

CASE STUDY

Scaling AI with Purpose: How a Superannuation Leader Orchestrated 1100% Growth

Company Details

Industry: Finance | Superannuation

Company Size: 501 – 1,001+ employees

Cprime Services: Workshop facilitation, uplift journey strategy, uplift journey roadmap development

Executive Summary

A leading superannuation firm lacked a clear path to scale AI. We delivered a structured, stakeholder-driven adoption roadmap that activated cross-functional engagement. The result: 1100% growth in platform usage, three use cases implemented, and an enterprise-wide foundation for future AI initiatives.

The Starting Point

When we partnered with a leading superannuation organization, they had begun identifying AI opportunities but needed a strategic path forward. Early discovery and PoC initiatives were underway with strong internal enthusiasm, but scaling beyond isolated success required structure. Leadership set a bold ambition to lead with AI, and needed a structured approach to get there. The strategy centered on increasing AI literacy and empowering teams to identify high-value opportunities, while managing concerns around role changes and alignment through thoughtful change facilitation.

Barriers to Scale

Initial AI use cases had delivered measurable value, amplifying skills and saving time. However, without a clear roadmap, adoption risked becoming fragmented and inefficient. The General Manager of Technology recognized this and urged leadership to create a scalable, hands-on onboarding model that would enable broader learning and enterprise-wide participation. Strong thought leadership was already present, but momentum could stall without a cohesive, cross-functional strategy to harness it.

How We Activated Adoption

We partnered with the client to orchestrate a scalable adoption model through a structured approach designed for adaptive execution:

- Defined commitment levels, secured executive sponsorship, and established a realistic roadmap timeline.
- Designed short, high-frequency workshops (30-minute sessions, 3–4 times weekly) totaling around 4 hours to build momentum and maximize engagement.
- Activated continuous feedback loops to keep stakeholders aligned and enable real-time iteration.
- Partnered directly with internal teams to foster cross-functional collaboration and ensure change enablement remained central to the rollout.

Continued

A Roadmap for Scalable Intelligence

We delivered an AI adoption roadmap with a phased rollout strategy and embedded support systems:

- A clearly articulated AI adoption journey tailored to team readiness and use case maturity.
- Success metrics and learning paths personalized for various business units.
- Phased onboarding that acknowledged different teams would progress at different speeds.
- Strategic communication and change facilitation to drive alignment, reduce resistance, and accelerate buy-in.

Business Impact at Scale

Our orchestrated approach drove measurable, enterprise-wide outcomes:

- **AI platform engagement surged 1100%**, transforming adoption across the enterprise.
- **Identified and activated adoption champions** to lead from within.
- **Established a Community of Practice (CoP)** to enable continuous learning and cross-functional collaboration.
- **Surfaced a dozen new business use cases**, several of which advanced through a tech lean canvas process.
- **Implemented three AI use cases within six months**, backed by dedicated technical resources.
- **Published a formal AI policy**, aligning execution with governance and strategic goals.

Laying the Groundwork for What's Next

This engagement shows how an intelligent adoption strategy unlocks enterprise-scale AI impact. By balancing bold vision with practical execution, the organization accelerated AI maturity, built trust, and laid the groundwork for what's next.

Looking to scale AI with precision and purpose? Let's orchestrate what's next.

AI platform engagement surged

1100%