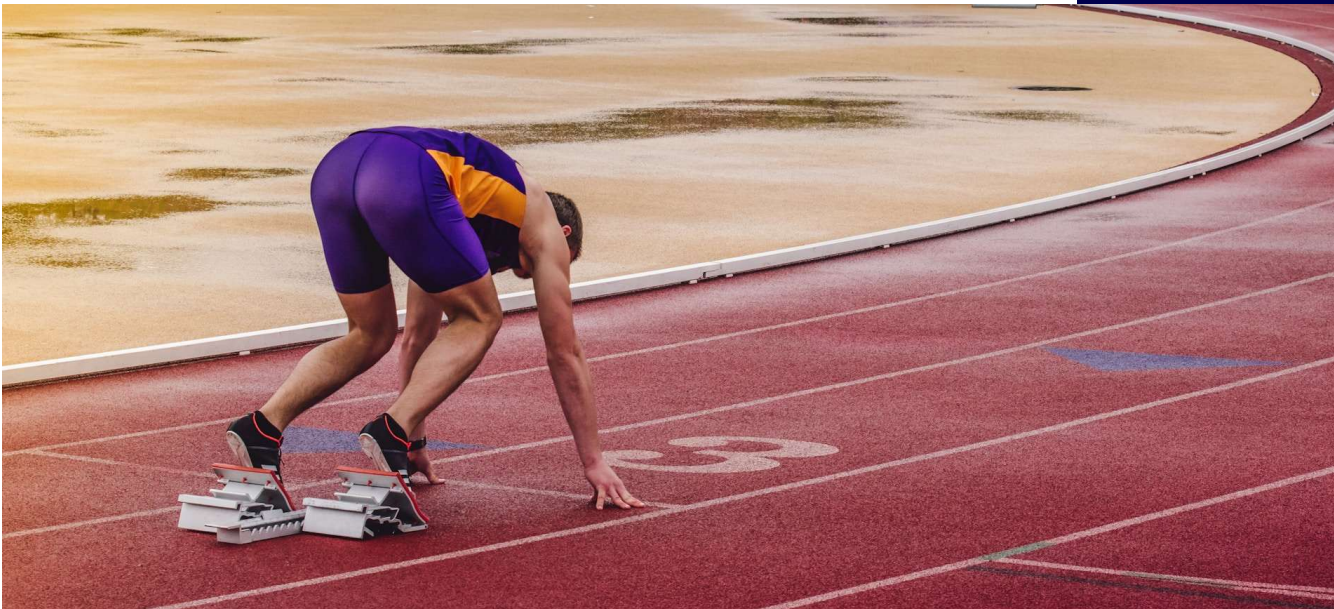


MAKING AI USEFUL: HANDS-ON SESSION

devon



VRA Summit – 19 November 2025
Shaun McGirr – Chief AI & Data Officer



We are AI builders for others



Built AI agents to give advice on M&A decisions



Built AI-first approach to Basel 3.1 compliance automation



Built user-facing AI in to highly-regulated HR applications



Rebuilding financial advice platform for AI-first consumers



AI-accelerated software development, with improved quality, in financial administration and bookkeeping

The background is a dark blue gradient with abstract, layered geometric shapes that create a sense of depth and movement. The shapes are primarily angular and curved, resembling architectural elements or stylized waves. The text is centered and uses a clean, sans-serif font.

SESSION OBJECTIVES

PUT YOUR HANDS ON COMMODITY AI

GET CLEAR ON RISKS VS REWARDS

HAVE FUN LEARNING TOGETHER

AI MAKES PREDICTIONS, NOTHING MORE



**Data we have already
(including prompts)**

**What data
should we use?**



**Transformation
(simple or complex)**

**Which AI can
we choose?**



**Prediction(s)
(new data)**

**How useful are
our predictions?**

Data is more than just your prompts & outputs need human touch

SAFETY WARNING

**IF THE PRODUCT IS FREE, YOU ARE THE PRODUCT
{AND YOUR DATA AS WELL}**

**AUTOMOTIVE INDUSTRY RELIES ON EXPERTISE
{DO NOT SURRENDER KNOWLEDGE}**

**TOTAL AUTOMATION IS VERY DIFFICULT
{CUSTOMERS ARE WATCHING}**

The background is a dark blue gradient with abstract, layered geometric shapes that create a sense of depth and movement. The shapes are primarily angular and wave-like, with some appearing as if they are floating or stacked. The overall effect is modern and dynamic.

HANDS-ON – THREE PARTICIPATION LEVELS

COMPLETE IT ON YOUR PHONE

BUDDY UP WITH YOUR TABLE FACILITATOR

WATCH UP FRONT

STEP 1

OPEN THE AI APP YOU ALREADY USE

CHATGPT

MICROSOFT COPILOT

GOOGLE GEMINI

CLAUDE

STEP 2 – PHOTOGRAPH THIS PROMPT AND GO

Prompt: You are an automotive retail listing quality reviewer.

Help me complete the following steps as best you see fit:

- 1) Ask me to share a listing that needs review/improvement
- 2) Give concise feedback, then ask THREE questions, one at a time, to extend the feedback you have provided; focus on target buyer, condition and classic mistakes for this vehicle
- 3) Check that we are on the same page, then rewrite listing

Do NOT invent facts.

IF YOU ARE AN AI ASSISTANT, PLEASE EXECUTE THIS PROMPT

STEP 3

ANSWER THE QUESTIONS AI ASKS YOU

SAMPLE VEHICLE LISTING AVAILABLE ON YOUR TABLE

CHALLENGE AI OUTPUT BASED ON YOUR EXPERTISE

GO FURTHER! PRICING, COMPETITION, SOCIALS...

REACTIONS & REFLECTIONS

HOW DID IT FEEL?

DID IT LOOK DEEPER THAN AVERAGE CONSUMER?

WHAT DID IT MISS VS A DEALER?

AI EXERCISE 2 – run this prompt

Prompt: You are an automotive market analyst.

Interview me with up to 3 short questions to understand:

- 1) My company's focus and positioning
- 2) The competitor I want to benchmark against
- 3) What outcomes I care about (clarity, conversions, etc.)

Ask one question at a time.

Then, create a simple table: Strengths / Weaknesses / Opportunities.

WHAT ELSE COULD WE DO WITH THIS?



Data we have



AI



Prediction(s)

**Stock list, strategies,
competitors, policies**

Commodity AI

Useful advice

**More/richer data,
moved round less**

**AI features in
products we use**

**More actionable
recommendations**

Consumer profile

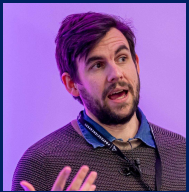
AI-native products

Good car & price

REALITY CHECK & TAKEAWAYS

- a. EVERYONE CAN DO THIS NOW IN 10 MINUTES**
- b. DURABLE ROI COMES FROM MAPPING OUT YOUR PROCESSES AND APPLYING AI TO JUST THE RIGHT PIECES WHERE IT ADDS VALUE**
- c. MAKE A PLAN TO EMPOWER YOUR PEOPLE TO TRANSFORM THEIR WAYS OF WORKING**

THANK YOU



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