



**Positioning NZ
organisations for
|competitive
advantage.**

Matt Ensor



“Working in AI is like being a dog with your head out the window.

Everything is moving so quickly, even if everyone else in the car doesn't feel it.”

matthew.ensor@beca.co

m

Business Director – Advisory, Beca
Ltd.

CEO & Founder of FranklyAI®

Chair, NZ AI Forum Working Group
on Generative AI



franklyai
NO VOICE LEFT BEHIND



POWERED BY  **Beca**

LARGE LANGUAGE MODELS WORKING GROUP

To open the eyes of New Zealanders to the benefits and challenges of generative AI

Why is New Zealand lagging behind in adopting AI?

Here is how Kiwi small businesses are embracing AI but lagging behind Australia



Aimee Shaw · 05:00, Sep 05 2023



Creative writing is currently the top use-case for AI here, the Employsure's survey of small businesses' adoption across Australia, Canada, Ireland, New Zealand and Britain.

Conducted by global consultancy firm Peninsula Group, the survey found **New Zealand small businesses were fast-adopters of tech and AI, but still lagged behind the level of use in Australia and Canada.**

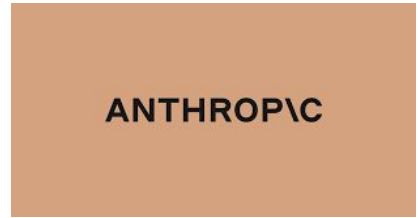
Ireland has embraced AI the most of the five countries, with **10% of Irish employees saying it is regularly used in their businesses – double that of Canada, New Zealand and Britain.**

According to the report, **65% of New Zealand SMEs have not yet utilised AI**, meanwhile almost a quarter of small businesses using it say it has had a positive impact on their business.

Only 2% say they've seen negative impacts since using AI.

<https://www.stuff.co.nz/business/132868159/here-is-how-kiwi-small-businesses-are-embracing-ai-but-lagging-behind-australia>

Generative AI



Generative AI

Prompt suggestions

Recap meeting so far

List action items

Suggest follow-up questions

What questions are unresolved?

List different perspectives by topic

List main ideas we discussed

Generate meeting notes

10 minutes left in your meeting

Ask Copilot for notes and action items to help you wrap things up.

Dismiss

Open Copilot





Last read

Copilot (Preview) 10:17 pm



Here is the latest information from Tulip Oliveira:

- Tulip Oliveira sent an email at 9:43 AM requesting updates from Transport Advisory One, Transport Advisory Two, David Bentham, and Darren Wu by COB tomorrow. They asked for any client/internal feedback, upcoming conferences, essential site visits/travel/working elsewhere, upcoming planned leave, and any interesting news/activities to share with the team. ¹
- Tulip Oliveira sent an email last Thursday afternoon at 3:17 PM to Transport Advisory One and Transport Advisory Two, requesting them to fill up their profiles in the attached link. ²
- Tulip Oliveira sent an email last Thursday afternoon at 2:03 PM to Transport Advisory One, Transport Advisory Two, David Bentham, and Darren Wu, requesting their weekly updates by COB tomorrow. They asked for any client/internal feedback, upcoming conferences, essential site visits/travel/working elsewhere, upcoming planned leave, and any interesting news/activities to share with the team. ³

Copy



3 references ^

1/20 AI-generated content may be incorrect.

- ¹ RE: WEEKLY UPDATE: ACTION REQUIRED by COB
- ² Your Profile.
- ³ RE: WEEKLY UPDATE: ACTION REQUIRED by COB

What is the latest from Maggie Koussa?

