



Impact of AI on

Headquarter Efficiency

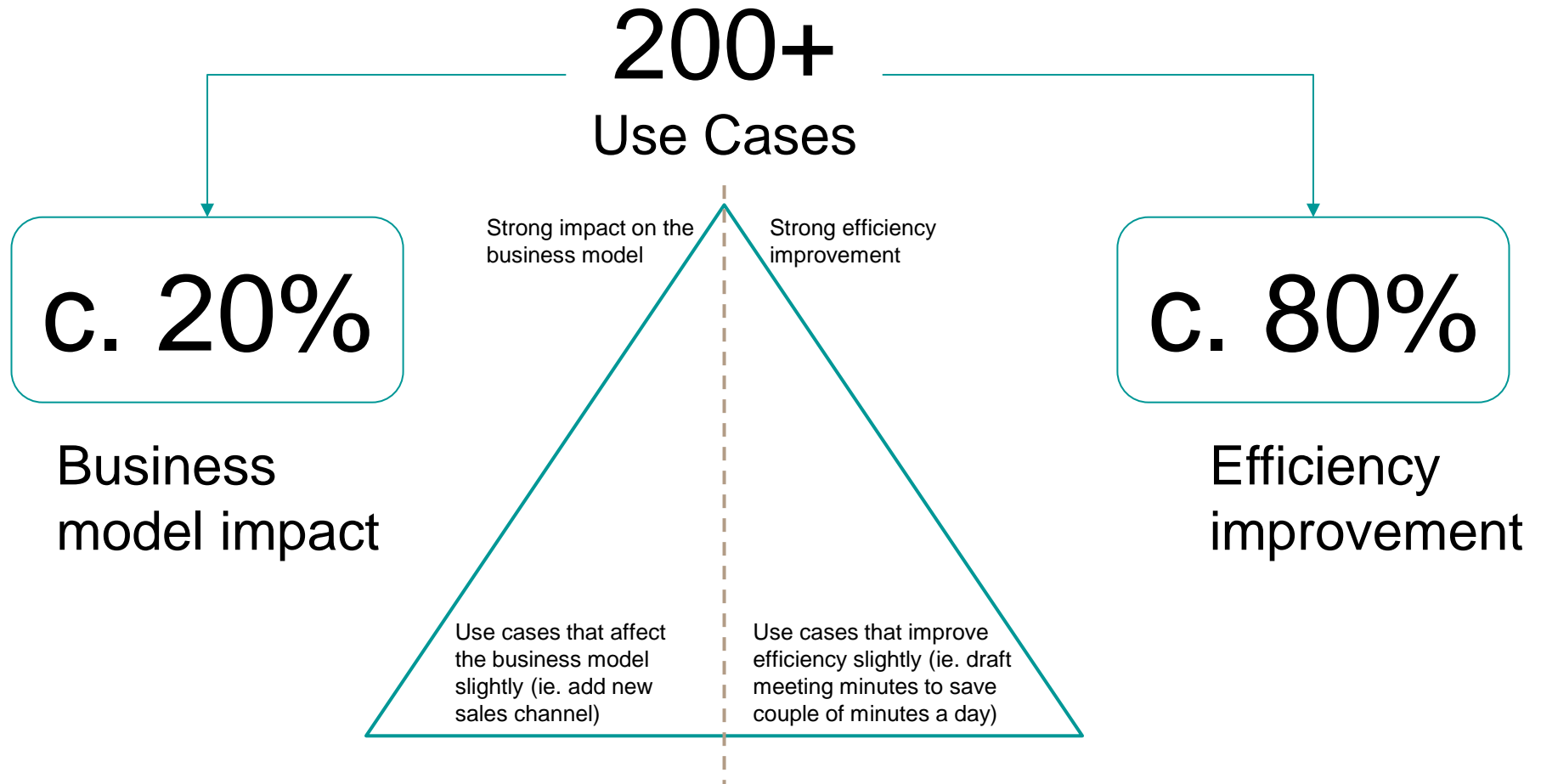


OC&C
Strategy consultants



We looked at more than 200 use cases in AI and GenAI – most of them are rather incremental improvements and fall into efficiency improvements

