

On a busy assembly line, a tiny misalignment in a car door goes unnoticed. Hours later, the vehicle passes through final inspection, only for the defect to be discovered after shipment, leading to costly rework, delays and frustrated customers.

> Quality Control Challenge: From Line Level Defects to Industry Wide Quality Issues

This scenario illustrates a challenge that **Ford** and **General Motors** tackled daily as ensuring near perfect quality became increasingly complex in modern manufacturing environments.

Both automakers faced the difficulty of detecting subtle defects in high volume production lines. Traditional quality control approaches are heavily manual, resulting in slow and inconsistent inspections that do not scale with rising production volumes and product complexity without substantial increases in headcount. Modern vehicles that are designed with tighter tolerances, advanced materials and multi component assemblies, made it harder to define simple pass/fail criteria, while detecting rare or early stage defects, or those influenced by environmental variability, added further complexity.

These challenges are not unique to manufacturing. Any physical industry from fleet management to infrastructure maintenance must ensure products and machines meet strict safety, performance and reliability standards, while still controlling costs and operational risk.

> The Physical Data is Already Available or Can Be Gathered With Minimal Effort

Quality control is based on data that many organizations already collect on their assets, products and physical systems. These data sources are diverse and include visual data (images, video, 3D scans), geometric measurements (dimensions, tolerances), mechanical and operational signals (vibration, pressure, noise), historical defect logs and environmental conditions. All of these data points serve as a foundation for AI driven inspection.

In automotive manufacturing, much of this data is standard as production line cameras, sensors and inspection records can be integrated into AI systems quickly, enabling fast deployment of quality control solutions. More advanced sensor setups, such as additional 3D scanning or real time monitoring can be added in a relatively simple way to extend coverage and precision.



How Does AI Turn This Into a Quick Win?

Ford has deployed two in house AI systems, AiTriz and MAIVS, to detect factory defects in real time. AiTriz uses machine learning and video streaming to catch millimeter scale misalignments on the assembly line, while MAIVS leverages images from smartphones mounted on 3D printed stands to verify that all components are correctly installed. Together, these systems provide actionable alerts and allow to address issues on the spot.

General Motors rolled out a trio of AI driven factory floor quality control technologies that analyze the massive datasets generated by its assembly plants to detect patterns beyond human perception. The first is a robotic vision system that inspects laser welds on door assemblies and automatically identifies anomalies and their likely causes. The second system monitors electric resistance welds by analyzing the power curve of each weld, using machine learning to pinpoint specific causes of defects, such as misaligned electrodes. The third system detects leaks in EV battery trays by pressurizing one side with inert gas and using a combination of vision sensors and custom software to locate even the smallest gas plumes.

As we see in GM inspection systems, quality control goes beyond computer vision, as other manufacturers also apply AI driven anomaly detection using sensor data such as vibration, temperature, pressure and sound to catch defects that are subtle or difficult to define. These systems often leverage existing sensors and require minimal labeled data, making them quick to deploy while improving accuracy and overall operational efficiency.



Extending Beyond Production

AI quality control extends beyond manufacturing and assembly lines. Fleet operators, rental companies, and insurers are increasingly using AI powered inspection tools, primarily vision based, to evaluate vehicle condition, detect damage and prevent issues caused by visible defects. By combining computer vision with operational data, AI enables faster, more objective, and scalable inspections, reducing risk and enhancing service quality.

A notable example is **Ravin AI** (Drive TLV's alumni), which has developed a visual inspection solution that uses standard smartphone or CCTV style cameras to automatically scan vehicles for physical damage, generating detailed condition reports, repair estimates, and fraud resistant assessments for insurers, service centers and fleet operators.



The Error Prevention Creates Impact

Ford and GM's use cases show how AI transforms quality control from reactive with manual checks to proactive with data driven oversight embedded in daily operations. AI enables early detection of defects, reducing rework, preventing recalls and ensuring consistent standards across high volume production. In fact, Ford estimates that by preventing recall events, which have cost the company heavily in recent years, AI could save hundreds of millions of dollars.

By leveraging existing data and simple sensors, AI systems are quick to deploy and can detect subtle or rare issues that traditional methods might miss, ultimately improving product quality and strengthening customer trust.