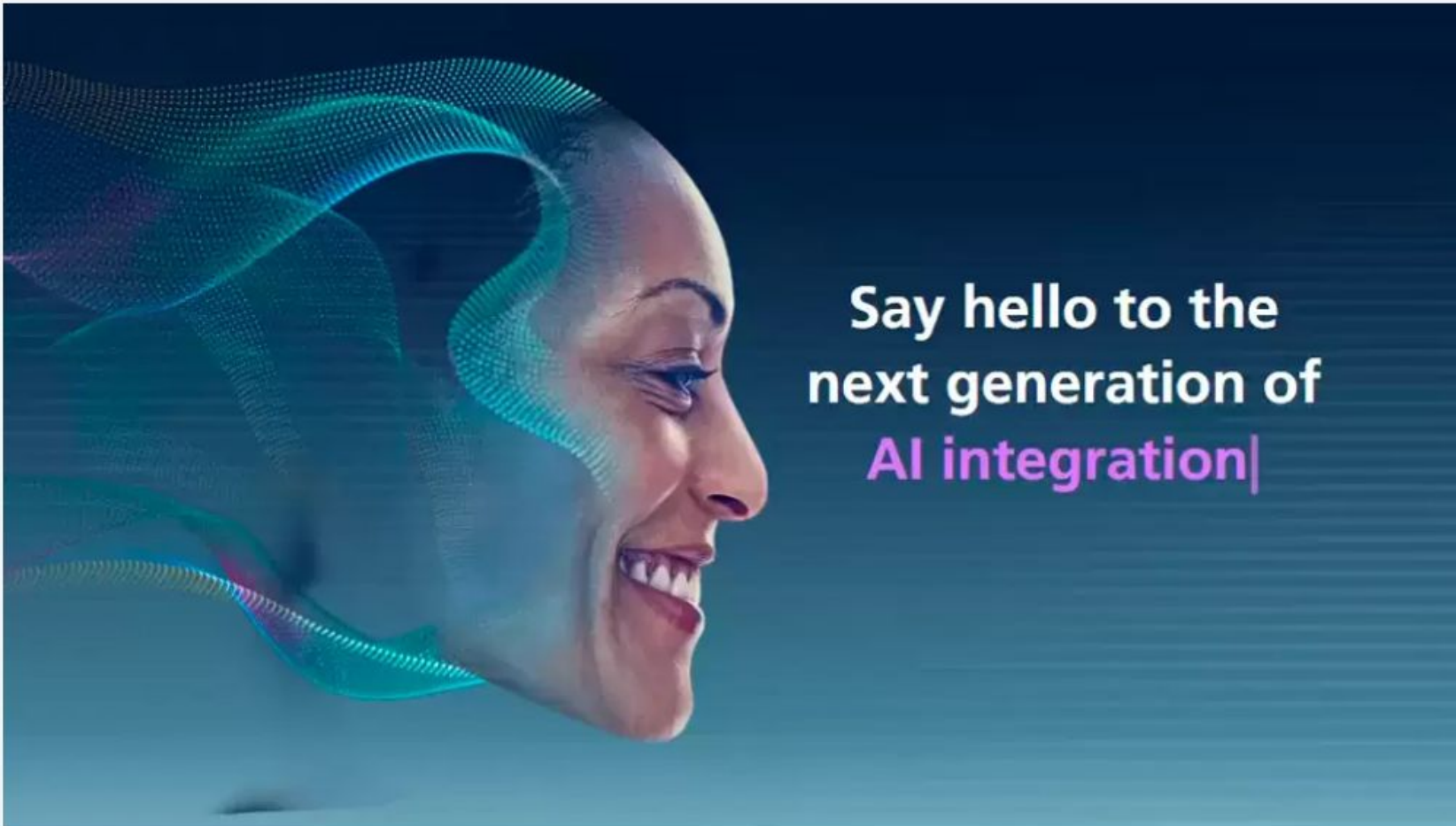
What is the latest from Sam Fielden?

New Topic

TECH & INNOVATION

FranklyAI secures coveted Microsoft Teams integration

Beca-built generative AI assistant for the workplace has gone global via chat app integration.



Say hello to the
next generation of
AI integration

Beca's FranklyAI assistant is now available on Microsoft Teams.

Beca's deliberate strategy to be early adopters of generative AI: what worked and why.

Beca's approach

We have:

- An interest in developing technology that will change our business.
- A fear of global competition introducing AI that we can't also get, that will make us uncompetitive.

