GUIDED CASE STUDY

Apply the ACF® framework to a real-world scenario, step by step

LEVEL	Advanced educational
DURATION	0.5 - 1.5 days
FORMAT	Workshop · 4-6 pers.
TRACK	Toolkit

OBJECTIVE

Put the ACF® framework into practice to **analyze a corporate scenario**, identify risks, define the appropriate **autonomy level**, and design the necessary **safeguards**. This case is completed as a team, card by card.

HOW TO USE THIS CASE STUDY?

1. Read the scenario and context below.
2. Complete each section using the ACF tools.
3. Present your decisions and justify your choices.

1 THE SCENARIO

An **e-commerce** company specializing in sporting goods wishes to deploy an **autonomous dynamic pricing agent** across its online catalog.

The agent must adjust prices in real time to maximize margin and conversion, drawing on internal and external data.

The goal is to improve commercial responsiveness while maintaining competitiveness and customer satisfaction.

2 CONTEXT & STAKES · ELEMENTS PROVIDED

WHAT THE AGENT DOES

- Adjusts product prices in real time.
- Draws on internal data (stocks, sales, costs) and external data (competition, seasonality, demand).
- Can act on the entire online catalog.
- Can create promotions and discounts.

MAIN STAKES

- Optimization of revenue and margin.
- Responsiveness to market and competition.
- Reputational and regulatory non-compliance risks.
- Protection of decisional sovereignty.

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3 AGENT OBJECTIVES

What are the main objectives the agent must achieve? Rank them by priority (from most to least important).

PRIORITY	OBJECTIVE	SUCCESS INDICATOR	WEIGHT %
1			
2			
3			
4			
5			
		Total	100 %

EXAMPLES OF RELEVANT OBJECTIVES (non-exhaustive · tick / complete)

- ☐ Maximize gross margin
- ☐ Increase conversion rate
- ☐ Optimize inventory turnover
- ☐ Reduce stock-outs
- ☐ Adapt prices to competition
- ☐ _____

4 DECISION MAPPING

List the decisions the agent will have to make and map them (draws on **ACF-02** and **ACF-03**).

NO.	DESCRIPTION · WHAT DOES THE AGENT DECIDE?	CRITICALITY LOW / MOD. / HIGH	DELEGABLE? YES / NO / UNDER COND.	ASSOCIATED ACF TOOL(S)
1				
2				
3				
4				
5				

REMINDER

✓ A decision is only delegable if it is **reversible, measurable and aligned** with the company's strategy.

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5 RECOMMENDED MATURITY LEVEL

Which ACF maturity level best suits this scenario? Tick your choice (**ACF-05** scale · one value per agent).

N0	N1	N2	N3
Classical automation	Assisted agents	Governed agents	Supervised autonomy
☐	☐	☐	☐

JUSTIFICATION

Maturity describes the agent's overall framework. Autonomy is then tuned **decision by decision** (suggestive → autonomous, **ACF-02 / ACF-03**).

6 SAFEGUARDS & CONSTRAINTS

CONSTRAINTS TO IMPOSE ON THE AGENT

- ☐ Financial thresholds
- ☐ Discount ceilings
- ☐ Excluded product categories
- ☐ Fair competition rules
- ☐ Regulatory constraints
- ☐ _____

CONTROL MECHANISMS

- ☐ Prior human validation
- ☐ Post-hoc human validation
- ☐ Continuous supervision
- ☐ Alerts & escalation
- ☐ Kill switch available (ACF-07)
- ☐ _____

7 NON-DELEGABLE ZONES

Which decisions or actions must remain **strictly human**?

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8 INDICATORS & SUPERVISION

KEY KPIS TO TRACK

MONITORING FREQUENCY

- ☐ Real time
- ☐ Daily
- ☐ Weekly
- ☐ Monthly

9 MAIN RISKS & MITIGATIONS

For the full probability × severity assessment, see **ACF-12**.

IDENTIFIED RISK	LEVEL 1 → 5	POTENTIAL IMPACT	MITIGATION MEASURES	OWNER

1 Very low · 2 Low · 3 Moderate · 4 High · 5 Very high

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10 PROGRESSIVE INTEGRATION PLAN

PHASE	DESCRIPTION OF ACTIONS	TRANSITION CRITERIA
1 · Test in controlled environment		
2 · Limited rollout (restricted scope)		
3 · Progressive extension		
4 · Full deployment		
5 · Continuous improvement		

KEY WATCH POINTS

REQUIRED RESOURCES

11 SYNTHESIS & PRESENTATION

SUMMARY OF YOUR PROPOSAL

EXPECTED BENEFITS

REMAINING WATCH POINTS

VALUE FOR THE COMPANY (short & long term)

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12 SELF-ASSESSMENT & LESSONS LEARNED

Evaluate your case study on a scale of 1 (weak) to 5 (excellent).

Understanding of the scenario	1	2	3	4	5	**Clarity of the integration plan**	1	2	3	4	5
Alignment with the ACF framework	1	2	3	4	5	**Relevance of indicators**	1	2	3	4	5
Quality of defined safeguards	1	2	3	4	5	**Decisional sovereignty achieved**	1	2	3	4	5

WHAT YOU LEARNED

POSSIBLE IMPROVEMENTS

3 CONCRETE NEXT ACTIONS

1.
2.
3.

13 FINAL DELIVERABLE · TICK WHAT IS COMPLETED

- ☐ **Scenario analysis** · stakes & constraints
- ☐ **Decision mapping** · ranked decisions
- ☐ **Maturity level** · justified
- ☐ **Safeguards & constraints** · human + technical
- ☐ **Indicators & supervision** · KPIs + frequency
- ☐ **Integration plan** · 5 phases
- ☐ **Synthesis & presentation** · summary + benefits

FINAL ADVICE

✓ Successful implementation rests on the balance between **agent autonomy** and **company sovereignty**. Document, measure, control, adjust.

Tools mobilized: ACF-02/03 (mapping & criticality), **ACF-05** (maturity), **ACF-06** (supervision), **ACF-07** (kill switch), **ACF-12** (risks), **ACF-13** (mandate). Full evaluation rubric: **ACF-19**. **Going further**: **ACF-O1** (who decides what between human, AI and agent), **ACF-O10** (redress for the people affected), **ACF-P4** (the supervision log), **ACF-P6** (escalation) and **ACF-P7** (the stop test). The map of the 45 cards is in section 11 of ACF-19.

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