AI & Quality Control

The Challenges

- Detecting subtle defects at scale
- Detecting rare or environment dependent defects
- Inspection of modern complex vehicles

The Utilization of AI

The Data

- Visual and geometric measurements
- Non visual sensor data
- Historical defect logs

The Solution

- Vision based inspection systems
- Sensor based anomaly detection systems

The Impact of AI

- Early defect detection & recalls prevention
- Faster and more accurate inspections
- Inspection workforce reduction



How Uber's Back Office Operation is Powered By AI

Running the back office of a global mobility business is a complex challenge, where massive volumes of data, fragmented systems and repetitive manual processes can slow operations, introduce errors and limit scalability.

This challenge is a broader problem than only the mobility industry, as back office functions such as accounting, HR, compliance and reporting are critical yet largely invisible to customers. Manual workflows, human validation and disconnected systems make it difficult to maintain a unified operational view, while scaling with headcount alone is often unsustainable.

> From Daily Tasks to Industry Wide Back-Office Challenges

In the case of **Uber**, the multinational transportation company, backoffice tasks are a very significant pillar in its operations. These tasks, including processing invoices, categorizing vendors and taxes, compiling reports and routing internal data across thousands of cities may take hours of manual effort and can lead to delays and slowed decision making.

Due to its unique model of operation, Uber must process millions of driver payouts and tax calculations across 10,000+ cities while adapting to shifting labor laws that increasingly require employee-like benefits for gig workers. This creates a technical burden on its infrastructure, which must handle gigantic amounts of real time data without concurrency failures, and support transparent auditing systems to demonstrate safety and fairness to regulators without compromising the efficiency that keeps the business profitable.

Naturally, these kinds of challenges are not unique to Uber. Any global mobility or complex service business must manage multiple internal and external stakeholders, integrate vast and diverse datasets, and ensure compliance, operational efficiency and risk control, all while supporting faster and data driven decision making across the organization.

> The Operational Data is Already Exists as External Data Can Be Collecte

AI for back-office tasks leverages existing operational data. In Uber's case, this includes invoices, payments, expense records, contracts, operational logs and CRM or service center interactions. Most of this data is structured or semi structured and stored in digital systems, which make it accessible to AI solutions.

External data and professional knowledge complement internal data. Pre-trained language models, regulatory information, common standards and auxiliary data like exchange rates or public calendars enable AI to interpret documents and workflows more accurately, accelerating deployment and maximizing business value. While this data is not always readily available in every organization within the industry, collecting it is not complex and can be relatively easily implemented by connecting to external data sources.



How Does AI Turn This Into a Quick Win?

To address the growing complexity of its back-office operations, Uber partnered with Microsoft to deploy the Power Automate platform, introducing AI driven automation to replace manual and legacy workflows. Through this platform, Uber automates the extraction of key information from invoices, emails and contracts, reconciles payments against usage and contractual terms, and flags discrepancies for human review. These capabilities significantly reduce manual effort while improving accuracy and scalability across global operations.

Beyond the core Microsoft integration, Uber has built an internal GenAI based document processing capability, designed specifically to handle the diversity and scale of its financial operations. As described in Uber's blog, the system can process invoices in dozens of languages and formats, including low quality scans and handwritten inputs, without relying on rigid and rule based templates. Using advanced text and document understanding models, Uber converts unstructured data into structured records at scale, which helps it dramatically reduce processing time and error rates.

