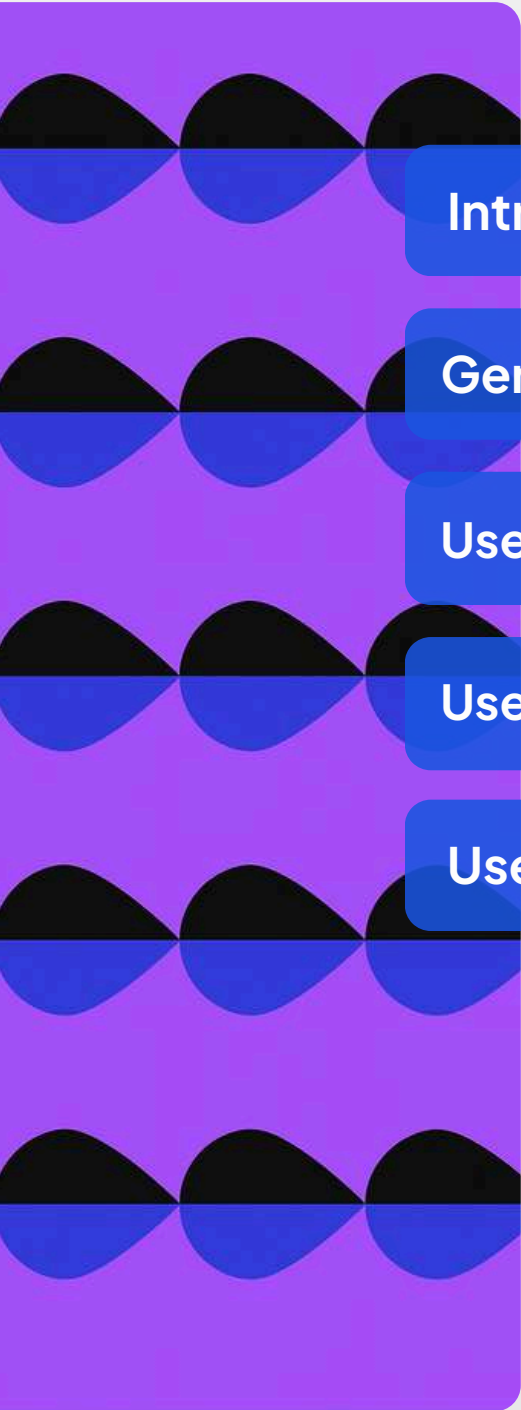


25 Generative AI Use Cases for 2025

Enhance Client & Employee Experiences and
Enable Business Model Innovation



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Within this resource, you'll uncover four key generative AI trends set to define 2025. Explore ten inspiring use cases for enhancing client experiences, ten use cases to boost employee productivity and efficiency, and five innovative approaches to unlocking new business models and revenue streams.

Note: Some of the graphics and visuals in this guide were generated using AI.

Welcome to the future

Whether you're a start-up developing your products or a large organisation aiming to increase efficiency and cut costs, Generative AI (GenAI) offers transformative potential across every aspect of your business. *But where should you begin? Which use case will deliver the greatest impact?*

This resource, created by [Kalisa](#), the secure Generative AI platform and is here to inspire you, provide practical ideas, and help you harness the power of GenAI.

Inside, you'll discover achievable use cases designed to inspire and guide you towards improving client and employee experiences while unlocking entirely new business models.

Each use case includes clear applications, supported by examples from various industries. You'll learn how to:

- **Enhance experiences** with hyper-personalised interactions.
- **Empower employees** with tools to streamline workflows and boost productivity.
- **Explore untapped revenue streams** through data-driven insights and scalable solutions.

Let this guide be your starting point for reimagining what's possible. With Generative AI, the future is in your hands.

Generative AI Trends for 2025

Before diving into the use cases, let's take a step back and explore the generative AI trends that will shape 2025.



01 The Rise of GenAI Agents

GenAI agents are poised to move from theoretical concepts to widespread practical applications. These semi-autonomous systems can independently perform complex, multi-step tasks and interact across applications, boosting operational efficiency.

02 Deeper Hyper-Personalisation

Generative AI is set to redefine hyper-personalisation, enabling businesses to deliver tailored experiences that resonate with individual preferences. From retail to healthcare, personalised interactions will enhance client loyalty and satisfaction, elevating engagement to unprecedented levels.

