

Draft, Differentiate, Drive

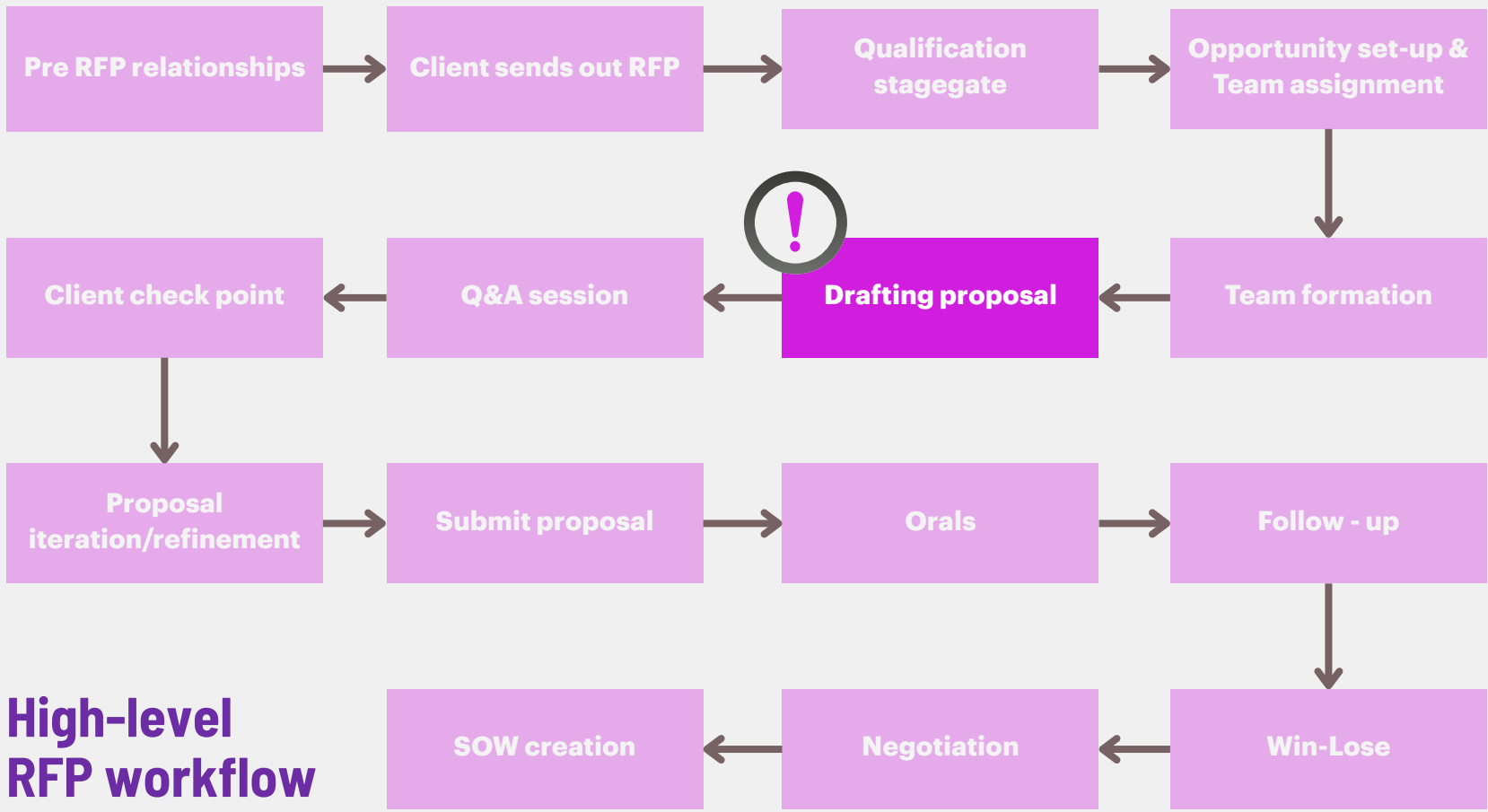
Rethinking Proposal Development with Generative AI at Accenture Song. Enhancing Efficiency and Satisfaction in the RFP Workflow through Human-AI Collaboration

WHY THIS MATTERS?

Proposal development at Accenture Song is **fast-paced**, **collaborative**, and **high-stakes**. Yet employees face recurring frictions: unclear client asks, changing storylines, excessive formatting work, and fragmented tools. This thesis explores how GenAI can intervene meaningfully in the “Drafting Proposal” phase. Enabling teams to craft smarter, sharper responses.

