NEXT SESSION

# 15.00 – 16.15

## Closing Plenary:
## AI Masterclass

Leaseurope

eurofinas

# Closing plenary:
# AI Masterclass



**THIBAULT LASSIGNARDIE**
Managing Director & Partner
*Boston Consulting Group*

# Closing Plenary AI Masterclass

Create Value with AI

# Meet your interlocutors: 3 speakers with complementary views on AI

## Your host



**Thibault Lassignardie**

Managing Director & Partner

BCG Paris

## Case studies



**Gilles Christ**

Chief Sales & Marketing Officer

GRENKE AG



**Parsia Tayyebi**

Chief Product and Technology Officer

Beequip

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# 3 strategic AI plays to deliver value impact: Deploy, Reshape, Invent



## DEPLOY

AI in everyday tasks

*10-20% productivity*

- Boost productivity
- Embed in existing workflows
- Table stakes to compete



## RESHAPE

Completely rethink critical functions and workflows

*30-50% efficiency*

- Transform workflows end-to-end
- Boost speed & quality
- Evolve skills & roles



## INVENT

AI-powered products and services that create net-new value

*New revenue streams*

- Launch AI products
- Monetize assets & data
- Enter new markets

*Leading companies focus 80% of **their AI investments in Reshape & Invent***



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# Deploy – *Deep Dive* | Employee AI adoption rests on 5 pillars: ambition, tools, skills, support and culture

**Deploy**
AI in everyday tasks

**Reshape**
Completely rethink critical functions and workflows

**Invent**
AI-powered products and services that create net-new value

- A clear AI ambition, backed and communicated by management
- An evolving, state-of-the-art toolbox made available
- Tailored resources and trainings to build skills
- Everyday support for employees
- A strong AI culture driving engagement & enthusiasm

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**Gilles Christ**

Chief Sales &
Marketing Officer

GRENKE AG

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# Reshape – *Deep Dive* | AI delivers step-change impact when workflows and organizations are redesigned

### Deploy
AI in everyday tasks

### Reshape
**Completely rethink critical functions and workflows**

### Invent
AI-powered products and services that create net-new value

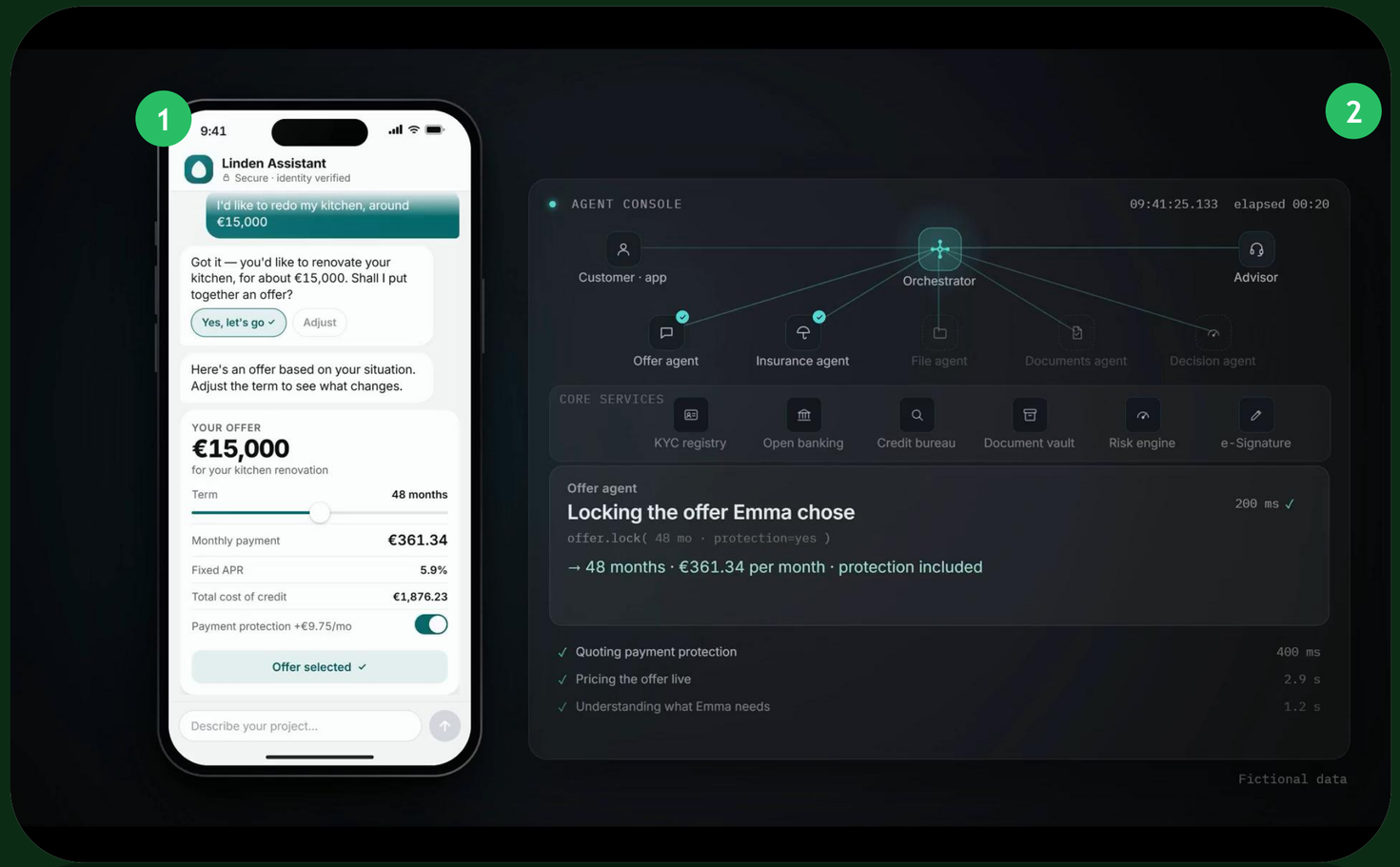
| Not Reshape | Reshape |
|---|---|
| 10-15% time savings | 30-50% gains in efficiency, effectiveness and NPS |
| Same org. | New org. structure |
| Same processes, key steps digitized for speed | E2E-reimagined, AI-native processes & workflows |
| Mostly new-process training, same skills | Workforce reinvention (roles, skills, ways of working, teaming) |

