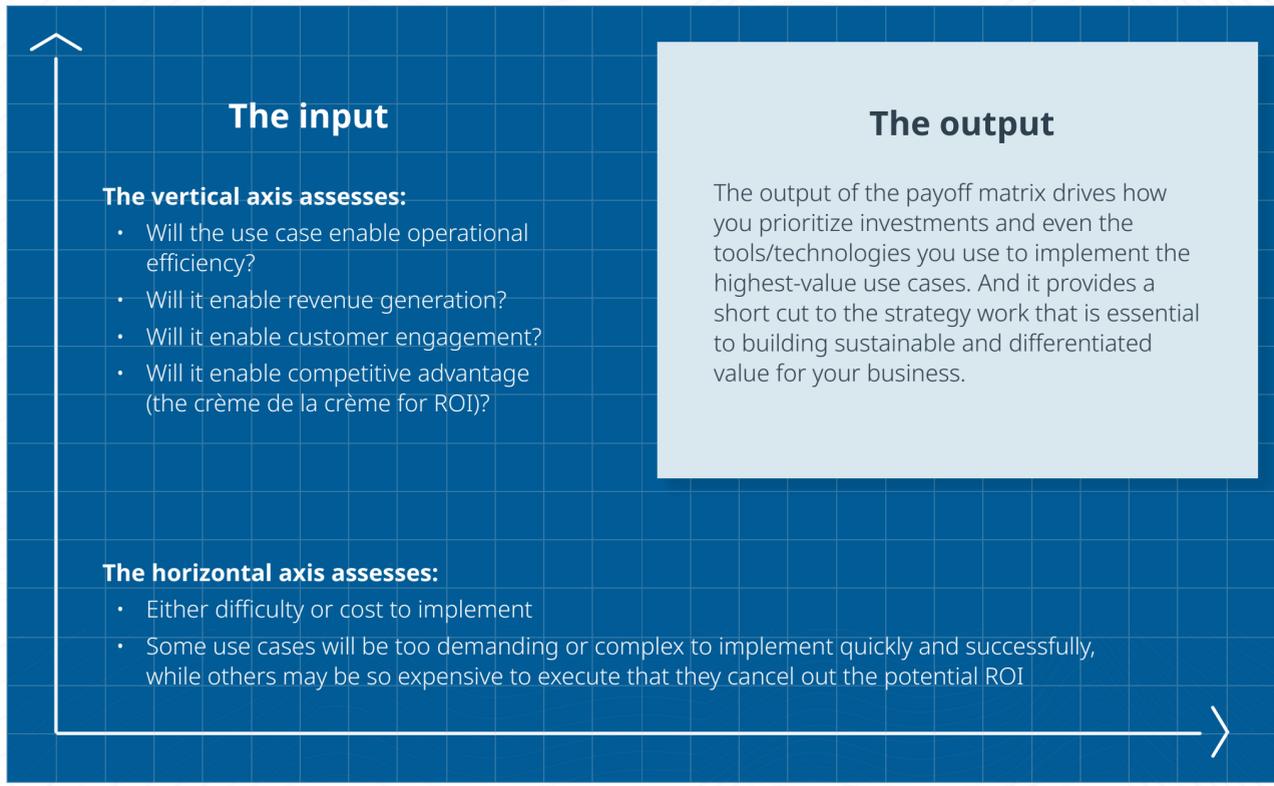


AI strategy shortcut: The payoff matrix

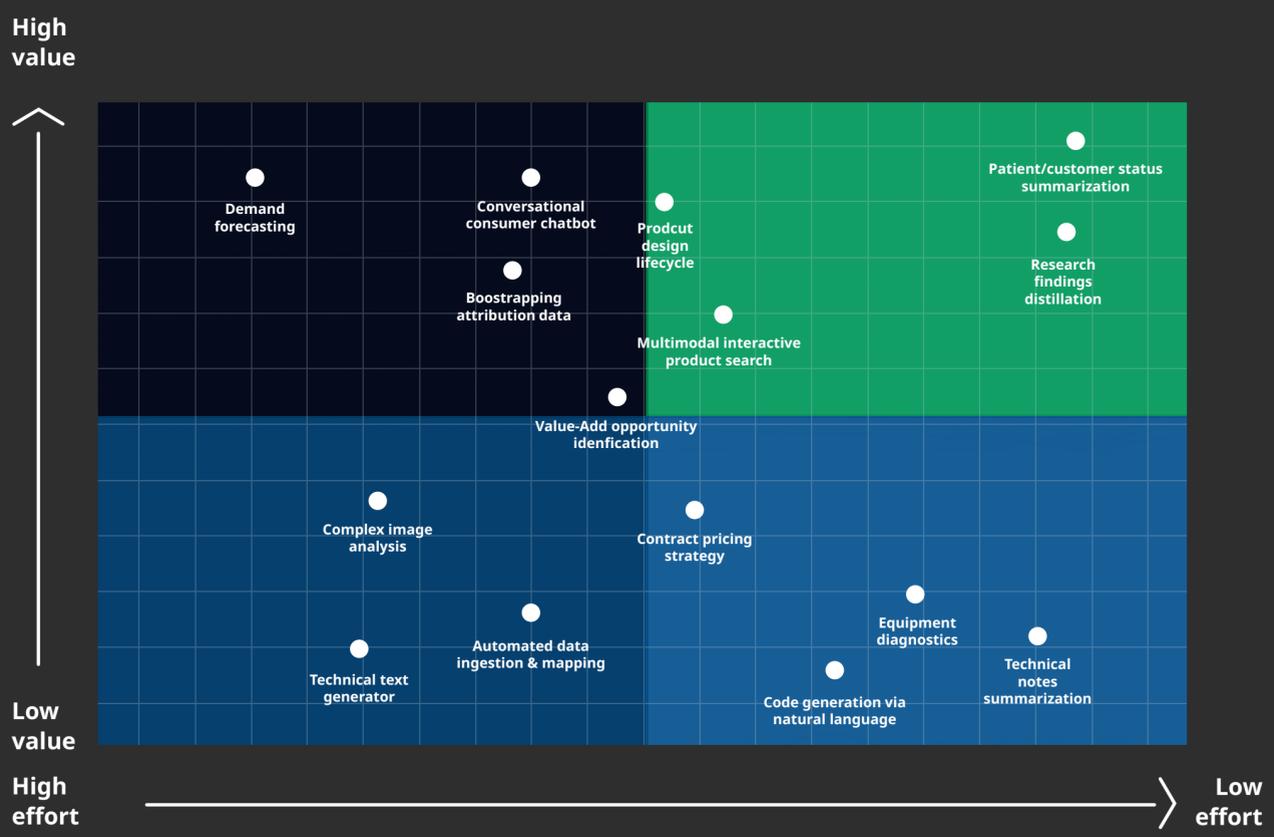
If the pressure to start deploying generative AI (GenAI) is causing you to put your full-blown AI strategy on hold, then make sure you're using an AI payoff matrix. Why? Because even though your out-of-the gate GenAI use cases may be technology driven in nature, they need to be business value-driven in opportunity. Ultimately, using a payoff matrix can make all the difference between a POC that drives little impact and costs lots of money and one that delivers near-term wins and provides a foundation for future success.

What is it and how does it work?

A payoff matrix is a structured process by which you can identify and prioritize the AI uses based on the total ROI to your business.



Sample payoff matrix



The challenge

Don't settle for a myopic payoff matrix — one dominated by what typically turns out to be the lowest-value pursuits: operational efficiency. Push yourself to look harder for the bigger, better opportunities to engage customers, generate revenue and achieve competitive advantage.

The next step

When you're talking about GenAI use cases in particular, it's critical that you assess not only the qualitative benefits, but the quantitative ones. GenAI solutions can carry some pretty steep price tags, so you want to make sure the juice is worth the squeeze.

That's what phase 2 of the payoff matrix is all about — doing the calculations to determine which of your identified use cases will deliver the greatest total ROI. It's hard, and you may need some help facilitating the conversations and explorations needed to get there.



10%

It may seem like a windfall to replace 10% of the calls coming into your customer service center with automated GenAI, BUT you have to measure not only what it will save, but what it will cost.



Bonus

Done right, phase 2 can also provide an opportunity to explore other ways to get to your end goal. Could you get pretty close with a more traditional AI approach that requires less investment? Sometimes GenAI is the answer and other times it leads you to a **supercharged** version of a traditional AI solution.

Contact our [AI Advantage team](#) to learn more about our AI Payoff Matrix