



The buzz around AI technologies for business is reaching fever pitch, and yet is still super early in its cycle. Many business executives and owners are understandably overwhelmed by the hype and looking for realistic, low risk and impactful ways to start adopting AI. But where do you start when there is so much hype?

Here at SuperAi, **we are experts at taking the leading platform for AI, that of Microsoft (largely Copilot, Azure ML, and OpenAI), and bringing it to life for small and medium-sized businesses.** Whilst the hype is huge right now (March 2025), we've been at this for a decade – AI is not new, but the quantum leap forward in Generative AI and Agents, led by OpenAI (the company behind ChatGPT) and Microsoft, has definitely been dramatic in the past 12 months. Generative AI is focussed on machine-based creation of unique content (text, video, images, audio, software code etc) in response to human natural language. Agents take that technology to the Nth dimension. Your own personal, or business tour de force working for you, and solving all your pain points, for pence on the pound...

To revolutionize our customers' business operations **we're actively building complex, Humanistic AI, with significant impact across range of companies and use cases.**

It's a super exciting time to be in this industry and we're proud of our work in this space – but also passionate about helping customers get started. Read on for a guide on **how to think about AI potential in your business.** We would welcome the opportunity to meet and discuss any of these topics – we're a friendly team and keen to help companies progress on AI.

Kieran, Nick & the team

According to a survey by McKinsey, **63% of companies that adopted AI** into their operations in 2023 reported revenue increases.

So, what are the main use cases of Microsoft-based AI platforms at present?

Well, of course a great place to start, is to ask Microsoft Copilot this exact question ([Copilot](#)). We tried a couple of prompts on what it thought were the best broad use cases and provide the best full response in Appendix A, summarised as:

- Enhancing Productivity and Efficiency
- Improving Decision Making and Sales Support
- Customer Engagement and Support
- Streamlining Operations
- Enhancing Creativity and Innovation
- Training and Development
- Compliance and Risk Management
- Collaboration and Communication

Can you simplify this further – what are some examples that make sense to many businesses?

Yes, this list is quite broad but reflective of course of the wide-ranging impact AI can have and is having. When we look for ways that small and medium businesses get started on their AI journeys, there are some clear sub-topics taken from the above 8 broad use cases. Our work is designing, building or integrating this technology either standalone, or into other applications.



Summarising

'Netting out' long-winded content, whether internal or externally available, is a huge benefit of Generative AI, as many people will have witnessed from using ChatGPT. Using custom Copilots, we're actively bringing this to life in real business applications.

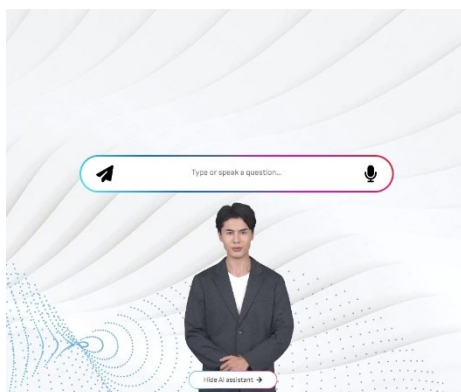
For example, we are working with a UK Dentist, who wants to simplify their staff's experience of HR content specifically policies and holiday systems. We have envisioned a Copilot based interface which allows human language queries that pull data and content from multiple systems – this provide a great user experience but importantly is a major productivity gain, avoiding HR operations teams answering the same old repetitive queries time after time.

Employees will be able to query HR policies for example with *"Please summarise the return-to-work steps in the maternity policy"*, or access holiday booking systems and policies with *"How many holidays do I have left, and how many can I carry over to next year"*.

In 2024, it was estimated that businesses will

interact with their customers more through AI-powered communication channels than human-led

efforts as per a study by IBM.



We are also launching many Copilot-based website and app customer engagement and support tools so visitors can ask full sentence questions to rapidly get the answers they want about the companies' products and services or the help they need.

For example, we're working on a project that will replace a traditional 'product selector' for an electronics company, with a human-interface product recommendation tool.

Try this kind of solution for yourself with the virtual assistant on our AI first website www.super-ai.co.uk



Predictive Analysis/Smart decision making

Microsoft Azure has the ability to ingest huge amounts of data and rapidly see trends and patterns not obvious to the human eye, and then make decisions in real time.

We're all familiar with Amazon's recommendations engine for suggested purchases but we're working on more intelligent versions of this with a handful of customers' B2B ecommerce platforms, building AI-based prediction engines that can work out what one customer's most likely order will be and helping the customer rapidly execute it so that they can get on with their business. This technology is mostly UI-less – a smart piece of middleware integrating into the ecommerce platform underlying software technical framework.

Analysing every aspect of your data, using AI, and your natural language, is 100% possible with SuperAi.



Operational Process Improvement

Many businesses still tolerate cumbersome internal (and even client-facing) processes. Over recent years technology platforms like Microsoft's PowerAutomate and the wider Robotic Process Automation (RPA) industry have enabled efficiencies to be gained, but now with the democratisation of AI, it's simple to take this to the next level.

