

# BUK – AI STRATEGY IN MOTION

**Impact.** From scattered pilots to an AI North Star built on conversational intelligence.

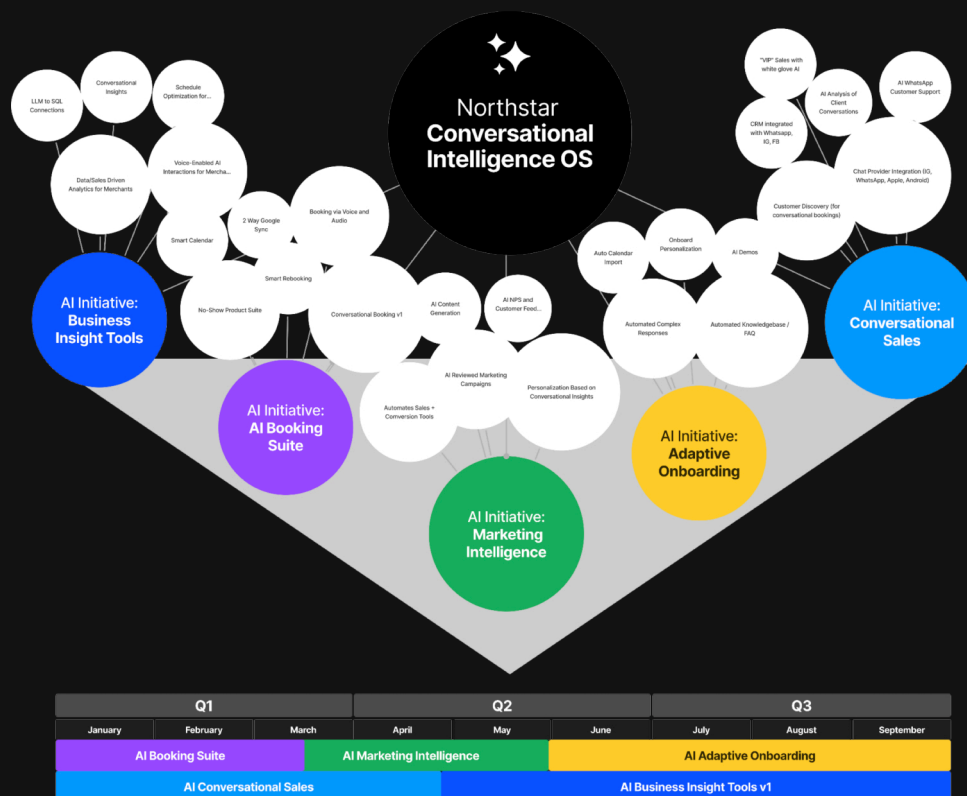
**Context & challenge.** As BUK scaled, AI experiments multiplied without a shared direction linking tech, product, and growth.

**Objective.** Turn experiments into a coherent AI strategy and portfolio.

**The shift.** The team saw their advantage was already inside their product: the client conversations that start every relationship — a gold mine for learning. That insight led to the Conversational Intelligence OS.

**What Verne did (CAA).**

- **Clarify** — mapped pilots and data-rich touchpoints
- **Align** — co-created the AI North Star + portfolio
- **Act** — 90-day roadmap with owners and cadence



**What changed.** One shared AI strategy in <5 weeks; early initiatives launched within months; AI reframed from tools to a system for product and growth.

**Voice of the leader.** "We moved from ideas to a structured vision the whole team believes in."  
— André Moniz, CEO



Clarity that moves your business.