

Appendix

Draft, Differentiate, Drive: Rethinking Consultancy Proposal Workflows with Generative AI

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Accenture Song

Research question: *How might GenAI support greater efficiency and employee satisfaction within the Design & Digital Products Request For Proposal workflow at Accenture Song?*

Chair: Ir. R.G.H. (Bart) Bluemink
Mentor: Dr. R.S.K. (Senthil) Chandrasegaran

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Appendix A - Interview guide

Here are interview Briefs that are used during the interviews with the participants

Interview Brief: RFP process

QUALITATIVE METHODOLOGY INTERVIEW GUIDE

Qualitative methodology of semi-structured interview guide for performing interviews.

Main research question:

- To understand how RFPs are handled, structured, and processed at different levels of complexity. (as. is situation)
- To identify challenges, bottlenecks, and potential areas for optimization in the process.
- To gather insights on how AI or automation could enhance efficiency in the RFP cycle.

Introductory script

- Master Strategic Product Design, thesis internship
- Interview purpose: Understanding RFP process
- Scope:
- Interview is anonymous and confidential, and you can withdraw from the interview at any point.
- There are no right or wrong answers, I am interested in your opinions and personal experiences.
- Feel free to interrupt me at any time.
- Do I have permission to record the conversation?

Thema 1: Overview of the RFP process

Interview Questions:

- Kun je het RFP-proces van begin tot eind beschrijven? Wat gebeurt er in elke fase?
- Hoe wordt een RFP geclassificeerd?
 - Sector, grootte, capabilities
- Wat zijn de kritieke beslissingsmomenten in het proces? (Bijv. go/no-go beslissing, prijsvorming, goedkeuringen)

Follow-up question:

- Zijn er benchmarks of data die helpen inschatten hoeveel tijd en middelen nodig zijn voor een RFP?
- Welke informatie ontbreekt vaak in een RFP, en hoe wordt die aangevuld?

Thema 2: Proposal creatie

Interview Questions:

- Process van propaal?
- Hoe wordt ervoor gezorgd dat het proposal aansluit bij de behoeften van de klant?

Follow-up question:

- Is er een standaard sjabloon of wordt elk proposal vanaf nul opgebouwd?
- Hoe wordt gezorgd voor consistentie in de manier waarop proposals worden opgesteld?
- Hoe wordt omgegaan met specifieke klantverzoeken of maatwerkoplossingen?

- Hoe wordt er omgegaan met meerdere grote RFP's tegelijk?

Thema 3: Samenwerking en communicatie tijdens het proposal-proces

Interview Questions:

- Welke tools of platforms worden gebruikt om samen te werken aan een proposal?
- Hoe verloopt de communicatie tussen teams tijdens het proposal-proces?
- Wat zijn de grootste uitdagingen in samenwerking tussen verschillende afdelingen?
- Hoe wordt omgegaan met last-minute wijzigingen in het proposal?
- Hoe wordt omgegaan met strakke deadlines en meerdere proposals tegelijk?

Follow-up question:

- Hoe worden **verschillende versies** van een proposal beheerd en bijgehouden?

Thema 4: Knelpunten en mogelijkheden voor verbetering

Interview Questions:

- Wat zijn de grootste uitdagingen of frustraties bij het maken van een proposal?
- Welke onderdelen van het proposal-proces zijn het meest tijdrovend?
- Zijn er specifieke taken die veel handmatig werk vereisen en geautomatiseerd zouden kunnen worden?
- Hoe vaak komt het voor dat een proposal op het laatste moment moet worden aangepast?
- Hoe wordt de kwaliteit van proposals gecontroleerd en verbeterd?

Follow-up question:

- Als je één aspect van het proposal-proces kon verbeteren of versnellen, wat zou dat dan zijn?
- Worden learnings uit oude (afgekeurde) proposals gebruikt in het maken van nieuwe proposals

Thema 5: AI en automatisering in proposal creatie

Interview Questions:

- Worden er momenteel AI-tools of automatiseringssoftware gebruikt bij het maken van proposals?
- Zou een tool die sneller **data** verzamelt, **teksten genereert of feedback** geeft nuttig zijn?

Checklist for closure

Here you can include some key things that you would like to mention or do at the end of the interview. For example, think about:

- Giving a brief concluding summary.
- Checking with the interviewee whether you missed important topics.
- Do you have any suggestions or recommendations for implementing changes based on our discussion today?
- Informing the interviewee about what you will do with the interview.
- Asking for recommendation who to interview next (who worked on the same project).

- Thanking the interviewee.
- List for the end presentation!
-

List of generic probes(optional)

- Why did that happen?
- Could you explain that with an example?
- What is the reason for...?
- What happened next?
- How did you feel about that?

Interview Brief: AI in Business Development & the RFP Process

QUALITATIVE METHODOLOGY INTERVIEW GUIDE

Qualitative methodology of semi-structured interview guide for performing interviews.

Main research question:

How does Growth OS/AI enhance and streamline business development processes, particularly in identifying opportunities, engaging prospects, and responding to RFPs?

Checklist for start

- Asking consent for recording
- Recording equipment (app on phone / Teams)
- Check transcribe option
- Laptop and charger
- Notebook and pen to make notes
- List of interview questions
- Timer

Introductory script

- Master Strategic Product Design, thesis internship
- Interview purpose: Understanding how AI is used in business development, with a focus on tools like Growth OS
- Scope: Exploring AI-driven strategies, challenges, and opportunities in the BD/RFP process.
- Interview is anonymous and confidential, and you can withdraw from the interview at any point.
- There are no right or wrong answers, I am interested in your opinions and personal experiences.
- Feel free to interrupt me at any time.
- Do I have permission to record the conversation?

Theme 1: AI Integration in Business Development

Interview Questions:

- **How do you currently use AI in your business development workflows?**
- What specific tasks within BD have AI tools helped automate or enhance?
- **What are the most valuable AI features you rely on in Growth OS?**
- How do you integrate AI insights with human decision-making in BD?

- Can you describe a specific instance where AI significantly influenced a BD decision?

Zou een tool die sneller **data** verzamelt, **teksten genereert of feedback** geeft nuttig zijn?

Follow-up Questions:

- What were your BD workflows like before integrating AI?
- How has AI changed the efficiency or effectiveness of your BD efforts?
- Are there any tasks AI has not been able to improve or automate yet?

Theme 2: Challenges and Limitations of AI in BD

Interview Questions:

- What challenges have you faced when implementing AI in BD?
- Have you experienced any resistance from teams or clients when using AI?
- What are the biggest limitations of current AI tools in business development?
- Are there compliance or ethical concerns when using AI in BD?
- Have you faced issues with AI bias or inaccuracies in recommendations?

