ChatGPT

Identifying and Scaling AI Use Cases (Summary of LinkedIn Article and Guide)

Overview and Intended Audience

- **AI adoption vs. maturity:** AI use is widespread (nearly 40% of U.S. adults have tried AI tools), yet only ~1% of organizations feel they have fully matured their AI efforts [1]. Enterprises often struggle to move from AI **experimentation** to generating **measurable business impact**.
- **Purpose of the guide:** *Identifying and Scaling AI Use Cases* (an OpenAI for Business guide) addresses this gap by providing a clear, actionable roadmap for companies. It is aimed at **enterprise leaders, innovation managers, and technical leads** responsible for AI strategy [2] [3]. The guide distills lessons from **300+ real-world AI deployments** and insights from over **2 million enterprise users**, offering best practices to operationalize AI across the organization [4].
- **Three-phase framework:** The approach is organized into **three phases** – **(1)** identifying high-impact AI opportunities, **(2)** teaching core *"AI use case primitives"* to teams, and **(3)** prioritizing initiatives for scale – to help businesses systematically integrate AI into workflows [5]. Each phase is paired with real examples (e.g. from Fanatics, BBVA, Match Group) and practical tools (like an impact/effort matrix) to guide implementation [6] [7].

Phase 1: Identifying High-Leverage AI Opportunities

- **Focus on where AI adds value:** Start by scanning your operations for areas where AI can **augment or accelerate work**. The guide suggests looking for three key signs of promising AI use cases [8]:
- **Repetitive, low-value tasks:** Mundane, time-consuming tasks (e.g. drafting routine reports, summarizing documents, responding to common inquiries) that **add little value** can be offloaded to AI [9]. Automating these frees up employees for higher-level work.
- **Skill or capacity bottlenecks:** Tasks that are valuable but aren't done (or are done too slowly) due to limited time, staff, or expertise. AI can **bridge knowledge gaps** and expand your team's capacity – for example, by handling complex data analysis or scaling personalized content creation without needing more headcount [10].
- **Ambiguous, open-ended problems:** Projects where humans struggle to start due to uncertainty or lack of data (e.g. brainstorming ideas, exploring new markets, writing first drafts for complex topics). Here AI can act as an **"unblocker"**, generating initial ideas or interpreting unstructured information to jump-start the process [11].
- **AI as a "super-assistant":** A core mindset is to view AI as a **virtual team member** or *super-powered assistant* for knowledge workers, rather than a threat [12]. AI can accelerate repetitive cognitive tasks, help knowledge flow faster, and enable small teams to **punch above their weight** by handling work that would normally require significantly more time or people [13] [14]. The guide emphasizes that AI **amplifies** human ability instead of replacing it, so the first step in finding use cases is to ask: *"What part of this job could a super-assistant do?"* [15].
- **Methods to discover opportunities:** The guide recommends engaging cross-functional teams to brainstorm AI applications. For example, form **AI task forces or workshops** where team members

identify pain points or inefficiencies in their department with the above signs. These structured ideation sessions help create a pipeline of high-potential use case ideas grounded in real workflow needs [16].

Phase 2: Teaching the Six Fundamental "AI Use Case Primitives"

- **Six common AI capabilities:** OpenAI's framework defines six foundational **use case "primitives"** – essentially basic patterns of AI applications that are broadly applicable across business units [17] [18]. Educating teams on these primitives helps employees spot opportunities and experiment with AI in their own projects. The six core use cases are:
- **Content Creation:** Using AI to generate or edit content and first drafts for documents, marketing copy, emails, reports, etc., while maintaining desired tone and structure [19]. (For example, drafting policy documents or product descriptions with AI assistance.)
- **Research/Synthesis:** Employing AI to **retrieve information and synthesize knowledge** from large volumes of text or data [20]. This includes scanning long documents or web sources and producing concise summaries or insights (a "research assistant" for employees).
- **Coding/Software Assistance:** Leveraging AI coding assistants to write code snippets, translate between programming languages, debug errors, and help non-developers prototype software solutions faster [21]. This primitive accelerates development and automation of tasks via code.
- **Data Analysis:** Using AI to interpret and analyze data from spreadsheets, dashboards, or databases, and to generate charts, trend analyses, or explanations of data** [22]. AI can quickly harmonize data from multiple sources and surface insights, aiding analysts in decision-making.
- **Ideation & Strategy:** Utilizing AI for creative brainstorming and planning. For instance, AI can help generate ideas, outline strategies, or even critique and improve draft proposals/business plans [23]. This supports teams during early, ambiguous phases of projects by providing fresh perspectives and structured suggestions.
- **Process Automation:** Designing AI-driven workflows that automate multi-step processes using memory and instructions [24]. Rather than handling one-off tasks, this involves chaining AI capabilities to **execute entire sequences** of tasks (for example, an AI system that takes an input, processes it through several steps, and produces an output with minimal human intervention).
- **Empowering employees through training:** The guide advises organizations to **educate their workforce** about these six AI use case types [25]. By understanding the "art of the possible" with generative AI (content generation, coding help, data insight, etc.), employees across departments are better equipped to recognize where they can apply AI in their day-to-day work. This foundational knowledge accelerates discovery of new use cases and drives bottom-up innovation in using AI tools [25]. Every team can ask how these primitives might solve their specific problems.

