



WHITEPAPER · BELGIUM 2026

Strategic AI Integration for the Modern Enterprise

A Belgian Tech Executive's Roadmap

By Tassos Koutlas
CTO at Dropsolid AI

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01 PREFACE The shift in digital norms

In 2026 the global digital landscape is undergoing a fundamental transformation. The traditional models of digital engagement are no longer sufficient as Artificial Intelligence fundamentally alters how information is consumed and value is created. We are witnessing a clear market shift where AI is “eating up” digital traffic, creating significant pressure on existing revenue streams and challenging long-established organisational norms. For organisations, private or public, the challenge is not merely technical adoption, but strategic survival in an environment where new threats and opportunities coexist.

The strategic imperative is no longer the mere adoption of intelligence, but the governance of it.

To capture shifting market traffic and prevent the erosion of revenue, enterprises must move beyond the “black box” and implement a transparent framework that retains absolute control over data, systems and the decision-making process.

02 THE STRATEGIC IMPERATIVE

Why AI is non-negotiable

The transition from traditional digital engagement to interactions that are imaginative, efficient and profitable is driven by five core pillars. Organisations responding to these drivers is essential to maintain market relevance and drive conversion.

The pillars of AI opportunity

Pillar	Challenge	Strategic response	Target outcome
Awareness	Maintain visibility online with shifting discovery trends.	Generative Engine Optimization (GEO) making your content and data visible in AI conversational interfaces.	Maintain brand visibility and relevance.
Traffic	AI is consuming digital traffic, pressuring existing revenue streams.	Implementation of AI-first engagement tools.	Safeguarding digital presence.
Experiences	Users gravitate towards useful AI-driven experiences (assistants, suggestions).	Embedding conversational AI and intelligent search.	Increased user engagement and loyalty.
Context	Customers expect individualised experiences based on intent and context.	Leveraging contextual intelligence and real-time data.	Deepened customer trust and relevance.
Conversions	High volume of anonymous traffic failing to convert.	Identifying high-value prospects through lead scoring.	Higher ROI on technology investments.

03 ELEVATING CUSTOMER EXPERIENCE Through meaningful interactions

In the modern enterprise, transforming the external user journey requires delivering “the right message at the right time in the right medium.” AI facilitates this by moving beyond static content to meaningful interactions that adapt to user behaviour.

40%+

Inagro — email open rate

A hyper-personalised email system converted website content into an autonomous newsletter, unique to recipients’ preferences. This resulted in an open rate of over 40%, significantly outperforming the 20% industry standard.

CDP×AI

Boerenbond — behavioural segments

Integrating a Customer Data Platform with AI allows for automatic assignment of segments based on behaviour. This results in faster conversion of first-time visitors in targeted segments and more relevant advertising revenue through personalised ads.

Key features of meaningful interaction

AI search & conversational interfaces

Shifting from simple keyword matching to answering complex questions directly.

Intelligent chatbots

Providing 24/7 assistance and guidance across the user journey.

AI-powered accessibility

Automatically generating alt-text for images using vision models to ensure inclusivity.

Content recommendations

Proactively suggesting relevant articles or products based on real-time user context.

CASE IN FOCUS · EPSO

The European Personnel Selection Office (EPSO) has evolved its search capabilities, transitioning from legacy keyword-based systems to a modern, conversational AI experience. Following a successful proof-of-concept to validate accuracy and ROI, the feature was deployed live, yielding immediate improvements in user experience and operational efficiency. The impact has been transformative:

70%

FEWER ESCALATIONS

Quantitative success: EPSO recorded a 70% decrease in support tickets escalated to the contact center.

Qualitative value: beyond the numbers, the nature of inquiries has shifted. Escalations are now more complex and in-depth, allowing staff to focus their expertise where it provides the highest value for the end-user.

Discover the EPSO case

Visit eu-careers.europa.eu/en/testing-ai



04 DRIVING OPERATIONAL EXCELLENCE Digital efficiency from within

Strategic AI integration is a primary driver of internal efficiency, enabling marketing and back-office teams to achieve more impact with less effort. By automating high-frequency, low-value tasks, organisations can dramatically increase efficiency and reduce their Total Cost of Ownership (TCO).

The Pidpa case study illustrates these internal gains. By implementing an AI-enabled solution, the organisation achieved marked improvements in operational efficiency, specifically:

- ✓ **Reduced employee training:** faster onboarding as the system assists with internal knowledge retrieval and system navigation.
- ✓ **Streamlined case management:** faster resolution of citizen requests through automated assistance.
- ✓ **Improved metrics:** a significant reduction in Average Handling Time (AHT), increased usability and more efficient content maintenance due to its improved findability.

Discover the Pidpa case

Visit pidpa.be/pip



EFFICIENCY GAIN SPOTLIGHT

Invisible AI features

Turn-on and forget AI features that automate small bottlenecks (e.g. alt text for images).

AI form pre-validation

Reduces support administration by checking questions against a knowledge base before submission, saving approximately **1,000 hours per year** based on saving five support requests daily.

Smart spam filters

Automatically evaluates and flags irrelevant submissions, saving roughly **30 hours per year** of manual deletion work.

AI translation

Fast, automated, multi-language and context aware translation that allows content to reach a wider audience with a single click.