By way of one example, we are working with a client who sells a wide range of technology products for vehicle technicians via their ecommerce platform. We're bringing in multi-modal (i.e. voice, text, imagery etc) Copilot enhancements for both internal and external audiences to quickly go from initial enquiry to a quotation out the door or sales conversion, resolving complex product queries and much more. This is enabled for both internal staff and their distributors.



Agentic AI

AI-based intelligent and fully autonomous Agent automation is a hugely active area, taking traditional and legacy RPA thinking to a whole new level.

Just imagine how your own personal or business army of Visual Assistants could be running your business for you... This is now achievable with SuperAi and Microsoft Agents.

We are excited to be working with a leading B2B ecommerce business on an enhancement to their backend processing using AI-Agents – such as auto processing of new customer accounts, automating the flow of data intelligently following customer orders, auto-sending bulletin emails that are crafted using generative AI tools, personalised product support and much more !

Based on those pillars of AI, here is our latest product line up, each one uniquely customisable to your SMEs individual pain point and need!



At the heart of our innovation lies **SuperChat** a game-changing AI Agent / Live Chat solution powered by Microsoft AI, SuperAi, and Copilot that elevates engagement to unparalleled heights. SuperChat is way beyond a chatbot—it's a powerhouse of AI Agent innovation that understands your business context and brings humanistic interaction to everything you do, combined with instantaneous switch to live chat or direct telephone dial, direct to members of your team!



⚡ Enhance business efficiency by automating outbound sales 📞 and service interactions, reducing costs 💰 and ensuring 24/7 support ⌚ ✅ Quick, accurate responses 📧 handle high call volumes, and 🔗 integrate with business systems for seamless service—boosting customer satisfaction 😊 and productivity 🚀



Add as many Virtual Employees as your business needs! All working together solving SME pain points! Autonomously streamline everyday business processes, reduce costs 💰 and enhance internal and external experiences 🌟 by seamlessly integrating cutting-edge AI technology.



🚀 The ultimate real-time AI coaching platform that empowers sales, marketing, customer service, and leadership teams 📁 to excel. Get instant, AI-driven feedback 🎯 close more deals 🔥 enhance communication 🗣️ and drive business growth 📈 Elevate performance and maximize success—anytime, anywhere! 💡 🌍



🌐 🏆 Advanced AI translation software that empowers businesses to efficiently and accurately localize their content either statically or in real-time, breaking down language barriers 🌐 and expanding their reach 📧 to global audiences with ease.



Enabling businesses to unify multiple diverse AI models 🗣️ leverage predictive analytics 📊 and optimize operations ⚙️ in areas like eCommerce 🛒 ERP, and marketing 📢 Delivering new or enhancing existing bespoke apps, systems, and tools 🖥️ using machine learning 🧠 NLP 🗣️ and computer vision 📷 to solve industry-specific challenges.

Another way we felt we could bring AI to life, is to showcase how we use AI ourselves – we are, after all, another small business. See **Appendix B** for a short outline of some of the key areas that AI is positively impacting our own business.

How do SuperAi clients normally get started?

We see quite a range of 'entry points' here – some clients have a clearly defined problem and ask our help to solve it (e.g. a paper-based process they wish to digitise, or customer feedback saying that the website is too complex). Other clients are looking for the 'art of the possible' and just want to understand broadly where AI can help their business.

We work collaboratively with them to choose the right ideation and envisioning pathway depending on their circumstances, challenges and maturity. Typically, a discovery call where we learn about their core business processes and any challenges is sufficient to identify somewhere simple, cost effective and impactful to start and we go from there. As we learn more and more about a client's business, we start to add more and more insight and impact.

Conclusion

We hope that this short document has proven useful to inspire some ideas – here at SuperAi, we love nothing more than brainstorming with a customer to uncover new use cases that have the potential to be highly impactful. You can get going at a surprisingly low cost and fast pace as well! Please do get in touch if you wish to have a discussion.

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Appendix A – The Full Response from Microsoft Copilot to our query on best broad use cases of Microsoft AI in businesses

From Microsoft Copilot itself:

“Generative AI, and specifically Microsoft's Copilot, offers a wide range of use cases that can optimize various aspects of business operations. Here are some of the main broad use cases:

1. Enhancing Productivity and Efficiency

- **Automated Content Generation:** Copilot can assist in creating documents, emails, reports, and presentations quickly, reducing the time employees spend on these tasks.
- **Meeting Summaries and Action Items:** Automatically summarizing meetings and generating action items, helping teams stay organized and follow up on tasks efficiently.
- **Code Assistance:** For development teams, Copilot can suggest code snippets, help debug code, and generate documentation, speeding up the software development process.

2. Improving Decision Making

- **Data Analysis and Insights:** Generating insights from large datasets, visualizing data trends, and offering predictive analytics to support strategic decision-making.
- **Financial Forecasting:** Assisting in creating financial models and forecasts, which can help businesses plan and allocate resources more effectively.

