

[AI Use Case Library \(200+ use cases\)](#)

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.

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

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

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

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

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

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

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

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

- 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

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

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

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

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.