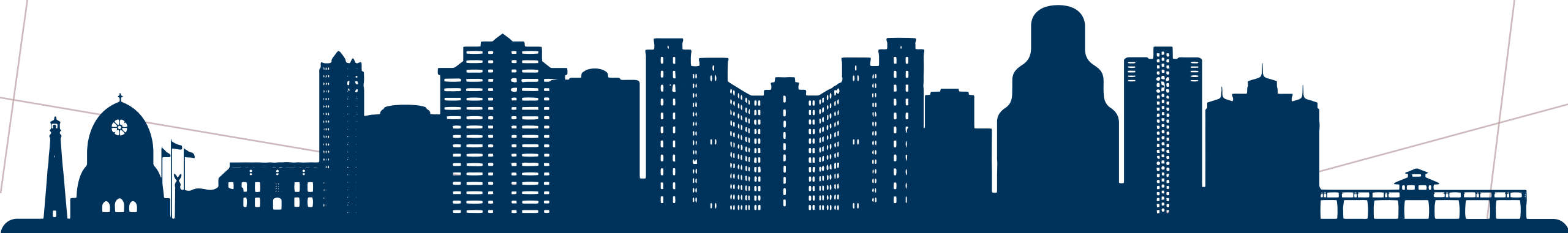
Utilization of Artificial Intelligence

CPE Check-in

Check-in code

Utilize04



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UTILIZATION OF ARTIFICIAL INTELLIGENCE

BENNETT THRASHER, LLP

AGENDA

- Introduction
- Enhancing Collaboration and Efficiency
- Enhancing Operational Efficiency
  - AI-Driven Chatbot Deployment
  - Knowledgebase Indexing with CoPilot
- Driving Innovation in Tax Research
- Enhancing Audit Efficiency
  - Integration of Trullion Software
  - Advanced Algorithms and Real-Time Processing
- Boosting Customer Experience
  - Personalizing Client Interactions
  - Real-Time Customer Satisfaction Analysis
- Ensuring Security and Compliance
  - AI-Powered Cybersecurity Measures
  - Automating Compliance Processes
- Conclusion

INTRODUCTION

- AI as a Cornerstone of Modern Business Strategy
  - Integration of AI into various business facets
  - Optimization of processes through AI
- Creating New Opportunities
  - Competitive advantage through AI
  - Driving innovation with AI

ENHANCING COLLABORATION AND EFFICIENCY

Automating Routine Tasks

- Scheduling meetings efficiently
- Drafting emails quickly
- Generating reports seamlessly

Focus on Strategic Activities

- Allows associates to engage in more strategic tasks

Integration with Microsoft 365 and Teams

- Facilitates better collaboration among team members
- Helps locate information quickly

AI-DRIVEN CHATBOT DEPLOYMENT

AI-Driven Chatbot Deployment

- Implemented in Microsoft Teams
- Handles inquiries and provides instant responses

Reduction in Time and Resources

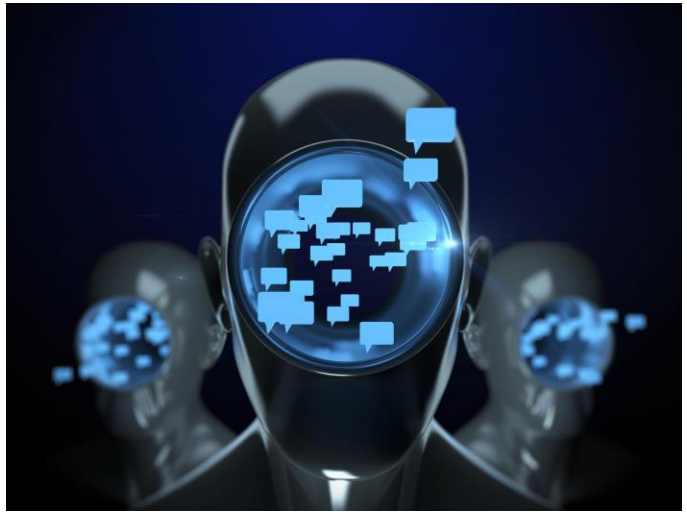
- AI-powered automation tool
- Performs routine tasks efficiently

