

AI use cases we deploy, by industry

Production-proven patterns for Telco, Banking, Insurance and E-commerce

Each use case below is delivered with our FDE method: discover with the business, prototype on your real data, productionize with evaluation and monitoring, and drive adoption. KPI figures are typical target ranges to agree per client, not guarantees.

Telecommunications

Use case	What it does	KPIs we move
Churn prediction + next-best-action agent	Predicts churn risk and drafts personalised retention offers for agents and campaigns.	Churn rate, retention cost
Contact-center agent assist	Real-time knowledge retrieval, call summary, auto-wrap-up and quality scoring.	Average handle time, FCR
Network operations copilot	Correlates alarms, tickets and logs; suggests root cause and runbook steps (AIOps).	MTTR, ticket volume
Billing dispute resolution agent	Explains bills, checks usage records, proposes adjustments within policy.	Dispute cycle time
B2B sales proposal generator	Builds tailored offers from catalog, pricing rules and customer history.	Proposal turnaround

Banking

Use case	What it does	KPIs we move
Credit memo and underwriting assistant	Extracts financials from documents, drafts credit memos, flags policy exceptions.	Time to decision
KYC / AML investigation agent	Summarises alerts, gathers evidence across systems, drafts SAR narratives for review.	Alert handling time, false positives
Regulatory and policy Q&A;	Grounded answers over internal policies and regulations with citations.	Search time, compliance errors
Customer service and complaints AI	Classifies, routes and drafts responses for complaints across channels.	Response time, CSAT
Relationship manager copilot	Pre-meeting briefs, product suggestions and follow-up drafts from CRM data.	RM productivity, cross-sell

Insurance

Use case	What it does	KPIs we move
Claims intake and triage agent	Reads FNOL forms, photos and documents; classifies severity; routes to the right handler.	Claims cycle time
Health claims / provision review	Checks medical claims against policy coverage and tariff rules; flags anomalies for review.	Leakage, review effort
Fraud detection with explanations	Combines ML scoring with LLM-generated case narratives for investigators.	Fraud hit rate
Underwriting assistant	Summarises submissions, compares against guidelines, suggests pricing factors.	Quote turnaround
Member / policyholder 360 + talk to your data	Unified customer view and natural-language analytics over the data warehouse.	Analyst hours, time to insight

E-commerce & Retail

Use case	What it does	KPIs we move
Product content generation	Generates and localises titles, descriptions and attributes at catalogue scale.	Time to list, conversion
Conversational shopping assistant	Search and recommendation in natural language, grounded on live catalogue and stock.	Conversion, AOV
Customer service automation	Order status, returns and refunds handled by agents with system access and approvals.	Containment rate, cost per contact
Demand forecasting and pricing copilot	Forecasts with explainable drivers; simulates price and promo scenarios.	Forecast accuracy, margin
Review and VoC analytics	Mines reviews and tickets for product issues and trends.	Return rate, NPS

Reference architecture (both clouds)

Layer	Microsoft Azure	Google Cloud
Data & lakehouse	Microsoft Fabric / OneLake, Azure Databricks, Azure SQL	BigQuery, Cloud Storage, Dataflow / Dataproc
Governance	Microsoft Purview, Entra ID	Dataplex, IAM, VPC Service Controls
Models	Azure OpenAI / Foundry model catalog	Gemini on Vertex AI, Model Garden
Retrieval	Azure AI Search	Vertex AI Search, Vector Search, AlloyDB / BigQuery vector
Agents	Foundry Agent Service, Microsoft Agent Framework, Copilot Studio	Agent Development Kit (ADK), Vertex AI Agent Engine
Documents & speech	Document Intelligence, Azure AI Speech	Document AI, Speech-to-Text / Text-to-Speech, CCAI
Apps & APIs	App Service, Container Apps, Functions, API Management	Cloud Run, Cloud Functions, Apigee
Safety & evals	Content Safety, Foundry evaluations, Prompt Shields	Model Armor, Vertex AI Gen AI evaluation
BI	Power BI	Looker / Looker Studio

Product names change frequently; we always align with the latest service names in your tenant.