Follow-up Questions:

- What strategies do you use to overcome AI-related challenges in BD?
- How do you balance human expertise with AI-driven insights?
- What improvements would you like to see in AI tools for BD?

Theme 3: Decision-Making and strategy with AI

Interview Questions:

- How does AI influence strategic decision-making in business development?
- Do you use AI-driven analytics for lead scoring and prioritization?
- How do you measure the success of AI-driven BD initiatives?
- How do you determine whether to trust AI-generated recommendations?
- Have AI insights led to major shifts in BD strategy?

Follow-up Questions:

- Have there been instances where AI insights led to incorrect decisions?
- What data points do you rely on most when using AI for BD strategy?

Theme 4: future of AI in Business Development

- Are there any AI advancements you are particularly excited about?
- How do you see AI changing the way businesses interact with clients?
- If you could design the perfect AI tool for RFP process, what features would it have?

Follow-up Questions:

What do you think are the biggest obstacles to AI adoption in BD?

QUALITATIVE METHODOLOGY INTERVIEW GUIDE

Interview Type: Semi-structured

Duration: 30 minutes

Target Profile: Manager with in-depth knowledge of the RFP process (Design & Digital Products, Accenture Song)

Research Context: Master thesis – Strategic Product Design, TU Delft

Research Question: *How might GenAI help to increase efficiency and employee satisfaction in the D&DP RFP workflow?*

Interview Goal: To validate the current process mapping of the RFP workflow and identify missing elements, role discrepancies, or contextual nuances that impact efficiency and team experience.

1. Introduction (0–5 min)

Purpose: Clarify the objective and role of the participant.

- Thank you for making time today. As part of my graduation thesis at TU Delft, I'm researching how GenAI could improve efficiency and satisfaction in the RFP process.
- Based on previous interviews and shadowing, I've mapped out the current process. I would like to review this with you and gather your input on its accuracy and completeness.
- There are no right or wrong answers—I'm interested in your perspective based on your experience.

2. Process Validation & Clarification (5–20 min)

Purpose: Validate process map accuracy, capture variations, and understand dependencies.

Introduce the map or process. Then proceed step by step with open questions such as:

- Based on your experience, does this process sequence reflect reality accurately?
- Are there key activities or decision points that you feel are missing or simplified here?
- How are responsibilities typically divided across these steps? Are any roles misrepresented or absent?
- In your view, how formal or informal are the handovers between steps?
- Do you observe any dependencies between roles or teams that significantly impact the process?
- Where in the process do coordination challenges typically emerge?

3. Reflection & Additions (20–28 min)

Purpose: Capture personal insights, informal practices, and improvement opportunities.

- Which phase(s) of the RFP process tend to be most challenging or prone to inefficiencies?
- Are there informal activities or checkpoints that are critical, but often go undocumented?
- From your perspective, what aspects of this process are most ripe for improvement or innovation?
- Do you think the process differs when a proposal is led by a different type of team (e.g. sales-led vs. design-led)?

4. Closing (28–30 min)

Purpose: Express appreciation and keep the door open for follow-up.

- Thank you again for your time and valuable insights.
- If I have further questions or need clarification down the line, would it be alright to reach out again?
- Do you recommend any other colleagues who might provide additional perspectives on this process?

Appendix B - Checklist for Shadowing

Observer:

Date:

RFP Stage Observed:

- Write down the date of steps

Observation Focus Areas

1. Task Coordination

- How are tasks assigned and prioritized?
- Is there clarity around roles and responsibilities?
- Are there any delays, bottlenecks, or rework?

2. Communication Patterns

- What tools are used to communicate?
- How frequently do team members interact?
Are instructions clear and timely?

3. Tool and Platform Usage

- What digital tools or systems are used during this stage?
- Are tools used efficiently, or are workarounds needed?
- Any noticeable friction or repetitive manual steps?

4. Employee Experience

- What appears to frustrate or slow down the team member?
- Are there signs of stress, time pressure, or confusion?
- How confident does the team member seem in the process?

