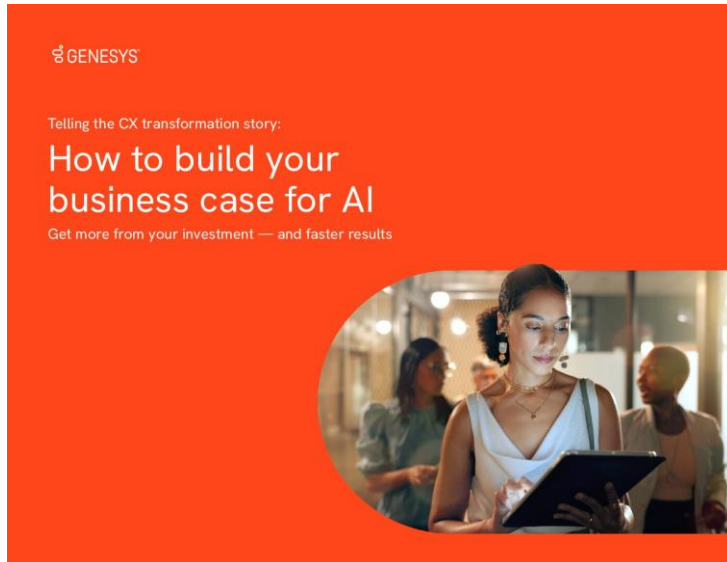# How To Build Your Business Case For AI

For all the advances in artificial intelligence (AI) and the attention it's receiving, businesses often lack clarity in how they should use AI as a driver of customer experience (CX). Developing an AI business case is a process of discovery that informs both your short-term goals and your long-term strategy to maximize value.

In this guide, we'll show you where to focus your AI efforts to achieve results and what you need to do to make those results possible. You can improve efficiency with quick wins and balance that with a robust strategy — without AI being a disruptive experience.

As you develop your business case, remember that AI is a means to achieve your goals; it's not the goal itself. Use AI as a tool to organize your existing resources — people, knowledge and data — in the best way possible. A solid business case that's unique to AI will set you on the path to transformation.