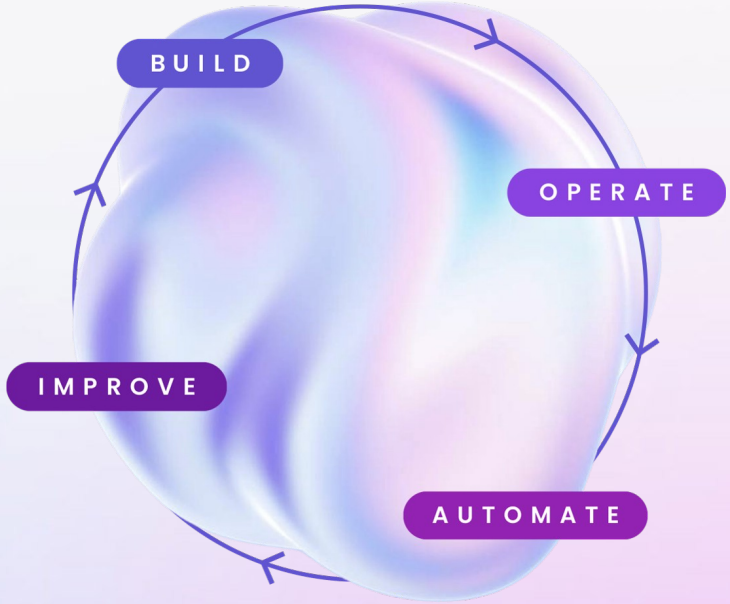
GUIDE · VINT TECHNOLOGIES

# What can AI change?

***AI opportunities in a service company.***

Three levers, five areas and a way to choose the first target.




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WHO THIS GUIDE IS FOR

# A guide for leadership, not just IT

This guide is for leaders of service companies: Chief-, Head- and Director-level decision makers. No IT background is required.

It answers three questions:

- Where can AI affect the results of a service company?
- Where are its opportunities in our company?
- How do we choose the first target and move it forward?

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SUMMARY

# AI does not just save time, it changes results

In a service company, AI affects utilization, margin and quality. The biggest hidden opportunity is work that does not show up on the invoice.

- Look for opportunities across the whole value chain
- Score the targets and choose one
- Record a baseline before starting

**A good first target is recurring, low-risk and measurable.**

01

PART 1

# Perspective

Three levers and a hidden opportunity.

THREE LEVERS

# AI affects three things

1

## Utilization

Time spent on routine work is freed up. It can go to billable work, customer service or development.

2

## Margin

The same result takes less work. Then pricing deserves careful thought too.

3

## Quality and speed

Recurring tasks are done more consistently. Deviations and open items surface faster.

HIDDEN OPPORTUNITY

# Non-billable work is the biggest opportunity

In a service company, much of the work does not show up on the invoice. Its time is rarely measured, so its cost is not known. Typical places:

- drafting proposals
- reporting and summaries
- meeting notes
- finding information and experts

**The first step is to find out how much time these take.**

WHAT AI CAN DO

# Six skills that are enough to start

| Skill | In practice in a service company |
|---|---|
| **Read** | Goes through large volumes of documents faster than a person |
| **Write** | Produces a draft based on an instruction and examples |
| **Summarize** | Turns long material into a short summary |
| **Compare** | Finds differences between documents and versions |
| **Classify** | Sorts messages and documents by topic |
| **Retrieve** | Looks up the answer in the company's own documents |

*AI produces a draft. A person reviews it and is accountable for the result.*

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FOUR WAYS

# There are four ways to use AI

1

## Assistant

An individual user asks and gets an answer.

2

## Workflow

AI is part of a specific process.

3

## Automation

AI is connected to systems.

4

## Agent

Carries out several steps itself, a person supervises.

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BASIC GLOSSARY

# Six terms worth knowing

| Term | In plain language |
| --- | --- |
| **Prompt** | The instruction or question you give to AI |
| **Hallucination** | A plausible-sounding but incorrect answer |
| **Workflow** | A recurring chain of tasks from start to finish |
| **Automation** | A work step done without doing it by hand |
| **Agent** | AI that carries out multiple steps on its own |
| **Retrieval from your own documents** | AI looks up the answer in the company's own documents |

02

PART 2

# Opportunities in the value chain

Five areas in a service company.

AREA 1 · SALES AND PROPOSALS

# Get proposals out faster

## What can be improved

- Proposal and offer drafts based on earlier ones
- Summaries of customer information before a meeting
- Answers to questions in a request for proposal
- Finding references

## How to start

- Choose one recurring proposal type
- Gather five good earlier proposals
- Measure time per proposal before and after

**Foundation: current proposal and reference information in one place.**

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AREA 2 · CUSTOMER WORK AND DELIVERY

# Experts' time for the customer

## What can be improved

- Going through and summarizing material
- Meeting notes and action lists
- Drafts of reports and documents
- Quality checks before handover

## How to start

- Choose one team and one recurring task
- Agree what customer data may be entered
- Agree who reviews the result

**Foundation: clear ground rules for customer data.**

AREA 3 · KNOWLEDGE MANAGEMENT

# Know-how is found when it is needed

## What can be improved

- Finding earlier projects and solutions
- Finding experts
- Onboarding a new person
- Maintaining guidelines

## How to start

- Choose one knowledge store whose quality you know
- Limit search by access rights
- Ask users whether they found the answer

