

# Macaw - AI use cases

## Scenarios and workload support



### Personal AI Communication Assistance

Provide all the AI features to create content, based on converting personal notes from any editorial system into text and then convert the generated results into channel specific variants like LinkedIn posts.



### Customer self-service assistant

Enable service agents/managers to search through the complete organization's knowledge base in combination with all the content of the organization's website combined with an user friendly interface, providing personalized responses.



### Enterprise GPT AI Agent

Enhances product management, sales efficiency, and decision-making by providing AI-driven insights and data analysis, which are crucial for the manufacturing industry and global operations. This leads to improved operational efficiency, tailored customer engagement, and informed strategic decisions.



### Employee self-service and knowledge management

Provide employees with a conversational chatbot or customized workflow surfacing relevant knowledge articles, insights, or tools they need in their line of work.



### AI Infused Azure DevOps

Enables customers to search for documents and specific information within Azure DevOps and have these directly summarized in the key topics and translated into the preferred language.



### AI Process Modernization

Automatically evaluate applications that are received by email and evaluate whether the amount of information is sufficient for fully automated processing. This will reduce the workload of the employees in charge and noticeably improve customer satisfaction through faster settlement.

# macaw

Your guide in the Era of AI.

For over 30 years, Macaw has been a pioneer in innovation and technology. As your guide in the Era of AI, we are committed to transforming your organization, making it future-proof, and creating strong differentiation

Website:



PDM: Edel Michel

Azure Innovate offer (duration 2 weeks):

[https://azuremarketplace.microsoft.com/en-us/marketplace/consulting-services/macawgermanygmbh1666867556827.openai\\_chatbot\\_experience](https://azuremarketplace.microsoft.com/en-us/marketplace/consulting-services/macawgermanygmbh1666867556827.openai_chatbot_experience)

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AI offering by Macaw

This offer includes:

1. Kick-off including preparation
2. Scoping session through ideation
3. Creation of your lighthouse project
4. Demo and discussion on next step and new AI use cases

Azure Innovate offer (duration 2 weeks):

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AIDW customers:



AI Customers:

