BUZZBOX LIVE: GEN-AI IN PROFESSIONAL SERVICES

GUEST SPEAKER:

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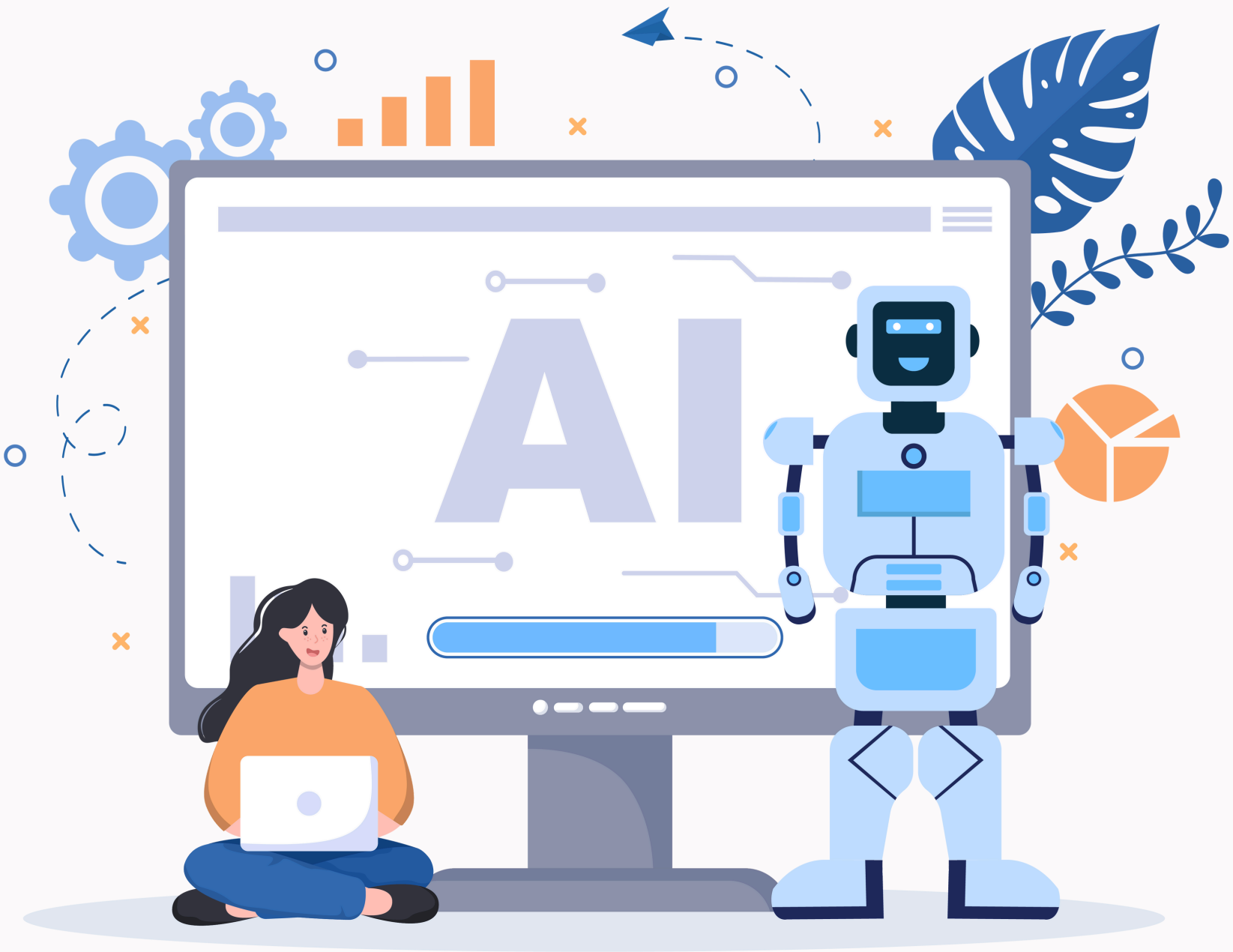


KEY TAKEAWAYS:

- More than 2/3rd of services firms have moved away from traditional methods or are actively exploring Gen-AI

- All professional services firms are looking to explore Gen-AI based tools which will help them use knowledge better

- Firms face different bottlenecks across the entire journey to access information, to identify these bottlenecks you can use the STARK Framework

- STARK Framework, represents 5 key areas under which challenges can be grouped -
  - S- Structural Changes
  - T- Technological Barriers,
  - A- Adoption,
  - R- Relevance & Reliability Issues
  - K- Knowledge Retention

STARK FRAMEWORK:

- Structural Changes - Siloed information across, lack of standardized processes for knowledge sharing along with bureaucratic hurdles that slow down knowledge sharing

- Technological Barriers- outdated and incompatible knowledge management system which exists within organizations.

- Adoption - Resistance to use a new system along with no incentives to use a new system and lack of proper training for the same

- Relevance & Reliability - Having access to reliable and up to data information within huge data stored.

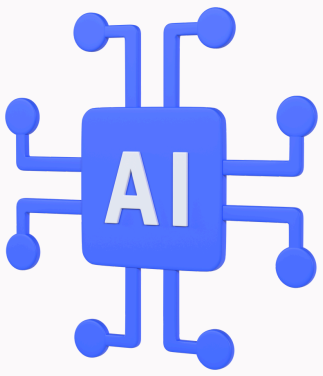
- Knowledge Retention- Difficulty in capturing Tacit knowledge from exiting employees & experts.