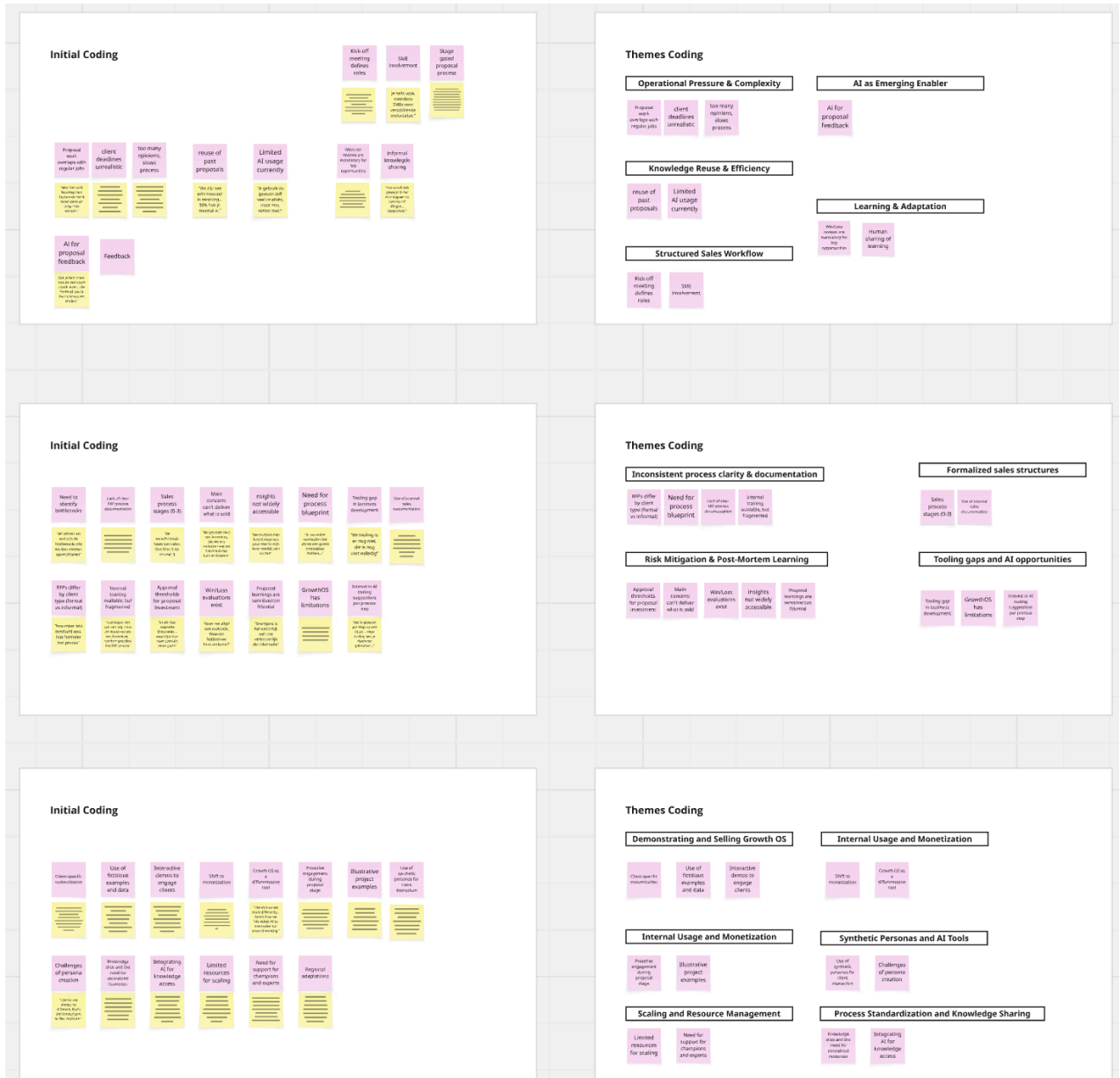
5. Unexpected Observations

- Any surprises or emerging issues not captured above?
Observed workarounds, shortcuts, or unspoken practices?

Post-Observation Checklist Update

- ☐ Reviewed and updated focus areas based on session findings
- ☐ Did I see a mismatch with the current mapped 'as-is' workflow

Appendix C - Thematic analysis of interviews



Key insights

1. RFP Workflow is Structured but Time-Intensive

The process is **highly structured** with multiple stages (Stage 0–3), intake meetings, approvals (NBM), and reviews. This structure helps manage risk and quality, but adds **administrative overhead** and creates **efficiency challenges**, especially under pressure.

2. Proposal Work is Often an “Extra Task”

Proposal creation is typically done **on top of regular responsibilities**, leading to **increased pressure** and **tight timelines**. This negatively impacts **employee satisfaction and workload balance**.

3. Case Study Reuse is Key — but Manual

There's heavy reliance on **recycling past proposals and case studies**, but this is a **manual and decentralized process**. Sales teams have to remember or ask around for relevant materials.

4. Limited Current Use of GenAI

Only basic use of tools like **Microsoft Copilot** is mentioned. Most GenAI tools are still **on the to-do list**, not integrated into the workflow. A “New Business Coach” tool exists but isn't widely adopted yet.

5. Team Assembly is Ad Hoc and People-Driven

The selection of team members for proposals is **based on individual judgment**, pinging colleagues manually. There's no centralized or automated skill matching or availability check.

6. Learning from Past Deals Happens Informally

Learnings from wins/losses are mostly **discussed informally**; no structured repository or AI-enhanced feedback loop. Human memory and relationships are key to leveraging past experiences.

8. Client Interaction is Crucial but Inconsistent

Limited client interaction during the RFP process hurts proposal quality. They often seek “coaches” within client orgs to better tailor proposals.

Opportunity

✦ Opportunity: GenAI can help automate or streamline documentation and approvals across stages to save time.

✦ Opportunity: GenAI can act as a **proposal assistant**, handling repetitive tasks (e.g. formatting, case study insertion, summarizing client needs).

✦ Opportunity: A GenAI tool can intelligently **search and recommend** relevant case studies or past proposals using contextual cues from the new RFP.

✦ Opportunity: There's clear **interest and openness** toward GenAI, but **adoption is low**, suggesting a **gap between potential and current reality**.

✦ Opportunity: GenAI can support **intelligent resource recommendations** based on RFP type, required expertise, and past contributions.

✦ Opportunity: Implement a **GenAI-enabled win/loss analyzer** that distills client feedback, detects patterns, and provides insight to future proposals.

✦ Opportunity: GenAI could simulate **synthetic client personas** or act as a “coach” AI agent, helping test and refine proposals before submission.

Out of scope
->
confidential

Key insights

1. RFP Formality Depends on Client Type

Government or semi-government clients follow strict, structured RFP procedures (

2. Internal Documentation Exists, but Is Siloed

RFP trainings and sales-phase documentation (0-3) exist but are fragmented and not centrally accessible.

3. Sales Phases Shape Proposal Freedom

Internal rules around when proposals can be made and funded depend on the deal size and sales phase.

4. No Standard Overview of Bottlenecks

Pain points in the RFP process aren't formally tracked — knowledge is scattered across individuals and documents.

5. Win/Loss Learnings Exist but Are Underused

Large lost deals undergo evaluations, but learnings are not always widely shared or systematized.

6. Pricing Is a Persistent Weak Spot

Accenture often loses deals on price but lacks internal tools to proactively address or justify pricing decisions.

7. Internal Approvals Add Friction for Large Deals

Big RFPs require multiple layers of internal approval to ensure delivery feasibility, which slows momentum.

8. Client Interaction is Crucial but Inconsistent

Limited client interaction during the RFP process hurts proposal quality. Teams often seek "coaches" within client orgs to better tailor their approach.

Opportunity

✦ Opportunity: Use these formal cases as a baseline blueprint to map and optimize the overall RFP process.

✦ Opportunity: Create a centralized knowledge hub of RFP workflows, tools, and best practices across teams.

✦ Opportunity: A GenAI tool can intelligently **search and recommend** relevant case studies or past proposals using contextual cues from the new RFP.

✦ Opportunity: Conduct cross-team workshops or retrospectives (e.g., Miro boards) to crowdsource and visualize bottlenecks.

✦ Opportunity: Build a structured feedback loop where RFP teams can easily access win/loss insights across deals.

Out of scope
→
confidentiality

✦ Opportunity: Develop playbooks or pricing narratives that help teams position value over cost.

✦ Opportunity: Streamline internal governance with AI-supported proposal summaries and risk assessments.

✦ Opportunity: GenAI could simulate synthetic client personas or act as a "coach" AI agent, helping test and refine proposals before submission.

Appendix D - Miro Board mapping session



Appendix E - Clusters

CLUSTERS

Lacking Leadership: When Everyone Owns It, No One Owns It

Team Dynamics and roles

Why it matters: When roles and responsibilities are not clearly defined, team members struggle to take ownership. This leads to internal **friction**, **duplicated efforts**, and inaction when decisions are needed.

So what? A lack of formal role structures results in blurred accountability and political tension. Teams become **reactive instead of proactive**, especially under deadline pressure, weakening overall proposal efficiency and cohesion.

The Disconnect Dilemma: Fragmented Communication, Fragmented Teams

Communication and Information

Why it matters: Inconsistent communication practices, from unclear briefings to siloed updates, mean that team members are **often misaligned or missing key context**.

So what? This leads to inefficiencies, rework, and confusion. **Critical information gets lost or misinterpreted**, reducing the team's ability to deliver compelling, aligned proposals under tight timelines.

