

### AI Use Case Library (200+ Use Cases)

**Purpose:** This library provides a structured, executive-ready catalog of AI use cases that leaders can immediately reference to identify, prioritize, and launch AI initiatives. It aligns directly with the course workshops, prioritization matrix, and 90-day implementation framework.

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#### HOW TO USE THIS LIBRARY

1. **Scan by Department** to find relevant opportunities
2. **Filter by Business Objective** (Revenue, Cost, Risk, Speed)
3. **Apply the Prioritization Matrix** (High Frequency × Low Risk first)
4. **Select 3–5 Use Cases** for 90-day pilots

Each use case includes:

- Business problem
  - AI capability applied
  - Expected impact
  - Risk level
  - Typical KPIs
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#### SECTION 1: EXECUTIVE & STRATEGY (15 USE CASES)

1. Board-ready strategy memo drafting
2. Competitive landscape analysis from public data
3. Executive briefing synthesis from multiple reports
4. Scenario planning and strategic option modeling
5. Market entry feasibility analysis
6. M&A target screening summaries
7. Earnings call transcript analysis
8. Executive Q&A preparation
9. Investor presentation first drafts
10. Policy and regulation impact summaries

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11. Corporate OKR alignment analysis
12. Leadership decision trade-off analysis
13. Internal strategy document harmonization
14. Business model innovation ideation
15. Long-term trend forecasting summaries

KPIs: Decision cycle time, strategy document turnaround

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### SECTION 2: SALES (25 USE CASES)

16. Lead qualification and scoring
17. Personalized outbound sales emails
18. Sales call transcription and summaries
19. Objection handling script generation
20. Proposal and RFP draft generation
21. CRM data cleanup and enrichment
22. Sales forecast scenario modeling
23. Account research briefings
24. Competitive battle cards
25. Sales enablement content creation
26. Pricing sensitivity analysis
27. Deal risk identification
28. Next-best-action recommendations
29. Contract redline suggestions (sales side)
30. Upsell / cross-sell opportunity detection
31. Pipeline health analysis
32. Territory planning insights
33. Win/loss analysis summaries
34. Customer persona generation
35. Sales training simulations

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- 36. Onboarding new sales reps
- 37. Renewal risk prediction
- 38. Sales performance coaching insights
- 39. Customer meeting prep briefs
- 40. Sales dashboard narrative explanations

KPIs: Conversion rate, deal cycle length, revenue per rep

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### SECTION 3: MARKETING (30 USE CASES)

- 41. Blog and article drafting
- 42. SEO keyword clustering
- 43. Email marketing campaign drafts
- 44. Social media content generation
- 45. Ad copy A/B variations
- 46. Landing page copy generation
- 47. Brand voice consistency checks
- 48. Campaign performance analysis
- 49. Audience segmentation insights
- 50. Persona-based messaging variants
- 51. Webinar script creation
- 52. Video script outlines
- 53. Product positioning statements
- 54. Customer testimonial editing
- 55. Marketing calendar optimization
- 56. Influencer outreach messaging
- 57. Content repurposing at scale
- 58. Press release drafting
- 59. Market trend analysis
- 60. Competitor messaging analysis

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- 61. Content gap identification
- 62. Creative concept ideation
- 63. Localization of campaigns
- 64. Marketing ROI summaries
- 65. Funnel drop-off analysis
- 66. Marketing experiment design
- 67. Website UX copy optimization
- 68. Nurture sequence creation
- 69. Event messaging preparation
- 70. Campaign post-mortem summaries

KPIs: CAC, CTR, engagement rate, content velocity

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### **SECTION 4: CUSTOMER SERVICE & CX (25 USE CASES)**

- 71. Tier-1 chatbot support
- 72. Ticket classification and routing
- 73. Response drafting for agents
- 74. Sentiment analysis of tickets
- 75. Root cause analysis of complaints
- 76. Knowledge base article generation
- 77. SLA breach prediction
- 78. Multilingual support automation
- 79. Refund and return handling
- 80. Voice-of-customer summarization
- 81. CSAT prediction
- 82. Escalation risk detection
- 83. FAQ optimization
- 84. Proactive support messaging
- 85. Chat transcript summaries

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- 86. Agent coaching insights
- 87. Support workload forecasting
- 88. Product issue trend detection
- 89. Churn signal identification
- 90. Customer journey friction analysis
- 91. Self-service portal optimization
- 92. Support quality audits
- 93. Post-interaction surveys
- 94. Customer feedback categorization
- 95. Resolution time optimization

KPIs: CSAT, FCR, cost per ticket, response time

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### SECTION 5: HR & TALENT (25 USE CASES)

