

Case study: Custom GPT

September 2026



An end-to-end review of consulting workflows identified a broad set of AI opportunities, which we prioritised based on value, feasibility, risk and scalability

Discovery process

1	Baseline the current-state workflows	• Mapped the main workflows that make up a typical consulting engagement • Broke each workflow into its key process steps, inputs, outputs and points of human judgement
2	Identify pain points and inefficiencies	• For each workflow, assessed: – Where were teams spending significant time? – Which activities were repetitive / manual?
3	Map AI opportunities against pain points	• Identified where GenAI could augment specific process steps • Converted pain points into potential use cases

Opportunity prioritisation

 Value	• How much time / effort could be saved? • How frequently does the process occur?
 Feasibility	• How well suited is the task to GenAI? • Are the required inputs available?
 Risk	• What is the consequence of an incorrect output? • Can human review remain in the workflow?
 Scalability / adoption	• Can the solution be reused across multiple projects? • Is it intuitive enough to integrate into existing ways of working?

Discovery phase identified a broad portfolio of AI opportunities across the consulting workflow, with most addressable through Enterprise ChatGPT

AI use case library

Primary research	Secondary research	Data & analysis	Output	Knowledge management & training
Interview drafting bot	Company profiling	Initial market sizing structuring and estimation	Case study drafting and refinement	Support with learning outside of MC training library
Interview quote finder	Market mapper	Data Interrogator	Job description drafting	Navigation through SharePoint
Transcript note summariser	Deep Research	Data interpretation	Strategic brainstorming (i.e. for storyboarding)	Navigation through training materials
Meeting notes generation	Collection of the data inputs for the model	Data processing	Slide drafting and refinement	Support with designing complex Excel formulas
Meeting transcription	Report translation	Data extraction	Text and image comparison for QA	Identification of relevant case studies and past project IP

Key – utilised AI tools

General ChatGPT

Custom ChatGPT

Teams Premium

Custom CoPilot Studio

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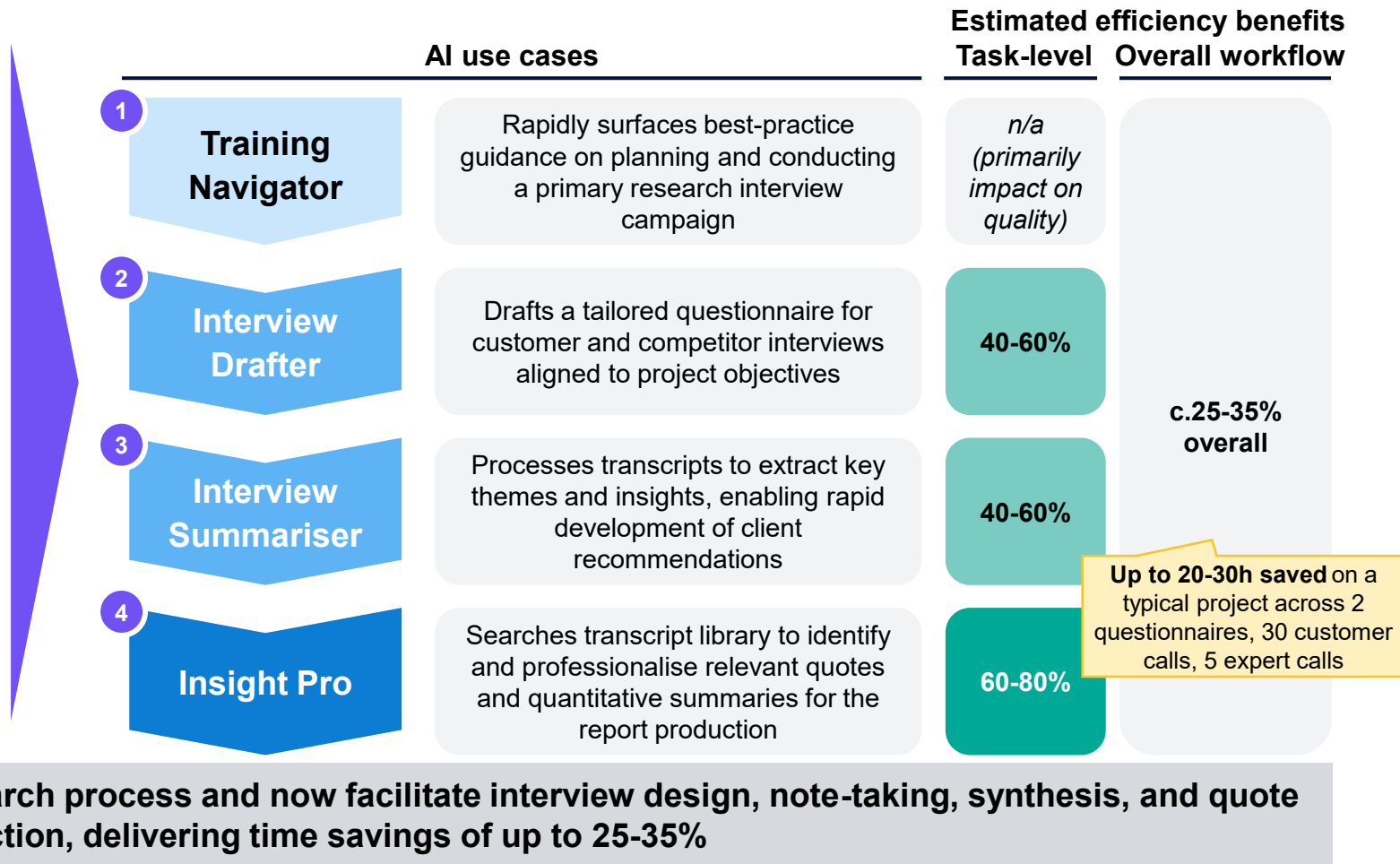
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Primary research

