InsightAI

CLIENT STORY

Proving AI Feasibility For Global HR At Scale With A Rapid Prototype



Artificial Intelligence Discovery and Prototyping

Story Snapshot

A global logistics leader needed to improve access to HR and support services for a workforce of more than 600,000 frontline employees. Many staff lacked direct access to internal systems, creating thousands of manual access requests. HR requests were fragmented across multiple third-party tools, creating friction for employees and high manual effort for HR teams - particularly around authentication, routing requests, and completing forms. There was no single, intuitive entry point for employees to access HR services, especially via mobile devices. Insight AI delivered a Rapid AI engagement, using a structured framework to move from ideation to a functioning prototype in just 10 days. The prototype, KPIs and discovery frameworks we provided equipped the client with clear evidence to support next step decisions.

The Challenge

The client struggled to provide consistent, efficient access to group services such as HR, payroll, expenses and operational support for a large global workforce. Many frontline workers lacked a corporate email address, generating around 50,000 access requests per year and consuming approximately 4,000 hours purely on authentication. Moreover, there was no single point of entry to the numerous third party systems required to resolve HR related needs, leading to friction and fragmented experiences. These challenges impacted the ambition to be an employer of choice, constrained growth by tying up capacity in high friction workflows, and slowed progress on their digitalisation agenda. They wanted to know if AI could feasibly be utilised to identify employees needs and route them to the correct service, extract the necessary information from the employee through natural language conversations and then automate the next steps to resolve their needs.





The Solution

Insight AI delivered one of its Rapid AI engagements to test the feasibility of using AI to address the client's high value HR use case. Using the Rapid AI framework, the team quickly built an agentic workflow prototype, leveraging tools such as Claude code to demonstrate how an AI chatbot and guided workflows could be embedded into an existing employee app and act as a bridge to the disparate services. The engagement focused on understanding the client's business, users, current AI usage and organisational strategy, then co creating AI solutions tailored to their needs. A hypothesis was created for every problem statement and we challenged the proposed solutions to ensure we arrived at the highest value outputs.

Results

The Rapid AI engagement produced a prototype within 10 days, demonstrating that AI would be a feasible avenue of investment for the business. The client gained a clearer understanding of how serving frontline users through a single digital entry point could support their wider strategy and improve employee experience. Focusing on meeting the users where they are, supporting natural language queries, mobile-first access and smart escalation would drive adoption and success. Insight AI provided a framework for product and UX discovery and a roadmap to help take the prototype from idea into a functioning value driving product. Feasibility assessments for the use case provided the evidence needed for next step decisions on investment, further discovery and future development, while the depth of investigation within the tight timeframe impressed the client.

