

Data-driven decision-making AI that enhances the work of executives

Executive Leadership Series

KYP AI

01 The Challenge: Data-Driven Decision Making for Executives

What's included:

AI Revolution in Decision-Making:

Advanced AI and data analytics are transforming how top executives approach strategic choices.

Cognitive AI for Core Functions:

New Cognitive AI tools enhance executive tasks and corporate strategy beyond routine operations.

Real-Time Intelligence:

Access critical business insights instantly, eliminating time-consuming data gathering and analysis.

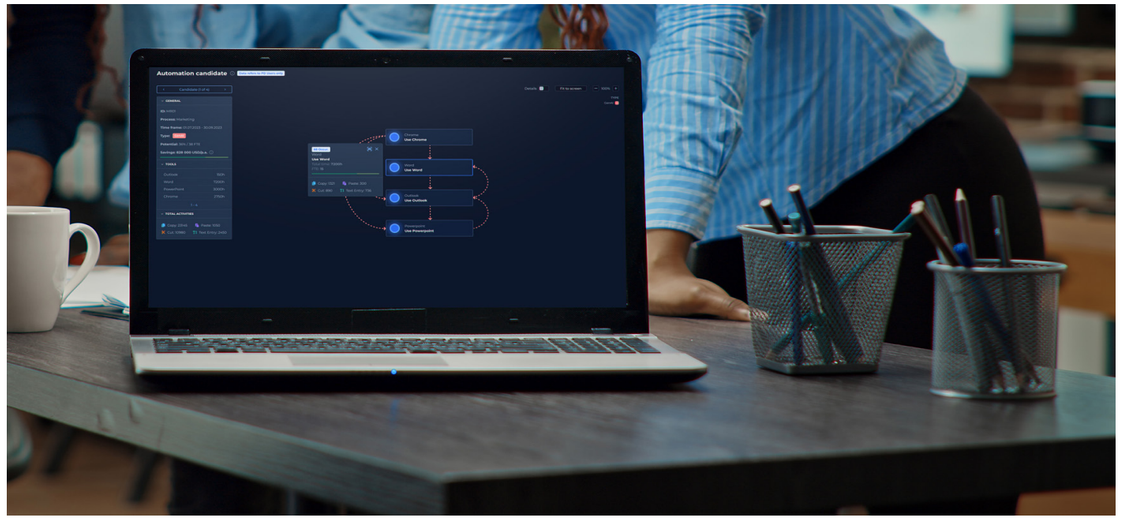
Many of today's leading executives have risen to the top the old-fashioned way: hard work, networking, and focus. These leaders have poured time into traditional decision-making through staff interactions, reports, data analysis, or other avenues. These experiences have helped develop an intrinsic business compass that has yet to be matched by automation or AI.

Now, the decision-making landscape has transformed with advancements in AI and data analytics. Executives can access powerful tools that automate data collection and analysis and provide real-time insights. Often, the AI dialogue focuses on routine tasks, yet with new advances in Cognitive AI, executives have more relevant use cases to apply to their work (in addition to corporate strategy).

This new technology helps executives use data for decisions quickly, without needing to gather and organize the data themselves. On-demand insights drive quicker and more successful outcomes without adding extra work.

So, how can you have the most up-to-date data that is easily accessible to help with your business problems?





02 Building the Infrastructure

The Foundation of Data-Driven Decisions

You've likely heard that 'data is not information, information is not insights, insights are not knowledge, and knowledge is not wisdom.' While executives possess wisdom, data-driven decision-making requires a distinct skillset. To get 'wiser' answers, you must first build the proper infrastructure to collect, organize, and analyze organizational data. A reliable digital infrastructure is crucial for your organization's growth.

Capturing Unseen Organizational Data

For data-driven decision-making, the first step is to collect data on how processes are performed in your business. Essentially, you are looking for the foundational data layer that will help you benchmark and improve your organizational productivity This type of information differs from typical business intelligence from ERPs or other systems. Instead, it captures machine and user behaviors that encapsulate typically unseen data on how work is performed.

Integrating Process and Task Mining

According to Forrester, *"Comprehensive process analysis blends data from transactional back-end systems (process mining) with data from front-end systems, such as employee productivity and collaboration tools (task mining)."*

One example is the Productivity 360 platform. It uses desktop tools to collect data, arrange it, and provide suggestions for enhancing work processes. This method of always capturing data helps decide what to improve next.

