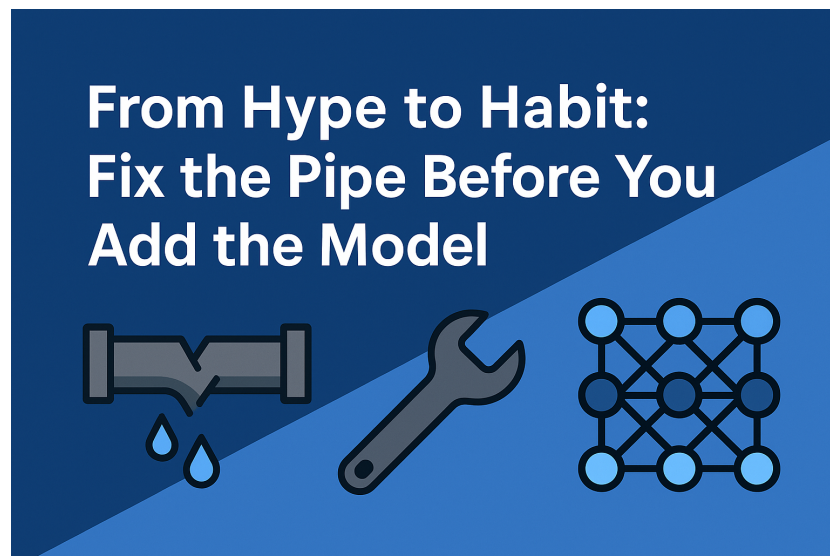


## Boardroom Pulse #11 | From Hype to Habit: Fix the Pipe Before You Add the Model



### Opening

Boards keep hearing get more AI. The better question is simple. Which business flow needs less friction. AI amplifies the system you already run. Repair the pipe first. Then apply AI where it multiplies gains, not noise.

### The broken pipe test

1. Pick one critical journey such as quote to cash, claims, or on boarding.
2. Count handoffs, rework loops, and average wait time.
3. If two or more steps are purely clerical, fix them manually first, then automate.

Why it matters: removing one handoff often cuts cycle time by fifteen to twenty five percent before any model is trained.

### Make winners win bigger

1. Identify the top twenty percent performers in one frontline role.
  2. Capture their behaviours as prompts and decision trees.
  3. Use assistive AI to mirror those behaviours such as research, summarise, next best action.
- Board KPI: the gap between the top twenty percent and the median narrows by at least ten percent in eight to twelve weeks without lowering the top.

### Kill what customers hate

1. Any AI touch point with CSAT below seventy percent is a pilot, not production.
  2. Flip it from replace to assist such as agent assist, summarisation, or retrieval.
- Board rule: if CSAT does not improve in two sprints, sunset the feature.

### Case snapshot

A mid-market healthcare firm spent millions on AI automation for a broken billing flow. We removed two handoffs, fixed the policy, then automated the clean path. Result = Cash recovered quickly before the model was deployed. Sequence matters.  
Do. Measure. Learn. Repeat.

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