From Passive to Proactive: Reclaiming the Client Relationship

Client Interaction

Why it matters: When teams don't deeply understand the client's priorities, or when client interactions are one-sided or slow, proposals miss the mark.

So what? Shallow client engagement translates into **generic proposals that fail to resonate**. This reduces the chance of winning and undermines trust-building with the client over time.

Death by Deck: Reinventing the Proposal Every Time

Proposal Development

Why it matters: While there are internal reference proposals and structures, teams struggle to adapt them efficiently to each client. Customizing visual style, tone, and content often becomes a manual and fragmented process.

So what? This leads to overly long pitch decks, inconsistent visuals, and time spent **scrapping rather than shaping content**. Despite having building blocks, the lack of scalable customization tools affects both efficiency and how well proposals resonate with clients.

CLUSTERS

Scrambling for Capacity: hunt is holding us back

Resource Allocation

Why it matters: Teams often struggle to find the right experts with availability at the right time. Budget constraints and (informal) planning compound the issue. Use of different tools and workspaces contribute as well.

So what? This results in delays, workarounds, and missed opportunities to bring in the best expertise. Over time, this affects team morale and proposal quality.

Last-Minute Loops: When Feedback Comes Too Late to Matter

Feedback and Iteration

Why it matters: When feedback is delayed, scattered, or constantly changing, teams spend more time on rework than refinement.

So what? This creates a loop of inefficiency and stress. Contributors disengage as their work is frequently overhauled, and proposals suffer from lack of cohesion and focus.

Chasing Everything, Winning Nothing: The Need for Smarter Prioritization

Decision Making and Prioritization

Why it matters: Without clear frameworks to estimate win chances or evaluate opportunity value, teams try to respond to 'every' RFP.

So what? This leads to burnout, diluted effort, and misallocated resources. High-potential opportunities may get the same attention as low-probability ones, reducing overall win rates.

Chaos Under Pressure: When Deadlines Drive Dysfunction

Process Efficiency and Stress

Why it matters: Tight timelines and chaotic planning result in rushed reviews and last-minute fixes. The proposal process becomes a **fire drill rather than a strategy**.

So what? Team members experience high stress and reduced motivation. Proposal quality suffers as there's little time left for refinement, innovation, or alignment. Giving negative sentiment to the RFP process.

Appendix F - Concept ideation

2 **About the thesis**

2 minutes

Shape proposal

Investment and efficiency

Technical features

Design and feedback loop

Customer perspectives

Pain Points:

- Too much input/changes cause more work
- Storylines often changes or is copied from similar RFPs → inefficient
- Mismatch in expectations → lack of a single source of truth
- SAC type storytelling used by default
- Too many differing opinions
- Strong points of view lead to complex meetings
- Unclear how we differentiate from competitors
- Preference differences: PowerPoint vs. Miro
- Different perspectives and approaches

New context

Pain Points:

- Pitch decks are way too long
- Storylines often changes or is copied from similar RFPs → inefficient
- Mismatch in expectations → lack of a single source of truth
- SAC type storytelling used by default
- Too many differing opinions
- Strong points of view lead to complex meetings
- Unclear how we differentiate from competitors
- Preference differences: PowerPoint vs. Miro
- Different perspectives and approaches

New customer

Pain Points:

- Legal team does things down
- Time pressure limits creative minds
- Feedback arrives too late → can't be fully incorporated
- Not enough feedback → unclear how to improve

3 **Ideeen genereren**

10 minutes

Stap 1: individueel zoveel mogelijk ideeën op te schrijven voor het cluster 'proposal development'

Stap 2: Deel de ideeën met de groep, zonder discussie of kritiek.

Stap 3: Wees pro-actief om nieuwe ideeën erbij te bedenken, geïnspireerd door de gedeelde suggesties, en bouw hierop voort.

Speelregels

Geen oordeel: Tijdens het brainstormen worden alle ideeën geaccepteerd zonder kritiek of beoordeling.

Kwantiteit boven kwaliteit: Genereer zoveel mogelijk ideeën, zelfs als ze in eerste instantie gek of onmogelijk lijken.

Bouw voort op andermans ideeën: Gebruik de ideeën van anderen als inspiratie om nieuwe, verbeterde oplossingen te bedenken.

Focus op de uitdaging: Houd de discussie gericht op de uitdaging om gefocust en efficiënt te blijven.

Jip

Julotte

Maz

Flien

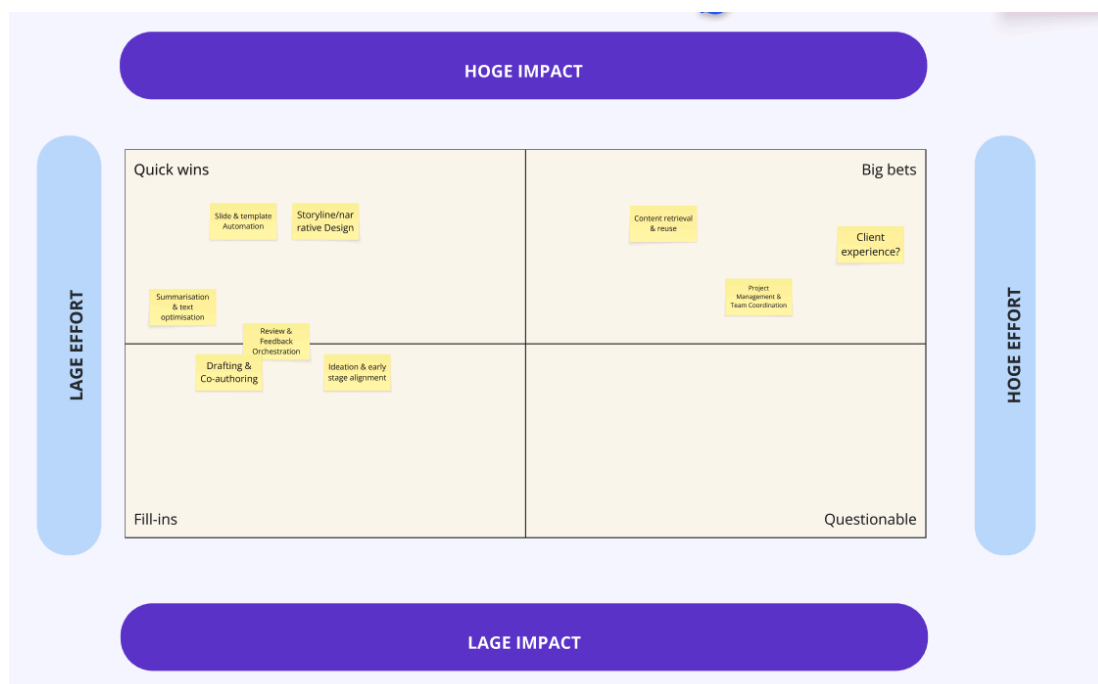
Tessel

Marljo

Miro Board of the session



Ideas clustered



Clusters on effort impact matrix

Appendix G - Concept Posters

Concept 1

1 Review Synthesizer

Proposal teams receive scattered, unstructured, and often late-stage feedback across email, Teams, PDFs, and verbal notes -> leading to chaos and lost insights.

