

# The Graveyard of Failed AI Projects : How NOT to Succumb

Swipe to see →



A telecom major was facing high customer attrition, keeping the marketing team on its toes.

Using advanced black-box algorithms such as neural networks, customer retention improved by up to 66% during pilot test-runs.

Swipe to see →



However, the marketing team refused to implement the solution. It was hard to trust an algorithm that shared customer names with little insights.

## WHY?

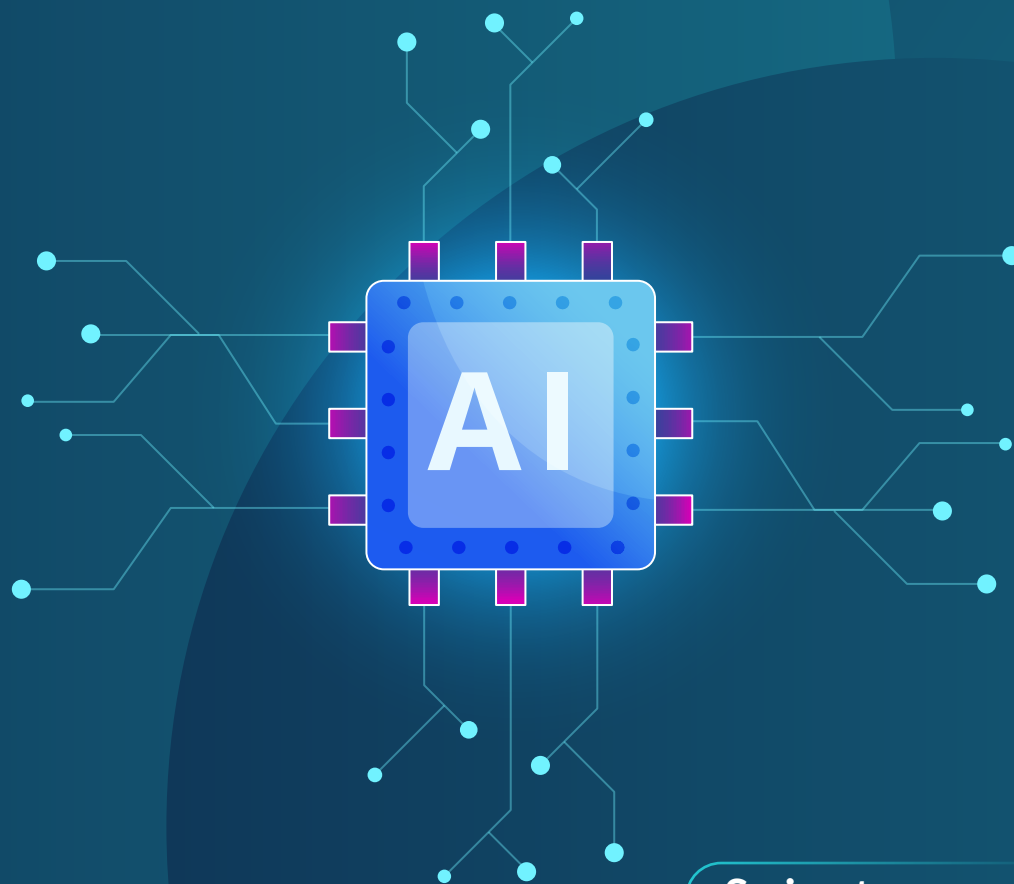
Many of the recommendations felt counter-intuitive

Marketers, used to making decisions based on experience and instincts, were unwilling to take the human out of the loop.

Swipe to see →



This 4-stage 8-step approach can  
improve the adoption of AI initiatives



Swipe to see →

# Stage 1: Pre-implementation

**Step 1** - Leaders must own the strategic outcomes and actively participate throughout the initiative.

**Step 2** - Stakeholders must agree on the success KPIs and how they should be measured.



Swipe to see →

## Stage 2: Implementation

**Step 3** - Embed the AI solution deep into the business workflow to improve the likelihood of usage.

**Step 4** - Initiate data literacy training to help all users get comfortable with reading, interpreting, and communicating with data.



Swipe to see →

## Stage 3: Go Live

**Step 5** - Aggressively market data science initiatives internally through creative campaigns, executive presentations, and roadshows to inspire users.

**Step 6** - Track and report outcomes by measuring the pre-agreed KPIs using A/B tests or split tests to validate impact.



Swipe to see →

## Stage 4: Post Go-Live

**Step 7** - Reward AI adoption and acknowledge progress by celebrating early wins.

**Step 8** - Learn from the experience of a successful rollout and improve the process to build a data-driven organization.



Swipe to see →



**Read the expert article**  
**[Link in the description]**