AI in Action: How All Island Media streamlined their customer service

13:00 - 14:00 | 17/07/2025 | Online I Free

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Join us for a behind-the-scenes look at how Blue Llama helped All Island Media harness the power of AI to improve their customer service, saving time, reducing manual effort, and speeding up response times.

This live online session will walk you through a real-world case study from Jersey and offer practical insights into how AI can be applied in your business.

Speakers

- **Phil de Gruchy, Founder, Blue Llama -** An introduction to AI for business, the tools we use, and examples of where we've seen the greatest value, not just in customer service.
- **Matt Hotton, Head of Digital Platforms, All Island Media -** A firsthand account of the customer service challenges AIM faced and why they turned to AI for support.

- **Anish Bagga, AI Automation Expert, Blue Llama -** A walkthrough of the solution, how it works, the technology behind it, and key lessons from implementation.

Agenda

- What AI automation means in practical business terms
- Common tools and trends we're seeing in Jersey
- The AIM challenge: fast-growing demand and limited resources
- The solution: AI-powered email triage, automated responses and team empowerment
- The results: how it's performing and the impact so far
- Live Q&A

What You'll Learn

- How AI can save time and reduce workload in customer service
- Which tools and platforms suit Jersey-based businesses
- Lessons from a successful, local project
- How to start small and scale AI use safely and effectively

Who Should Attend

Business owners, operations leads, and customer service managers in Jersey who want to modernise their service delivery, save time, and stay ahead of the curve.

Places are limited — book now to secure yours.