How GEN - AI adds value?

- Clusters comments by theme (tone, data, formatting, content)
- Flags conflicts and duplicates.
- Generates a prioritised to-do list and suggested edits (synthesizes)

WHY

Feedback is late, conflicting, scattered across email and slide notes.

Painpoint quotes

"Feedback comes too late and we can't take all the feedback into consideration to do something meaningful with it."

"Sometimes one strong opinion completely changes the direction last-minute."

WHAT

AI engine that clusters comments, flags duplicates, and outputs a prioritised edit list.

Concept direction

Pro

- Clear ownership of edits
- Lower cognitive load at busy time
- Reduces miscommunication and duplication of edits

Con

- Needs comment-API permissions
- AI may misinterpret nuanced feedback
- Reviewers must trust prioritisation

<https://review-synthesizer-2.lovable.app>

Concept 2

2

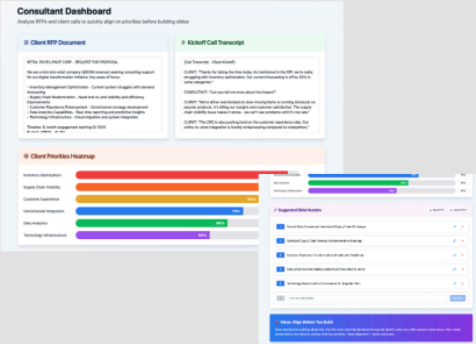
Client-Intent Lens

Proposal teams often guess at client priorities; vague RFP language leads to misaligned content and late re-work.

How GEN - AI adds value?

- NLP extracts key phrases, sentiment, and topic frequency.
- Ranks themes by strategic weight and confidence score.
- Auto-generates slide outline

Concept direction



WHY

To avoid misunderstandings, save time on rewrites, and show deeper understanding of the client.

Painpoint quotes

"Client requests can be ambiguous, requiring interpretation without full context."

"We have a limited view on client priorities."

WHAT

A tool that deconstructs the client's RFP language and augments it with prioritized themes and intent indicators (priority heat map).

Pro

- Helps teams avoid "blind spots" in RFP interpretation
- Aligns better with client priorities from the beginning
- Reduces reliance on assumptions and internal bias

Con

- Might work best when integrated with client history/CRM data

<https://client-intent.lovable.app>

Concept 3

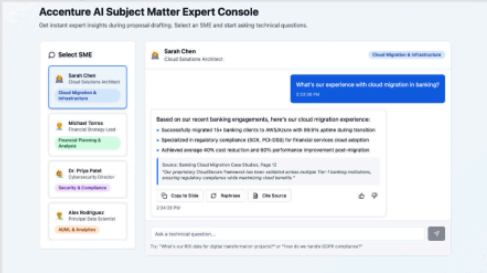
3 SME agents

Subject matter experts are hard to reach, often too busy, or overloaded with requests across multiple proposals. This creates bottlenecks and could lower quality in the end.

How GEN - AI adds value?

- Fine-tuned LLM answers tech questions instantly.
- Pulls source docs & citations.
- Can respond to common queries and provide starter content or guidance on-demand

Concept direction



WHY

To reduce dependency on overbooked experts and speed up proposal creation.

WHAT

A GenAI chatbot or co-author trained on SME materials, case studies, and frameworks.

Painpoint quotes

"We often can't get the right experts because they're either unavailable or already assigned."

"I spend a lot of time just looking for the right person to answer one question."

Pro

- Enables proposal team members to access expert knowledge
- Maintains consistency in domain answers

Con

- Risk of outdated or incomplete training material
- Might require strong content curation/governance

<https://sme-agent-2.lovable.app>

Concept 4

4 Differentiation designer

A Gen-AI storyline coach that analyses the client's RFP, and Accenture value propositions to generate three clear narrative angles with supporting proof points.

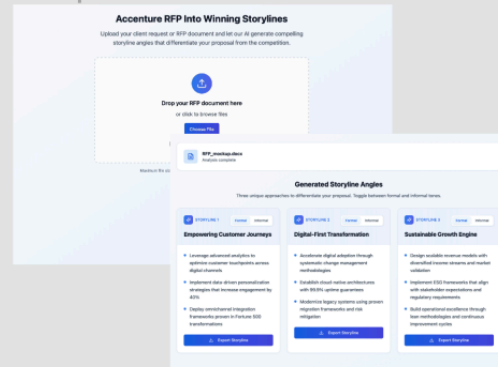
How GEN - AI adds value?

RAG surfacing: Retrieval-Augmented Generation automatically pulls high-impact case studies, metrics, and success stories from internal libraries.

LLM drafting: A large-language model converts raw facts into on-brand headlines and bullets.

Adaptive tone: A style layer matches language to client culture and sector terminology.

Concept direction



WHY

To ensure each proposal is uniquely tailored to the client and avoids "copy-paste" monotony.

Painpoint quotes

"Clarifying our unique value is essential to stand out in competitive bids."

"Proposals tend to become overly detailed and lengthy, which can dilute key messages."

WHAT

A GenAI tool that analyzes the client's language and priorities to build a different storylines and visual messaging angles