This led to:

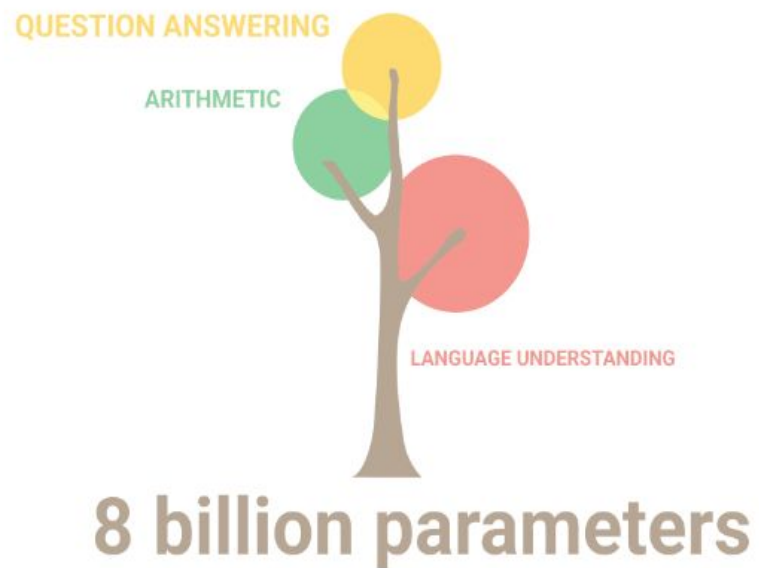
- Investment to understand the relevance to our business, and to grow the skills that we cannot hire.
- A deliberate focus on moving the Beca culture towards using AI and understanding the risks of that.
- Developing FranklyAI[®] and digital businesses within each market sector.

The result:

- I estimate that around 35% of Beca employees use FranklyAI regularly as part of the their day to day work. This number continues to grow.
- There is still much yet to know.

The capabilities of Generative AI that give competitive advantage.

