UNIVERSITY OF ROCHESTER

Unveiling the Future: Exploring Real World AI Applications
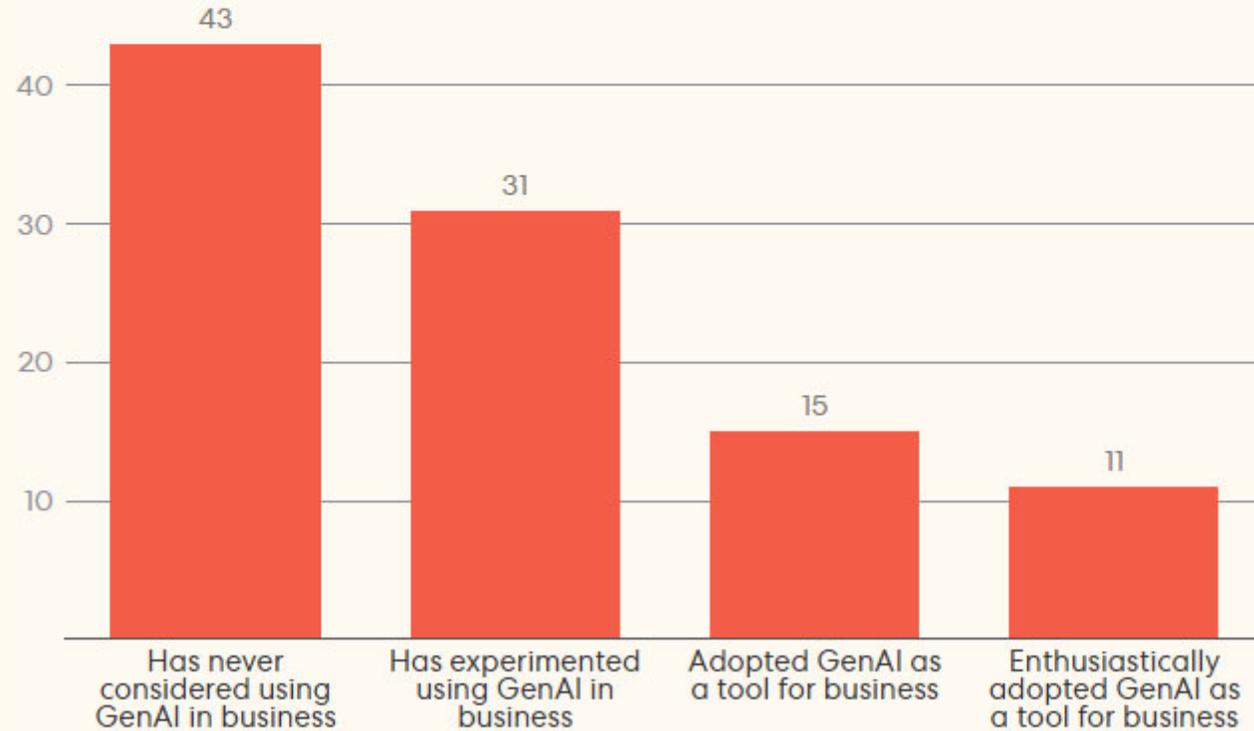
MARCH 18, 2025

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1-in-4 businesses have adopted Generative AI into their business practices

Share of Businesses by GenAI Use

57% of small businesses have at least tried to use GenAI

Category	Value
Has never considered using GenAI in business	43
Has experimented using GenAI in business	31
Adopted GenAI as a tool for business	15
Enthusiastically adopted GenAI as a tool for business	11

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Streamlining Operations – Small Businesses

- Chatbots for customer support

- Data entry

- Job descriptions, resume screening, interview scheduling, and question generation

- Marketing content creation

- Translation

Table 1: Cost Savings and Efficiency Gains in Medium-Sized Businesses Using Generative AI

Company (or Industry)	Use Case	AI Tool/Method	Previous Cost/Time	New Cost/Time	Savings/Gain
SaaS Business (150 employees)	Customer Support	Open-source Chatbot (Hugging Face models)	$30,000/year (Vendor)	$0	$120,000/year (Staffing)
Logistics Firm (250 employees)	HR/Recruitment	AI Tool	$20,000/year (Agency)	$0	$25,000/year
App Development Agency (100 employees)	Product Development	GitHub Copilot	30% Longer Project Delivery	30% Shorter Project Delivery	30% Reduction in Delivery Time
Outdoor Gear Retailer (50 employees)	Marketing Content	In-house GPT-3	Higher Content Creation Costs	70% Reduction	$40,000/year & 18% Increase in Web Traffic
Boutique Legal Consultancy (75 employees)	Internal Knowledge Management	Custom AI Knowledge Assistant	5 Hours/Week per Employee	Minimal Time	$150,000/year (Productivity)
Chicago Marketing Agency (50 employees)	Marketing Content	Trained GPT Model	$15,000/year (Jasper AI)	$5,000 (Training)	$10,000/year
Noventiq	Operational Efficiency	Microsoft 365 Copilot	989 Hours on Routine Tasks	Minimal Time	989 Hours Saved (INR 989K Value)

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Scalability/Cost – Medium Businesses

- Code generation

- Creation of technical documentation

- Personalized onboarding experiences

- Increased data access

- Content generation in brand voice

Table 2: Cost Savings and Efficiency Gains in Large Businesses Using Generative AI

Company	Use Case	AI Tool/Method	Previous Time	New Time	Savings/Gain
Access Holdings Plc	Software Code Generation	Microsoft 365 Copilot	8 hours	2 hours	75% reduction in time
Access Holdings Plc	Chatbot Development	Microsoft 365 Copilot	3 months	10 days	Significant reduction in time
American Addiction Centers	Employee Onboarding	Gemini for Google Workspace	3 days	12 hours	Significant time reduction
Bell Canada	Contact Center Solutions	AI-powered agents and Agent Assist	-	-	$20 million in savings
Formula E	Race Commentary Summarization	AI	2 hours	2 minutes	Significant time reduction
Radisson Hotel Group	Personalized Advertising	Vertex AI and Gemini models	-	-	50% rise in ad team productivity and over a 20% revenue increase
Square Enix	Marketing Asset Development	AI	Longer development time	Faster development time	20% increase in email opens and a 10% increased retention rate
Softchoice	Summarizing Technical Meetings	Microsoft 365 Copilot	Longer time	97% reduction	97% reduction in time
Acentra Health	Medical Letter Processing	Azure OpenAI Service (MedScribe)	-	-	Saved 11,000 nursing hours and nearly $800,000; Each nurse processed 20-30 letters daily with 99% approval
Asahi Europe & International (AEI)	Administrative Tasks	Microsoft 365 Copilot	-	-	Potentially 15% of time saved
Axon Enterprise	Report Generation	Azure OpenAI Service (Draft One)	Longer time	82% decrease in time spent	82% reduction in time
Nykaa	Code Development	GitHub Copilot	Longer development cycles	Accelerated development cycles	20% increase in developer productivity

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Effectiveness/Innovation – Large Businesses

- Personalized customer experiences

- Optimize product design

- Dynamic advertisements and optimized campaign management

- Simulating market trends to optimize pricing

- Automated video summarization

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Across all businesses

- Customer service
- Marketing and sales
- HR
- Finance/legal
- IT/Software development
- Manufacturing

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The Future

- AI agents and automation
- Hyper-personalized content
- Personal AI assistants
- Improved healthcare and transportation
- Robotics, AR/VR, quantum computing

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