3. Customer Engagement and Support

- **Chatbots and Virtual Assistants:** Enhancing customer service through intelligent chatbots that can handle inquiries, provide information, and resolve issues without human intervention.
- **Personalized Marketing:** Generating personalized marketing content and campaigns based on customer data and preferences, improving engagement and conversion rates.

4. Streamlining Operations

- **Process Automation:** Automating routine tasks and workflows, such as invoice processing, order management, and inventory tracking, to reduce manual effort and errors.
- **Document Management:** Organizing and managing large volumes of documents, extracting relevant information, and ensuring compliance with regulatory requirements.

5. Enhancing Creativity and Innovation

- **Idea Generation:** Assisting teams in brainstorming sessions by suggesting new ideas, concepts, and approaches.
- **Design and Prototyping:** Helping in the creation of design prototypes, mock-ups, and even content like marketing materials or product descriptions.

6. Training and Development

- **Personalized Learning:** Creating customized training programs and learning materials for employees, based on their roles and skill levels.
- **Interactive Training Modules:** Developing interactive and engaging training content, such as simulations and quizzes, to improve learning outcomes.

7. Compliance and Risk Management

- **Regulatory Compliance:** Ensuring that business processes and documents comply with relevant regulations and standards.
- **Risk Assessment:** Analysing data to identify potential risks and suggesting mitigation strategies.

8. Collaboration and Communication

- **Enhanced Collaboration Tools:** Integrating with collaboration platforms like Microsoft Teams to provide real-time suggestions, document co-authoring, and task management features.
- **Language Translation:** Translating communications and documents into multiple languages to support global teams and customers.

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Appendix B – How as a small business SuperAi is powered by AI every day!

SuperAi is the dedicated AI business unit of Superluminal Software. In this appendix, we show some of the ways we use Microsoft AI daily – we're experts at building AI-based solutions but we're always learning how to take advantage of new tools to enable us to go faster, be more efficient and serve our clients in a better way.

As the AI Partner 2024, we recently hosted a Theatre at the Business Show London where we also delivered seminars and sessions on AI for SMEs, and how we use AI in our business.



Meeting Bookings, Summaries

All our digital meeting scheduling uses Microsoft AI Agents and Automation. By default, we transcript our Teams meetings, and ask Copilot to summarise for us and our clients. Ask if you want to see it in action and learn how to do it.

External and Internal Copilots

We have a range of customer- and employee-facing Copilots and our very own SuperChat (see the state of the Art Avatar version on our website at www.super-ai.co.uk for example) where we use the power of human-language interaction (and increasingly, multi-modal including voice) to ask sensible questions that summarise content from across multiple web pages, data sources and documents and internally we surface them in Teams. Try asking 'What are your key services' on our website. We also use Copilot to assist our developers in building software and AI solutions.

Content Creation

We use generative AI via Microsoft Copilot to create written content, imagery and video content for our client projects – high quality outputs that can be much faster, providing great value to our clients. We also utilise AI for content creation for our social media.

AI Agents & Automation

We use Azure Foundry to build battle hardened multi-Agent solutions for our clients and internal use.

We are active users of the Power Automate platform, which combined with Copilot, gives us great efficiencies. For example we're Copilot-enabling and automating our client logging system so that it will provide great transparency and accuracy to our clients, but also means we can focus more on doing great work than collating timesheets for an invoice.

All client systems and apps, via Azure have automation we have designed and built to ensure healthy, risk free operations, and all monitoring is automated at Azure.

We use Azure Speech Studio for our Multi Modal Avatars and Voice UI.

Communication

We use the Enterprise versions of Office 365, which includes Microsoft Loop for Teams collaboration, and various Copilot features baked into Outlook etc. We also use Microsoft 365 Copilot in our everyday administration and features.

Development and Reporting

We use PowerBI AI reporting to analyse our clients E-commerce platforms, and for example AI Builder, AutoML to design and build AI Models for our clients.

We Use Azure Studio to build Azure search data knowledge repositories that power our Copilots, and Agents that utilise the Azure OpenAI service.

Appendix C – Useful Resources

The amount of content for businesses on the web is also overwhelming so we picked a few of our favourite resources that may be useful:

- <http://copilot.microsoft.com> – an alternative to using ChatGPT but gives you a great way to test our generative AI queries.
- [Glossary of artificial intelligence - Wikipedia](#) – quite comprehensive/expansive but a good place to check and understand common terms.
- [What is AI? A simple guide to help you understand artificial intelligence - BBC News](#) – a well written (2023) introduction to AI from the BBC
- [Microsoft Source: 10 AI terms everyone should know - 10 AI terms](#) – a really good article from Microsoft with simple explanations of 10 key terms to know about
- [The state of AI in early 2024: Gen AI adoption spikes and starts to generate value | McKinsey](#) – a well written insights report from McKinsey outlining the broad state of AI in global business