



Building the business case for AI:

Strategies for operations leaders



Making the business case for AI is about transformation, not just tech

Everyone knows AI can do amazing things. But when it comes time to turn that potential into transformational business outcomes, things can get a little murky. You've probably heard some buzz about how AI will revolutionize everything from your morning playlist to your customer service team. But when it comes to getting your entire organization to buy in? It's not always so simple.

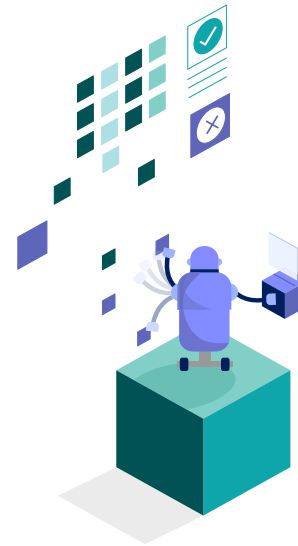
AI is no longer a "nice-to-have." It's an essential component of a successful digital transformation strategy. That's because this isn't just about implementing AI – it's about transforming your business from the inside out. If you're looking to stay competitive, your focus should be on how AI can completely redefine how your business operates, reshape how your teams collaborate, and deliver outcomes that truly matter for your business.

[Recent studies](#) show that 75% of executives already believe in AI's power to drive change. But despite the enthusiasm, their organizations still struggle with big hurdles: how to measure ROI, how to deal with governance issues, and how to deal with employees who might be clinging to familiar but inefficient processes.

Maybe you've even faced this yourself: leadership knows AI is a big deal, but translating that into specific, game-changing outcomes feels daunting. The key is to shift from thinking about "what AI can do" to thinking about "how AI can reimagine how you work." And by the way, Pega GenAI Blueprint™ is designed to help you build those transformational workflows faster than ever.

Understanding the true ROI of AI initiatives

Forget about AI just saving you money. Automation and efficiency are part of it, but the real value lies in how AI can transform the way your entire business operates. AI isn't just another tool you can use to speed up your old processes – it's a catalyst to reinvent those processes altogether. Imagine workflows where departmental silos and bottlenecks disappear, where decision-making is elevated by real-time insights. That's what AI enables.



BOOSTING SPEED AND EFFICIENCY

AI can make the workday less tedious by automating tasks that make humans want to nap at their desks (no offense to anyone who loves manual data entry). Whether it's speeding up decision-making or improving customer service response times, AI can help your team get things done faster.



REDUCING RISK

AI is really good at catching things that humans miss. Want to find errors in real time or flag small issues before they become costly mistakes? AI's your friend.



LOSING THE LEGACY ANCHOR

Too many operations leaders are burdened by legacy tech – systems that add cost and risk while slowing the pace of innovation. AI offers a new way forward and an opportunity to understand what legacy apps are doing – and accelerate the move onto modern platforms.

THE FUTURE OF OPERATIONS

Winners vs. losers

Most companies are implementing AI solutions in silos, focused on driving small incremental improvements – but that won't cut it anymore. The organizations that thrive in the future will be those that leverage AI not just to improve efficiency but to redefine how their entire business operates. AI has created a new imperative for digital transformation, and winners in this race will be those who use AI to boost customer satisfaction, improve decision-making, and ultimately design future-proof platforms.

At the heart of this transformation is the ability to orchestrate workflows holistically, using the right blend of tech and AI. Generative AI might help with creative problem-solving or brainstorming new ideas, but predictive and decisioning AI ensure that these workflows drive actionable, measurable business outcomes. Pega GenAI Blueprint™ brings these capabilities together, helping you lead the market rather than follow. With Pega GenAI Blueprint™, you're not just automating isolated tasks – you're orchestrating and optimizing how work gets done across your entire organization.

PRACTICAL TIP

When you begin embedding AI into your own operations, leadership just needs to be reminded: This isn't about quick wins or productivity hacks. It's about investing in a future where your operations are smarter, more agile, and even self-optimizing. Pega GenAI Blueprint™ gives you the tools to experiment, innovate, and reimagine how your organization works – making you a winner in the digital transformation race.

Common objections and how to overcome them

What would life be without a little pushback from your colleagues? IT, finance, and governance teams usually have plenty to say when it comes to new technology. The good news? You're not alone in navigating these hurdles – every company is in the same boat, working through the same decisions and negotiations. The even better news? With 40 years of experience helping our clients implement AI and workflow technology responsibly, we've seen it all. Here's how to anticipate the most common objections and address them with confidence before they even finish their sentence.



IT and Governance

OWNERSHIP CONCERNS

IT doesn't want to be tied to one AI vendor like they're locked into a gym membership they never use. They want control and flexibility. The solution? A model-agnostic strategy that lets them keep their options open (and that happens to be exactly what Pega offers).

SECURITY AND GOVERNANCE

Governance teams are usually worried that AI is going to wreak havoc on their careful compliance structures. Show them that when integrated with well-defined workflows, AI can actually work within their existing frameworks, not bulldoze over them.

DUPLICATING WORK

This is where you might hear, "We've already got AI – why add more?" You've got to clarify that not all AI is created equal and the tools you're proposing aren't just adding more complexity. Instead, experimenting with tools like Pega GenAI Blueprint™ can help IT retire outdated legacy systems, streamlining operations and freeing up budget to invest in a modern, scalable platform. It's all about moving from patchwork fixes to a future-proof foundation.