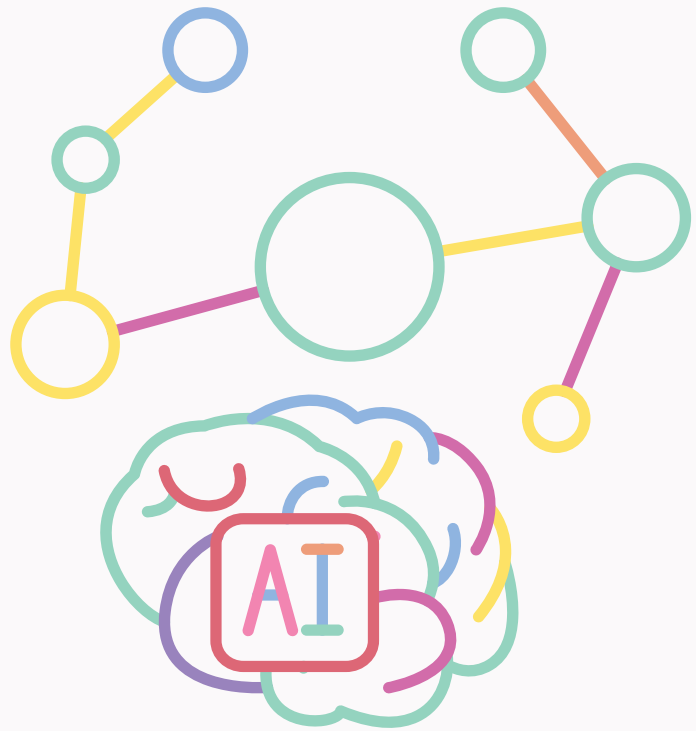
BUILDING A CENTRAL KNOWLEDGE BASE WITH AI CAPABILITIES

- Integrate all your sources of knowledge with one central repository - which is GenAI-powered.

- Evaluate the kind of systems in use & omit the outdated ones

- Make discovery of knowledge easier through Gen-AI-based AI tools which will in turn help to:
  - **Retrieve** information for you through a global search
  - **Summarize** knowledge based on all sources of knowledge
  - **Create** knowledge & help users





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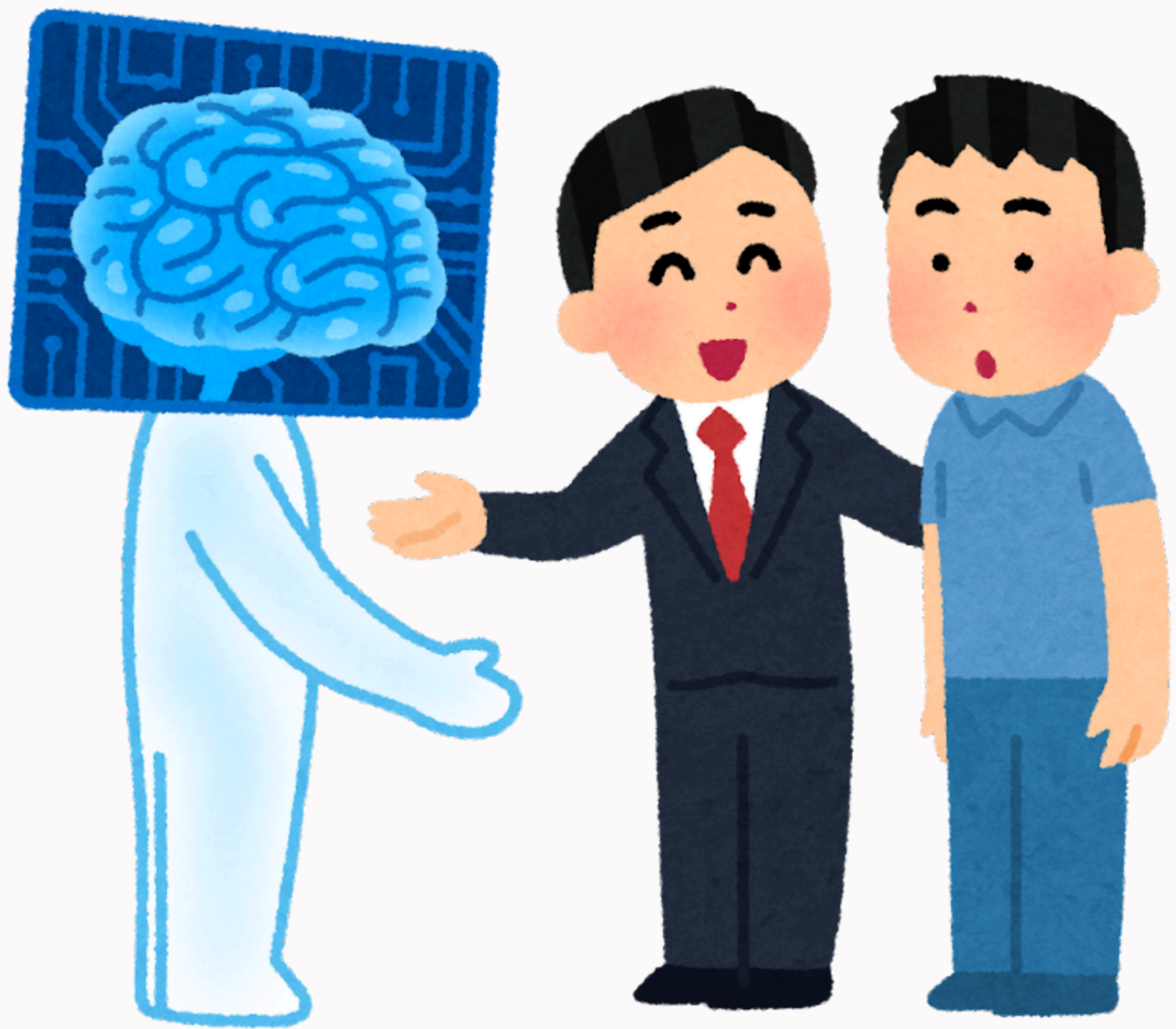
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