>600,000 employees

Size of the client's global workforce served by HR services

50,000 requests per year

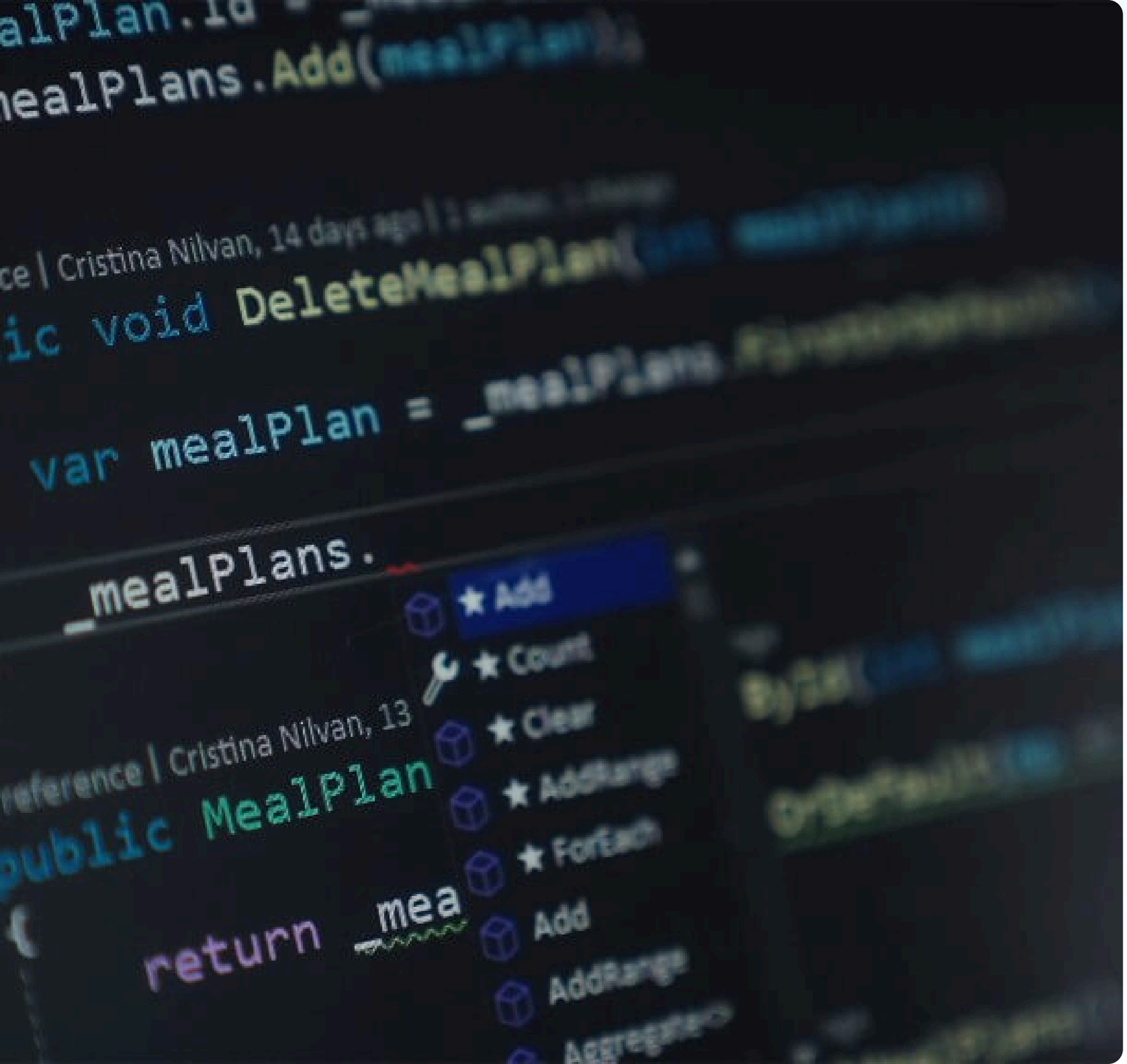
Annual number of access requests just from employees without a corporate email address

220 countries and territories

Number of countries the client operates in, meaning a vast number of different services need to be created for employees worldwide.

10 days

Duration to deliver a high-fidelity functioning prototype, in-depth analysis of their business problems and transposable frameworks to deliver a full solution.



Technical Highlights

The architecture centred on rapid prototyping of an agentic workflow using tools such as Claude code to orchestrate interactions between users and underlying HR related systems. A core four person team comprising a Senior Consultant, Solution Architect, Designer and Senior Developer applied the Rapid AI framework to move quickly from ideation to a high fidelity prototype. The approach prioritised feasibility testing the key problem statements and user research over lengthy conceptual business case work, with each feature treated as a hypothesis to be validated by the business. Genuine scenarios were prototyped to illustrate the art of the possible quickly, rather than focus on using genuine data or connecting to actual tools. The prototype was designed to demonstrate how an AI chat assistant and smart forms could *feasibly* integrate with multiple third party HR systems via the existing employee app and be utilised to resolve employee needs.



Why Insight AI?

We were selected due to our existing relationship with Insight and our consulting capability, which aligned closely with the client's need for a focused AI discovery and prototyping engagement. Our Rapid AI framework enabled us to quickly understand their business context, user needs and AI maturity, then co create tailored solutions rather than relying on off the shelf tools. By providing a core, senior team we delivered rapid, tangible value and additional capacity to tackle a high value HR use case that affected thousands of frontline workers. Our ability to move from ideation to a data validated prototype in 10 days, while deeply investigating the problem space, demonstrated our suitability as a partner for complex, large scale HR and workforce challenges.

Insight AI

Thank you for reading

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