



**ISOTOMA**

# Is AI right for you right now?

**How to get ready for the revolution**



**Hundreds of millions of us have got swept up in the generative AI wave, only to fall back, disappointed and perhaps a bit cynical.**

After the initial enthusiasm, interfaces such as Chat GPT are suffering an inevitable backlash, with critics questioning AI's lack of application and labelling it as little more than hype.

Which can leave organisations in a predicament. Should you be investigating the potential? Or is it throwing money into an abyss? Are you risking being left behind? Or making pragmatic business decisions?

**Here's our guide to the five AI tasks you should be doing now.**





# 1. Access your data

What kind of data do you own? Even businesses with vast quantities of information aren't all candidates for AI right now. If your data is numeric, unstructured or repetitive, your users will struggle to get a decent answer to a nuanced question.

If you have well-structured, high quality data, it might be worth you moving off the starting grid.



## 2. Understand your potential audience

Explore case studies of successful AI projects. What are the users getting out of it? What roles do they work in? What need are they using it for? How are they using it? What value does it actually add for them?

Is your data comparable? What could your users gain from an AI model? What do those users need to see in order to trust the answer? For example, while legal information is a good candidate for AI, lawyers aren't going to risk their professional indemnity on answers they don't trust. The output here isn't a grab and go – it's a prompt to help users to go off and do their own research, so they'll need to see detailed citations, references and links to check for themselves.





## 4. Define your perfect questions and answers

To measure success, you need to know what great questions and answers look like. We start by asking trusted professionals to write model questions, and another to write model answers.

Thinking about the prompt builders above, consider how to design the interface that will support your user to ask the right questions.

Through our quality assurance system we constantly test and retest until the questions and answers generated are close to the ideal.



## 5. Wait

Right now, we're advising all but a few of our clients to watch with interest and avoid getting swayed by either side of the argument. AI isn't simply big, shiny and magical. And nor is it carrying us all to hell in a handcart.

For the majority of organisations, the smart move is to hold back on major investment for a couple of years until generative AI becomes more efficient and commoditised. The picture then should be clearer and calmer, with the developments that will enable more businesses to use it more effectively.



Want to know if AI is right for your business right now?  
Or how best to get ready for the revolution? [Get in touch.](#)