Seismic

The Enablement AI Evaluation Checklist

How to determine if you need it, what you need it for, and how to get started

Why is AI all the rage lately? After all, it's been used by many different businesses to improve their operations for a long time now, hasn't it? Well, all this renewed excitement around AI has to do with its evolution. For years, AI worked within certain boundaries to streamline or replace specific tasks people used to do. Now, with what's called generative AI, it has the capability to predict what should come next in given scenarios.

This has major implications for how efficiently and effectively B2B organizations go to market. In other words, it has major implications for enablement. Hence the hype and the investment.

But if you're not exactly sure how AI fits—or can fit—into your business, consider the following use cases around content, data, and insights within your enablement workflow. Beneath each are the challenges that AI can potentially solve. The more checks you have next to these challenges, the more your business will benefit from AI adoption.

DISCOVERING THE RIGHT CONTENT WHEN IT'S NEEDED

*Check all that apply

	Searches don't surface the most relevant content.
	Content is in disarray with little to no infrastructure or logic around its organization.
	Taking and referring back to specific training lessons is frustrating because they're hard to find and don't address individual needs and interests.
	Finding answers to specific questions or customer requests from existing content is difficult, and asking coworkers is inefficient or fruitless.

CREATING PERSONALIZED CONTENT THAT'S SURE TO RESONATE

	Personalizing content for specific customers is tedious, involving too much manual editing and tool toggling.
	Building and sending targeted emails to customers must be done one by one, and branding standards are often compromised in the process.
	Curating Marketing-approved and suitable third-party content that will resonate on social media can take hours.
	Creating training lessons is laborious, requiring a mix of HR software, learning management systems, survey platforms, and email.
	Scaling to meet individual learners' needs and providing personalized feedback is too time-consuming if doable at all.

AUTOMATING DATA COLLECTION AND CONTENT ORGANIZATION

	How a customer meeting went is only known to those who were there, leaving managers and colleagues with no way to assess it or determine if training or content had an impact.
	Aggregating individual training results in order to identify organization-wide areas of strength, opportunities for improvement, and bottom-line impact is too complex.
	Simulating real-life scenarios for training purposes is limited to person-to-person role plays followed by in-the-moment feedback, taking too much time and lacking solid metrics.
	Translating content into other languages is manual and expensive.
	Content assets are tagged individually and manually, quickly leading to inconsistencies that undermine the reason for tagging in the first place.

GETTING INSIGHTFUL ADVICE ON WHAT TO DO NEXT

	Following up on customer meetings, including what to say and what content to share, is unclear, time-consuming, and stressful.
	Coaching how to effectively present pitch decks is not personalized, lacking clear direction for the learner.
	How content assets are performing among customers is largely unknown, making it difficult to know what's working, what's not, and how to make improvements.
	How content assets are being leveraged by sales teams and how well they're being received is similarly mysterious.

If it's clear from the checklist above that AI will be a boon to your business, remember to check off the following non-negotiable capabilities that any AI offering worth its salt should either have already or have on its roadmap.

MUST-HAVES FOR AN AI-POWERED ENABLEMENT SOLUTION

	Contextual recommendations: Provides relevant, proactive, and curated recommendations based on intent, search history, and relevancy for discovering better content and answers faster.
	Auto-generated content: Leverages generative AI to automatically generate content, including library descriptions, content pages, lesson questions, and more.
	Manual process automation: Automates laborious tasks, including meeting summarization, content recommendations, and auto-tagging.
	Auto content personalization: Automatically tailors content so sellers can efficiently resonate with more customers, and so marketers and enablers can iterate and improve their content strategies.

After determining what you need AI for and what capabilities you should look for in an AI solution, check off the following steps on your journey to a new level of AI-powered enablement success.

HOW TO GET STARTED

	Audit what AI-driven technology you're already using (if any), who your vendors are, and any data privacy concerns you may have.
	Assemble an AI task force to define scope, assess risks, and prioritize high-impact, low-cost use cases.
	Pilot new AI-driven capabilities, setting goals for adoption and business value.
	Build AI guidelines and hold workshops on AI literacy, best practices, and data privacy.

Seismic has been leveraging AI to drive our customers' success for years

Since 2015, Seismic has made repeated and progressive investments in AI technology to provide the evolving capabilities that make us the global leader in enablement. These include predictive content recommendations tied to your CRM, curated newsfeeds based on user interest, automated assessments of practice pitches based on pace, messaging, and vocal analysis, and automated analyses of meetings based on call recordings, question detection, topic identification, and slide recognition. We're the perfect partner to guide you on your AI adoption journey.

Ready to get started?
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