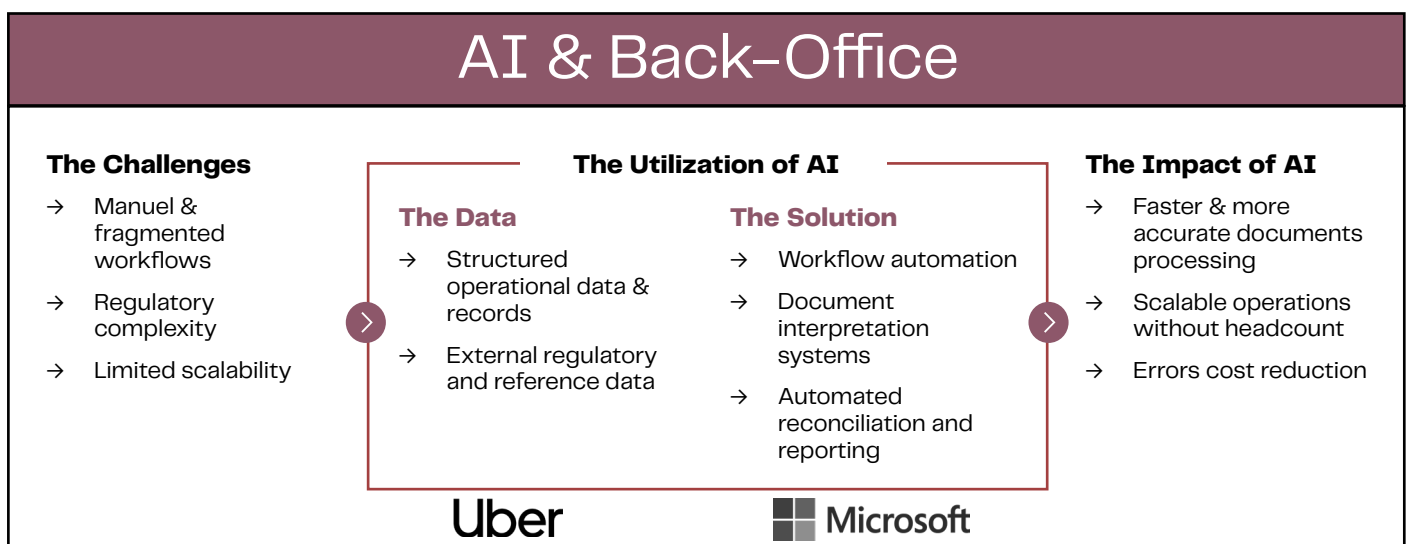
Additional AI driven applications dealing with back office challenges include automated contract and agreement analysis, which extracts key terms, pricing, deadlines and obligations from contracts and warranty claims, as well as automated reporting, where data from multiple systems is consolidated into consistent and auditable reports with minimal human intervention.



Efficient Process Lead to Quick Impact

At Uber, focused AI use cases have delivered rapid ROI by reducing errors, accelerating processing times, lowering operational costs and improving scalability. By migrating manual back-office processes to AI driven automation, the company saves hundreds of thousands of work hours annually, reduces operating costs by millions of dollars each year, and strengthens governance and compliance. As a result, teams can support rapid business growth without proportional increases in headcount, while decision makers gain faster access to accurate real time insights.

Uber's experience reflects a broader transformation enabled by AI. What often begins as a set of targeted, tactical automations can evolve into a strategic shift in how the back office operates. Instead of acting as a bottleneck, the back office becomes a scalable data driven engine that supports operational excellence, risk control and faster and more informed decision making.



How to Implement Quick Wins With AI In The Right Way?

As demonstrated, AI has the power to deliver quick wins across a wide range of corporate activities. However, there are several basic guidelines that must be followed to ensure AI achieves the desired outcomes rather than producing the opposite effect:

→ **Start with high quality and reliable data**

Ensure the data used is accurate, well structured and up to date. In back-office and quality control use cases, precision is critical to avoid costly errors, while in customer service it is especially important to reduce bias and ensure consistent interactions.

→ **Define clear boundaries between automation and human oversight**

Carefully choose which processes can be fully automated and which should remain human-in-the-loop. Tasks that are repetitive and rules based are ideal for automation, while exceptions, sensitive cases, and high impact decisions should involve human review.

→ **Be transparent when AI interacts with external stakeholders**

When AI driven processes involve customers, suppliers, or regulators, clearly communicate that AI is part of the workflow. Transparency helps manage expectations, builds trust and reduces misunderstandings or dissatisfaction.

→ **Prioritize data privacy and security by design**

Especially in processes involving external parties, ensure AI solutions comply with data protection regulations and do not introduce privacy risks or opportunities for misuse. Strong governance and access controls are essential from day one.

→ **Build explainability into AI driven decision processes**

For AI systems that support or automate decision making, ensure the organization can explain how and why decisions were made. Explainability is critical for internal trust, regulatory compliance and long term scalability of AI solutions.

Conclusion

The journey toward AI maturity does not necessarily require immediate and large-scale digital transformation but instead, organizations can realize significant value by focusing on quick wins that leverage existing data and require limited resources to solve immediate business challenges. As explored through examples in the mobility industry, focused applications in customer service, quality control and back-office operations demonstrate how AI can automate repetitive tasks, reduce errors and enhance personalization without complex integrations.

These initiatives offer a dual benefit: they provide measurable ROI within a short timeframe while simultaneously establishing the internal capabilities, momentum and governance necessary for broader adoption. Ultimately, by turning abstract ambition into operational reality through these targeted deployments, companies can move from hesitation to impact, securing a competitive edge in the present while laying a trusted foundation for the future.