

## AI in Action: Turning AI into Profit

11:30 - 12:30 | 18/03/2026 | Online | Free

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A case study of an illustrative Jersey trust company, showing how AI and automation can free up capacity and deliver measurable returns.



**Book here**

AI feels urgent. It also feels unclear.

Many businesses are experimenting with tools. Few are confident about the financial return. This webinar takes a structured, commercial approach. Rather than focusing on software, it's focus is on profit.

### The Business Story

A walk through an illustrative 50-person Jersey trust company case study based on patterns seen across similar organisations.

The leadership team asked three simple questions:

- Where are we losing time?
- What is that time actually costing us?
- Which changes would genuinely improve margin and capacity?

From there, three practical automation opportunities were prioritised across operations, compliance and client services.

You will see:

- The original manual processes
- How they were evaluated and prioritised
- The automation and AI solutions implemented
- The build cost and maintenance considerations and discovery of the Jersey Productivity Grant.
- The realistic payback period
- The projected annual financial impact

No technical deep dive or software demonstrations. Just a clear executive lens on return, risk and reward.

## **How the Session Is Structured**

1. The leadership challenge many SMEs are facing
2. The discovery process used to identify high-impact opportunities
3. Three practical automation wins
4. A full profit walkthrough: cost, payback and annual return
5. How to apply the same thinking inside your own organisation

All registrants will receive the executive ROI evaluation framework used in the session.

## **Who is it for**

Managing directors and senior leaders who:

- Feel pressure to “do something” about AI
- Want measurable return, not experimentation
- Care about margin, efficiency and sustainable growth
- Prefer structured decision-making over tech enthusiasm

## **Why Now**

With the **Jersey Productivity Grant** currently covering up to 50% of qualifying costs – and a strong approval track record – there has rarely been a lower-risk opportunity to implement structured automation properly.