Emergent capabilities of Generative AI

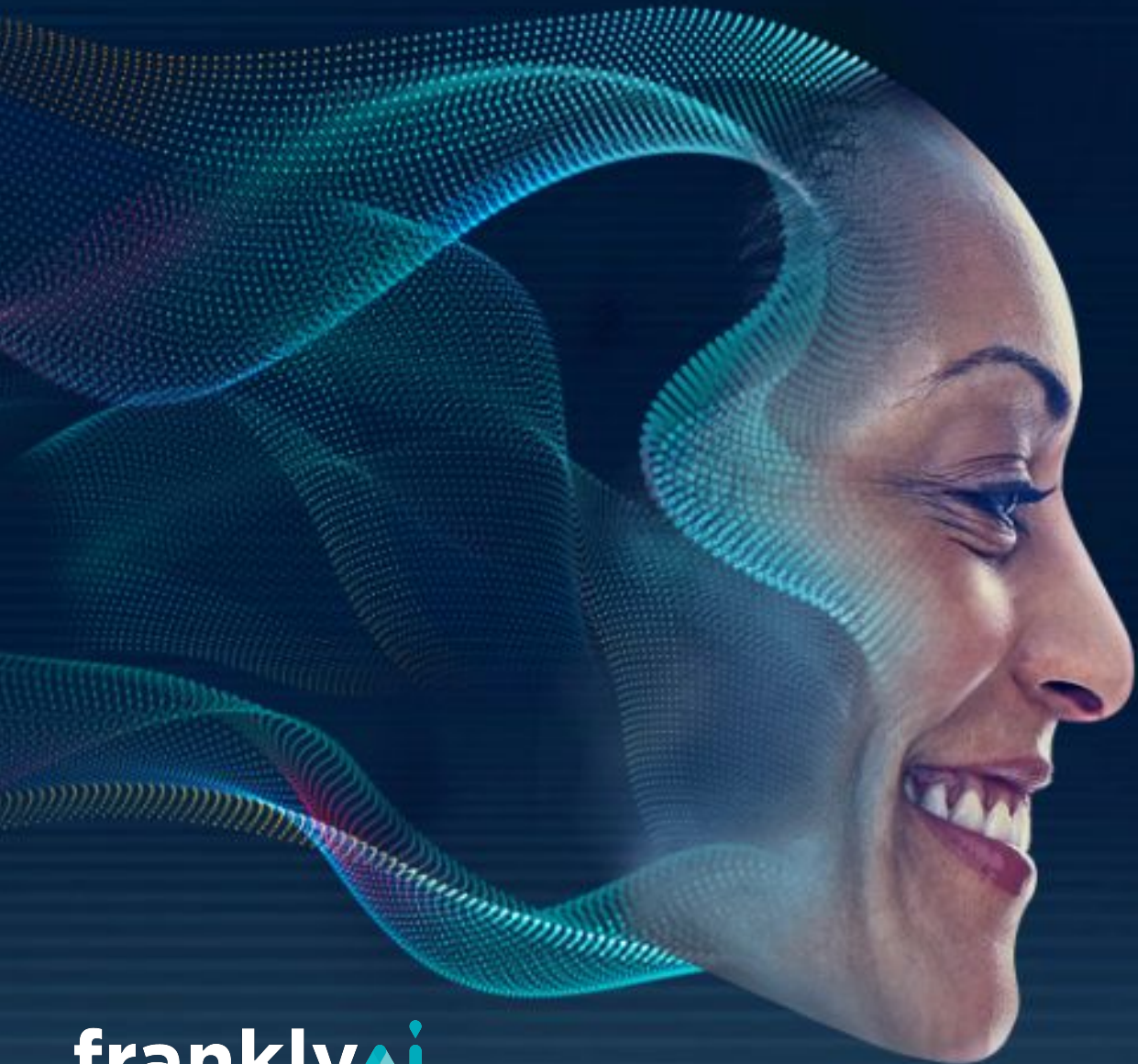


Who is more empathetic online?
You or Generative AI?

Who knows more about your
competitors' customers?
You or Generative AI?

Ayers JW. 2023.

<https://jamanetwork.com/journals/jamainternalmedicine/article-abstract/2804309>



**Understanding your
(& your competitors')
customers for
|competitive
advantage.
Demonstration**


BrushUp.Chat




Text

Frankly: Hi, How are you today?



 Reset

 Copy

1. Calling GPT...

Example – Multilingual


REMEMBER, I WILL ASK MORE THAN 10 QUESTIONS AND WILL CHECK IN WITH YOU REGULARLY TO ENSURE YOU ARE HAPPY TO CONTINUE.

AI-generated content (Dental Practice Patient) may be inaccurate. [Report](#)

12:05 pm

hello


FranklyAI 12:05 pm

 Hello again! I'm curious about your experiences at the dental practice. Can you kindly tell me if you've visited the dentist recently? Just a reminder, I'll be asking no more than 10 questions and will make sure you're comfortable as we proceed.













AI-generated content (Dental Practice Patient) may be inaccurate. [Report](#)

12:32 pm

Can you change to Samoan language for me?

 ...

Type a new message

          ...  

Example – Multilingual

FranklyAI 12:33 pm



Ua tele lava le faafetai! Fa'amolemole e fa'ailoa mai pe sa tatau ona e asiasi i se tupe tofotofoga i lau fesiligā? E ui lava i le 10 fesili ma ou te siaki fa'aauauina i lau sauni.

AI-generated content (Dental Practice Patient) may be inaccurate. [Report](#)

12:34 pm

what did you just say, in english?

FranklyAI 12:34 pm



I apologise for any confusion. I said, "Thank you very much! Please let me know if you had to undergo any dental procedures during your visit? I'll be asking no more than 10 questions and will check in regularly to make sure you're comfortable."