Automatic content derivation

Drastically reducing manual labour by generating social media snippets, summaries, automated FAQ sections and even sales scripts from articles, or importing structured content directly from PDFs and external sites.

05 SECTOR-SPECIFIC AI APPLICATIONS

Public sector, healthcare and education

To be effective, AI implementation must be tailored to the specific regulatory and operational challenges of each vertical.

Vertical	Challenge	AI solution
Government and public sector	Managing high volumes of citizen contact and the difficulty of discovering answers within complex public datasets.	As seen in the EPSO case, the organisation utilises advanced features including vector databases with multiple collections and multiple AI models to tailor results for individual use cases. This enables automated email triage for contact centre and conversational search interfaces for citizens. PIDPA further demonstrates the value of user-centric web apps that allow citizens to self-serve efficiently.
Healthcare	Communicating complex medical data and ensuring patients understand treatments without overwhelming clinical staff.	As demonstrated by CEREPO, the implementation of “Scientific RAG” (Retrieval-Augmented Generation) allows for the processing of medical literature, as well as finding and grounding answers, while “Explain to patients” features translate clinical data into accessible, reassuring language.
Higher education	Onboarding large cohorts of new students and providing constant administrative support for diverse enquiries.	Deployment of digital assistants for students that act as 24/7 onboarding guides, helping them navigate campus services and academic requirements via AI-powered search.

06 GOVERNANCE AND SOVEREIGNTY

Steering the AI evolution

A critical risk for the modern enterprise is the “Black Box” approach. When organisations utilise systems without transparency, they lose control over their data and decision-making processes. For European enterprises, unclear ownership of models and data creates significant legal risks regarding data sovereignty and GDPR compliance.

To future-proof the digital stack, Belgian leaders must adopt a “Glass Box” or “Transparent AI” framework. This ensures the organisation is actively steering the technology rather than being steered by it, with full traceability of every AI-driven decision to maintain verifiable data lineage.

Governance checklist

- ✓ **Traceability**
Maintain a complete audit trail of every AI decision and interaction for total accountability.
- ✓ **Regulatory compliance**
Ensure all systems are natively built for GDPR and EU-specific privacy regulations.
- ✓ **Data ownership & sovereignty**
Retain clear ownership of models and data to mitigate legal and compliance risks.
- ✓ **Observability**
Gain full visibility into AI performance to ensure interactions remain accurate and efficient.
- ✓ **Security**
Utilise ISO-certified active audit trails and a hardened platform to prevent data leaks.

07 STRATEGIC DEPLOYMENT

From discovery to enterprise scale

Our implementation process starts with Discovery, which focuses on defining the scope of the Minimum Viable Product (MVP) and the target technical architecture and determining which compliance steps need to be taken. This is followed by a series of phases:

Phase	Key strategic question	Range
Phase 1 Proof of technical feasibility	Does it work, does it integrate, is it stable?	Internal sandbox
Phase 2 Initial proof of compliance	Is it safe to operate, explainable and within first expectations of legal, regulatory & ethical boundaries?	Controlled pilot with limited exposure
Note: phase 2 is Gate 1 for official sign-off on the pilot and continuous monitoring and further elaboration on Compliance will be required throughout the project.		
Phase 3 Proof of value	Can we deliver and measure the expected business & societal value?	Controlled pilot with limited exposure
Note: the end of this phase is Gate 2 for first external exposure.		
Phase 4 Proof of cost	Can we manage, predict and control the costs (e.g., Guardrails or other methods to manage token usage)?	Full operational scale
Phase 5 Proof of scale	Does it work at scale, can we control all parameters in a broader environment?	Full operational scale
Note: the end of this phase is Gate 3 for full public deployment.		
Phase 6 Proof of trustworthiness	Can we sustain responsible operation at scale, maintaining human oversight, transparency and trust?	Full operational scale

08 CONCLUSION Retaining control in the age of intelligence

For Belgian tech leaders, the strategic integration of AI is not a trend to follow, but a shift to manage. The goal is to retain control over the decision-making process and data lineage, ensuring that the organisation's digital evolution remains secure, compliant and transparent.

By prioritising governed, “Glass Box” AI systems, enterprises can achieve significant operational ROI — such as the 1,000 hours saved annually in administrative tasks — while dramatically increasing customer engagement and satisfaction through contextually aware interactions. The ultimate value of AI lies in its ability to empower the organisation through sovereignty and transparency, rather than compromising its future with opaque systems.

TAKE THE NEXT STEP

Secure your digital sovereignty today

It takes more than just tech to build and deploy high-performing data, analytics and AI solutions. The transition to an AI-driven landscape is not just a technical upgrade. It is a strategic necessity for survival and demands cultivating an ecosystem that aligns strategy, technology and people.

Take the first step toward a transparent AI future:

Schedule an AI discovery session

Define your MVP and technical architecture with our expert team.

Audit your data governance

Ensure your AI strategy is natively built for GDPR and EU-specific privacy regulations.

Retain control. Achieve transparency. Drive ROI.

REACH OUT TO START YOUR ROADMAP

Paulina Ryters

CCO at Dropsolid AI

paulina.ryters@dropsolid.com
+49 151 1025 3555

Or visit dropsolid.ai to learn more!

