



# AI Use Cases

## *Professional Services Focus*

Looking for inspiration on how *Artificial Intelligence* can support professional services organisations?

Check out the document below to explore some example use cases we've developed with our customers. These examples are designed to spark your imagination and demonstrate the potential of AI in your industry.

Please note that this is just a selection of use cases we've worked on, and it isn't an exhaustive list.

# Case Management and Settlements

Scenario planning for legal cases, including estimated settlement value

Legal Services

Custom Machine Learning

## BUSINESS CHALLENGE

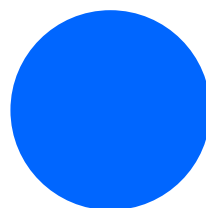
Legal case management and settlement planning involve analysing vast amounts of case data to estimate potential settlement values accurately. This process is traditionally performed by legal professionals who, despite their expertise, can be prone to error and may struggle with the sheer volume of data. Such inaccuracies can lead to suboptimal settlement outcomes, increased costs or delays to litigation proceedings.

## HOW AI CAN HELP

LLMs can be trained on vast amounts of legal data, including case histories, settlement records, and legal texts (from both internal and external sources). These models can assist legal professionals by providing data-driven predictions and scenario analyses, offering estimated settlement values based on comparable cases. This can be integrated into existing legal management systems or used as a standalone tool to enhance accuracy and efficiency in case planning and settlement estimations.

## EXPECTED OUTCOMES

-  **Improved use of resource:** Integrating AI into case management and settlement processes can improve efficiency by reducing the occurrence of unnecessary court proceedings.
-  **Improved financial outcome:** Increasing the accuracy of settlement value estimations leads to more informed decision-making, better negotiation outcomes.
-  **Brand reputation:** The use of AI also ensures consistency and reduces the risk of human error, thereby enhancing the overall quality of legal services and brand reputation.



# Document Creation and Validation

Using AI to draft and review legal documents in line with appropriate criteria

Legal Services

Custom Machine Learning


## BUSINESS CHALLENGE

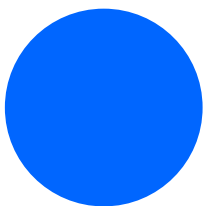
Drafting and reviewing legal documents is a complex and time-consuming task that requires meticulous attention to detail and a deep understanding of legal standards and criteria. This process is typically handled by legal professionals who, despite their expertise, are not immune to errors and inconsistencies. Moreover, the volume of legal documents that need to be processed can be overwhelming, leading to potential delays and oversight.

## HOW AI CAN HELP

AI, particularly large language models, can be trained on domain-specific legal data and criteria to assist in the creation and validation of legal documents. These models can provide functionalities such as, 'draft document' (initial creation) and, 'review document' (post-creation validation) to ensure compliance with legal standards. This AI capability can be integrated into existing legal software or developed as a standalone application to enhance the efficiency and accuracy of legal documentation.

## EXPECTED OUTCOMES

-  **Faster turnaround times:** Implementing AI in legal document creation and validation can reduce the time required to draft and review documents.
-  **Quality assurance:** Additionally, the use of AI can enhance the accuracy and consistency of legal documents, minimising the risk of errors and ensuring compliance.
-  **Cost savings:** This can result in cost savings (reducing the need for administrative resourcing) and improve productivity / volume throughout (more time on strategic work).



# Litigation Strategy

Leverage case histories to produce recommended legal strategies

Legal Services

Custom Machine Learning

## BUSINESS CHALLENGE

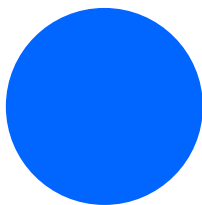
Developing effective legal strategies requires trained and experienced legal professionals to conduct extensive research into past cases, legal precedents, and varying interpretations of the law. This process is time-consuming and relies heavily (but unnecessarily) on the expertise of legal professionals, who's time is better spent analysing and interpreting the findings of such research. There is also a risk that useful information or precedents may be overlooked.