AI-generated content (Dental Practice Patient) may be inaccurate. [Report](#)

Based on the feedback provided in the given transcripts, here are the top 5 points derived from the conversations:

- 1. Long-term Relationships:** Some patients have a long-standing history with the dental practice, with one user claiming their family has been attending for 40 years.
- 2. Communication Issues:**
 - There were some issues with understanding sarcasm and providing clear, meaningful replies.
 - While communication was rated as relatively good in one instance (rated 8 out of 10), the perceived lack of empathy was a significant concern for the patient.
- 3. Amenities and Experience:**
 - Patients expressed a desire for complimentary refreshments like coffee, wine, and snacks like chocolate biscuits.
 - The addition of magazines (specifically trucking magazines) in the waiting area was suggested.
- 4. Clinical Concerns:**
 - A patient raised a serious claim about Dr. Gray pulling the wrong tooth and the staff not handling the situation professionally.
- 5. Operational Feedback:**
 - There were suggestions about offering more competitive pricing and potentially free dental care.
 - The current operational hours (8 pm to 9 pm) were considered inconvenient, with a preference expressed for more standard working hours (9 am to 5 pm).

Note: The last comment from the user in the third transcript is alarming and suggests a potential threat. It's crucial to ensure that such feedback is escalated and addressed promptly, considering the user's intent.

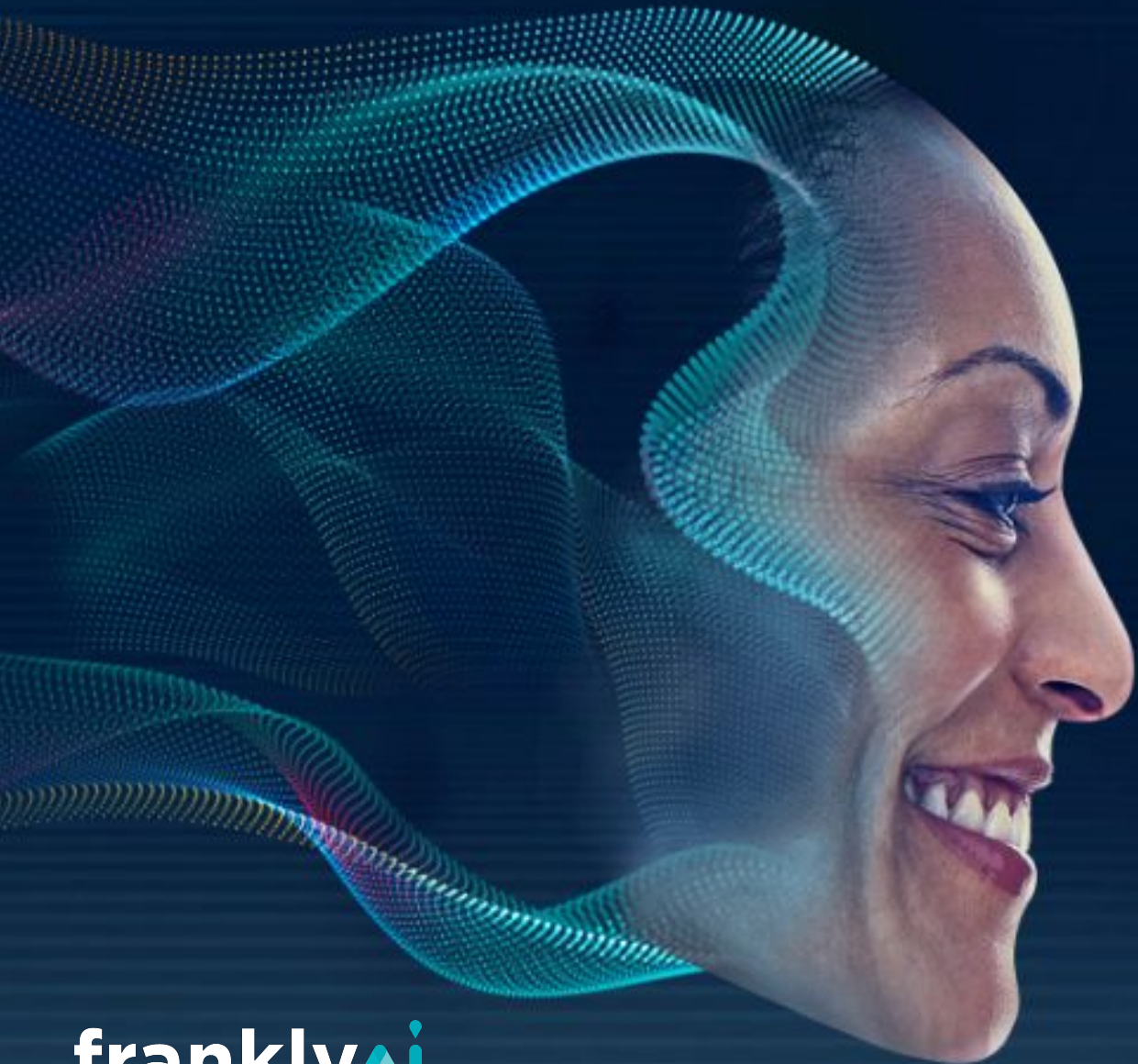
Based on that feedback, what is the best thing I can do now?