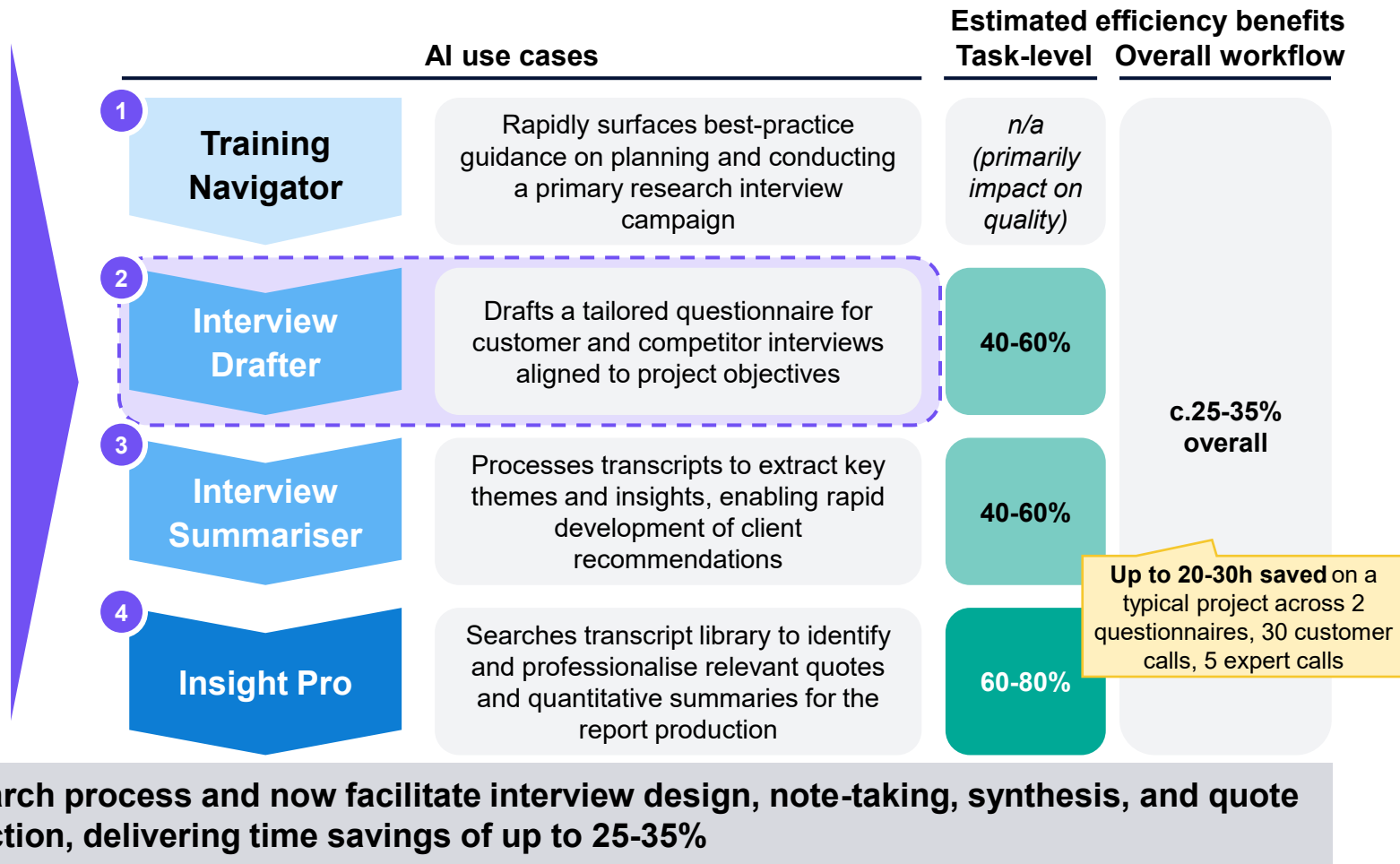
- Primary research is a key component of most MC projects
 - A large project can involve conducting **50+ interviews** across customers, competitors and other market experts
- The process involves many steps, including:
 - Writing interview guides
 - Screening experts and scheduling interviews via 3rd parties
 - Taking detailed interview notes and generating summaries
 - Synthesising and analysing findings across interviews
 - Extracting supporting quotes for use in final reports for the client
- **Previously, this workflow has been highly time-consuming** due to the manual and iterative nature of many steps