03 The Rise of AI Observability

As organisations deploy more generative AI systems, ensuring reliability and ethical integrity will take centre stage. AI observability—monitoring model performance and outputs for accuracy, bias, and compliance—will become a cornerstone of trustworthy AI adoption.

04 A Stronger Focus on Ethical AI and Regulation

As GenAI adoption accelerates, ethical considerations and regulatory frameworks will grow increasingly important. From mitigating bias to safeguarding data privacy, organisations must prioritise responsible deployment to earn and maintain public trust.



Turn **knowledge** and **expertise** into secure AI solutions, in **minutes**

Create secure GenAI solutions that enhance the client experience, increase team productivity and unlock new revenue streams.

Everything you need to deliver valuable GenAI experiences to your clients and team.



Chat agents
with subject-matter
expertise



Workflows
to automate business
processes



AI workspaces
for your team



**Self-serve client
portals and
dashboards**



**Securely combine
public and private data**



**Subscriptions
and monetisation**



Analytics
to measure usage and
engagement



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integration**

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Transform Client Experiences

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Streamline Client Support with AI-Generated FAQs

1. Enhance Client Support with GenAI Agents

Generative AI agents excel at simulating human behaviour in a natural and engaging way. Unlike traditional chatbots that rely on rigid scripts, **GenAI agents can remember past interactions, retrieve relevant information, reflect on context, and adapt to dynamic situations—delivering support with agility and intuition.** Advanced agents capable of:

- **Handling specialised inquiries with ease and accuracy** by integrating subject matter expertise into AI-driven support.
- **Provide consistent, round-the-clock assistance** with text agents that mirror your brand's voice and professionalism.
- **Break language barriers with multilingual support** to communicate with your clients in their native language.

Leverage [Kalisa](#) chat agents that use your knowledge and expertise to provide accurate, domain-specific answers.

80% of customer service and support organisations will be applying GenAI, by 2025, in some form to improve agent productivity and customer experience ([Gartner](#)).

Application Examples

Legal

A law firm deploys a GenAI agent to assist clients with navigating legal matters. The agent can explain legal terms, suggest potential actions, and guide clients through document preparation.

Finance

A fintech company integrates a GenAI agent into its mobile app to support clients with financial planning. The agent provides tailored advice on investment options, answers tax-related queries and assists with loan applications.

2. Break Language Barriers with Real-Time Translation

Generative AI offers real-time language translation that goes beyond word-for-word accuracy to maintain intent, tone, and cultural nuance. Businesses can achieve seamless multilingual communication by leveraging tools like DeepL. Custom fine-tuning ensures industry-specific terminology and context are preserved, making translations both accurate and relatable.

Applications include:

- **Nuanced localisation** of client support messages to build trust and engagement.
- **Automatic adaptation** of marketing and policy documents for different regions, ensuring compliance and resonance with local audiences.
- **Real-time translations** during meetings or live chats, enabling smoother team collaboration.

Impact



Enhanced Client Experience



Time efficiency



Greater Inclusiveness



Improved Collaboration

Application Examples

Education

A university integrates a chat agent to answer international students' queries in their native languages. The agent offers culturally appropriate, accurate responses, making the institution more accessible and appealing to a global audience.

Retail

A global retailer uses GenAI to provide real-time translations during client inquiries. For example, clients in Germany, Brazil, and China can see product details, order tracking, and returns in their native languages.

3. Boost Engagement with AI-Powered Search

Generative AI-powered search interprets the intent and context behind client queries, delivering precise, personalised responses. By implementing this functionality across your digital platforms—iOS, Android, and website—you can enhance client experiences, drive satisfaction, and significantly boost purchases.

For instance, queries like “*find a gift for a 10-year-old under \$30*” or “*top-rated jackets for winter travel*” yield highly relevant suggestions, streamlining the decision-making process and increasing conversion rates.

Using tools like Algolia AI, you can implement these capabilities across your websites and mobile apps, streamlining the clients journey.