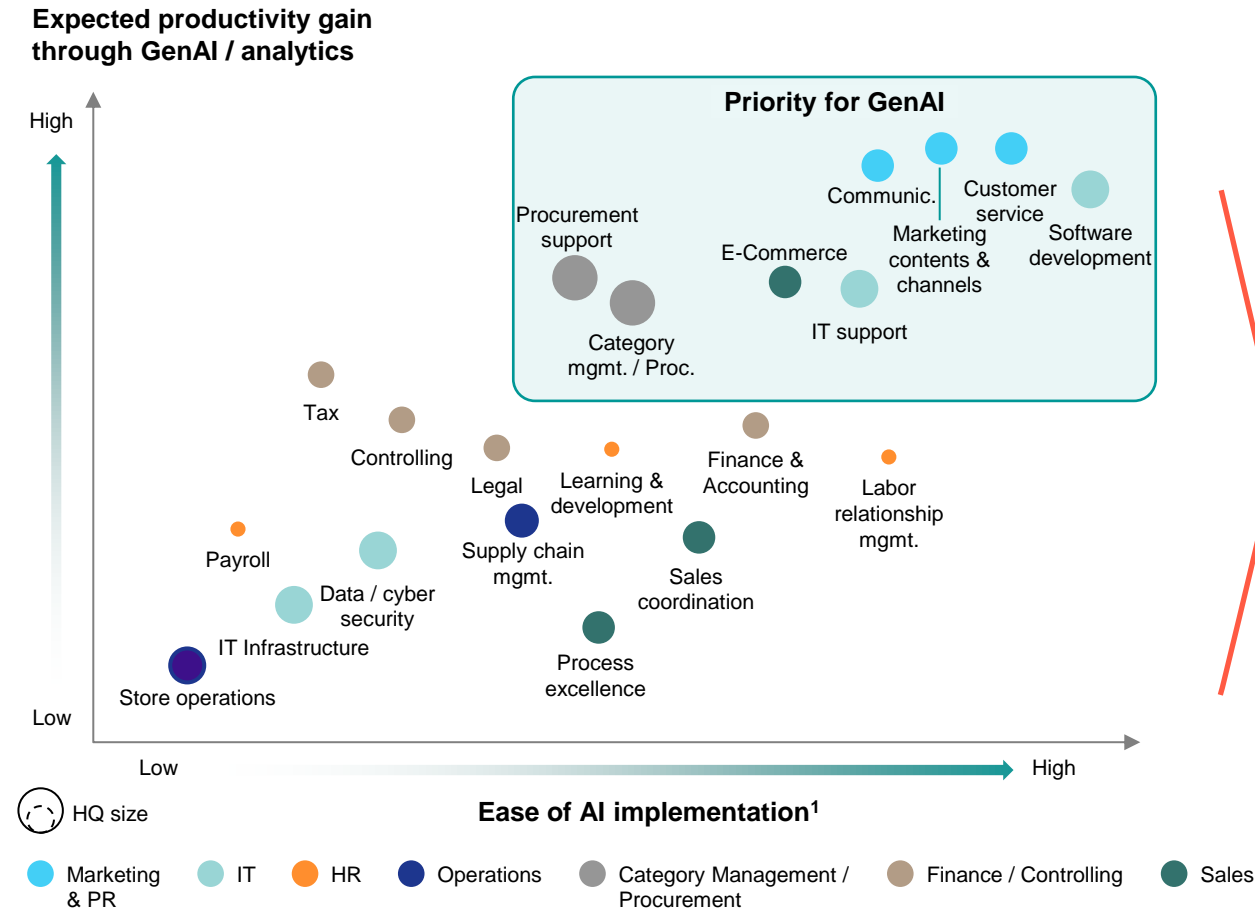
Assessment of (Gen)AI Use Cases



Marketing, IT and Category Management / Procurement appear to show the highest potential for AI

Efficiencies from AI in Headquarters

Indicative



Typical tasks with high impact

Marketing

- Generation of marketing content, such as ad concepts, newsletters and social media posts
- Drafting press releases / official corporate communication

IT

- Coding support, e.g. drafting of code snippets, review and commentary
- Chat bot offering to answer FAQ

Category Management / Procurement

- Collection of information from contracts, e.g. term, conditions, signee etc.
- Structured extraction and analysis of customer feedback, e.g. from product reviews

