



Unlock customer insights with AI:

The AI guide for product teams

Ship better products, faster.

What's inside:

How AI drives growth and efficiency

Leveraging AI to parse high-volume data

Top AI use cases for product teams

Playbook

A screenshot of the Airtable Product workspace. On the left, there's a sidebar with tabs: Discover (selected), Opportunities (highlighted in blue), Insights, Planning & Prioritization, Execution & Delivery, and Iterate. At the bottom of the sidebar is a 'Share' button. The main area shows a table titled 'Opportunities'. The first column has rows for 'Unresolved' and 'All opportunities'. The second column lists several items: 'Enhanced real-time collaboration features for teams.', 'Integration with popular project management tools.', 'Advanced analytics dashboard for data-driven decision making.', 'Improved accessibility for users with disabilities.', 'Better integration with external systems.', 'Personalized user onboarding process.', 'Integration with cloud storage providers.', 'Enhanced security features with multi-factor authentication.', 'Seamless integration with communication platforms.', and 'Automated reporting functionality'. At the bottom of the table are 'Status' and 'Enterprises' filters. A modal window titled 'Improve data visualization' is open, containing sections for 'AI Feedback Summary' and a callout box with the text: 'Customers find charts and graphs difficult to digest. Consider investing in a third-party data visualization tool'. Below this is a button labeled 'Generating...'. A large, semi-transparent star-shaped highlight covers the 'Opportunities' table and the 'AI Feedback Summary' section of the modal.

Introduction

55% of product leaders say that AI plays a major role in their teams' product development. 76% of leaders expect their investment in AI to grow over the next year.

As a product leader, are you embracing the right technologies to keep up? How are you using AI to accelerate product development and solve real customer problems?

AI is helping product teams analyze mountains of customer data to find new opportunities for innovation and competitiveness.

But the need to leverage AI to build better products faster doesn't mean you need more software: it means you need the right software. We believe that the best way to harness AI is to embed it across existing workflows within the tools you use daily so that it's contextualized to your business and critical data.

When product leaders use AI this way, a consensus steadily emerges around one powerful use case that unlocks huge efficacy.

That top use case? The ability to parse mountains of customer feedback to unlock hidden insights.

One of the fastest and easiest wins for product leaders leveraging AI is in the organization and extraction of insights from large datasets (e.g. customer feedback). Because once your product team can finally understand exactly which products and features your customers want and need, **you'll be able to stay ahead of your competition and know exactly when to build what, and for whom.**

AI adoption drives team growth and output

- According to Airtable research, teams that invested “extensively” in AI are significantly more likely to have increased headcount by 50% or more over the last year, compared to teams who didn’t invest as much in AI.
- They were also more likely to report a 50%+ investment in technology over the last year.
- 55% of leaders say that AI plays a “significant role” in the product development process. 76% of respondents expect investments in AI to increase over the next year.
- Top reported benefits of AI adoption include “improved feature prioritization” and “enhanced data analytics.”

Never miss crucial customer insights again with Airtable AI

As product and technical leaders, your customers are constantly trying to tell you what they need. You understand that they’re trying to solve for very specific pain points. You’re aware that they’re making detailed requests for new products and updated services. Unfortunately, you also know that it’s nearly impossible to comb through this massive amount of data and make actionable sense out of it because feedback is pouring in faster than you can keep up.

Fortunately, thanks to Airtable AI, you no longer have to overwhelm your data scientists with trying to identify the wheat from the chaff. Because parsing mountains of data in mere seconds is one of the single best uses for AI amongst product teams today.



So what exactly is Airtable AI?

Airtable AI is a new way for businesses to harness generative AI in everyday work. Unlike other solutions, Airtable AI works within your existing workflows—meaning you don’t need to rebuild your apps to start experimenting, and you don’t need to copy and paste between tools to see results. Instead, you can use our embedded AI to analyze, organize, and connect the workflows and information you already have in Airtable.

From AI to assembly lines, efficiency is always the winner

When Henry Ford launched the modern assembly line in 1913, he changed how society built things forever. Back then, Ford managed to build 300,000 cars with only 13,000 workers. That's more than 23 complete cars per person! Meanwhile, Ford's competitors had a whopping 66,350 employees collectively and were cumulatively only able to build the same number of cars. Is the introduction of AI any different?

