

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.



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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.