## How to unlock this?

- Top-down ambition with step-change targets
- Redesign the org., not just workflows
- Outcomes first, not current processes
- 1–2 workflows first: depth over volume

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# Reshape – *Example* | Live demo of an AI-orchestrated consumer loan journey



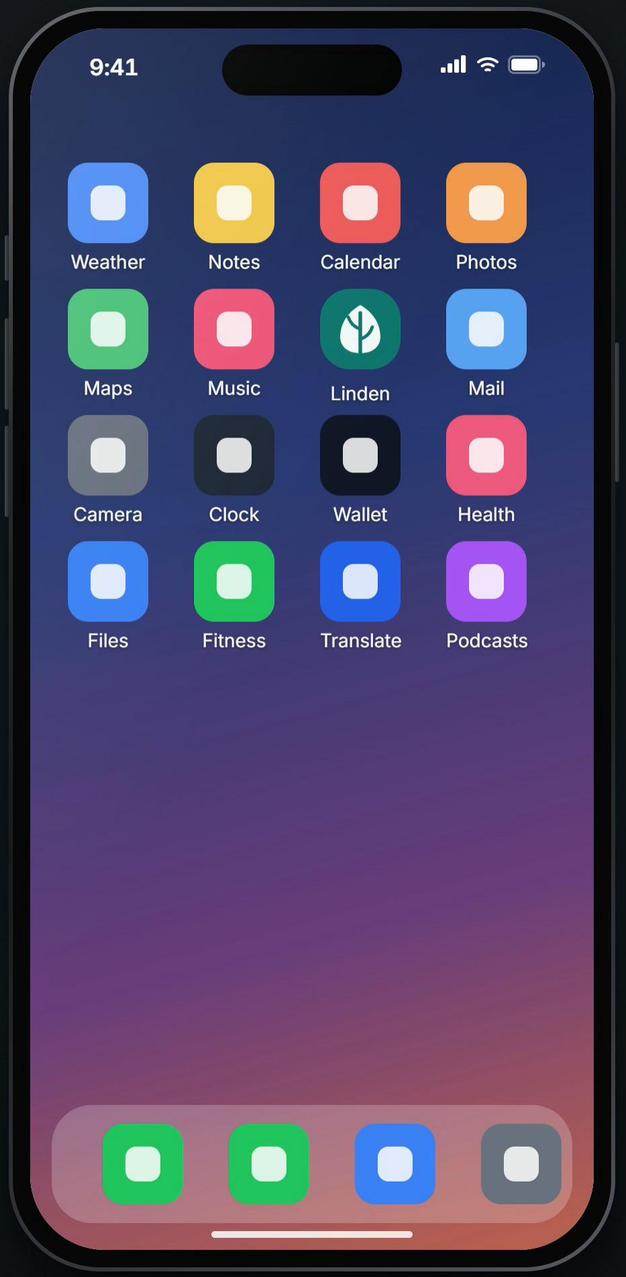

## 1 What the client sees

A simple chat that turns their project into a loan offer they can adjust

## 2 What the bank runs

An orchestrator that coordinates specialized agents and core services, in real time