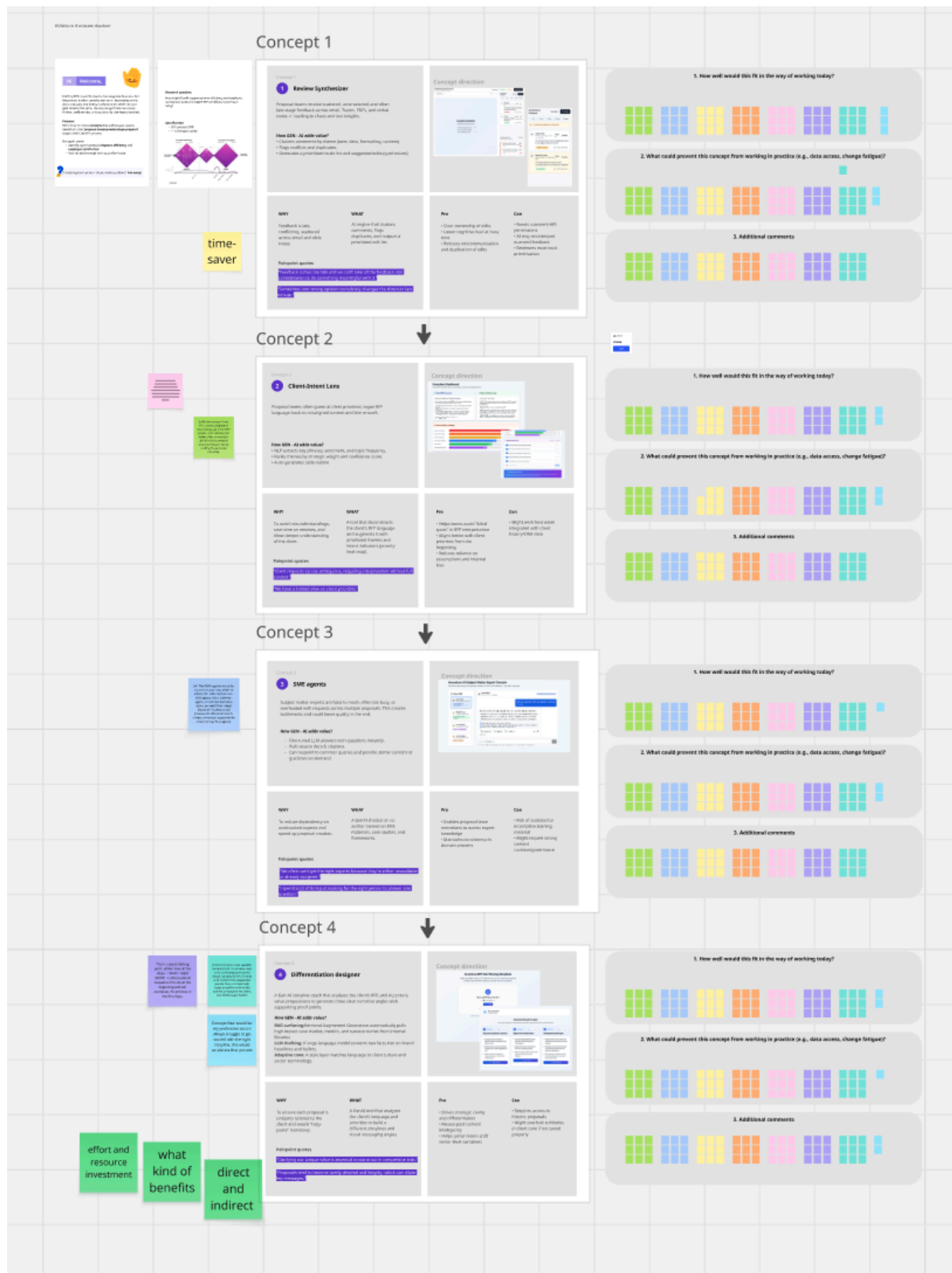
Pro

- Drives strategic clarity and differentiation
- Reuses past content intelligently
- Helps junior teams craft senior-level narratives

Con

- Requires access to historic proposals
- Might overlook subtleties in client tone if not tuned properly

Appendix H - Concept Refine / Feedback session



Miro setup of the session

What does success look like.**Strategic fit** – Does the concept align with the broader goals?**User value** – Does it solve a real problem for the user?**Feasibility** – Can it be built within the constraints (time, tech, resources)?**Differentiation** – Is it unique or clearly better than alternatives?**Internal excitement** – Do team members support or feel energy for it?**Clear favorite: One concept consistently scores high****Dealbreakers: A concept may have promise but major feasibility blockers****Outliers: A concept polarizes opinions—may need further exploration****Concept 1**

How well would this fit in the way of working today?

Theme	Quotes	Interpretation
Strong fit with existing workflow	"Fits well into the WoW", "Would work well", "Very well. Will work efficient"	The concept is generally seen as compatible and easily adoptable in current workflows.
Conditional value depending on implementation	"If it's just a to-do list based on comments, I think it's less usable", "Where is the to-do list? In ppt or somewhere else?"	The perceived value depends heavily on execution – it must go beyond what's already available.
Potential for deeper AI support	"Automated comments based on RFP", "Interesting to get feedback on slide flow", "Conflicting comments should be flagged"	Users see potential if the AI provides more intelligent, proactive support beyond summarizing.
Fit increases with multi-platform integration	"It fits even better if it could be used over multiple channels", "Integrated in Teams, Word, PPT, Miro"	A cross-platform solution would make this even more valuable and flexible.
Feedback loop & ownership	"Provide feedback to person who raised the comment", "Is AI marking feedback as solved?"	Expectation that the AI also closes the loop, not just collects feedback.

What could prevent this concept from working in practice?

Theme	Quotes	Interpretation
Minimal differentiation	"Looks like the comment section that is already in PowerPoint", "People don't understand the why"	Users may not adopt if the tool doesn't clearly improve on what already exists.
AI limitations in nuance, prioritization	"Comments are often very nuanced", "Focuses on too small scope", "Need to weigh some reviewers more"	Concerns about AI's ability to interpret human nuance and apply judgment.
Compliance and data access risks	"Will this be compliant?", "Needs access to all channels – goes against policies"	There are serious privacy and governance concerns that must be addressed.
Input overload & interpretation risk	"If too many people give input...", "Conflicts from parallel working"	High volume of feedback could lead to messy inputs; AI must consolidate reliably.
Fragmented tooling	"Should tackle all channels and sources", "Accessible by everyone and everywhere"	Siloed data/tools would limit usefulness – integration is critical.

Additional Comments

Theme	Quotes	Interpretation
Need for context-aware AI	"Comments are stated vaguely and need context", "Prompt commenter to provide more detail"	AI should not only summarize but also ask for clarification when needed.
AI as active team member	"AI could be an additional reviewer", "Like a person – look for consistency", "AI works as PM/BM"	Vision of AI is not passive support but a smart, collaborative contributor.
Real-time comment detection	"Can you give immediate feedback if the comment was made earlier?"	Expectation that AI helps track redundancy and close loops during proposal work.

Concept 2

How well would this fit in the way of working today?

Theme	Quotes	Interpretation
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Strong fit with current pain points	"Does fit very well, this happens often (better than concept 1 😊)", "We too often lose track of what the client actually asked"	The concept addresses a critical and recurring problem in the current workflow — aligning with client intent.
Alignment and collaboration enhancer	"Align with Bid team and CAL on the story line and win strategy", "Creates alignment from the get-go in the RFP process"	This tool is expected to streamline team alignment and avoid rework.
Efficiency and focus	"Very time efficient", "This is a task normally done manually... now automated", "Keeps you sharp every time"	Seen as a time-saver and mental load reducer for proposal teams.
Objective decision support	"Makes it more objective instead of subjective", "Standardizing the way RFPs are approached"	Perceived to improve the quality and consistency of decision-making.
Smooth adoption expected	"Wouldn't change the WoW directly... gets accepted seamlessly"	Seen as a background enhancement — easier to adopt with minimal friction.
Support for gap analysis and slide mapping	"Indicate which slide is feeding into which client ask and point out gaps"	Offers actionable insight during proposal development and final checks.