**Foundation: current information and access rights in order.**

AREA 4 · INVOICING AND REPORTING

# Reports without copying by hand

## What can be improved

- Checking hours and invoicing material
- Surfacing deviations
- Management reports from several systems
- Summaries for a person to review

## How to start

- Choose one report compiled by hand
- Record which systems the data comes from
- Agree who reviews the report

**Foundation: interfaces between systems.**

AREA 5 · ADMINISTRATION AND SUPPORT

# Lighter support functions

## What can be improved

- Going through contracts and documents
- Classifying messages and documents
- Internal questions about guidelines
- Notice and message drafts

## How to start

- Choose one recurring support task
- Exclude personal data and secrets
- Measure time before and after

**Foundation: guidance on what data may be entered into AI.**

03

PART 3

# Choosing

Scoring and the first target.

SCORING

# Five questions for choosing the first target

| Criterion | Ask | A good first target |
|---|---|---|
| **Frequency** | Is this done daily or weekly? | Often |
| **Time spent** | How much time does the task take in total? | A lot |
| **Risk** | What happens if the AI makes a mistake? | Low |
| **Data readiness** | Is the necessary data available and safe to use? | Yes |
| **Owner** | Does the task have a named owner? | Yes |

ORDER

# Benefit and ease set the order

| | Easy | Hard |
|---|---|---|
| **High benefit** | Start here | Plan carefully |
| **Low benefit** | Try if there is time | Skip |

*The workflow owner assesses benefit and ease together with IT.*

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ILLUSTRATION · FICTIONAL COMPANY

# How two of four targets are chosen

| Target | Assessment | Decision |
|---|---|---|
| **Proposal drafts** | Recurring, low risk, data available | Start |
| **Meeting notes** | Recurring, low risk | Start |
| **Monthly report from several systems** | High benefit, interfaces missing | Later |
| **Customer messages with personal data** | High risk | Not yet |

*A fictional illustration, not a real customer. Results are deliberately not quantified.*

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04

PART 4

# In practice

Metrics, pitfalls and 90 days.

METRICS

# Record a baseline before you start

Choose two or three metrics and record their baseline before the pilot.

- time per task
- amount of rework or corrections
- lead time

Measure the same things during and after the pilot.

**Without a baseline the benefit cannot be proven.**

PITFALLS

# Four typical pitfalls

1

### Starting from the tool

Choose the workflow first, then the tool.

2

### Only billable work is measured

The hidden opportunity goes undiscovered.

3

### First target too big

Start with a limited, low-risk task.

4

### Review is forgotten

A person is always accountable for the result.

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RAISE IT

# Raise it in the management team

- Where do we spend the most non-billable time?
- Which of the five areas matters most to us?
- What is the first target and who owns it?
- What do we measure before starting?
- Which foundations need fixing first?

**Proposed decision: choose one target and name an owner.**

90 DAYS

# Three months from first target to result

1

DAYS 1–30

## Map and choose

Score the targets, choose one and record the baseline.

2

DAYS 31–60

## Pilot

A small group, a limited period and human review.

3

DAYS 61–90

## Evaluate and decide

Expand, change or stop?

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HOW VINT HELPS

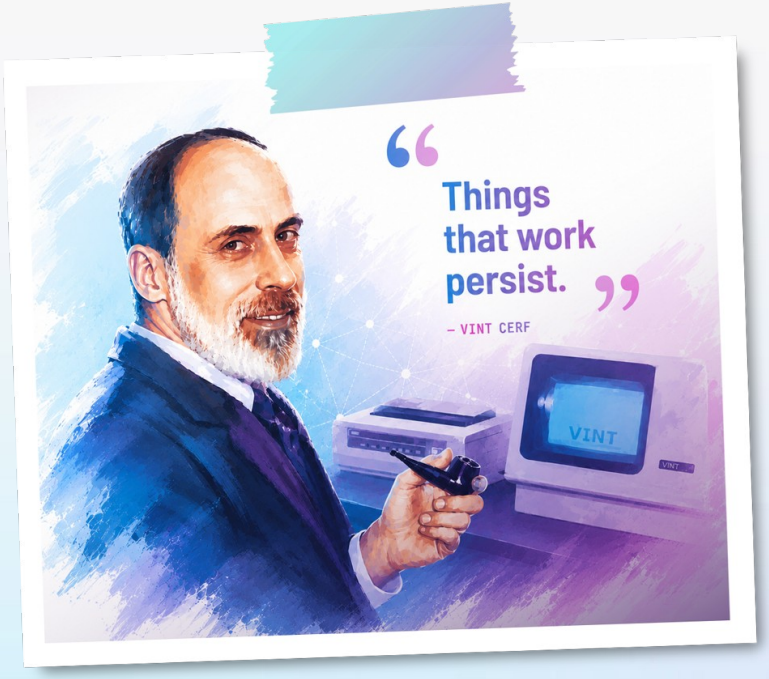
# We help you choose the first target

We start from the use case and the data behind it, not from buying a platform.

In an AI maturity assessment you get a personal report on where you stand and what the next step is. It commits you to nothing.

We work in an Enable, Co-managed or Managed model as needed. We have built an ISO 42001 management system for, among others, Siili Solutions Oyj.

**You can start from the step you need without buying everything.**




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# Thank you

**VINT Technologies**

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Start with one step: choose one recurring task and record its baseline this week.

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