



## AI Strategy Services for Business Development Company

### PROJECT DETAILS

AI Consulting, API Development, Custom Software Development, AI Development, BI & Big Data Consulting & SI, Content Marketing, Ecommerce Marketing, Email Marketing, IT Strategy Consulting, Mobile & App Marketing, Other Digital Marketing, Product Design, Social Media Marketing, SMS Marketing

📅 Jun 2021 - Aug 2021

💰 \$10,000 to \$49,999

“*They had the talent to keep positive momentum with both to-the-point communication and humor when necessary.*”

### PROJECT SUMMARY

Shelpuk AI Technology Consulting designed an AI strategy for a business development company. The team was responsible for conducting market research, interviews, workshops, and AI consultancy services.

### PROJECT FEEDBACK

Shelpuk AI Technology Consulting's recommendations were implemented successfully, much to the client's delight. The team improved conversation rates and financial metrics, and internal stakeholders were impressed with the service provider's AI technology expertise.



## The Client

Please describe your company and position.

I am the Founder and CEO of CXdesign

Describe what your company does in a single sentence.

Company and Business Unit Strategy, Product Development, Customer Development



**Andriy Milinevskyy,**  
MBA

Founder & CEO, CXdesign



Consulting



Kyiv, Ukraine

## The Challenge

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

How did you find Shelpuk AI Technology Consulting?

Referral

How many teammates from Shelpuk AI Technology Consulting were assigned to this project?

2-5 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

As already outlined in the Goals, Shelpuk AI was designing the AI strategy as one of the key elements of the overall Business Strategy design. The deliverables included research, stakeholder interviews, conducting interactive workshops and preparing analysis and recommendations, which included:

## The Outcome

Describe their project management. Did they deliver items on time? How did they respond to your needs?

The services were delivered in time. We also had to adapt a lot in course of the project and the team demonstrated excellent skills in agile (SCRUM) framework. De-facto we run two week Sprints, although this was not a classical product or software development project.

Are there any areas for improvement or something Shelpuk AI Technology Consulting could have done differently?

Availability for the projects. Seriously - for our project it was the best fit

