Utilizing
Artificial Intelligence
within e-conomic

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CEO

e-conomic

Visma House
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ARR
+120m €

People
+450
People on a mission

Every **other company** and every **2nd accountant** in Denmark uses e-conomic

+200.000
Customers

+6.000
Accountants & bookkeepers

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Buzzing about AI

What's all the fuss about?

.. and how to get started

JUST TELL ME WHAT TO DO.

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You

write a short mail around an initatiave around why we should have a small group of ai evangilist

ChatGPT

Subject: Join Our AI Evangelist Initiative: Unleashing the Power of a Small Group!

Our AI Evangelists

Emilie
Legal & Compliance
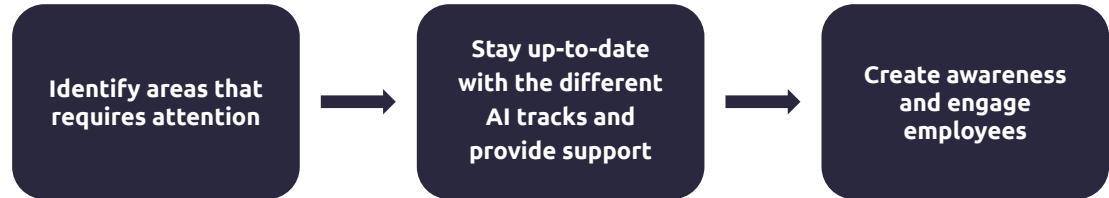

Christian
Product value creation

Jacob
Feasibility & tools

Alexander
Lead generation & Digital Sales

Jesper
Scale Manager in WOW

What is expected of an AI Evangelist?

| Identify areas that requires attention | → | Stay up-to-date with the different AI tracks and provide support | → | Create awareness and engage employees |

e-conomic's strategy house

Corporate strategy Long term direction	**Visma corporate strategy**

Purpose and aspiration	**Why**	**Mission**	**Vision**

Where to play?	**Opportunity space** Market situation, industry trends, customer insights and SWOT

Company strategy and objectives 2022-2024

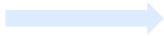|					
Functional strategies	HR	Product	CSR	Sales & marketing	Business model	WOW

→ **AI strategy**

Execution mode year/quarter/monthly	OKR Product/GTM planning, running business etc.

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Our mission statement

"As a trusted group of advisors our mission is to educate, support and **empower** e-conomic to harness the **full potential** of artificial intelligence (AI). By mapping the AI landscape in our organization and **driving momentum**, we help unlock new opportunities, enhance operational efficiency, and achieve sustainable growth in the **digital era**."

Area of responsibility
STRATEGIC LEVEL

On a strategic level, the AI Evangelists are expected to:

✅ Discuss and identify which main areas within AI e-conomic should investigate further and come up with concrete ideas for different projects

✅ Ensure that any given AI project group receives the right level of support

✅ Stay up-to-date with the different AI tracks in progress and for the AI evangelist to stay updated on the specific track and ensure progress.

✅ Update the management team on relevant AI project and or topics an ongoing basis

✅ Continuously ensure that the right tracks are prioritized and regularly evaluate whether additional tracks should be proposed

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Our AI tracks

Internal value driven

External value driven

TRACK 1

Legal requirements

TRACK 2

AI guidelines

TRACK 3

Internal processes

TRACK 4

People aspects

TRACK 5

Chatbot in WOW

TRACK 6

Application functionalities

TRACK 7

Digital assistant

TRACK 8

Positioning / PR

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The employee factor in achieving strategic success

01   **Brainstorm about possibilities and ideas for AI utilization**

- What are the **primary tasks** in your team?

Recruitment	HR inbox + prepare guidelines	Learning and development	Onboarding and offboarding	Contracts and addendums	Employee engagement / performance management

02   **Brainstorm about possibilities and ideas for AI utilization**

- How do you envision **AI assisting** in solving these tasks and thus achieving your goals?

Recruitment	HR inbox + prepare guidelines	Learning and development	Onboarding and offboarding	Contracts and addendums	Employee engagement / performance management
Screening	Content creation	Content creation / idea generation	Targeted/customized onboarding	Review of employment contracts e.g. in relation to M&A	Generate better insights
Scheduling interviews	Internal chatbot used to answer most common queries	AI used to assist in identifying new career paths or obvious areas for development	Automate manual processes	Create addendums based on received email	AI can provide suggestions on how to address performance management insights
Prepare job ads	Ai for reviewing emails from HR inbox over the past few years and identifying the most common questions	Competency mapping	AI can screen mailboxes and initiate deletion of treads of correspondence		Give AI access to an overview of our organisation and have it offer new perspectives e.g. how does our organisation stand out compared to other similar companies?
Prepare an interview guide (good questions to ask the candidate based on x,y,z)		AI used to provide better feedback	Recording tool for exits and generating summaries based on that		
Prepare and sent out the "good rejection"					
Help prepare test feedback					
Personifying communication					

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The employee factor in achieving strategic success

14 workshops

365 use cases → 60 use cases → Top 25

Slide generation

Content creation

Data analysis

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Prompt engineering sessions **for everyone**

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Q&A