# Transforming Business Operations with Generative AI:
The Turnberry Solutions Advantage

Turnberry Solutions assists clients in making significant and lasting changes to their business operations through consulting, thought leadership, and capacity support. They focus on simplifying transformation efforts, driving business agility, and helping organizations navigate the complexities of change. Their digital solutions leverage the latest technology - including generative AI, to enhance business processes, customer experiences, and the launch of new products or services.

About Turnberry Solutions:

Turnberry Solutions offers a comprehensive suite of services designed to address a variety of business, digital, and staffing needs for organizations. Their expertise encompasses business and technology consulting, project work, and IT staffing services on a national scale. They specialize in creating tailored solutions that range from providing individual project managers or software engineers to delivering complete turn-key solutions or managed services.
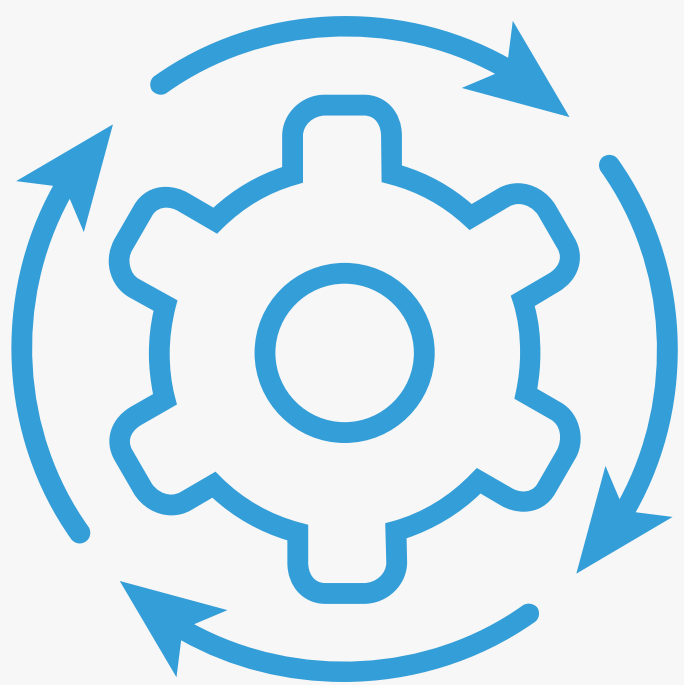
The Challenge:
Navigating Operational Hurdles

Clients of Turnberry Solutions frequently face operational challenges that share a common theme. Inefficient allocation of internal resources, low customer engagement and conversions, poor data quality, unclear strategy for digital transformation, and complex or missing technical documentation often plague legacy organizations seeking to keep up with newer, technologically well-versed organizations.

The Solution

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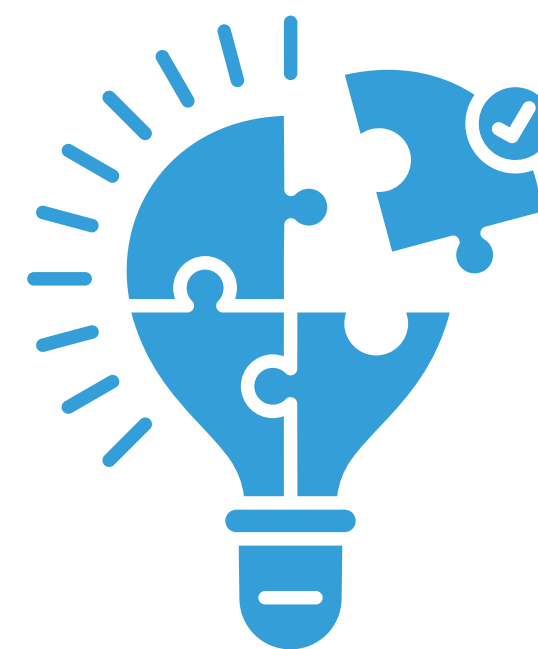
Results

1 Turnberry consultants developed and implemented a bespoke product catalog and web-based customer service chatbot for both a utility and a healthcare company. Although still awaiting quantitative KPIs, the clients anticipate a reduction in direct call center inquiries, an increase in customer satisfaction, and the reallocation of internal resources towards tasks of higher value.

2 Turnberry consultants initiated a pilot project for a product catalog chatbot for a GPS provider serving both B2B and B2C markets. This pilot enhanced engagement and conversion rates on the site's product pages, resulting in an increased number of qualified leads contacting the office weekly. The success of the pilot prompted further investment in a larger-scale project.

3 Turnberry implemented a custom GPT-trainer internally, saving Senior Consultant approximately 90 minutes per day in research and writing efforts over a 60-day work phase. This tool significantly improved the quality of client deliverables by sourcing relevant information and formatting it in accordance with industry standards.

4 Achieved daily time savings of 30-40 minutes for consultant by suggesting industry process steps and facilitating the migration of Standard Operating Procedure (SOP) text and Microsoft Visio diagrams into a cutting-edge Business Process Innovation platform known as ProcessPro