Collecting data regularly helps determine what to improve next by gathering and summarizing data to decide if automating a task is beneficial. This data integration process aims to create a unified and coherent understanding of the business environment.

Executive Tip

Ensure you have a solid digital core. There is only AI with data. Develop a reliable digital infrastructure for data capture and organization.



KYP.ai is a great tool for continuous improvement with great visualization and reporting, and when you need insights into areas for optimization/ improvement or multi-site operations management.

Anatolijus Fouracre
Head of Global IT and Operations TBS
SPS Global

03 Leveraging Descriptive Analytics

Access and Use Data

Capturing data is only one hurdle to tackle for data-driven decision-making. Once you have data, you want to use it without relying on other teams to build or share the information you want.

Descriptive analytics helps leaders see how the business is doing now. They can review performance and track critical goals and areas of improvement. This historical analysis is a basis for further predictive and prescriptive analytics, helping executives make informed decisions based on data-driven insights.

Leveraging Descriptive Analytics

Using descriptive analytics, leaders can lay a strong base for planning, evaluating performance, and improving operations, leading to business success and a competitive edge.

Executive Tip

Use descriptive analytics, to set the strong base for planning, evaluating performance, and improving operations, leading to business success and a competitive edge.

Continuous Improvement at Scale

With KYP.ai, data is automatically structured into descriptive analytics to understand, address, or report operational performance. You can see live and historical performance with dozens of pre-configured dashboards to better guide operations.

Customer Examples

"KYP.ai is a great tool for continuous improvement with great visualization and reporting, and when you need insights into areas for optimization/improvement or multi-site operations management," says Anatolijus Fouracre, Head of Global IT and Operations TBS at SPS Global.

DHL uses KYP.ai in its Operational Command Center' to help leaders see productivity insights at all its global locations. These dashboards display transaction volume, headcount coverage, and other critical metrics that leaders can use to improve their business results.

KYP.ai helps companies boost their productivity with detailed analytics using real-time data from their business. This allows you to save money, help employees work better, and manage resources well.

04 Applying AI Recommendations

Using Artificial Intelligence

AI systems can process vast amounts of data quickly, identify patterns, and suggest optimal courses of action. Humans take 5 minutes to solve a math problem, but AI can solve ten problems in 1 minute. For most executives, the challenge isn't mathematical ability; it's having continuous intelligence for questions they may not anticipate.



Task-based Timing

Say, for example, you want to find the ideal meeting time, not based on availability but on mindshare and focus. KYP.ai provides insights on periods of peak productivity so that you can maximize the efficiency of your team's working hours and schedule tasks and meetings during these times.

One of our CXM customers in Guatemala recently wanted to understand how they could support better outcomes without increasing the workload.

KYP.ai found that the team's energy and focus levels dropped at specific times each day. Lull and stability are common in the workplace, but identifying when they happen allowed them to schedule less mentally demanding tasks and introduce short breaks to boost employee well-being and performance.

Use Case: Results

One of their changes led to an overall process potential of 20%, driving up productivity by 27%.

KYP.ai provides insights showing potential improvements in your team or your performance through automation, AI, or other workflow enhancements.

Executive Tip

Executives can leverage AI recommendations to drive innovation, improve performance, and achieve sustainable success in today's business environment.

By incorporating AI recommendations into their decision-making processes, executives can harness the power of technology to drive innovation, optimize performance, and achieve sustainable success in today's dynamic business environment.

05 The Power of Gen AI in Executive Decision-Making

Gen AI for Executives

Finally, we'd be remiss not to discuss some of Gen AI's benefits for data-driven decision-making for executives. Gen AI often relies on publicly available information on the Internet, data licensed from third parties, and data that our users or human trainers provide. It helps answer common questions but lacks what KYP.ai has: data from **your organization's behaviors.**

> ***"KYP.ai helps us to rapidly understand our processes and how these balance with people and technology dimensions. Their automatically generated, data-driven improvement recommendations help us to generate the fastest possible ROI."***
>
> –Rangaraj Sriramulu, SVP Digital Transformation at Alorica

KYP.ai Concierge is a unique, interactive AI that builds an operational intelligence hub for customized answers from primary and other data sources. Data is continuously aggregated from multiple sources into its LLM for up-to-date data-driven inquiries.

