AI Insights

5 ways technology businesses are adopting AI to:

- **improve customer outcomes**
- **create efficiency**
- **increase revenue**

As AI adoption is evolving, this exclusive report shares insight from the CEOs of growing tech businesses that LDC has invested in. It looks at the tools and approaches they are using, how they're creating the right cultural environments for test and learn, and why a combination of AI and human interaction is key to empowering their workforces and enhancing customer outcomes.

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Plus   An invitation to join our roundtable series to learn more and network with industry peers

1. Lead from the top

The future of AI remains in an exciting phase of test-and-learn. Boundaries are still being defined, and businesses can use as an opportunity for transformational growth – AI has the potential to be far more than tweaking existing systems; giving the opportunity to reimagine how things are done entirely.

To do that, successful management teams are leading from the top; clear objectives and structure can help with internal buy-in and cultural adoption.

Love Energy Savings: Empowering people, accelerating growth

Tech-enabled business utilities retailer Love Energy Savings continues to adopt new technologies to expand its services and deliver excellent customer service.

Founder and CEO Phil Foster's first step on AI was to task each member of his senior leadership team to create an opportunity list for AI, to achieve one or more of the following objectives:

1. **Drive efficiency in the business and its operations**
2. **Improve performance – whether financial, business KPIs, or personal performance metrics.**
3. **Improve the customer experience**

By setting these objectives up front, Phil and the team could make sure that the company's AI adoption supported and accelerated their growth strategy. Staff were empowered and blue-sky thinking was encouraged – from small to big ideas – because everyone knew what they were aiming for.

Etrading Software: Successful long-term adoption

FinTech business Etrading Software identified that AI can play an important role in driving the growth of its business.

With a range of AI tools available, the management team have tested a variety of generative AI and copilot tools to support productivity, improve the quality of trade reports and assess market and reference data.

With board-level leadership to encourage controlled test and learn, the business continues to refine AI use cases as the technology and applications evolve.

> **By harnessing AI, businesses can gain a competitive edge in making better informed decisions, identifying emerging trends and adapting to market dynamics with far greater agility."**

Royston Hoggarth, Non-Executive Director, Cellhire

2. Upskill your organisation and democratise AI

One of AI's biggest promises lies in its democratisation – making it accessible to everyone, regardless of expertise. Businesses testing how AI can be embedded must ensure that they prioritise diversity within the testing, ensuring AI works for all, not just select groups.

Hybrid: Enhancing human creativity with AI

Hybrid, a global EdTech business is combining human creativity with AI solutions that enable university teams to make data-driven decisions while maintaining strategic human oversight.

The market size of AI in education is expected to reach 30 billion dollars by 2032 and the business' Intelligence Hub is a comprehensive AI platform that transforms university marketing through real-time social monitoring, creative performance analysis, and personalised campaign optimisation across 40+ digital channels.

Love Energy Savings is also benefiting from opening AI out to all departments from compliance to customer services and marketing. Department heads were asked to do their own research into how AI could improve performance, so that the solutions suggested would directly support their function.

Love Energy's skills and data academy enables 'non-techy' employees to use AI to do their jobs better. This includes creating AI assistants to help departments operate more effectively, and efficiently. Importantly, this is not about replacing people but enabling the workforce - empowering people with skills and curiosity. People who have never coded before are upskilled in writing code to extract data and quickly get customer insights.

3. Put customer needs first

Even for a sector used to change, the pace in development of AI, and particularly the acceleration of generative functionality, is driving a step-change which is transcending the technology sector. Those companies that succeed will be the ones that leverage these innovations to super-charge their platform and service offerings, while keeping customers front of mind.

Amberjack: using an AI chatbot to enhance efficiency and human interactions

Recruitment tech and outsourcing specialist, Amberjack has strategically integrated an AI-powered chatbot into its recruitment operations to improve straight-forward interactions and identify complex scenarios that require more human input.

