

How generative AI could change your business

McKinsey
& Company

1.

Marketing and sales

- Crafting personalized marketing copy and content for various touchpoints
- Creating specific product user guides
- Analyzing consumer feedback and highlighting key trends
- Improving and identifying sales force opportunities

2.

Operations

- Supporting chatbots for sales and customer service opportunities
- Identifying production errors, anomalies, and defects from images
- Streamlining and automating service processes for increased productivity
- Leveraging comparative analysis to pinpoint clauses of interest

3.

IT and engineering

- Writing code and documentation to accelerate developments
- Generating and auto-completing data tables
- Improving training accuracy of machine learning models

4.

Risk and legal

- Drafting and reviewing contracts, applications, and other legal documents
- Summarizing and highlighting changes in long-form content
- Answering questions from large amounts of legal documents

5.

Human Resources

- Crafting focused interview questions for candidates
- Providing self-serve HR functions
- Automating employee onboarding elements and common Q&A resources

6.

Utility and employee optimization

- Automating email responses, text translations, and tone changes to optimize communication
- Creating business presentations
- Synthesizing summaries and meeting notes
- Enabling search and question answering
- Sorting and extracting documents to automate accounting