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9:41
Weather
Notes
Calendar
Photos
Maps
Music
Linden
Mail
Camera
Clock
Wallet
Health
Files
Fitness
Translate
Podcasts



**Parsia Tayyebi**

Chief Product and
Technology Officer

Beequip

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# Invent – *Deep Dive* | AI creates new value through new products, markets and business models

### Deploy
AI in everyday tasks

### Reshape
Completely rethink critical functions and workflows

### Invent
**AI-powered products and services that create net-new value**

## Invent is …

**AI-powered products and services** creating net-new value

**AI-enabled expansion** into untapped markets and customers

**AI-first business models** redefining industry economics for a step-change edge

## Invent is not …

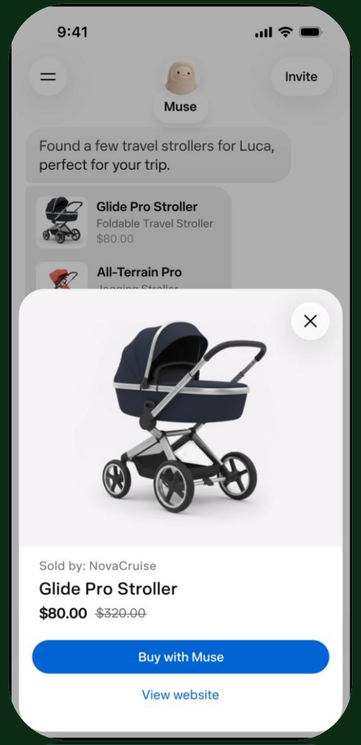
**AI add-ons** to existing offerings, adding no customer value

**Tech implementation alone**, with no new experiences, products or opportunities

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# Invent – *Example* | Agentic commerce lets AI agents search, compare and buy on customers' behalf

## Meta: Muse agent

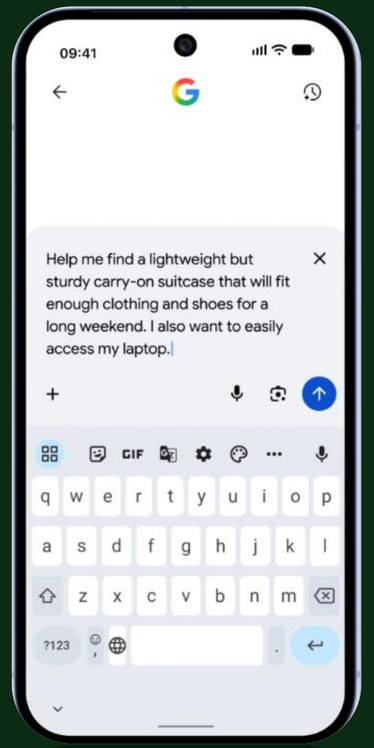



### An AI agent that shops and pays, inside WhatsApp

- Ask in chat
- Agent checks out
- User approves
- Pays via Stripe Link

*Global launch paused for safety reasons*

## Google: Gemini & AI Mode




### Shoppers buy inside the AI chat, with Google Pay

- Ask Gemini
- Tap "Buy" on a listing
- Review pre-filled order
- Pays via Google Pay

Retailer stays the seller of record

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# 4 key messages
# What it takes to turn AI into value

01 AI creates value when it becomes part of everyday work, not just when tools are made available *(Deploy)*

02 The biggest efficiency gains come from redesigning entire workflows, not just automating individual tasks *(Reshape)*

03 AI can create new services and business models *(Invent)*

04 Scaling AI requires more than technology: leadership, people and ways of working must evolve together

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# Closing remarks by Leaseurope & Eurofinas



**RICHARD KNUBBEN**
Director General
*Leaseurope & Eurofinas*

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# WE LOOK FORWARD TO SEEING YOU NEXT YEAR



CHECK FOR REGULAR UPDATES WWW.ANNUAL-CONVENTION.EU

SEE YOU AT

**15.00**

# Farewell drink at Vienna Restaurant

