



GenAI use cases for comms

💡 Here's how you can use GenAI to create, deliver and capture value in comms:



Create

- Generate new content ideas
- Draft, edit, review and revise new content
- Tailor content for different audiences
- Produce content to align with strategic priorities
- Revise and improve existing content



Deliver

- Support strategy development
- Simplify processes, including planning, production, collaboration and approval
- Automate comms, campaigns and workflows
- Personalise comms for target personas
- Translate content into multiple languages
- Summarise information



Capture

- Collect real-time data
- Analyse large data sets to:
 - Refine channels, content and audiences
 - Better understand audiences
- Identify patterns and trends
- Analyse sentiment
- Share data insights with stakeholders