Improvement in Response Times

- Frees up human agents
- Focus on more complex issues

Increased Associate Satisfaction

- Quick and accurate responses
- Enhanced operational efficiency



KNOWLEDGEBASE INDEXING WITH COPILOT

Integration of CoPilot with IT Knowledgebase

- CoPilot will index all knowledgebase articles

Enhanced Search Capabilities

- Associates can search via CoPilot in Microsoft apps
- Search results will include data from ITSM system

DRIVING INNOVATION IN TAX RESEARCH

- AI as a Catalyst for Innovation
  - Enhancing research capabilities within the firm
- Testing Tax-Related Solutions
  - Explored various solutions throughout the year
- Onboarding Blue J's "Ask Blue J" Product
  - Initial phase with 25 licenses
  - Plans to expand early next year
- Benefits of Ask Blue J
  - Better utilization of cases and regulations in search results
- Monitoring TaxGPT
  - Interesting and rapidly growing solution

INTEGRATION OF TRULLION SOFTWARE

- Integration of Trullion Software
  - Significantly enhances audit process
  - Leverages AI for data extraction
- Automatic Data Extraction
  - Extracts relevant data from financial documents
  - Transforms unstructured data into structured information
- Improved Audit Process
  - Speeds up the audit process
  - Ensures higher accuracy and compliance

ADVANCED ALGORITHMS AND REAL-TIME PROCESSING

Cross-Referencing Data Against Regulatory Standards

Identifies discrepancies and potential issues instantaneously

Prevents escalation of issues

Automation of Routine Tasks

Frees up auditors' time for in-depth analysis

Enables strategic advisory

Delivers greater value to clients

Real-Time Data Processing

Ensures audit reports are based on current information

Enhances reliability of financial assessments

Robust Audit Trails

Facilitates transparency

PERSONALIZING CLIENT INTERACTIONS

Personalizing Interactions with AI

- Better personalization of client interactions
- Offering tailored recommendations and solutions

Integration of Hubspot and Introhive

- Analyzing customer behavior, interest, and preferences
- Suggesting services that resonate with customers

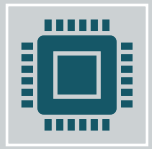
REAL-TIME CUSTOMER SATISFACTION ANALYSIS

- Hubspot Analysis Tools
  - Gauge customer satisfaction in real-time
  - Analyze feedback from various channels
- Feedback Channels
  - Social media
  - Reviews
  - Direct interactions
- Proactive Issue Resolution
  - Address issues proactively
  - Enhance overall service quality

AI-POWERED CYBERSECURITY MEASURES

Importance of Security and Compliance

Critical in today's digital landscape



Utilization of AI in Cybersecurity

AI enhances cybersecurity measures

Ensures compliance with regulatory requirements

Continuous Monitoring

AI-powered systems monitor email systems and network activity

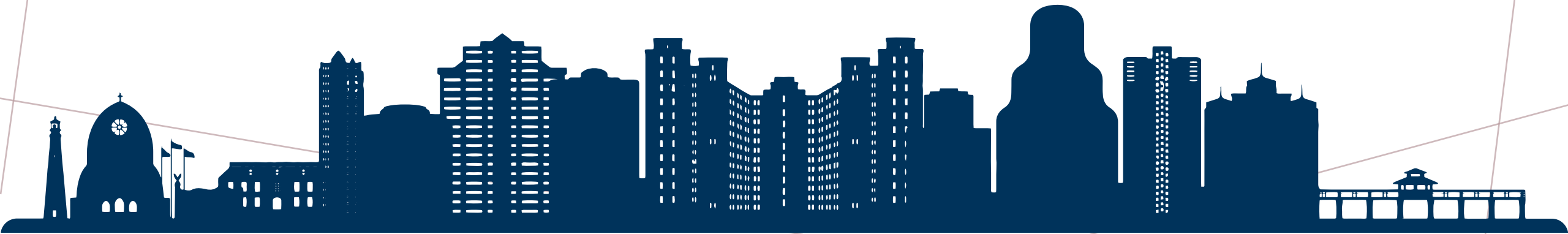
Detect anomalies in real-time

Proactive Threat Response

Respond to potential threats immediately

Safeguard sensitive data

Maintain operational integrity

AUTOMATING COMPLIANCE PROCESSES

- Automation of Compliance Processes
  - AI tools help automate compliance tasks
  - Ensures adherence to industry regulations and standards
- Vendor Management Solution: Nvendor
  - Continuous monitoring for compliance-related issues
  - Mitigates risks and avoids potential penalties