The background of the slide is a photograph of the University of Rochester's Old Chapel building at sunset. The building is a large, circular structure with a prominent dome and a flag on top. The sky is a mix of blue and orange, and the building is illuminated by the warm light of the setting sun. In the foreground, there are some dark, leafless tree branches on the left side.

UNIVERSITY OF ROCHESTER

AI in Action: Tools, Capabilities, and Use Cases

APRIL 15, 2025



getmyslides.info

WNY AI Meetup Tool List

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default...

	A	B	C	D	E	F
1	Tool	URL	Primary Use Cases	Provider	Category	Notes
2	ChatGPT	https://chat.openai.com	Content Creation, Customer Service, Coding	OpenAI	Content	
3	Claude	https://claude.ai	Content Creation, Customer Service, HR	Anthropic	Content	
4	Gemini	https://deepmind.google/technologies/gemini	Content Creation, Coding, Customer Service	Google DeepMind	Content	
5	LLaMA	https://ai.meta.com/llama	Content Creation, Research	Meta	Content	
6	Grok	https://grok.com/	Content Creation, Research	X	Content	Unfiltered
7	Google AI Studio	https://aistudio.google.com/prompts/new_chat	Content Creation, Research	Google	Content	
8	Notebook LM	https://notebooklm.google.com/	Content Creation, Research	Google	Content	
9	Mistral	https://mistral.ai	Content Creation, Research	Mistral AI	Content	
10	Jasper	https://www.jasper.ai	Content Creation	Jasper AI	Content	
11	Descript	https://www.descript.com	Audio/Video Editing, Content Creation	Descript	Content	
12	HeyGen	https://www.heygen.com	AI Video/Avatar Creation	HeyGen	Content	Avatar training
13	Copy.ai	https://www.copy.ai	Marketing Copy, Content Creation	Copy.ai	Content	
14	Writesonic	https://writesonic.com	Marketing, Blogging, SEO	Writesonic	Content	
15	Ocoya	https://www.ocooya.com	Social Media Scheduling, Content Creation	Ocoya	Content	Have not tested/used
16	Lately.ai	https://www.lately.ai	Social Media Content Repurposing	Lately.ai	Content	
17	Predis.ai	https://predis.ai	Post Automation, Analytics	Predis.ai	Content	Have not tested/used
18	Surfer SEO	https://surferseo.com	SEO Optimization	Surfer SEO	Content	
19	Clearscope	https://www.clearscope.io	SEO Optimization	Clearscope	Content	Have not tested/used
20	Content at Scale	https://contentatscale.ai	Content SEO Analysis	Content at Scale	Content	
21	Synthesia	https://www.synthesia.io/	AI Video/Avatar Creation	Synthesia	Content	
22	Eleven Labs	https://elevenlabs.io/	AI Audio Creation	Eleven Labs	Content	
23	Suno	https://suno.com/home	AI Music Creation	Suno	Content	
24	Ada	https://www.ada.cx	Customer Service Chatbots	Ada	CS	Have not tested/used
25	Tidio	https://www.tidio.com	Live Chat and Bots	Tidio	CS	Have not tested/used
26	Intercom	https://www.intercom.com	Customer Communication Platform	Intercom	CS	Have not tested/used
27	Nuance DAX	https://www.nuance.com	Medical Transcription	Nuance (Microsoft)	Medical	Have not tested/used
28	Suki AI	https://www.suki.ai	Medical Notes Automation	Suki AI	Medical	Have not tested/used
29	GitHub Copilot	https://github.com/features/copilot	Code Suggestion	GitHub (Microsoft)	Coding	
30	Tabnine	https://www.tabnine.com	AI Code Completion	Tabnine	Coding	Have not tested/used
31	Replit	https://replit.com/ai	Code Generation	Replit	Coding	
32	N8N	https://n8n.io/ai/	Automation	N8N	Automation	
33	Make	https://www.make.com/en	Automation	Make	Automation	
34	Zapier	https://zapier.com/	Automation	Zapier	Automation	
35	HireVue	https://www.hirevue.com	Hiring automation	HireVue	HR	Have not tested/used
36	Fetcher	https://www.fetcher.ai	Recruitment Automation	Fetcher	HR	Have not tested/used
37	Paradox	https://www.paradox.ai	Recruiting Automation	Paradox	HR	Have not tested/used
38						

<https://docs.google.com/spreadsheets/d/1Z6dvXb0ntzgFguVxhKIW1MLzylKtEu7vX4wpdamvkPc/edit?usp=sharing>



Credit: Neil Webb

IDEAS MADE TO MATTER | ARTIFICIAL INTELLIGENCE

Practical AI implementation: Success stories from MIT Sloan Management Review

by  Brian Eastwood | Apr 1, 2025

<https://mitsloan.mit.edu/ideas-made-to-matter/practical-ai-implementation-success-stories-mit-sloan-management-review>



Colgate-Palmolive

Research – Created RAG models to search proprietary consumer research, third-party data, and Google search trends.

