

AI Business Case Template

1. Executive Summary

- Brief overview of the AI project
- Key benefits and expected impact

2. Problem Statement

- What problem or opportunity does the business face?
- Why is this problem important?

3. Proposed AI Solution

- What AI technology or agent will be implemented?
- How will it address the problem?

4. Benefits

- Quantitative and qualitative benefits (cost savings, efficiency, accuracy, etc.)
- Strategic advantages (competitive edge, innovation, customer satisfaction)

5. Costs and Resources

- Estimated implementation and ongoing costs
- Required human resources and technology

6. Return on Investment (ROI)

- Expected ROI with timeline
- Metrics to measure success

7. Risks and Mitigation

- Potential risks (technical, operational, ethical)
- Mitigation strategies

8. Implementation Plan

- Key milestones and timeline
- Stakeholders and responsibilities

Example: AI Business Case for Customer Service Chatbot

1. Executive Summary

Implementing an AI-powered customer service chatbot to handle routine queries, reduce response time, and improve customer satisfaction.

2. Problem Statement

Our customer service team spends 60% of their time answering repetitive questions, leading to delays and increased operational costs.

3. Proposed AI Solution

Deploy a chatbot that uses natural language processing (NLP) to answer FAQs, route complex queries to human agents, and operate 24/7.

4. Benefits

- Reduce customer wait time by 50%
- Decrease operational costs by 30%
- Improve customer satisfaction scores by 20%

5. Costs and Resources

- One-time setup cost: \$50,000
- Annual maintenance: \$15,000
- Training for support team

6. Return on Investment (ROI)

Expected payback period: 12 months

Success metrics: number of queries handled by chatbot, customer satisfaction scores

7. Risks and Mitigation

- Risk: Chatbot may misunderstand queries
- Mitigation: Continuous training and human fallback option

8. Implementation Plan

- Month 1–2: Requirements gathering and design
- Month 3–4: Development and testing
- Month 5: Pilot launch and feedback
- Month 6: Full deployment