Workshop Outline

LSZ – Rise of Tech

PART I - THEORY

Finding Low-Hanging Fruit in AI: Identifying High-Impact Use Cases with Minimal Lift (20min)

1. Setting the Stage: Why AI Now?
   - Quick overview of AI's relevance today: AI adoption trends across industries/ Competitive advantage and operational efficiency

2. Start Smart: The Importance of Use Case Selection
   - How AI project success often hinges on the *right* first step
   - Pitfalls of vague or overly ambitious AI ideas
   - Use case criteria: feasibility, impact, data availability

3. What Are Low-Hanging Fruits in AI?
   - How to define it for you: high value, low complexity, fast ROI
   - Types of low-hanging fruit: Automating repetitive tasks / Augmenting decisions (recommendations, forecasts) / Improving customer service (chatbots, routing)

4. Success Stories & Use Case Inspirations
   - Rapid-fire case examples & Success stories
   - Key takeaway: Low-hanging doesn’t mean low-value

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PART II - APPLICATION

Chatbots as Low-Hanging AI Use Cases (40min)

1. **Introduction to the framework**– How to identify chatbot opportunities

2. **Interactive Task:** Build a Chatbot Use Case & Mini Business Case
   Participants form pairs or small groups:

Phase 1: Use Case Scoring (10 min)
Brainstorm 2–3 chatbot ideas (from their real work or another context)
Use the 5-point Chatbot Use Case Scoring Grid (right side)
Choose the highest scoring one

Phase 2: Agent Blueprint Design (15 min)
Fill in the **Agent Blueprint** for the selected use case
Include at least one **sample user-bot conversation**

Criteria
- Repetitive – Is this a question or task that's asked or done often?
- Structured - Are the answers predictable, rule-based, or documentable?
- Time-Consuming - Does this take humans a lot of time or delay the user?
- Scaleable - Will automating this have broad benefit (many users or many queries)?
- Data – is this information already available?

Score each criteria from 1-5 (5 being the highest) and pick the one with the highest total score

Agent Blueprint
- Purpose
- Sample dialog
- What information does the agent need?
- Where does the information come from? What are the sources?
- What should be the response when the agent cannot help?
- How to measure success?

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