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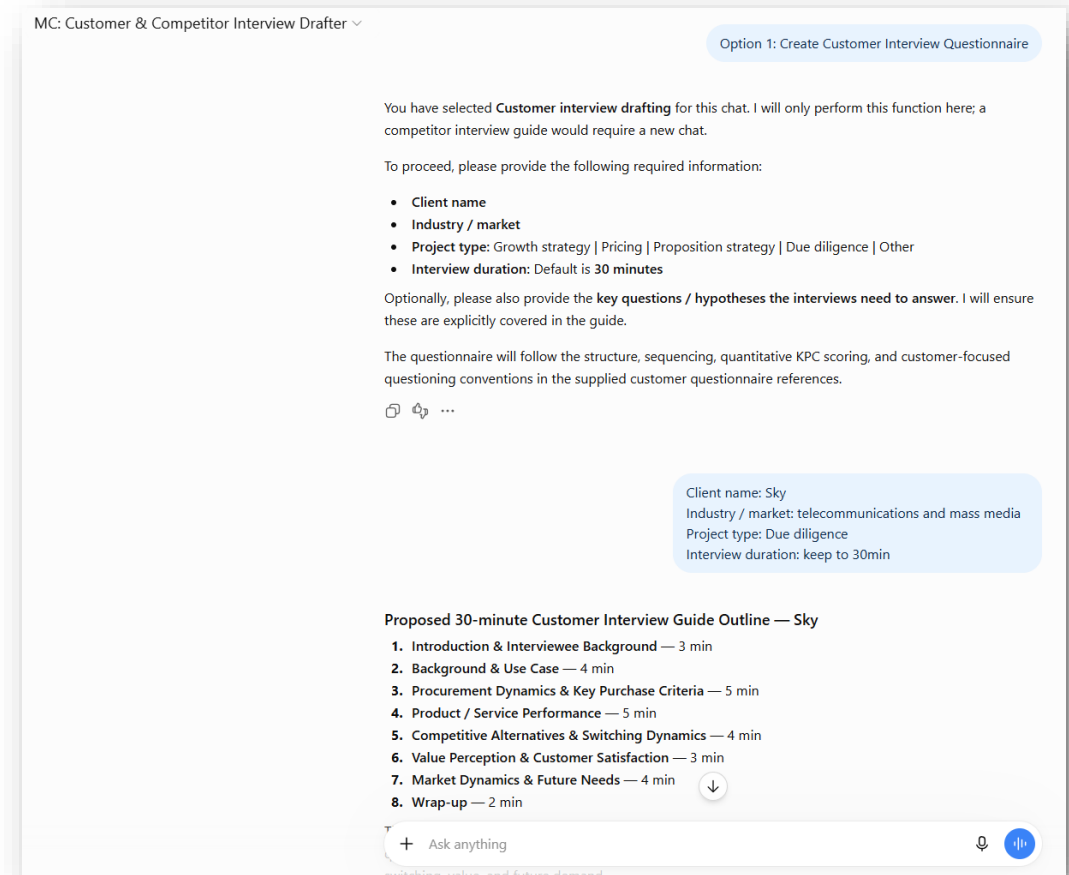
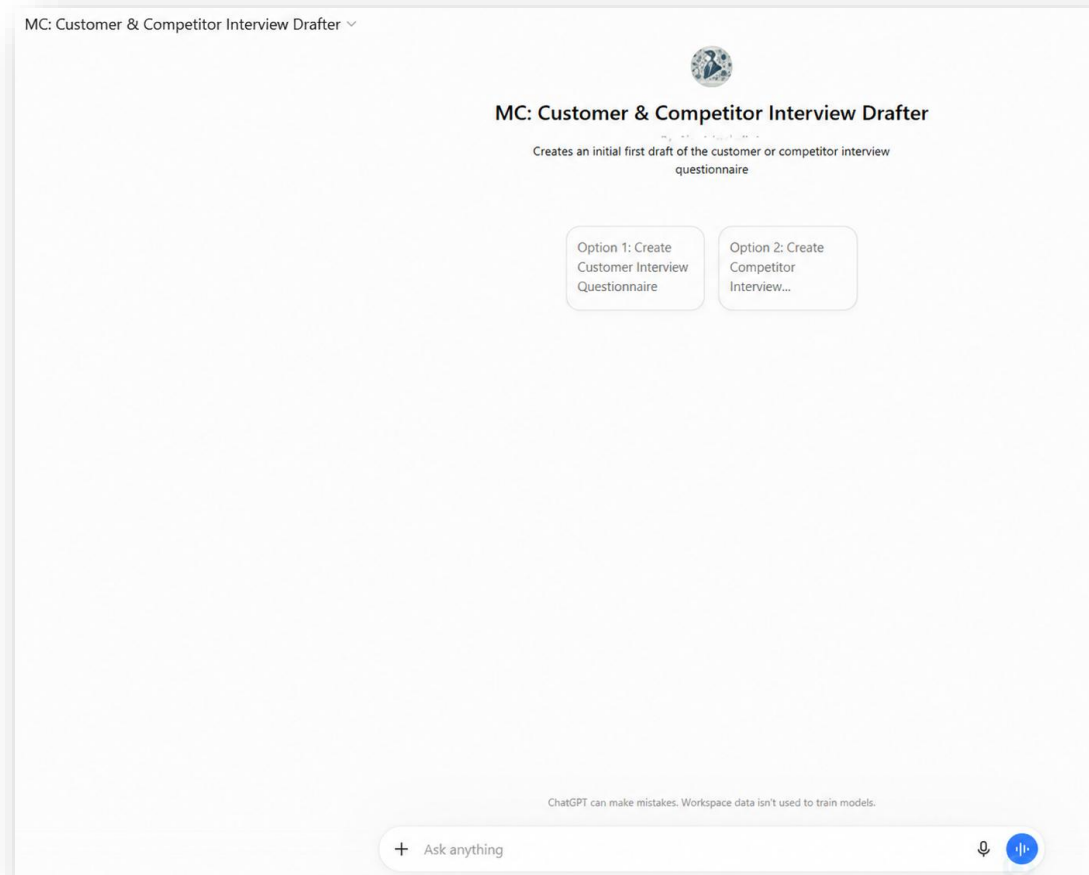
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The Customer & Competitor Interview Drafter streamlined a previously manual task by generating structured questionnaires from a small set of user inputs [1/2]