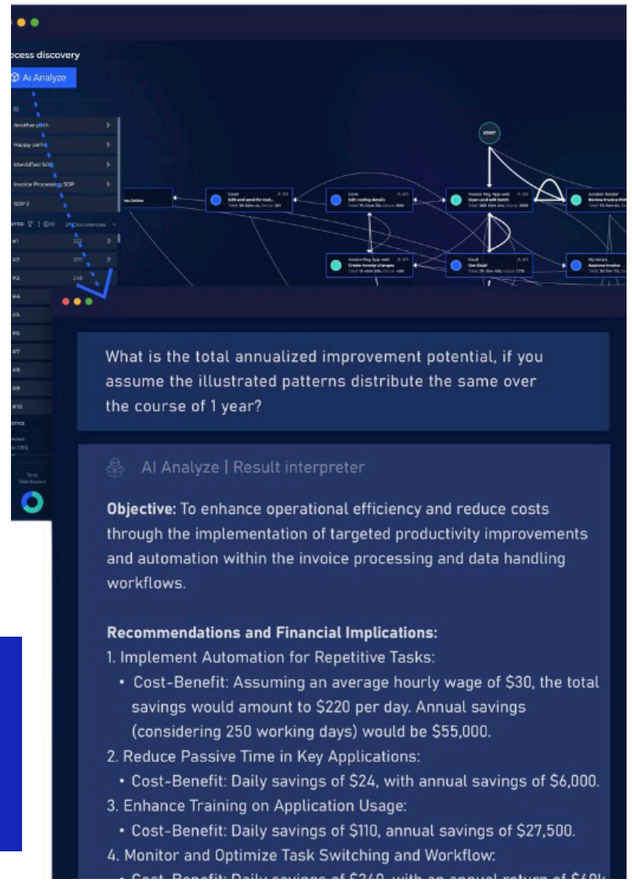
KYP.ai Concierge enables organizations to see, understand, and improve productivity by learning meaning and context by analyzing relationships in sequential data. This then allows you to 'talk with your data.'

Ways to Use Gen AI

Whether you want to pull together critical points to highlight in a board meeting, build a business case for an upcoming project, or understand the ROI of a recent implementation, KYP.ai Concierge answers your questions on demand.

The unique capability to develop answers from data differs from Gen AI, such as CoPilot, which retrieves data and develops creative assets or files.

KYP.ai helps leaders understand data more quickly, moving from collecting data to clear answers in minutes. It purposefully supplements your intrinsic knowledge with valuable insights that improve your efficiency.



Executive Tip

Quickly understand data, from data collection to obtaining clear answers in minutes. KYP.ai offers valuable insights to enhance your knowledge.

06 Balancing AI and Human Insights



Addressing Privacy Concerns

Clear policies and procedures are required to ensure data security, compliance, and privacy. Set clear roles and responsibilities for managing data and upholding data quality standards.

KYP.ai follows strict security policies such as SOC2 compliance and uses other safety measures such as data masking, pseudo anonymization, and personal privacy protection like blocking sensitive data.

Pros and Cons

Most experts agree that AI's pros outweigh its cons. Executives can use data-driven decision-making to drive business growth, improve operational efficiency, and gain a competitive edge in the market. By combining data from different parts of the organization, executives gain a holistic view that enables them to unearth value creation for their companies. An integrated approach facilitates the identification of critical insights that can drive informed decision-making processes and strategic initiatives.

Finding Balance

Of course, choosing the right AI and automation tools is a balancing act between functionality and cost. It's one of the reasons our company was named KYP.ai, which stands for Know Your Potential. The Productivity 360 platform lets you capture typically unseen data so that you can have insights on demand to layer on your intrinsic knowledge. Today's leaders can reach even greater heights if they embrace the Gen AI movement wisely.

07 KYP.ai: Your Partner in Data-Driven Leadership

KYP.ai assists organizations in gathering data to enhance productivity on a large scale. Descriptive analytics enable organizations to achieve operational success in real-time while identifying potential improvements to boost company profitability across processes, people, and technology. Continuous data structuring ensures that users can comprehend, modify, and enhance organizational performance.

Leadership and executive teams use KYP.ai for data-driven intelligence, achieving continuous improvement outcomes. This comprehensive approach reveals optimizations that are invisible to standard data mining techniques, while also providing the total impact of hours, money, and FTE saved.

How can KYP.ai help grow your productivity?

Book a demo