- 96. Resume screening assistance
- 97. Job description generation
- 98. Interview question generation
- 99. Candidate communication automation
- 100. Skills gap analysis
- 101. Personalized learning paths
- 102. Onboarding document creation
- 103. Policy explanation chatbots
- 104. Performance review drafts
- 105. Engagement survey analysis
- 106. Attrition risk prediction
- 107. Workforce planning scenarios
- 108. Succession planning insights
- 109. Internal mobility recommendations
- 110. DEI analytics summaries

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- 111. Training effectiveness analysis
- 112. Manager coaching prompts
- 113. Employee feedback clustering
- 114. Compliance training reminders
- 115. Benefits communication drafting
- 116. Role competency frameworks
- 117. Talent marketplace matching
- 118. Internal FAQ assistants
- 119. HR ticket automation
- 120. Exit interview analysis

KPIs: Time-to-hire, attrition rate, engagement score

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### SECTION 6: FINANCE (20 USE CASES)

- 121. Expense report review
- 122. Invoice processing
- 123. Budget variance explanations
- 124. Forecast commentary generation
- 125. Financial report summaries
- 126. Fraud anomaly detection
- 127. Working capital analysis
- 128. Cash flow forecasting
- 129. Cost center performance insights
- 130. Pricing margin analysis
- 131. Vendor spend optimization
- 132. Audit preparation support
- 133. Financial policy Q&A bots
- 134. Revenue leakage detection
- 135. Capital allocation scenarios

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- 136. Financial modeling support
- 137. Procurement savings identification
- 138. Forecast accuracy improvement
- 139. Tax document preparation support
- 140. Management reporting automation

KPIs: Close cycle time, forecast accuracy, cost savings

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### SECTION 7: OPERATIONS & SUPPLY CHAIN (25 USE CASES)

- 141. Demand forecasting
- 142. Inventory optimization
- 143. Logistics route planning
- 144. Predictive maintenance
- 145. Supplier risk monitoring
- 146. Production scheduling optimization
- 147. Quality defect analysis
- 148. Safety incident prediction
- 149. Capacity planning
- 150. SOP generation
- 151. Process bottleneck detection
- 152. Warehouse layout optimization
- 153. Energy consumption optimization
- 154. Operations dashboard narration
- 155. Procurement automation
- 156. Spare parts forecasting
- 157. Service dispatch optimization
- 158. Operations cost modeling
- 159. Vendor performance analysis
- 160. Compliance documentation

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- 161. Root cause analysis reports
- 162. Continuous improvement insights
- 163. IoT data summarization
- 164. Production variance explanation
- 165. Operations KPI forecasting

KPIs: OTIF, inventory turns, downtime, unit cost

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### SECTION 8: IT & ENGINEERING (20 USE CASES)

- 166. Code generation assistance
- 167. Bug detection and explanation
- 168. Test case generation
- 169. Legacy code documentation
- 170. API documentation creation
- 171. Incident post-mortem analysis
- 172. Log analysis and alerts
- 173. Infrastructure cost optimization
- 174. Release note generation
- 175. Technical debt analysis
- 176. Architecture diagram explanations
- 177. Security alert triage
- 178. DevOps workflow automation
- 179. Change impact analysis
- 180. Knowledge base assistants
- 181. System performance summaries
- 182. Patch prioritization
- 183. Cloud resource recommendations
- 184. IT helpdesk automation
- 185. Technology roadmap drafting



KPIs: MTTR, deployment frequency, cost efficiency

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## SECTION 9: LEGAL & COMPLIANCE (15 USE CASES)

186. Contract review assistance
187. Clause risk identification
188. Policy drafting and updates
189. Regulatory monitoring summaries
190. Due diligence document review
191. Legal research summarization
192. Compliance training content
193. Litigation document organization
194. Contract obligation tracking
195. Legal intake triage
196. Privacy impact assessments
197. Incident response documentation
198. Audit evidence preparation
199. Regulatory Q&A bots
200. Legal spend analysis

KPIs: Review time, error rate, compliance incidents

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## SECTION 10: QUICK-WIN FILTER (RECOMMENDED STARTERS)

High-frequency, low-risk pilots ideal for first 90 days:

- Email drafting (Sales, HR, Ops)
  - Document summarization (Legal, Finance)
  - Report generation (Finance, Ops)
  - Customer support tier-1 bots
  - Marketing content drafts
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### FINAL NOTE

This library is intentionally broad. **Do not attempt everything.**

Winning organizations:

- Start with 3–5 use cases
- Measure impact ruthlessly
- Scale only proven winners

This library supports disciplined execution — not experimentation chaos.