



AI BUSINESS PROCESS

G-CLOUD 15

SERVICE OVERVIEW

Telefónica Tech provides an AI Business Solutions service to help organisations improve service delivery and operational performance through the responsible use of AI. The service focuses on applying AI to clearly defined business and service processes where quality, consistency and efficiency are critical, including customer service, sales, finance and internal operational activities.

The service supports organisations at different stages of maturity, from early assessment and prioritisation through to delivery and ongoing optimisation. AI Business Solutions are designed to be practical, measurable and aligned to organisational objectives, operating models and governance requirements, ensuring AI is adopted safely and with clear outcomes.

KEY FEATURES

- AI readiness and maturity assessment
- Business process and service journey assessment
- Identification and prioritisation of AI-enabled use cases
- Design of AI-assisted and automated business processes
- Integration with existing systems and data sources
- Governance, risk and control framework definition
- Built-in quality assurance and performance monitoring
- Reporting and insight to support continuous improvement
- Phased and iterative delivery aligned to organisational readiness
- Secure implementation using Microsoft technologies

KEY BENEFITS

- **Improved Service Quality**
AI-supported processes improve consistency, accuracy and handling of cases and complaints.
- **Operational Efficiency**
Automation reduces manual effort and improves throughput across service operations.
- **Reduced Delivery Risk**
Structured assessment and prioritisation ensure AI is applied where it delivers value.
- **Clear and Governed AI Use**
AI adoption is aligned to organisational policies, controls and compliance requirements.
- **Better Visibility of Performance**
Monitoring and reporting provide insight into service performance and outcomes.
- **Outcome-Focused Delivery**
Focuses on measurable improvements rather than technology-led initiatives.
- **Flexible Adoption**
Can be applied incrementally alongside existing systems and services.
- **Agile Delivery**
Agile, iterative delivery approach to reduce risk and support early value.

ADDITIONAL SERVICES

- AI readiness, maturity and operating model assessments
- Business process and service journey optimisation
- Identification and validation of priority AI-enabled use cases
- Design and implementation of intelligent automation
- Complaints, case management and customer service optimisation
- Data and integration assessment to support AI-enabled services
- Governance, risk and quality framework design
- Performance monitoring and benefits measurement
- Adoption, training and change support
- Ongoing optimisation and managed support services

Thank you

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