Impact



Enhanced Client Experience



Time efficiency



Increased Conversion Rates



Improved Satisfaction

Application Examples

E-Commerce

An online marketplace implements AI-powered search that understands natural language, enabling clients to find niche products with conversational queries like “eco-friendly travel gear” or “handmade pottery from Italy.”

Online Publication

A news site uses generative AI to help readers quickly find content by suggesting articles, reports, or videos tailored to their search terms, such as “climate policy updates” or “top 10 AI breakthroughs in 2024.”

4. Deliver Tailored Guidance with AI Helpers and Planners

Generative AI-powered helpers and planners provide highly personalised support, tailoring advice to individual preferences and circumstances. Imagine offering your clients an AI helper that could:

- Generate meal plans based on dietary requirements, health goals, and food preferences.
- Design customised travel itineraries considering budget, preferred activities, and location-specific insights.
- Offer proactive healthcare tips by analysing user-provided data, such as activity levels and symptom tracking.

You can monetise these services by introducing premium subscription plans, where users access advanced AI-driven personalised features. Integrate the AI helper across your website or app to enhance the overall client experience.

64%

of organisations believe AI agents will significantly improve customer service, leading to improved satisfaction ([Capgemini](#))

Application Examples

Healthcare

A fitness app offers an AI-powered health coach that creates weekly workout routines and meal suggestions tailored to user input, such as fitness goals and dietary restrictions.

Travel

A booking platform provides a generative AI travel planner that creates detailed itineraries, including local attractions, dining options, and transportation tips, all based on the user's budget and preferences.

5. Boost Engagement with Personalised Videos

Static and generic content often fails to captivate your audience or make them feel valued, limiting the impact of your communication efforts. **Generative AI empowers your organisation to create personalised video messages at scale without the need for expensive production teams.**

Picture how would your clients feel when receiving videos that:

- **Address them by name** and reference their preferences or past interactions.
- **Provide customised recommendations** or updates, such as product suggestions or service changes.
- **Enhance onboarding experiences** with step-by-step video tutorials created for specific user needs.

Platforms like Synthesia make it easy to produce high-quality, AI-generated videos that resonate with your audience.

Impact



Enhanced Client Experience



Time efficiency



Increased Conversion Rates



Improved Satisfaction

Application Examples

SaaS

A SaaS business could send personalised onboarding videos to new clients, guiding them through platform features based on their industry use case and goals.

Consulting

A consulting firm could deliver quarterly performance reviews through AI-generated videos, highlighting key metrics and tailored recommendations for each client.

6. Empower Accessibility with AI Assistants for Specialised Needs

Generative AI-powered assistants can help your organisation **bridge accessibility gaps** by performing a range of tasks tailored to the needs of users with disabilities or specialised requirements. Generative AI can help:

- **Convert speech to text and text to speech**, facilitating communication for individuals with hearing or speech impairments.
- **Translate emails and messages**, breaking down language barriers and ensuring clarity.
- **Automate essential tasks**, such as contacting support personnel or issuing health alerts during emergencies.

AI assistants that enhance accessibility while maintaining security and accuracy, can help users interact with services more independently and effectively.

Impact



Enhanced Client Experience



Time efficiency



Improved Accessibility



Greater Inclusiveness

Application Examples

Non-Profit

A non-profit organisation could deploy AI assistants to help individuals with visual impairments translate speech to text when communicating via email, ensuring clarity and ease of interaction.

Education

A university can use GenAI agents to assist students with Specific Learning Differences (SpLD), such as dyslexia. These assistants could reformat lecture notes into digestible summaries, convert text-heavy documents into audio, or provide tailored study guides.

7. Boost Sales with AI-Powered Product Discovery

Clients often struggle to navigate large product ranges, leading to frustration and abandoned purchases. **Generative AI-powered agents can transform your direct-to-consumer channel by acting as conversational shopping assistants embedded in your website.** These AI assistants can:

- **Understand client preferences** to provide personalised product recommendations.
- **Accurately answer queries** about product features, availability, and compatibility.
- **Streamline the purchase process** with seamless integration with platforms like Shopify for a hassle-free checkout experience.
- **Handle complex inquiries** by transferring clients to human agents when needed.

Impact



Enhanced Client Experience



Time efficiency



Increased Conversion Rates



Improved Satisfaction

Application Examples

Retail

A fashion retailer could use an AI shopping assistant to help clients find outfits that match their style preferences and size, suggesting accessories to complete the look.