Ford's technological breakthrough was the clear winner of the efficiency game. But at first, this new technology wasn't universally embraced by everyone. Product leaders face the same choice today that manufacturers faced more than 100 years ago: either embrace AI, or resist technology and try to maintain the status quo, only to be left behind.



[Image Source](#)

Ford maximized efficiency by drastically cutting the cost of production by standardizing parts and creating more efficient assembly of those parts. What had been a luxury product with less supply than demand could now become, through the assembly line, affordable enough to bring the freedom of automobiles to almost everyone. And because the market celebrates efficiency, other industries rapidly adopted the assembly line process.

Today, scores of our daily goods are produced using similar models. By implementing new methods, they were able to create consistently higher quality products while simultaneously lowering costs and increasing reliability.

Turning hours into minutes

Assembling a Ford Model T went from a 12.5 hour project to one finished in just over an hour and a half. This increase in labor productivity supercharged the economy, drove increased profits, and led to wage increases for the more productive workers.

Turning minutes into seconds

Before AI, it took product teams weeks or even months to analyze multiple inputs of customer feedback. Now, this can happen almost instantaneously. Thanks to AI, the delta between opening a massive dataset to identifying new trends and pulling compelling insights has shrunk from multiple hours to a matter of seconds.

Customer insights are crucial to product market fit. With AI, analyzing and actioning great volumes of feedback can happen in minutes, not months.

By organizing and extracting insights from large datasets (e.g. customer feedback) your product team can finally understand exactly what products and features your customers want and need you to build them next.

Historically, the problem wasn't that customers weren't telling you what they want and need. The problem was that they were telling you at such a high velocity, it was nearly impossible to keep up with the firehose of real-time and never-ending feedback coming your way.

But now with AI, it's finally possible to make sense of this mountain of data in a clear, strategic way. The result? More informed product decisions and more compelling customer experiences.

 Airtable Cobuilder

Tell us about your world

I work in digital media.

Help me understand what our customers think of our streaming platform.

Ready to get started?

Here are a few tactical tips for leveraging AI in product development. →

Let's focus on unlocking smart product insights with AI

Automated tagging and feedback analysis

When you have a centralized repository of insights and feedback in Airtable, you can use Airtable AI to automatically tag feedback according to use case, customer type, and more. Immediately, AI can identify patterns in tagging and reveal what all or most responses have in common.

It takes humans a long time to read through hundreds of surveys or call transcripts, and it's especially easy to miss insights that only reveal themselves in aggregate. On the other hand, AI is particularly good at this exact type of analysis.

Aggregated summaries across feedback themes

Another especially useful feature is the use of aggregated summaries across feedback themes. This means that you can really dial in the exact types of data you're looking for by introducing thematic areas you want to explore.

Airtable AI identifies these themes as they emerge in the data, then aggregates and summarizes pertinent information. You can use AI to synthesize these insights at scale, discover trends over time, and associate insights with current or planned initiatives.

Sentiment analysis

Airtable AI can automatically intuit the emotional response of any type of feedback and track audience sentiment from positive to neutral to negative. At a glance, you can see which features are creating happy customers and which are contributing to frustration. In Airtable, you can auto-route these insights to the appropriate teams, who can make the required changes to move sentiment from negative to positive.

AI is more than analyzing customer feedback: Here are 5 more ways product teams are leveraging Airtable AI

While parsing mountains of customer feedback and turning those insights into actionable data is a major AI best practice, it isn't the only one. Here are a few more ways customers are benefitting from Airtable AI in improving their product operations.

They summarize and discover new insights

Product teams use Airtable AI to rapidly parse large datasets and surface new insights.

32% of product leaders report that AI enhances data analysis.

They categorize information

AI instantly tags hundreds of records according to theme, asset type, audience, product feature, and more.

37% note that AI improves feature prioritization and 31% report stronger quality assurance.

They generate content

AI can help draft internal and external documents like product requirement briefs and launch comms.

33% say that allocating resources is easier with AI.

