



Example MMS FCCP Project in Technology Assessment

Client: Digital Services Provider
Project: AI Strategy

This project for a global digital services provider was to identify AI-enabled customer service opportunities

Background

- Client: A global digital services provider
- Rapid advances in AI and automation; fragmented vendor landscape and evolving customer expectations
- Need to focus investments on the most valuable, feasible AI use cases

Project Objective

- The objective of this project was to **identify, evaluate, and prioritize AI use cases that improve customer experience and efficiency**

Key Deliverable

The students produced a final report for the client that included:

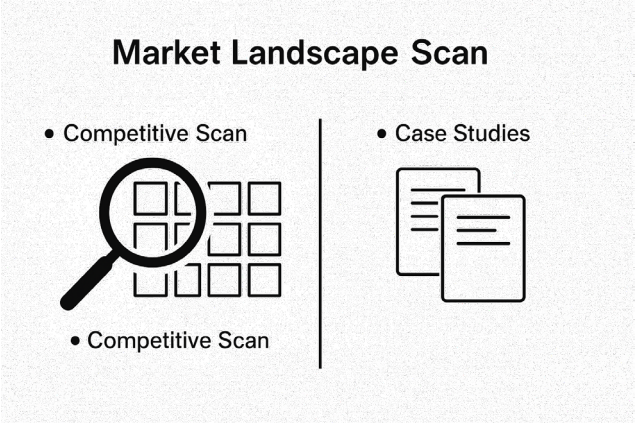
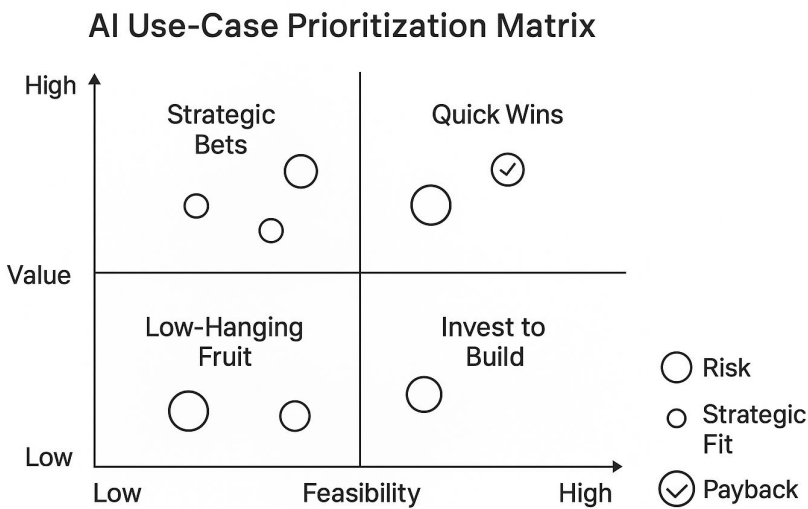
- **Prioritized use-case portfolio** (value, feasibility, risk, and fit)
- **Business case estimates** (costs, benefits, KPIs)
- **Phased implementation plan** with milestones, owners, and success metrics



Fuqua MMS Student Team meeting on campus

Students used several frameworks in their analysis, including: AI use-case prioritization, market landscape scan, and a phased implementation plan

Examples of frameworks and approaches used

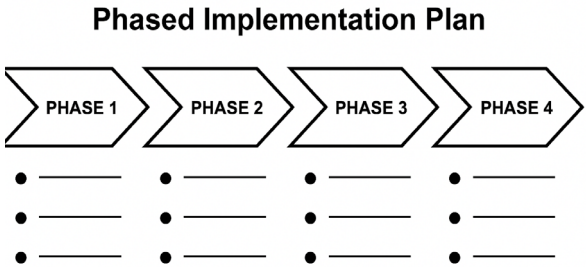


Market Landscape Scan

- Competitive scan to understand what other companies are doing to leverage AI in customer service
- Case study identification for best practices and implementable insights

AI Use-Case Prioritization Matrix

- Structured scoring across customer impact, operational savings, data readiness, and regulatory risk to rank opportunities



Phased Implementation Plan

- 2-year plan including piloting of priority use cases through to expansion and scale

5 weeks is dedicated to project clarification and student manager planning in October-Nov before MMS students complete project analysis over 5 weeks in Jan-Feb

Activity		2025										2026								Responsible	Assisting														
		Oct	Nov				Dec				Jan				Feb																				
		27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23																
Contract Finalization																				Client	FCCP Office														
Project Refinement																				Student Manager (EM)	Client														
Project Planning																				Student Manager (EM)	Client														
Winter Break																																			
Project Execution																				MMS Student Teams								Student Manager (EM)							
																				Client / MMS meetings								Final Presentation (90 min)							