Insurance

Using an AI assistant, an insurance provider can guide clients through different products and services based on their individual needs. The assistant can answer complex questions about claims, and seamlessly connect clients to a human agent for in-depth discussions when needed.

8. Streamline Crisis Communication with GenAI

During crises or periods of high client complaints, organisations often struggle to provide timely and consistent communication, risking client dissatisfaction and reputational damage. **Generative AI empowers your organisation to handle crisis communication seamlessly by automating message creation while ensuring compliance with organisational policies and standards.** Imagine you could quickly:

- **Analyse organisational policies and historical responses** to draft accurate, legally compliant, and brand-aligned communication.
- **Generate timely updates for social media, emails,** and other client-facing channels, ensuring consistent messaging across platforms.
- **Handle high volumes of complaints or queries with personalised responses,** reducing the burden on your support teams.

Impact



Enhanced Client Experience



Time efficiency



Improved Communication



Stronger Brand Reputation

Application Examples

Legal

A law firm can use a GenAI platform to manage communication during a high-profile case, providing legally compliant and carefully crafted updates to clients, the media, and stakeholders.

City Council

A city council could deploy AI to address resident queries during emergencies, such as flooding or power outages. The AI can generate updates about safety measures, service disruptions, and recovery plans, based on the council's policies ensuring timely communication.

9. Generate Hyper-Personalised Campaigns

Generative AI enables you to **design hyper-personalised campaigns** that dynamically adapt to individual client preferences, behaviours, and real-time contexts. By using tools like OpenAI's GPT-4 or Claude for tailored messaging, Synthesia for customised video content, and Adobe Firefly for adaptive visuals, your business can craft campaigns that feel uniquely personal.

For instance, Generative AI can:

- **Generate email content** that updates in real-time based on client interactions.
- **Create location-based offers or recommendations** that match client preferences.
- **Personalise video messages** or tutorials, making clients feel valued.

This approach leverages AI-driven predictive analytics and automation, enabling scalable personalisation across touchpoints while keeping costs low.

40%

more revenue is predicted to be generated by retailers offering hyper-personalised experiences compared to those that are not personalised by 2025 ([NICE](#)).

Application Examples

Hospitality

After a booking is confirmed, a hotel can use a video generation tool to send a personalised video welcoming the guest by name and highlighting activities and dining options tailored to their preferences.

Automotive

A car dealership could employ GenAI to create post-purchase tutorials personalised to each client's vehicle model and driving habits, enhancing satisfaction and loyalty.

10. Streamline Client Support with AI-Generated FAQs

Manually creating and updating FAQs is time-consuming and often results in incomplete or outdated information, leading to client frustration and increased support tickets. **Generative AI platforms like [Kalisa](#) can transform your organisation's approach to FAQs by analysing institutional knowledge, client interactions, and frequently asked questions from sales and support teams.**

This GenAI use case can help you:

- **Generate accurate, relevant FAQs** tailored to your audience's needs.
- **Optimise existing FAQs** by identifying gaps and updating content based on recent client queries.

By automating FAQ creation, you can proactively address client concerns, improve response times, and deliver a more seamless client experience.

Impact



Enhanced Client Experience



Time efficiency



Increased Conversion Rates



Improved Satisfaction

Manufacturing

By analysing the organisation's entire knowledge base, past project data, and client interactions, a generative AI system can create FAQs that address common client concerns about supply chain processes, customisation options, and order tracking.

Consulting

Leveraging the firm's expertise, historical case studies, and client engagement data, a generative AI solution can craft detailed FAQs to answer questions about service packages, project timelines, and results.

Enhance Employee Experiences

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11. Enhance Employee Efficiency with AI-Powered Internal Support

Employees often struggle to access timely and accurate information, leading to inefficiencies and delays. GenAI agents can revolutionise internal support by analysing your organisation's institutional knowledge and expertise to provide real-time answers and guidance. Imagine equipping your team with an AI assistant that can:

- **Answer queries like “What are our top-performing products this quarter?”** or “Which regions showed the most growth last month?” in seconds.
- **Assist with HR processes**, such as explaining benefits, policies, or leave applications.
- **Guide employees through IT troubleshooting** or operational workflows, reducing dependency on human support.