Finance

THE MONEY TALK

If there's one thing finance teams love, it's concrete numbers. You've got to connect AI to business metrics – like how it will improve operational efficiency, reduce human error, and optimize your workflows. Case studies and ROI calculators are your best friends here. Show them the money (or at least the potential savings)!

Strategies for making the case to leadership

To get leadership on board, you've got to be strategic. After all, AI is about more than just shiny new tech – it's about transforming your business and solving real problems in the process. And if you can show them how AI will help reimagine the way work gets done and help your company deliver on its mission, you're halfway there.

1

Identify the right stakeholders

You know your business best, so identify the people whose buy-in you need. Governance teams? Process owners? The finance department that holds the purse strings? Address their concerns directly before you even get to leadership – anticipate what they're going to worry about and have your answers ready.

2

Create a flexible strategy

No one likes being boxed into a solution they can't change later. When presenting your case, make sure you emphasize agility. AI should adapt to your business, not the other way around. Make sure you choose a solution (like Pega) that ensures you're not tied to any single AI model, and that you can plug into whatever works best for you to evolve and transform as you grow.

3

Prioritize key workflows ripe for transformation

Start with the processes that consume the most time and resources. Customer support, product development, and even back-office operations are perfect candidates. Pega Blueprint™ can help you map out these workflows and identify exactly where AI can make the biggest impact.

4

Create a phased roadmap

Leadership loves to see immediate wins, so show them a roadmap with short-term successes that fuel long-term transformation. Start with high-impact, lower risk workflows – this way, you can demonstrate value right away and scale up (and across) as you build on your success.

5

Reimagine the process, not just the technology

After you've identified a process in dire need of transformation, your next step is to focus on what the workflow could look like with AI embedded into it. Think of it like this: You're not just improving the process, you're reinventing it to be more intelligent, flexible, and scalable.

CALCULATING ROI

Practical tips and approaches

Now let's get to the numbers. To make your case, you need to be able to show how AI will help drive your organization's mission in a measurable way. Luckily, you've got tools to help with that.

- **Start with what matters:** Align your AI initiatives with metrics that your company already cares about. Are you trying to improve customer experience? Increase first-call resolution? Reduce manual errors? Show how AI will move the needle on these key metrics by reshaping their associated processes, making them faster, more efficient, and more intelligent.
- **Ask questions:** Before you build your case, make sure you've got all the details you need. What's the task you're automating? How much time does it take? How often do people make errors? And most importantly, what's it worth to the company to solve these problems?
- **Leverage the tools available to you:** You don't have to reinvent the wheel here – use proven ROI calculation tools to show leadership exactly what they're getting out of the investment. Don't forget to reference analyst work like [Forrester TEI studies](#) or [Gartner reports](#) that back up your claims.
- **Imagine the art of the possible:** Here's where Pega Blueprint™ comes into play. Blueprint helps you build and redesign workflows from the ground up, connecting real-time data to create solutions that scale. Imagine generating a new workflow for handling customer complaints or streamlining procurement in minutes. With Blueprint, this isn't the future – it's something you can start doing right now.

CRAFTING THE NARRATIVE

AI-driven transformation for the entire enterprise

The most successful AI projects start with driving an outcome – not just adding AI for the sake of it. To get buy-in from the whole organization, demonstrate that AI is a solution that not only addresses specific business pain points, but has the potential to drive massive transformation. And let's be honest, no one wants to hear a tech-first pitch. They want to know how AI will actually make their lives easier.

Align AI with business objectives

Don't make AI the star of the show – make the outcomes it drives the hero. Leadership doesn't care about the latest tech trends – they care about improving customer experience, cutting costs, or increasing productivity. Imagine the art of the possible and lead with that.

Real-world examples

Still not sure how to make the benefits feel real? Show leadership how others have leveraged AI to achieve significant transformation. For example, [Rabobank improved customer satisfaction](#) by using AI to analyze data, while the [Singaporean government](#) shaved 40% off their dispute resolution times by embedding AI into their customer service portal [links].



AI as the key to transformation

Generative AI is a powerful tool, but it's not a silver bullet. The companies that come out ahead in the AI race will be the ones that leverage AI not just for small-scale task automation but for business transformation. That's because AI is more than just a tool for making things run a bit smoother – it's an opportunity to rethink the way your business works. So, when you're making your case to leadership, focus on how AI can help the company leapfrog from good to great.

It's time to stop thinking about AI in terms of one-off fixes. With the right approach, AI becomes the foundation for orchestrating work end to end, driving innovation, and positioning your business for long-term success.

With Pega Blueprint™, you can start designing new workflows today – faster, smarter, and ready to scale. So what are you waiting for? Unleash AI's full potential in your organization and start experimenting with [Pega Blueprint™](#) today to see how it can transform your workflows and drive real results.



Pega is The Enterprise Transformation Company™ that helps organizations Build for Change® with enterprise AI decisioning and workflow automation. Many of the world's most influential businesses rely on our platform to solve their most pressing challenges, from personalizing engagement to automating service to streamlining operations. Since 1983, we've built our scalable and flexible architecture to help enterprises meet today's customer demands while continuously transforming for tomorrow.