The chatbot supports various recruitment stages, from helping to automate thousands of calls, boosting candidate assessment completion rates by up to 50%, identifying candidate withdrawals early, reducing no-shows, lowering client costs, and improving overall client satisfaction.

The developments are helping the business to scale with the team now managing 200,000 recruitment-related transactions annually.

Kerv: AI Labs to solve real business challenges

Purpose-led cloud and digital services business Kerv is a fast-growth leader in its field, supported by LDC's ongoing partnership with the business.

Kerv's AI Lab offering is a fast, hands-on way for clients to explore where AI can deliver real value. In one focused session, the business works with clients to uncover opportunities, prototype ideas, and turn concepts into practical outcomes.

Whether it's streamlining internal processes, enhancing user experiences, or surfacing smarter insights, AI Labs bring clients' ideas to life.

For a global law firm, Kerv created a solution that modernised a core part of its daily workflow - legal dictation. The bespoke digital dictation platform was securely built directly into Microsoft Teams – reimagining how dictation should work in a legal environment and driving productivity, speed and accuracy at reduced cost.

4. Build insight to gain a competitive advantage

The new wave of generative AI offers companies the potential to accelerate new product development, improve efficiency and surface actionable insights in a way not previously imaginable.

As AI reshapes the business landscape over the next few years, companies can harness its power to optimise operations, personalise customer experiences and unlock value from data, potentially redefining their industries. The data both from the wider market and across our portfolio is clear: strategic AI adoption offers the opportunity to be a cornerstone of competitive advantage.

Idwal: AI initiatives to deliver

Tech-enabled vessel condition platform provider to the commercial shipping sector, Idwal Marine Services, is embracing AI adoption to support growth.

The business uses a production machine learning model that can estimate the likely condition of any deep-sea commercial vessel, having been trained on the vessels Idwal has inspected which total 20% of the world's bulkers, tankers and containerships.

Idwal is also investigating the potential benefits of GenAI, including report translation, data extraction from photos and documents; and customer chatbots to derive interpretable insights from its fleet data. The Idwal team has already won an Amazon Web Services hackathon for its work around AI agents.

Croud: greater automation and efficiency

Leading digital marketing agency Croud built new AI tools to take the automation of processes and workflows to the next level, driving ever greater efficiency and client satisfaction.

This includes the growth of an in-house data science and engineering team, to maximise the potential of AI, and the introduction of a Croud-specific version of ChatGPT.

Created by Croud's in-house team, the technology has increased the speed of its search engine-optimised (SEO) content-creation processes by 40%. By fully embracing AI and the capabilities it is offers, Croud improved its business win rate increase by 50%.

"For businesses of this size, a common-sense framework is important to be able to have a realistic and efficient approach to innovation. It was key to apply AI to enhance our business in three ways; as a tool to analyse data, as a co-pilot to build applications, and finally, as a muse to speed up content creation."

Avinash Kaushik, Chief Strategy Officer, Croud

> **AI could have a similar level of impact to the advent of the internet, with McKinsey now predicting that up to 30% of currently worked hours could be automated by 2030 . Technology businesses will have to make brave choices around their core offering."**
>
> David Gilberston, Non-Executive Chair, RightSpend & Horsefly

5. Commit to continuous improvement

In the last 30 years, we've witnessed technological shifts that redefine the way we live and work—but today, the pace of change is faster than ever. AI is not just another innovation; it's a fundamental shift in how businesses operate, how individuals create, and how societies adapt.

Sector growth over the next five years is likely to continue to be driven by the evolution of generative AI tools and assistants, with businesses applying these tools to their systems and data to drive insight, improved client service and better business decisions.

At LDC, we understand how important it is to be able to connect our portfolio, and the wider tech business community, to share insight, collaborate, and learn from peers about practical ways that AI can improve businesses. We regularly connect people at roundtable events and AI-focussed webinars.

Get in touch to join our events: info@ldc.co.uk >