To ensure security and protect your intellectual property, it's essential to use a platform like [Kalisa](#), which offers top-level security, doesn't train its models on your data, and upholds IP integrity.

71% of organisations believe AI agents will help them drive higher levels of automation in their workflows ([Capgemini](#))

Application Examples

Marketing

A marketing team could use the GenAI agent to instantly access client data, such as performance metrics, sales, historical insights.

HR

The GenAI agent could assist an HR team in addressing employee queries about benefits, processes, or leave balances, while also streamlining policy-related workflows like updating compliance documents or resolving payroll issues.

12. Revolutionise Employee Development with AI-Driven Training

Traditional training programmes often fail to engage employees or cater to their individual learning styles, resulting in slower professional development. AI-driven training programmes can transform your **organisation's approach to employee development by creating personalised learning paths**. By analysing individual progress and preferences, these AI systems can:

- **Tailor training content** to match each employee's unique learning style, whether visual, auditory, or hands-on.
- **Identify knowledge gaps** and recommend targeted modules for improvement.
- **Deliver real-time feedback** and adaptive challenges to ensure continuous engagement.

Platforms like [Kalisa](#) enable seamless integration of AI-driven training, helping your workforce learn faster and more effectively.

Impact



Improved Employee Experience



Stronger Retention



Time and cost efficiency



Increased productivity

Application Examples

Technology

A tech organisation could implement AI training programmes to upskill developers, offering personalised coding challenges and tutorials tailored to their expertise and project requirements.

Healthcare

AI-powered training can help medical staff stay updated on the latest procedures and technologies by adapting content to their learning pace and providing scenario-based simulations.

13. Transform Product Marketing with AI-Generated Visuals

Traditional methods of creating product visuals and promotional materials can be time-consuming and expensive, often limiting creativity and scalability. Generative AI enables your organisation to create stunning, hyper-realistic product visuals and immersive environments for showcasing offerings. With tools like Adobe Firefly, your teams can:

- **Develop virtual models and mock-ups** to present products in aspirational or lifestyle settings.
- **Design interactive virtual showrooms** to provide clients with an engaging shopping experience.

This allows your employees to produce high-quality content at scale, saving time and enhancing creativity while maintaining brand consistency.

Impact



Improved Employee Experience



Time and cost efficiency



Increased productivity

Application Examples

Design

A furniture design company could use AI to create virtual backgrounds to showcase furniture in a variety of home settings, eliminating the need for costly and time-intensive photoshoots while appealing to diverse client tastes.

Fashion

Your organisation could deploy AI to generate virtual models that showcase clothing collections, enabling clients to visualise garments on diverse body types without traditional photoshoots or live models.

14. Boost Productivity with AI Task Automation

Employees often spend valuable time on repetitive and routine tasks, leading to reduced efficiency and burnout. **GenAI can revolutionise your organisation's operations by automating routine tasks and managing complex workflows.** By learning from data and adapting over time, GenAI can:

- **Automate data entry, scheduling, and other repetitive processes**, reducing human error.
- **Respond to common employee queries**, like HR policies or IT troubleshooting, freeing up internal resources.

Generative AI can help you simplify complex workflows with intuitive automation, increase reliability by eliminating human error and adapt workflows to changing business needs on the fly.

Impact



Improved Employee Experience



Time and cost efficiency



Increased productivity

Application Examples

Finance

GenAI can streamline fraud detection, automate the generation of financial reports, and summarise financial data for analysis, helping teams focus on strategic decision-making.

Marketing

Generative AI can assist by producing content for marketing campaigns, analysing market trends, and automating client segmentation to optimise campaign performance and resource allocation.

15. Optimise Content Creation with AI

Creating high-performing content that balances SEO requirements, engagement metrics, and brand voice can be time-consuming. GenAI can enhance your content strategy by providing data-driven suggestions and optimisations while ensuring alignment with your standards. With GenAI, your organisation can:

- **Generate SEO-friendly headlines, URLs, and meta descriptions** to improve search engine rankings.
- **Optimise article structure and keyword placement** to increase visibility and engagement.
- **Suggest improvements** to existing content, such as adding trending keywords or refining the tone for a specific audience.