What could prevent this concept from working in practice?

Theme	Quotes	Interpretation
Trust in AI recommendations	"Not sure if senior stakeholders feel comfortable to follow AI blindly", "We tend to follow AI's suggestions blindly – quality should be assessed"	There's a trust gap in AI judgment, especially among senior decision-makers.
Data quality and specificity	"Based on stakeholder knowledge which is not documented", "AI might miss key info or be too generic", "It needs to grow its knowledge from data"	Accurate output depends on rich, context-specific data — which may be lacking.
Privacy and compliance	"Assuming data privacy solved", "Does it work from a legal perspective? e.g. recording Q&A sessions"	There are legal and privacy concerns that must be clarified for adoption.

Time-saving doubts	"Not sure this will actually save time/effort; people will debate the outcome"	Some skepticism exists about the real efficiency gain, especially if output is disputed.
Risk of over-standardization	"How do we prevent becoming mediocre since standardization is there?"	A concern that too much standardization could lead to generic or undifferentiated proposals.

Additional Comments

Theme	Quotes	Interpretation
Incorporate CAL/MD input	"CAL input via interview or quiz?", "MD/CAL add client context to heatmap"	Tool should include early stakeholder input to ensure alignment and buy-in.
Extendable features and impact	"Create a bullet-wise story line", "Add competitor information", "Client personas updated with new info"	This concept has clear growth potential into more advanced features.
Final check and structure building	"Final check: did we touch all aspects?", "Set up a first draft on structure/answers"	Potential to be used as a quality control tool and even initial draft generator.
Leverage past data & CRM	"Get input from wider team, CRM, past projects"	Should pull from institutional memory to be more relevant and insightful.

Concept 3

How well would this fit in the way of working today?

Theme	Quotes	Interpretation
Strong enthusiasm for synthetic SMEs	"Love the idea of synthetic SMEs", "This is when KX comes to life. The dream.", "Would work well"	There's strong conceptual excitement – this idea resonates deeply and is seen as future-facing.
Supportive fit with time constraints and info overload	"We receive so many documents... people don't have time to help", "Would save a lot of time when it searches KX"	AI SME is seen as a solution to time pressure and content overload , especially early in the process.

Enabler for better SME collaboration	"Gives a head start", "SME needs only to review", "SME's will be notified to review and take next steps"	AI can support real SMEs by doing groundwork, reducing their burden.
Expected workflow change, but acceptable	"Will change the WoW a bit, but that's OK", "Not a quick win, but part of agentic consulting"	There is awareness this changes how teams work, but the tradeoff is seen as worth it.

What could prevent this concept from working in practice?

Theme	Quotes	Interpretation
Knowledge capture & training complexity	"Takes time from humans to do", "Biggest challenge is to get knowledge into the LLM", "Knowledge resides in the heads of people"	The initial setup and ongoing maintenance of the SME agent is seen as complex and human-dependent.
Accuracy and hallucination risk	"If wrong info is added – AI SMEs will go crazy", "Suggestions must be accurate", "Deal with hallucinations"	There are major concerns about trustworthiness and reliability of AI-generated content.
Governance and ownership concerns	"No governance and training of synthetic SME", "Should be owned and governed by real SME"	Synthetic SMEs need to be actively managed to stay relevant and aligned with Accenture's standards.
Not a quick win	"Not a quick win", "Takes time", "We are in agentic consulting world"	Seen as a strategic, long-term investment rather than something immediately deployable.

Additional Comments

Theme	Quotes	Interpretation
Governance by real SMEs	"Owned and governed by real SME", "Keep up with thought leadership and Accenture standpoint"	Clear need for human oversight and quality assurance – AI cannot operate independently.
Expansion into other agent types	"Client agent, bidwriter agent, procurement agent", "Create proposal supported by a team of 6 agents"	Strong interest in evolving this into a multi-agent system , with broader coverage of roles.

Make it Accenture-specific	"How to make this Accenture and not generic?", "Incorporate experience instead of theory"	Tool must be deeply embedded in Accenture's way of working , not a one-size-fits-all solution.
Value of institutional knowledge reuse	"Add existing credentials/proposals", "So you can benefit from everything you receive"	Clear potential to leverage Accenture's knowledge base and past experience at scale.
SME psychological impact	"Could frighten SMEs their jobs will disappear"	Need to communicate clearly that this is support, not replacement , to prevent resistance.
Guidance on SME selection	"Requires understanding of what experts you need", "Maybe AI can suggest which SME to involve"	Opportunity to support strategic SME matchmaking , especially for junior teams.

Concept 4: Differentiation designer

How well would this fit in the way of working today?

Theme	Quotes	Interpretation
Strong early-stage fit / starting point	"Amazing starting point for any RFP response", "Accelerates the process in the first days", "Game changer... increases creativity"	This concept is seen as extremely valuable at the beginning of the proposal process, especially for framing and sparking ideas.
Storyline improvement and refinement	"Help the team fine-tune their storyline", "Challenge the story", "Inspire for the real story"	It supports narrative sharpening, helping teams express ideas more clearly and persuasively.
Good complement to Concept 2	"Would be a nice combo with concept 2", "Also a good add-on"	Positioned as a supportive, enhancing tool rather than a standalone solution.
Creative support, not automation	"Love it", "Helps increase creativity in the RFP responses"	Users see it as a creative assistant that supports, not replaces, their thinking.

What could prevent this concept from working in practice?


Theme	Quotes	Interpretation
Tone and brand risk	"Sometimes it works well to sound like a fresh new perspective", "We want to stay away from client's lingo"	Risk that mimicking the client too much may erode Accenture's voice or authenticity.

Fragmentation or consensus dilution	"Might generate too many options", "Risk of merging all storylines, which weakens the message"	Concern that it could lead to fragmented or diluted storytelling if not carefully managed.
Reliance on weak input (e.g. poor RFPs)	"We assume the RFP is good quality – but that's not always the case"	If the source material is poor, AI might generate irrelevant or misguided narratives .
Complexity of setup or integration	"Feels complex to get it to work", "Should use multiple sources (QA, CALs, etc.)"	Needs to be fed by diverse inputs , not just RFPs, to be effective — making integration harder.
Creativity vs. delivery trade-off	"Proposals may become too unique and inefficient to deliver"	There's a balance needed — standout proposals must still be feasible to execute .