They translate all languages

Airtable AI instantly translates information across languages and locales, while also adjusting voice and tone.

33% report that automating routine tasks is a major benefit of AI.

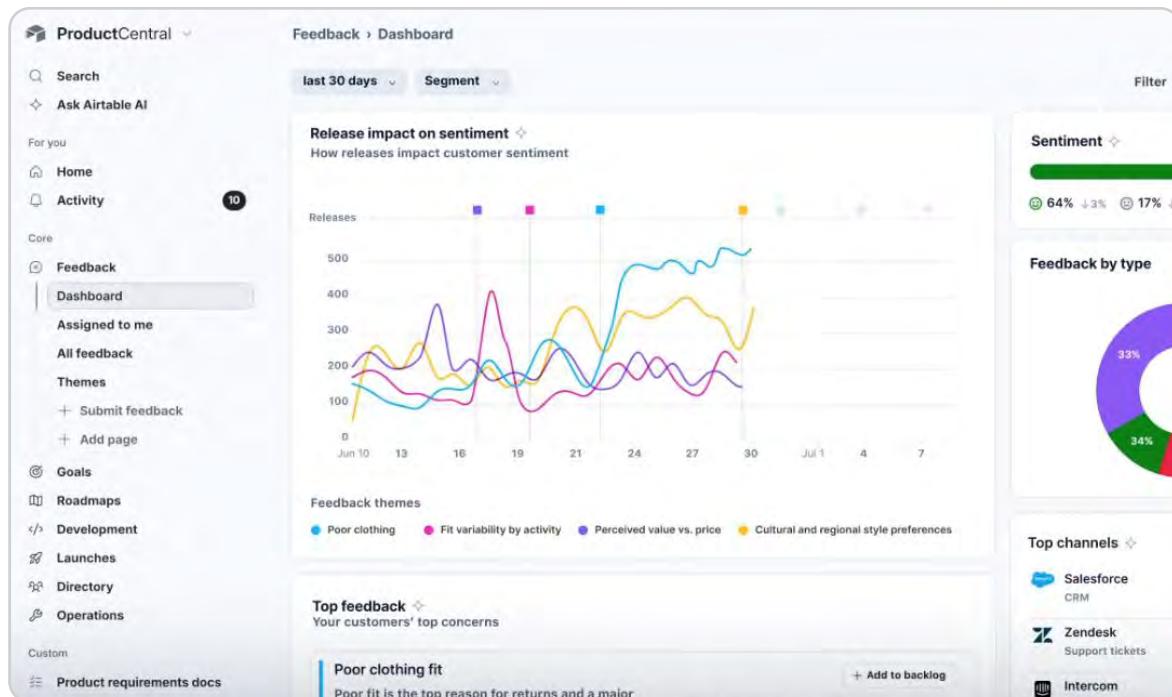
They route work-in-progress

Airtable AI automatically ties insights to overarching initiatives and company goals, helping product teams identify collaborators and match work across the org.

31% are seeing faster time-to-market with AI.

Summarize and extract insights

We're seeing really positive adoption and efficiency trends from our customers leveraging Airtable AI. But since today our focus is on how product teams can better parse customer feedback, let's pause and double-click on these first two bullets: **summarize and discover insights, and categorize information.**



When a company's critical information is already stored in Airtable, Airtable AI can summarize information and surface relevant insights. It will quickly analyze unstructured data like customer feedback or meeting transcripts and summarize the most relevant opportunities to make the information easier to act on and share.