To ensure quality and uphold ethical standards, integrating a human-in-the-loop system allows your team to oversee and refine outputs, ensuring they align with brand values.

Impact



Improved Employee Experience



Time and cost efficiency



Increased productivity

Application Examples

Publishing

An editorial team could use AI to suggest SEO-friendly headlines and refine article layouts, boosting online readership and ad revenue.

E-commerce

An e-commerce business could optimise product descriptions with AI-driven keywords and meta tags, increasing discoverability and improving conversion rates.

16. Ensure Compliance with AI-Powered Monitoring

Keeping up with ever-changing regulations and maintaining compliance can be a significant challenge for organisations, especially in highly regulated industries. **AI-powered monitoring systems enable your organisation to stay ahead of compliance requirements by automating checks, minimising risks, and ensuring adherence to data privacy standards.**

With platforms like [Kalisa](#), you can:

- **Automate compliance checks** across regulatory frameworks.
- **Monitor updates in laws, regulations, and industry policies** in real time.
- **Stay informed about AI-related news**, research and tenders relevant to your operations.

Integrating AI-powered compliance systems into your processes you can reduce the risk of non-compliance and save time and resources while fostering trust.

Impact



Improved Employee Experience



Enhanced Compliance



Time and cost efficiency



Increased productivity

Application Examples

Fashion

A food manufacturer can use AI to monitor compliance with regulations like the FSMA or the EU's General Food Law Regulation. The AI tool can track updates on labelling requirements, traceability standards, and safety inspections, ensuring products meet stringent regulatory expectations.

Logistics

AI monitoring can help a Logistics company stay compliant with customs regulations like the UCC. The system can automate the tracking of tariff updates, required documentation, and country-specific import/export policies.

17. Streamline Document Processing and Automation

Document-heavy workflows often result in errors, delays, and high operational costs. GenAI can revolutionise document processing by automating the creation, review, data extraction, classification, and compliance checks.

Here's how your organisation can benefit:

- **Document Generation:** Automate the creation of standardised documents like contracts, invoices, and reports using pre-set templates and AI-powered data input.
- **Document Review and Editing:** Use AI to proofread, correct errors, and enhance readability, saving employees significant time.
- **Data Extraction:** Extract key information from unstructured documents like invoices or resumes, turning them into actionable insights.
- **Compliance Checks:** Cross-reference documents with legal and industry standards to flag discrepancies or non-compliance.

Automate document-heavy processes with [Kalisa's](#) AI workflows to ensure accuracy, speed, and compliance.

64% of senior business professionals used Generative AI for document and proposal writing/editing in 2024 ([Wharton](#)).

Application Examples

Legal

A law firm could use AI to automate the drafting and review of standard contracts, reducing turnaround times and ensuring compliance with local regulations.

Healthcare

A healthcare organisation could deploy AI to extract, sort, and validate patient records, streamlining administrative workflows and improving accessibility for medical staff.

18. Simplify Onboarding with AI-Powered Personalised Journeys

Generative AI can transform onboarding by creating personalised journeys tailored to the unique needs of employees and clients.

GenAI allows your organisation to leverage institutional knowledge to:

- **Develop interactive employee onboarding dashboards**, streamlining access to key information like policies, training modules, and role-specific resources.
- **Design client onboarding portals** that provide guided tutorials, FAQs, and personalised walkthroughs to help clients maximise the value of your products or services.
- **Automate repetitive tasks** such as document delivery, progress tracking, and answering common onboarding questions, saving time for your teams.

With AI-driven onboarding, your organisation ensures a seamless start for employees and clients, reducing complexity and enhancing their experience from day one.

Impact



Improved Employee Experience



Enhanced Client Experience



Time and cost efficiency

Application Examples

HR

An HR team can use GenAI to create dashboards for new hires, providing step-by-step guides on completing required tasks and accessing company resources.

SaaS

A SaaS company can create a client dashboard powered by AI, guiding users through the product, answering common questions, and offering personalised recommendations.

19. Optimise Supply Chain with AI-Powered Insights

Managing supply chains efficiently is a significant challenge, with issues like overstocking, stockouts, and delayed vendor communication leading to increased costs and reduced operational performance.