RESEARCH APPROACH

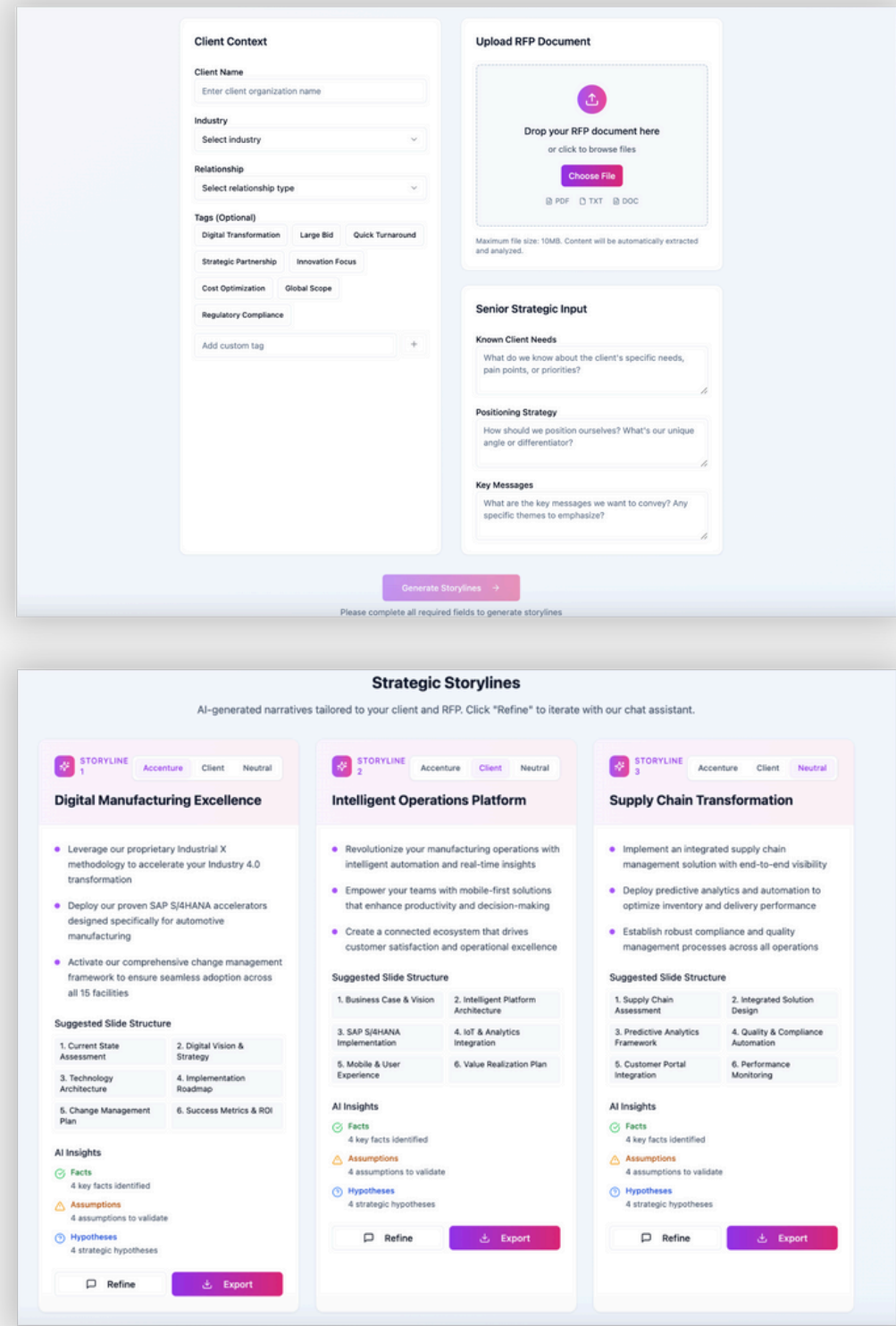
- 6 interviews with proposal stakeholders
- 1 full RFP shadowing
- 80 pain points mapped
- 1 cross-role workflow defined
- 2 co-creation sessions
- 4 GenAI concepts explored
- 1 hybrid concept developed and tested



36% OF THE painpoints in drafting proposal

- Top Issues:
- Ambiguity in client ask
 - Weak narrative alignment
 - Slide chaos and format stress
 - Limited reuse of internal insights

THE CONCEPT: ‘PIA’ Proposal intelligence Assistant



PIA is a generative AI tool designed to help consulting teams quickly understand client intent, align internally, and craft differentiated proposal narratives.

By automatically parsing key client needs from RFP documents and suggesting structured storylines, it reduces cognitive load, streamlines workflow, and empowers consultants to focus on high-value strategic thinking and creative refinement.

PIA supports early narrative crafting by combining:

- ✓ Client Intent Parsing
- ✓ Strategic Storyline Suggestion
- ✓ Slide Structure Generator
- ✓ Chat-Based Iteration Support

“

The biggest issue with GenAI is that most teams who complain just haven’t changed their way of working yet. It’s not a tool problem. It’s a human problem.

GenAI Expert

48%

OF THE painpoints directly addressed by the concept

- Validated By
- ✓ Validation sessions
 - ✓ RACI ownership model
 - ✓ Design principle checklist

“This is the kind of assistant that makes us better, not just faster.”

Lotte Boekestijn
Rethinking Proposal Development with Generative AI
July 22th, 2025
Strategic Product Design

Committee
Chair: Ir. R.G.H. (Bart) Bluemink
Mentor: Dr. R.S.K. (Senthil) Chandrasegaran
Raban van Deursen
Accenture Song

Company