## HOW AI CAN HELP

AI can analyse vast databases of case histories, legal documents, and judgments to identify relevant precedents and suggest strategies. It can provide insights into the likelihood of success for different legal arguments based on historical data, helping lawyers to formulate stronger, evidence-based strategies. This approach can be applied ahead of time (e.g. generating a first draft), after the fact (in a quality assurance capacity) or, ideally, as an interactive discussion between professional and AI assistant.

## EXPECTED OUTCOMES

-  **Faster, productive research:** Increased efficiency in legal research, allowing lawyers to focus more on strategic planning and client interaction.
-  **Greater success rates:** Improved accuracy in identifying relevant precedents and legal arguments, potentially leading to higher success rates in litigation.
-  **Reducing risk and unknowns:** Enhanced ability to predict case outcomes and inform clients more accurately and to identify case weaknesses or risks ahead of time.



## Your AI Journey

### Understand Your Organisation's AI Readiness and Deliver Impact AI Readiness KickStart

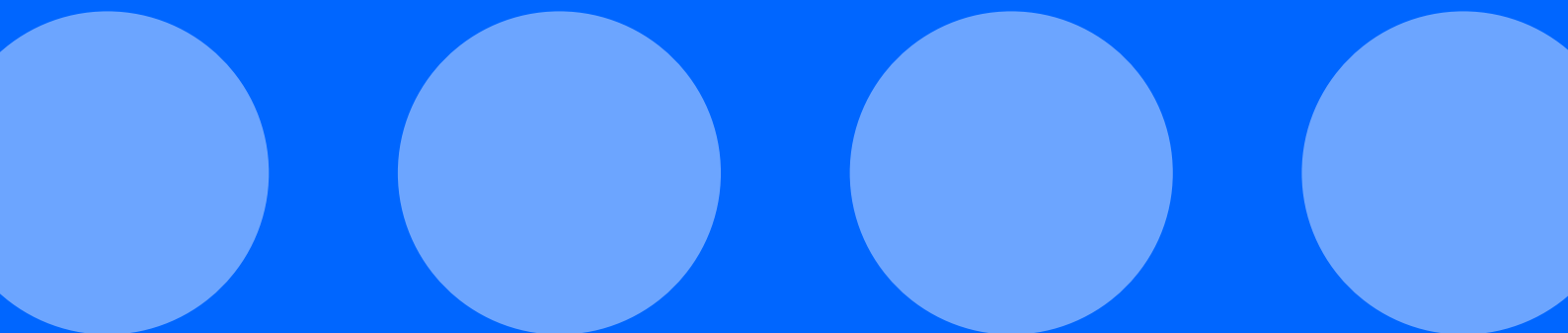
- › **AI Impact Assessment** - This assessment answers the question, "How will AI change our organisation?" It examines the key functions of the organisation and identifies the strengths, weaknesses, opportunities, and threats that AI could pose. It will surface key use-cases and informs the AI strategy and business operating model
- › **AI Envisioning** - This session is a deep dive into the context with key stakeholders from your organisation. It uncovers key success metrics and challenges, qualifies resources, and identifies potential candidate solutions
- › **AI Business Case** - This maps the prioritised use-cases against key value pillars such as decision support, operational efficiency, and innovation. It begins the process of structuring the business case for approval and internal alignment
- › **AI Strategy** - This wraps the knowledge gathered in the previous engagements into a cohesive, estimated, and unified AI Strategy. It documents the target operating model, security design, people, and processes required to deliver the outcomes

[Download For More Information](#)



[View All AI Offerings](#)





# Leading the Way in *Digital Transformation* for our Customers

Telefónica Tech unlocks the power of integrated technology, bringing together a unique combination of the best people, with the best tech and the best platforms, supported by a dynamic partner ecosystem to make a real difference to every business, every day.