AI-powered tools can revolutionise your supply chain management by providing predictive and automated solutions. With AI, your organisation can:

- **Predict Demand:** Analyse historical data and market trends to forecast demand with high accuracy, reducing overstocking and stockouts.
- **Optimise Inventory:** Automate inventory management to maintain ideal stock levels, ensuring resources are used effectively.
- **Streamline Vendor Communication:** Use AI to automate routine vendor interactions, such as purchase orders, delivery updates, and issue resolution, improving coordination and reducing delays.

Integrating AI into your supply chain processes not only improves efficiency but also enhances your ability to adapt to market changes in real time.

Impact



Improved Employee Experience



Enhanced Decision Making



Time and cost efficiency

Application Examples

Retail

A retailer can use AI to forecast seasonal demand, ensuring shelves are stocked with the right products while minimising excess inventory during low-demand periods.

Wholesale

AI can help a wholesaler manage bulk inventory by predicting demand from retailers, automating replenishment orders, and optimising warehouse storage to reduce costs and improve fulfilment times.

20. Accelerate Marketing and Sales Material Creation with AI

Creating high-quality marketing and sales materials often requires significant time and effort, leading to delays and inconsistencies in branding or messaging.

Generative AI can streamline the creation of marketing and sales assets by leveraging your organisation's business intelligence, past client reports case studies, and testimonials.

Using a GenAI platform, your employees can:

- **Generate professional brochures, pitch decks, and email campaigns** in minutes.
- **Customise materials with tailored content** for specific clients or industries.
- **Maintain consistency** in brand messaging and design across all materials.

To safeguard sensitive data, it's essential to use a secure GenAI platform, which ensures top-level security, doesn't train its models on your data, and protects your intellectual property.

62%

of organisations adopted AI in marketing and sales in 2024, a significant increase from 20% the previous year, driven by applications in customer engagement and personalised marketing strategies ([Wharton](#)).

Application Examples

Consulting

A consulting firm can use AI to create customised pitch decks for prospective clients, integrating relevant case studies and testimonials specific to their industry or needs.

Marketing

A marketing team could generate email campaigns tailored to different client segments, highlighting unique features and benefits that address specific pain points.



Turn **knowledge** and **expertise** into secure AI solutions, in **minutes**

Create secure GenAI solutions that enhance the client experience, increase team productivity and unlock new revenue streams.

Everything you need to deliver valuable GenAI experiences to your clients and team.



Chat agents
with subject-matter
expertise



Workflows
to automate business
processes



AI workspaces
for your team



**Self-serve client
portals and
dashboards**



**Securely combine
public and private data**



**Subscriptions
and monetisation**



Analytics
to measure usage and
engagement



**API for systems
integration**

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Sweeney**

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Business Model Innovation

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21. Unlock Strategic Insights with AI-Driven Decision Making

Raw data often goes underutilised due to the complexity of extracting actionable insights, limiting your organisation's ability to make informed strategic decisions.

Generative AI models can transform raw data into meaningful analytics and intelligence.

GenAI enables your organisation to:

- **Identify emerging trends and market opportunities** by analysing c behaviour and industry patterns.
- **Optimise operations** through predictive analytics, helping you allocate resources more effectively.
- **Evaluate the performance of products or services** in real-time, guiding innovation and strategic adjustments.

By leveraging these insights, your organisation can enhance agility, make data-backed decisions, and innovate offerings to capture new revenue streams.

62% of senior business professionals used Generative AI for data analysis and analytics in 2024. ([Wharton](#)).

Application Examples

Legal

A law firm could provide clients with an AI platform like [Kalisa](#), allowing them to access legal advice. By analysing the topics clients frequently inquire about, the firm can proactively offer relevant legal services and personalised advice, strengthening client relationships and uncovering new revenue opportunities.

Energy

An energy company can leverage GenAI to analyse consumption patterns and develop dynamic pricing models, creating new revenue streams.

22. Monetise Your Expertise with AI-Driven Self-Service Portals

Delivering personalised advice and expertise at scale can be challenging, limiting your ability to maximise revenue and c engagement. GenAI platforms like [Kalisa](#) enable you to **transform your knowledge and expertise into interactive self-serve client experiences**.

