

# CH Consulting Group

## ADVANCING AI MATURITY IN A HIGH-GROWTH DIGITAL SERVICES COMPANY

A high-growth digital services company generating over \$1 billion in revenue engaged CH Consulting Group to evaluate its ability to scale AI across the enterprise. The organization had launched more than 20 AI pilots but lacked the operational alignment, data structure, and unified strategy needed to advance AI maturity.

### CHALLENGE

The company had strong support for AI and more than 20 pilots in progress, but the operation was not aligned in a way that could support scaling. Data structure, systems, and workflows looked different across service lines, making it difficult to establish a clear maturity level or sequence the work required for future investment.

**Fragmented data environment**  
Scattered sources with inconsistent labeling, ownership, and limited reliability across teams.

**Legacy and limited integrations**  
Several core systems remained on-premise with partial connection to critical tools and newer platforms.

**Operational inconsistency**  
Workflows, training methods, and knowledge resources varied across multiple teams and service lines.

**No unified AI plan**  
Pilots advanced independently without shared priorities, sequencing, or measurable expectations across the enterprise.

### SOLUTIONS

CH Consulting Group completed an AI Maturity Assessment that gave leaders a clear view of the current state, highlighted gaps that limited AI scalability, and provided a staged roadmap that aligned all service lines under one direction.

**Leadership alignment**  
Unified CX, IT, operations, and data expectations.

**Maturity and readiness survey**  
Red-Yellow-Green scoring across people, process, data, and systems.

**Data and systems review**  
Mapped sources, integrations, and technical limitations.

**Operational readiness review**  
Evaluated workflows, training, and knowledge practices.

**Prioritized roadmap**  
Three workstreams: data optimization, AI use case focus, and buy-versus-build planning.

## IMPACT

The AI Maturity Assessment helped leadership understand where the organization stood today and what was required to scale AI with clarity and reduced operational risk.

### 1. Improved clarity across teams

Leaders gained a shared view of current AI maturity, operational readiness, and priority areas for improvement.

### 2. Stronger alignment on next steps

CX, IT, operations, and data teams unified around a structured path for strengthening foundations before expanding AI.

### 3. Reduced risk of stalled progress

The assessment highlighted gaps in data, systems, and workflows that had slowed pilots and created uncertainty.

### 4. Better visibility into technology needs

The company now understands the integrations, data structure, and process updates required to support future AI capabilities.

### 5. A stronger foundation for scaling AI

The organization is better positioned to advance agent assist, automation, and analytics across all service lines.



## OUTCOME

The AI Maturity Assessment gave the organization a clear path for moving from disconnected pilots to a coordinated, scalable approach. Leaders now understand the operational, data, and system conditions required to support AI across all service lines, along with the sequence of work that will strengthen those foundations. With a defined roadmap, aligned expectations, and clearer ownership, the company is positioned to modernize its data environment, improve workflows, and make informed decisions about future AI investments that drive measurable operational results.