Additional Comments

Theme	Quotes	Interpretation
Industry facts and credibility	"Industry facts must be very on point", "Client is often more expert than we are"	Strong warning: factual precision is critical — missteps can damage credibility.
Interactive co-creation with AI	"AI should provide me questions to challenge and steer", "Conversation with AI"	Users want a dynamic dialogue with AI , not static output — to shape and probe storylines.
Outcome feedback loops	"Feedback loop on whether RFP was won or not would be good"	Suggests value in learning from win/loss outcomes to improve future outputs.
Tailoring to industry/client	"Industry-specific storylines tailored to client"	A push for customized storytelling that is grounded in industry-specific logic and examples.

Appendix I - Chosen Concept

 **Intent-to-Impact Engine**

Try Demo

Craft Winning Storylines

Transform RFPs into compelling narratives with AI-powered strategic insights

Click "Try Demo" to see a sample analysis with automotive manufacturing RFP

Client Context

Client Name
Enter client organization name

Industry
Select industry

Relationship
Select relationship type

Tags (Optional)

Digital Transformation

Large Bid

Quick Turnaround

Strategic Partnership

Innovation Focus

Cost Optimization


Global Scope

Regulatory Compliance

Add custom tag

+

Upload RFP Document



Drop your RFP document here
or click to browse files

Choose File

PDF TXT DOC

Maximum file size: 10MB. Content will be automatically extracted and analyzed.

Senior Strategic Input

Known Client Needs
What do we know about the client's specific needs, pain points, or priorities?

Positioning Strategy
How should we position ourselves? What's our unique angle or differentiator?








Key Messages
What are the key messages we want to convey? Any specific themes to emphasize?

Generate Storylines →

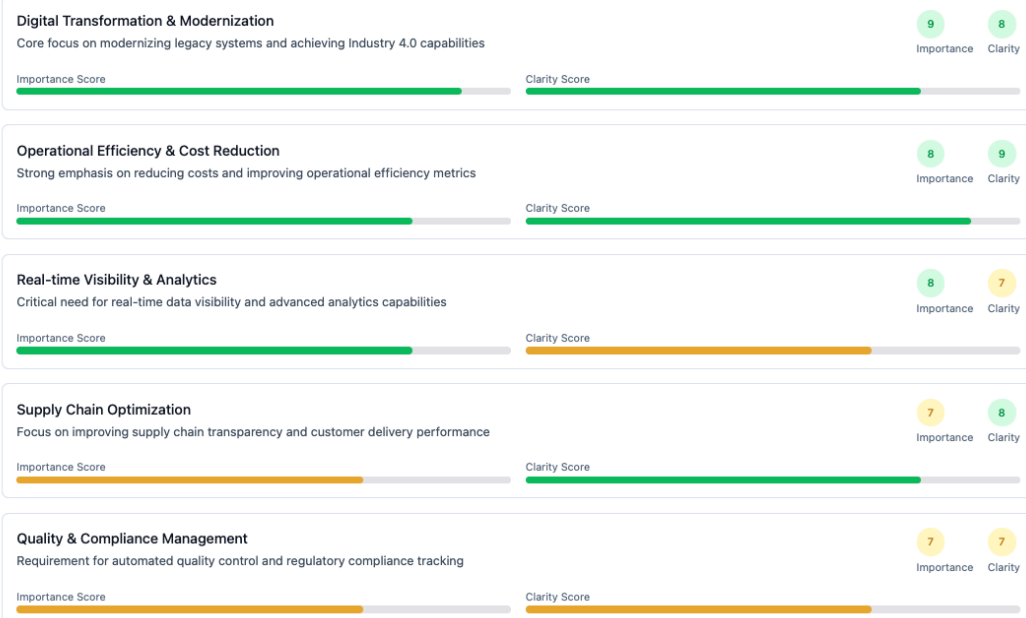
Please complete all required fields to generate storylines

 **RFP Analysis Complete**
Analyzed client intent from ABC_Manufacturing_RFP.txt and generated 3 strategic storylines

Client Intent Analysis

-  **Main Objectives**
6 key business objectives identified
-  **Pain Points**
6 critical challenges requiring attention
-  **Functional Requirements**
6 specific technical deliverables
-  **Strategic Goals**
6 long-term business outcomes
-  **Implicit Expectations**
6 unspoken but expected outcomes
-  **Identified Gaps**
5 areas requiring clarification
-  **Ambiguities**
5 unclear requirements needing definition

Top Themes Analysis



Strategic Storylines

AI-generated narratives tailored to your client and RFP. Click "Refine" to iterate with our chat assistant.

STORYLINE 1

Accenture Client Neutral

Digital Manufacturing Excellence

- Leverage our proprietary Industrial X methodology to accelerate your Industry 4.0 transformation
- Deploy our proven SAP S/4HANA accelerators designed specifically for automotive manufacturing
- Activate our comprehensive change management framework to ensure seamless adoption across all 15 facilities

Suggested Slide Structure

1. Current State Assessment	2. Digital Vision & Strategy
3. Technology Architecture	4. Implementation Roadmap
5. Change Management Plan	6. Success Metrics & ROI

AI Insights

Facts

4 key facts identified

Assumptions

4 assumptions to validate

Hypotheses

4 strategic hypotheses

Refine

Export

STORYLINE 2

Accenture Client Neutral

Intelligent Operations Platform

- Revolutionize your manufacturing operations with intelligent automation and real-time insights
- Empower your teams with mobile-first solutions that enhance productivity and decision-making
- Create a connected ecosystem that drives customer satisfaction and operational excellence

Suggested Slide Structure

1. Business Case & Vision	2. Intelligent Platform Architecture
3. SAP S/4HANA Implementation	4. IoT & Analytics Integration
5. Mobile & User Experience	6. Value Realization Plan

AI Insights

Facts

4 key facts identified

Assumptions

4 assumptions to validate

Hypotheses

4 strategic hypotheses

Refine

Export

STORYLINE 3

Accenture Client Neutral

Supply Chain Transformation

Suggested Slide Structure

AI Insights

Facts

4 key facts identified

Assumptions

4 assumptions to validate

Hypotheses

4 strategic hypotheses

Refine

Export

Intent-to-Impact Engine

Start New Analysis

← Back to Storylines

Refining: Intelligent Operations Platform

Chat with AI to iterate and improve your storyline



I'm here to help you refine "Intelligent Operations Platform". You can ask me to:

- **Simplify** the language or concepts
- **Challenge** assumptions or strengthen arguments
- **Reframe** the narrative or perspective
- **Shift tone** to be more formal, conversational, or client-specific
- **Add details** to specific sections
- **Suggest alternatives** for better differentiation

What would you like to adjust?

Quick suggestions:

Make this more conversational

Challenge our key assumptions

Add more client-specific details

Simplify the technical language

Strengthen our differentiation

What questions should we ask the client?

Ask me to refine, challenge, or improve the storyline...