By creating personalised client portals, your organisation can:

- **Offer on-demand access** to tailored insights and resources.
- **Monetise self-service experiences** through subscription models or tiered access plans.
- **Create GenAI-powered digital products or services** to enable new business models and revenue streams.

This approach allows you to provide scalable solutions while maintaining a high level of personalisation and quality.

Impact



Business Model Innovation



Increased ROI



New Revenue Streams



Time and cost efficiency

Application Examples

Finance

A consulting firm can offer clients a subscription-based portal featuring AI-powered chat agents. Clients can access real-time advice on strategy, market trends, or operational challenges, ensuring they receive actionable insights on demand while generating recurring revenue for your business.

Gaming

A marketing agency can create a subscription platform where clients can access tools to generate content, get campaign performance insights, and receive instant advice from AI-powered assistants.

23. Accelerate Innovation with AI-Powered Product Development

Generative AI streamlines product development by simulating user interactions, predicting feedback, and enabling iterative design.

With AI-powered tools, your organisation can:

- **Simulate User Interactions:** Predict how users will interact with a product by generating synthetic personas or behaviours based on real-world data.
- **Simulate User Feedback:** Use AI to forecast potential user concerns, preferences, or feature demands by analysing historical data and market trends.
- **Iterate Designs Rapidly:** Refine prototypes using AI insights, allowing designers to adjust variables and receive instant feedback without manual testing or surveys.

By integrating AI into the development cycle, you can **accelerate time-to-market** while **reducing costs** and ensuring products align with consumer needs.

78%

of senior business professionals used GenAI for product development at least once a week in 2024. ([Wharton](#)).

Application Examples

Finance

A Fintech start-up can use AI to simulate user interactions with a new app prototype, refining navigation and features based on synthetic dialogues and behavioural predictions.

Gaming

A gaming company can use GenAI to simulate player interactions with a new game prototype, predicting gameplay preferences and identifying potential challenges. By analysing synthetic feedback, they can optimise game mechanics, and UI before the game's release, saving time and money.

24. Stay Ahead with AI-Powered Competitive Intelligence

Staying ahead in a competitive market requires real-time insights into competitors' strategies and market trends, but gathering and analysing this information can be expensive and time-consuming. GenAI platforms like [Kalisa](#) empower your organisation to **monitor competitors and market dynamics efficiently**.

By analysing competitors' websites, public information, and market shifts, AI can:

- **Get real-time updates** on what your competitors are doing.
- **Identify emerging trends and new offerings** from competitors.
- **Highlight gaps in the market** that align with your capabilities.

With real-time competitive intelligence, you can make proactive, informed decisions that drive innovation and adaptability in your business operations.

Impact



Business Model Innovation



Time & cost efficiency



Increased Competitiveness



Enhanced Decision Making

Application Examples

Tech Start-Up

AI tools could analyse new features or updates from competitors' software products, providing the start-up with insights to prioritise innovative features that differentiate their offerings.

Automotive

A car leasing business can keep tabs on their competitors' new vehicle additions, pricing strategies, or sales offerings to inform their business and marketing strategies.

25. Secure Insights with Synthetic Data for Market Research

Data privacy concerns and restrictions on accessing real-world datasets make it challenging to conduct accurate and ethical market research. GenAI enables your organisation to **create synthetic data—a class of data generated rather than collected from real-world observations**. This ensures the **privacy** of the original data while providing rich datasets for analysis.

Synthetic data generation can:

- **Simulate consumer behaviour** to test products, services, and marketing strategies.
- **Generate datasets** for industries like healthcare, legal or finance, where privacy regulations restrict the sharing of real data.
- **Provide scalable volumes of data** for training machine learning models or conducting scenario analysis.

Impact



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Application Examples

Healthcare

Generating synthetic patient data based on real medical records to study disease patterns, test diagnostic tools, or develop treatment protocols, a healthcare organisation ensures compliance with privacy laws.

Non-Profit

A non-profit organisation could use synthetic data to simulate donor behaviours and optimise fundraising strategies, ensuring privacy while identifying the most effective approaches to engage and retain supporters.



www.kalisa.ai



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Note: Some of the graphics and visuals in this guide were generated using AI.