Custom GPT demo screenshots: Customer Interview Drafter [1/2]



A human-in-the-loop design enabled consultants to review, tailor and refine the questionnaire to reflect project-specific priorities and judgement [2/2]

Custom GPT demo screenshots: Customer Interview Drafter [2/2]

MC: Customer & Competitor Interview Drafter ▾

No, draft the questionnaire

Sky — Customer Interview Questionnaire

Project type: Due diligence | Interview duration: 30 minutes

Interviewer note: Questions in **bold** are **must-ask/core questions**. Questions in regular text are lower priority and should be used where time permits or where the respondent has particularly relevant experience. Questions marked [Sensitive] should be approached carefully and naturally in the flow of the conversation.

The guide follows the customer due-diligence conventions in the supplied questionnaires, particularly their focus on usage, procurement/KPCs, product performance, competitive alternatives, switching dynamics and future needs.

- **Introduction Script** — ~1 min
 - "Hello, thank you for taking the time to speak with us today. My name is [Name] and I am working for Teneo, a research company based in London.
 - We are conducting a piece of market research into the telecommunications and mass media market, looking particularly at customer needs, the competitive landscape and how the market is evolving. As part of this, we are speaking with customers and decision-makers such as yourself.
 - We will briefly cover how you currently use Sky, your views on its strengths and weaknesses relative to alternatives, how you made your purchasing decision, and how you expect your needs to evolve in the future.
 - Does that sound like something you can speak to?"
- **1. Background & Use Case** — ~4 min
 - Could you briefly describe your role and your involvement in selecting, purchasing and/or using Sky services?
 - Which aspects of the relationship with Sky are you most familiar with?
 - Are you the primary decision-maker, an influencer, or predominantly an end user?
 - Which Sky products or services do you currently use?
 - Interviewer: capture respondent terminology rather than prompting unnecessarily.
 - How long have you been a Sky customer?
 - Have the products/services you purchase changed over time? Why?
 - What are your primary use cases for Sky's services?
 - Which services do you use most frequently?
 - Which are most important to you?

+ Ask anything



MC: Customer & Competitor Interview Drafter ▾

- **6. Market Dynamics & Future Needs** — ~4 min
 - How do you expect your needs for telecommunications and media services to change over the next 2–3 years?
 - Which products/services do you expect to use more?
 - Which do you expect to use less?
 - What is driving those changes?
 - What broader changes do you see affecting how customers choose and use providers such as Sky?
 - Are customer expectations changing?
 - Are customers becoming more or less willing to consolidate services with one provider?
 - How do you expect your own spend with Sky to develop over the next 2–3 years: increase, remain broadly stable or decrease?
 - What would drive that change?
 - Would this reflect changes in usage, products purchased, or price?
 - What could Sky do to make its proposition more compelling to you in the future?
 - New or improved products/services?
 - Better integration/bundling?
 - Improvements to customer experience or service?
 - Are there any emerging products, technologies or customer behaviours that you think could materially change your relationship with Sky?
 - Are competitors currently better positioned against any of these trends?
- **7. Wrap-up** — ~2 min
 - Is there anything we haven't covered that you think is important to understanding why customers choose, remain with or leave Sky?
 - If you had to identify the single greatest strength and single greatest weakness of Sky's proposition, what would they be?
 - Is there anyone else within your organisation/household who has a materially different perspective on the purchase or use of Sky that would be useful for us to understand?
 - "That covers all the questions I have at this stage; thank you very much for your time. If I happen to think of one or two quick follow-up questions, would it be OK to drop you an email or give you a quick call back? Thank you again."

Next steps

No additional specific diligence questions or hypotheses were provided beyond the project type, so there are **no requested scope questions omitted**. The guide currently prioritises the core DD themes of customer proposition, KPCs, competitive differentiation, satisfaction, retention/switching barriers and future demand.

+ Ask anything



Q&A