Example insight

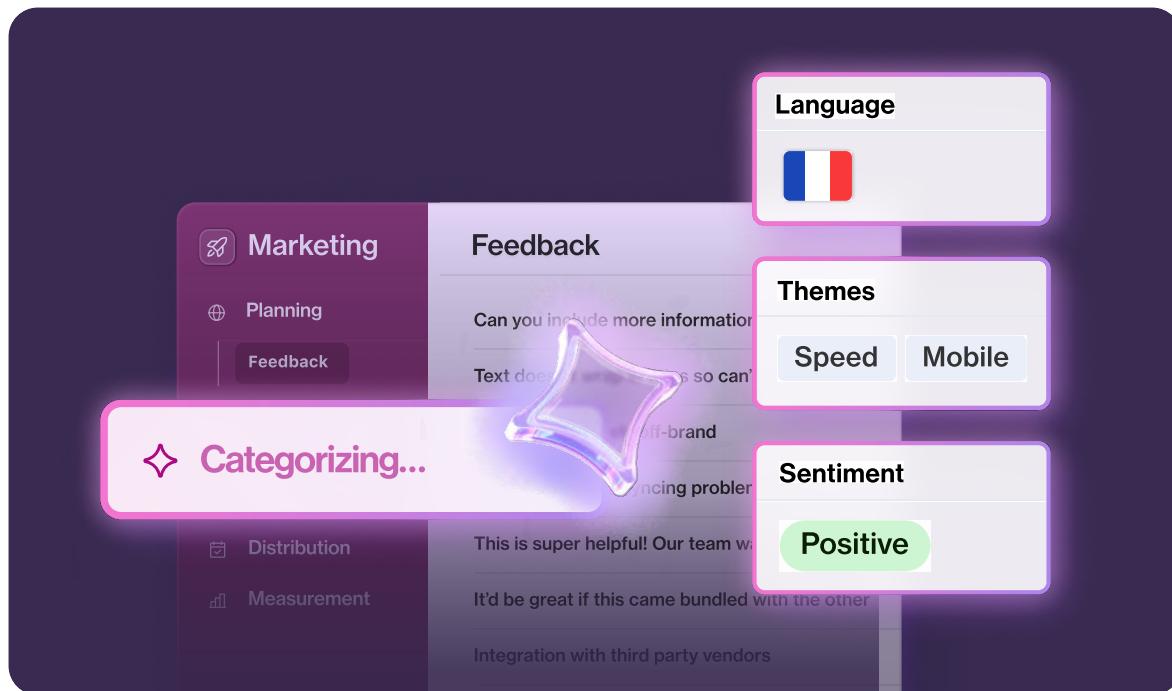
Make the search bar more responsive to reduce customer churn by 30%.

Let's take the customer feedback example:

Airtable AI can take thousands of social comments or transcripts from customer calls to give you a high-level understanding of what people are saying about your brand or product—in seconds. It can also identify opportunities for growth and revenue.

Categorize information

If you're running operations in Airtable, you're already thinking about organizing the data that fuels your most critical workflows. Airtable AI makes data segmentation a breeze by automatically categorizing data according to theme, sentiment, product feature, and more. In addition to applying existing tags, Airtable AI can review content and add categories based on its analysis.



More on the customer feedback example:

If you aggregate thousands of transcripts of customer calls, you can ask Airtable AI to categorize each call according to sentiment (positive, negative, or neutral) and group the data accordingly. This rapid analysis frees teams up to focus on actioning the data, rather than organizing it.

The benefits are clear

Many of the world's leading product organizations rely on Airtable to deliver user-centric experiences at scale.

- BlackRock unlocked 2X faster time-to-market for new features and product lines.
- Intuit saw a 200% increase in capacity to conduct customer research.
- TOMS was able to streamline productivity by consolidating 6+ tools across product development.