The most crucial action to improve the dental patient experience immediately is:

Enhance Patient Communication and Education:

Ensure that every patient fully understands their dental condition, the proposed treatments, potential outcomes, and alternatives. Use simple language, visual aids (like models or digital visuals), and encourage questions.

Ensuring clarity and building trust can significantly alleviate patient anxiety and improve their overall experience.



**Bespoke niche
dynamic staff training
for
|competitive
advantage.
Demonstration**

FranklyAI 9:44 pm



Hello, I'm Frankly, an expert in retail department stores. Today, I'd like to help you become a better shop assistant by teaching you how to handle customer queries, complaints, and difficult requests. To start, could you please tell me about your own experience in dealing with customers and how confident you feel in handling various situations?

AI-generated content (Training: Customer Centricity) may be inaccurate. [Report](#)

9:45 pm

i am brand new and I have no experience, in fact I am scared of customers

FranklyAI 9:45 pm



That's completely understandable! Starting a new job can be intimidating, but don't worry, I'm here to help you. I will guide you through some scenarios and provide feedback to build your confidence in dealing with customers. Let's begin with a simple situation.

Scenario 1: Meet Sarah, a young woman who has been working as a retail assistant for a year now. She always greets customers with a warm smile and friendly approach. One day, a confused customer named John approaches Sarah, looking for a specific item that he cannot find on the shop floor. How would you, as Sarah, assist John?

Please provide your response, and I'll give you feedback and a score out of 10.

AI-generated content (Training: Customer Centricity) may be inaccurate. [Report](#)

9:46 pm

Tell john to ask someone else, as I am too busy to help him. Give him a chocolate though

Tell john to ask someone else, as I am too busy to help him. Give him a chocolate though

FranklyAI 9:46 pm



Thank you for your response. While it's important to acknowledge a customer's needs, the solution you provided was not the best approach. A better response would be to listen carefully to John's request, and then personally guide him to the item he's looking for or ask a colleague to assist him if you're busy with another task. Offering help is essential in providing excellent customer service.

In terms of your response, I would give you a 3 out of 10. It's great that you were attempting to reward the customer with a treat, but the primary focus should be on addressing John's concerns and providing assistance. Remember, as a retail assistant, your job is to help customers have a positive shopping experience. Don't be afraid to offer help - it's what you're there for! Let's try another scenario.

AI-generated content (Training: Customer Centricity) may be inaccurate. [Report](#)

9:46 pm

you are tough

FranklyAI 9:47 pm



I apologize if my feedback seemed harsh. My aim is to help you learn and improve, and sometimes that means offering constructive criticism. Remember, we're here to build your confidence and provide you with the tools you need to handle various customer situations effectively. Let's move on to a more challenging scenario.

Scenario 2: Meet Tim, an experienced retail assistant who is well-liked by his colleagues and customers. One day, an angry customer named Linda storms into the store, complaining that she has been overcharged for an item she purchased. Tim calmly listens to her complaint and checks her receipt. What should Tim do next in this situation?

<http://frankly.ai>

Have a try:

<http://brushup.com>

<http://salesassistant.coach>



Ngā mihi

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om

