One example of serverless functions being used in a real-world product is the popular cloud-based communication platform, Twilio. The platform uses serverless functions to handle various tasks, such as sending SMS messages, making voice calls, and handling webhooks.

Twilio's serverless technology is useful because it allows developers to build and deploy code without having to manage servers or infrastructure. With serverless functionality, developers can focus on writing code for specifici tasks rather than worrying about how to scale their infrastructure. Twilio's serverless technology also allows for automatic scaling based on demand, meaning that the service can handle large volumes of traffic without any manual intervention.

Moreover, the cost of running serverless functions is based on actual usage rather than a fixed server cost, which makes it more cost-effective for businesses. In the case of Twilio, serverless technology enables businesses to integrate Twilio's communication services into their applications without having to worry about the infrastructure and operational aspects of it. This ultimately results in faster development, deployment, and better performance at a lower cost altogether.