Concept testing – digital consumer twins as in-person focus groups.

Internal solution that requires training that covers both responsible and practical use of AI.

Thousands of employees have reported an increase in the quality and creativity of their work when using AI.

<https://sloanreview.mit.edu/article/the-genai-focus-shifts-to-innovation-at-colgate-palmolive/>

brianwpiper.com

Liberty Mutual – AI-informed intelligent choice architecture to help claims adjusters triage incoming calls and resolve inquiries.



Sanofi – AI systems guide managers in optimizing investments and overcoming sunk-cost bias, a common barrier to abandoning unsuccessful pharmaceutical projects.



<https://mitsloan.mit.edu/ideas-made-to-matter/practical-ai-implementation-success-stories-mit-sloan-management-review>



Repurpose – AI automated financial processes save a 21-person team two days/week on accounts payable. They also, use it for employee reviews.



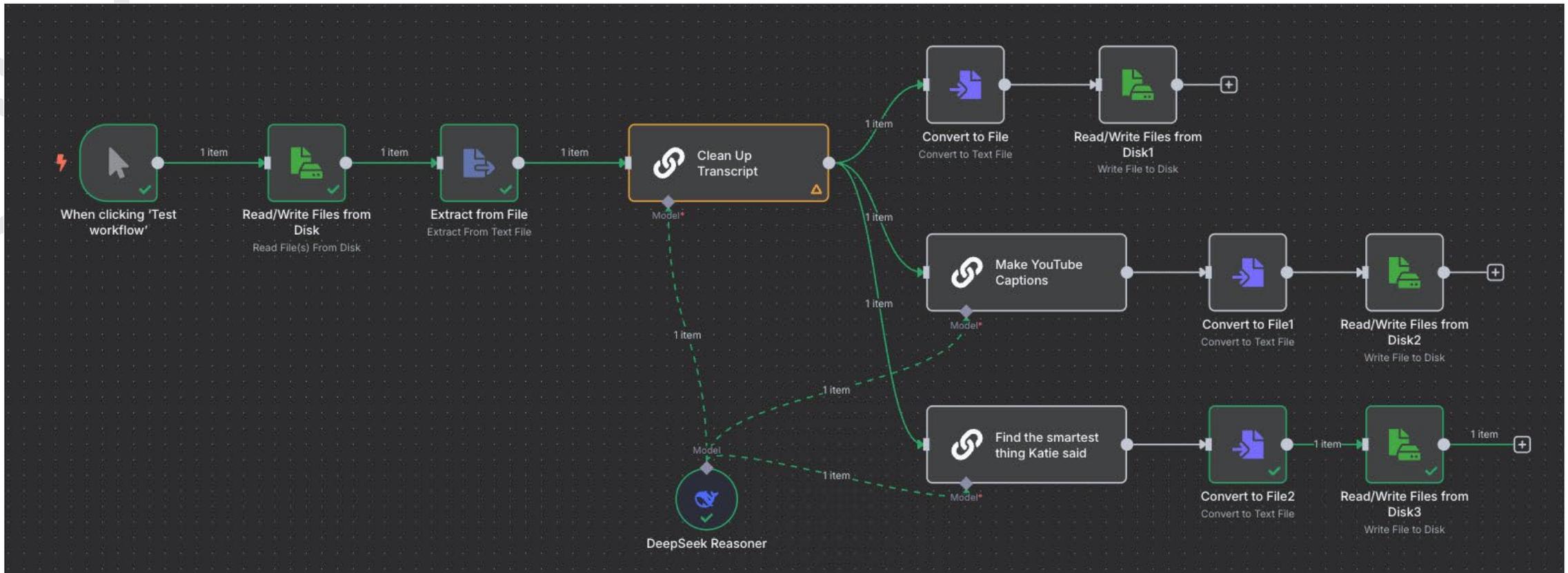
<https://www.businessinsider.com/compostable-tableware-business-is-using-ai-to-stay-competitive-2025-3>

Amarra – AI product descriptions and inventory management cuts content creation 60% and reduced overstock by 40%.

