

Tool selection: Knowing your AI



Type 1: Process AI

What it is:

Process AI is trained for a specific, repeatable task and often used to automate manual processes from start to finish.

What it's good for:

- Replacing repetitive human effort
- Streamlining structured processes
- Reducing error in high-volume tasks

Signs this is the right route:

- You have a clearly defined process with consistent rules
- The task is time consuming but doesn't require creative thinking
- You want to free up people for higher-value work



Type 2: Generative AI

What it is:

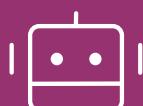
Generative AI uses large language models (LLMs) to understand and generate natural language.

What it's good for:

- Drafting emails, reports, or summaries
- Brainstorming ideas and content
- Generating conversational responses

Signs this is the right route:

- You need help creating or interpreting content
- Your users work heavily with language and communication
- You want to enable fast, flexible support across teams



Type 3: Agentic AI

What it is:

Agentic AI acts autonomously by interacting with other external systems, like websites or applications, just as a human would.

What it's good for:

- Orchestrating workflows across tools
- Handling tasks that require decision-making
- Acting as a digital assistant or co-worker

Signs this is the right route:

- You want AI to take action, not just assist
- The task spans multiple systems or tools
- You're ready to explore more advance automation



TIP: You don't have to choose just one.

Many organisations combine these approaches to build layered, intelligent solutions.

[Next session >](#)



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