E-Commerce

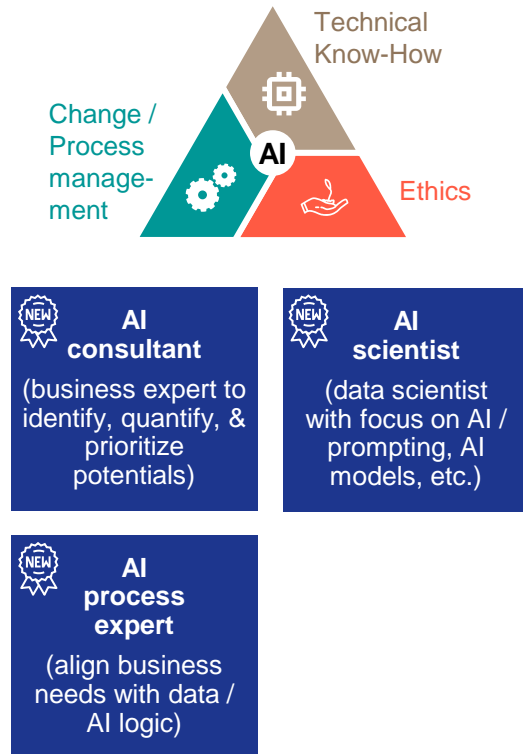
- Generation of product description
- Automated answering of customer comments

1. Considers variety of factors: availability of standard software, complexity of use case implementation, typical willingness to change
Source: OC&C analysis

The need will also create new job profiles – key question for businesses will be the best organizational place for them to sit in?

Effects on job profiles and TOM

What kind of profiles are needed?



Where should they sit within the organisation?

Business	IT
<ul style="list-style-type: none">AI profiles and experts sit within the business departmentsClose proximity to the business needs and challenges to identify and address them quicklyBetter understanding of business needs and way of workingClose feedback loops during joint developmentSpeed and flexibility for business needs is high	<ul style="list-style-type: none">Central build of expertise within IT departmentKnowledge exchange and ensuring good utilization and coverage across multiple business unitsImmediate access and exchange with programming and IT infrastructureCentral ethical standards and governance are enforcedFunding for AI initiatives with significant potential value is managed through a central team

What will be the right approach for your business?

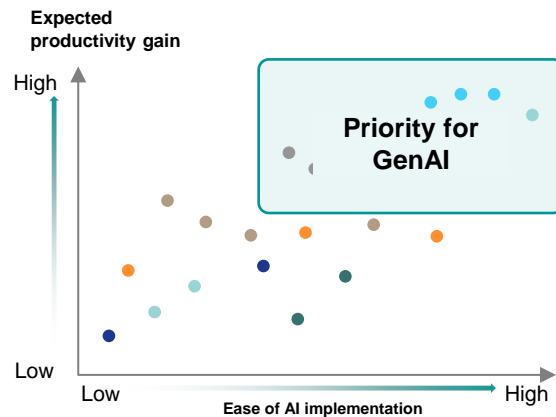
We take a holistic 3-step approach to identify AI potential within HQs, identify the required skills and recommend a governance structure

Toolkit

I Activity prioritization

Prioritization of activities:

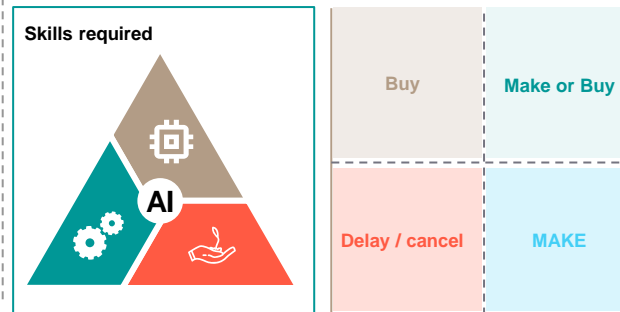
- Recording of activities
- Classification of activities
- Estimation of expected impact / ease of implementation



II Target gap analysis

Assessment of current solutions / staff:

- Evaluation of existing solutions fit to required needs and derivation of need to make custom solution
- Identifying the skills required to enable AI transformation



III Governance set-up

Recommendation of governance set-up to prepare for AI implementation program:

- Documentation of current HQ set-up and missing gaps
- Recommended governance framework to enable transformation