AMARRA

<https://www.businessinsider.com/wholesale-formal-gown-distributor-using-ai-for-ecommerce-operations>

SOCIAL MEDIA MARKETING WORLD



AI 2027

Summary

Research

About

Daniel Kokotajlo, Scott Alexander, Thomas Larsen, Eli Lifland, Romeo Dean

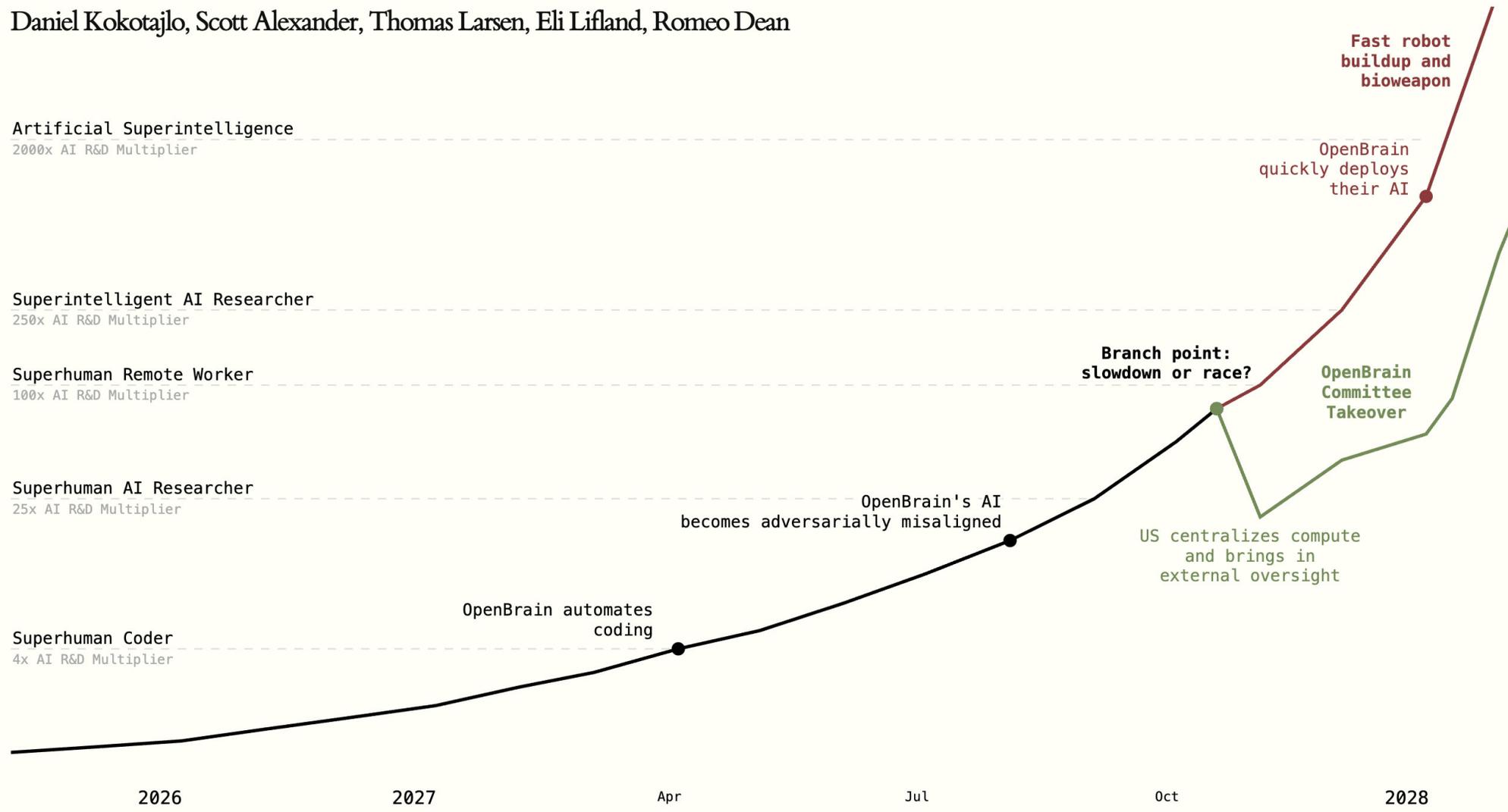
Artificial Superintelligence
2000x AI R&D Multiplier

Superintelligent AI Researcher
250x AI R&D Multiplier

Superhuman Remote Worker
100x AI R&D Multiplier

Superhuman AI Researcher
25x AI R&D Multiplier

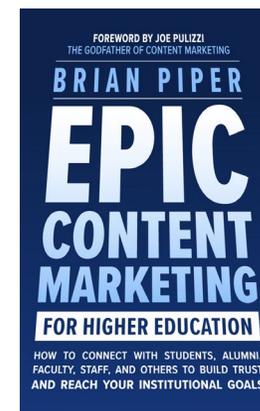
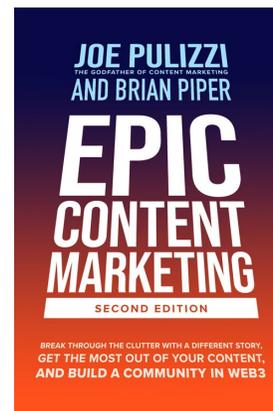
Superhuman Coder
4x AI R&D Multiplier



getmyslides.info

brian@brianwpiper.com

<https://www.linkedin.com/in/brianwpiper>



brianwpiper.com