Conclusion

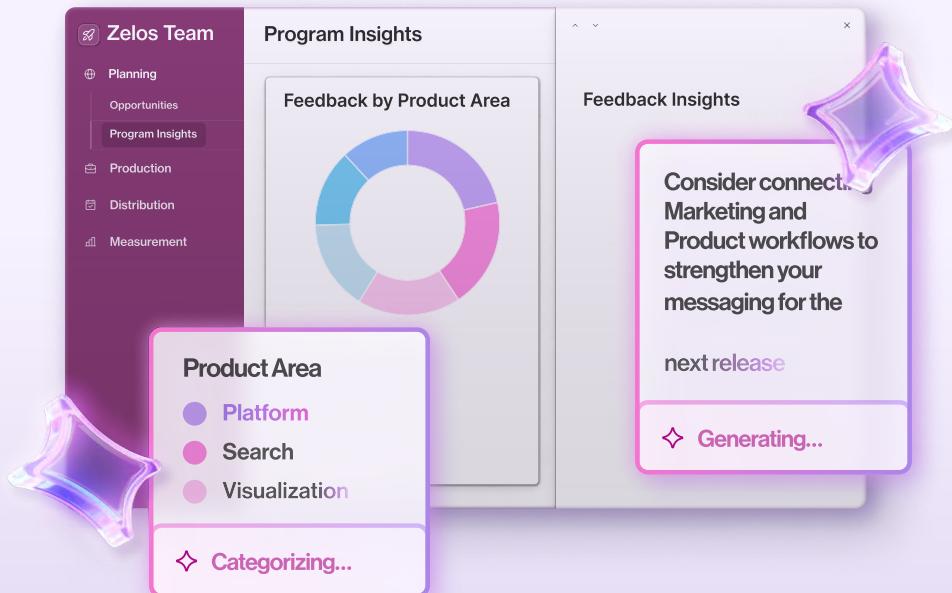
AI is going to revolutionize the way we build software and impact global markets, just as the invention of the assembly line did 100 years ago.

But not all software is created equal—and that includes AI software. What product teams need to succeed is to integrate AI into their native workflows in a way that is additive and automating instead of distracting and inefficient.

Airtable AI is a faster, more efficient way for product teams to analyze feedback and to find new opportunities for more agile innovation and competitive breakthroughs.

The world is changing fast. We're here to help you change with it.

That's why we built Airtable—and that's exactly why we built Airtable AI. ([Watch demo](#))



FAQs:

How do I start using Airtable AI?

If you're on a paid self-serve plan, you have access to a limited number of AI credits each month to test out Airtable AI. If you need more credits, you can purchase the AI add-on, which allows you to use AI at scale. Enterprise Scale customers should talk with their account team to get access to Airtable AI.

What type of work is AI best for?

Airtable AI can be added to any workflow and is flexible enough to advance critical steps across workflows for any team or department. Product teams can use AI to categorize customer feedback and generate product specs to speed up feature development. Marketing teams can use AI to generate creative briefs, gather competitive intel, or draft blog posts. HR and finance teams can use AI to generate job descriptions, categorize budget spend, draft company memos, and more.

Does my information entered in AI become public?

Airtable protects the privacy and security of our customers' data. No customer data is retained by our vendors or used to train current or future large language models (LLMs).

Which LLMs can I choose from?

Enterprise Scale customers can choose from different LLMs for Airtable AI. These include OpenAI's GPT models and Anthropic's Claude models via Amazon Bedrock, a service where models are hosted in the Amazon Web Services environment.

Is prior experience with AI required to get started?

No, prior experience with AI is not necessary to get started with Airtable AI. Whether you are new to AI or have expertise in the field, you can benefit from Airtable AI. Airtable AI is designed to help teams build confidence and develop skills in writing and using AI prompts. With a choice of pre-built prompts and guidance and tips provided, you can quickly add AI capabilities to your workflows and make the most of their power, regardless of your prior experience with AI.

How do I start using Airtable AI?

Our thriving Airtable community is a great resource to discuss new features, ideas, and workflows. You can read our announcement post [here](#), then join in the discussion!

I have more questions. Can I talk to someone on your team?

If you have more questions for our team, please fill out our [contact sales form](#) and someone from our team will reach out. To learn more about Airtable AI, please visit: <https://www.airtable.com/platform/ai>

About Airtable

We connect all of your critical data in a single, powerful, relational database engine.

This increases flexibility and allows you to share data as you scale. It works by integrating with tools you already use like Salesforce, Dropbox, Google Docs, and Slack. Our goal is to really meet you where you are.

We seamlessly embed AI throughout the platform with a simple and intuitive front end.

This is the interface layer that we are focusing on in this article.

We leverage intuitive app-building tools.

These tools allow you to build powerful and engaging custom applications to solve your unique team challenges.

We made all of this enterprise grade so that it is easy to deploy, simple to govern, and built to scale with your business.

Because it's not just about building an app or two, it's about being able to manage and scale all of these workflows on top of all your shared data.

Any questions?

Request a demo or contact us.

[Airtable for AI demo](#)

[Contact sales](#)