Phase 3: Prioritizing and Scaling Initiatives (Impact/Effort Matrix)

- **Impact vs. Effort framework:** To turn a list of ideas into action, the guide recommends evaluating each AI use case by its **potential impact** vs. the **effort (or complexity) required** [26]. Plotting initiatives on an impact/effort matrix helps prioritize projects that offer the best return on investment. Teams should **start with "quick wins"** – use cases that are high-impact but low-effort – to build momentum and demonstrate value early [27]. For example, automating a simple report generation that saves many employee hours is a quick win to pursue first.
- **Scale across the organization:** When prioritizing, favor use cases that can **scale broadly** or benefit multiple teams, rather than very narrow or one-off applications [26]. The guide suggests filtering

ideas to find those with **department-wide or cross-functional value**. By focusing on scalable opportunities (e.g., an AI tool that can be adopted by the entire customer support department, not just one person), organizations ensure AI investments drive **wide-reaching impact** rather than isolated improvements [27].

- **Continuous iteration:** AI capabilities and business needs will evolve, so treat prioritization as an ongoing process. The guide advises revisiting and re-ranking your AI use case portfolio **regularly (e.g. quarterly)** [28]. As new models or tools emerge and initial projects deliver results, organizations should **update their impact/effort assessments** – some pilots may warrant further scaling, while new opportunities might arise. This iterative approach ensures the AI roadmap stays aligned with current opportunities and challenges.
- **From tasks to end-to-end workflows:** A key scaling insight is to extend AI integration beyond single tasks to entire **multi-step workflows**. Rather than implementing AI in a piecemeal fashion, look at end-to-end business processes (e.g. a marketing campaign pipeline or a product launch process) and embed AI at multiple points to transform the workflow holistically [29]. This might involve chaining several AI tools or models together. By scaling AI through complete workflows, companies can multiply the efficiency gains and innovation impact, instead of just creating isolated task automations.

Real-World Examples and Case Studies

- **Fanatics (Sports Merchandise & Betting):** Highlighting a cultural approach to finding use cases, Fanatics' CFO **Andrea Ellis** formed an internal "AI automation task force." She asked every finance team member to identify processes in their work that could benefit from AI. The collected ideas were then compiled into a **roadmap of AI projects** to explore [30]. This bottom-up idea generation, supported by leadership, ensured the AI initiatives directly targeted pain points felt by employees (and created buy-in for the solutions).
- **BBVA (Banking):** The global bank BBVA developed a tool called **"Credit Analysis Pro GPT"** to automate parts of its credit risk analysis workflow. This AI system helps credit analysts by **pulling unstructured data** from various sources (e.g. annual reports, ESG documents, news) and synthesizing it for risk assessment [31]. By using GPT-4 to gather and summarize relevant financial information, BBVA's analysts can evaluate loan applicants faster and more consistently, augmenting their capacity while maintaining thoroughness.
- **Match Group (Online Dating):** Match Group experimented with GPT-4's multimodal AI to **simulate user focus groups** for product research [32]. Essentially, they have AI agents play the role of users interacting with new app features or prototypes, so product teams can obtain feedback and ideas without organizing real focus group sessions. This creative use case yielded **new product insights quickly and at low cost**, showing how AI can stand in for customers in the early stages of design and testing [32].
- **Other examples:** The guide references numerous other deployments across industries (drawing from over 300 cases). It illustrates how AI is being used in areas like marketing content generation, customer service automation, software development assistance, and more [4]. These examples serve to inspire organizations on what's possible and demonstrate tangible benefits (e.g. cost savings, productivity boosts, faster innovation) from responsible AI adoption.

Best Practices and Strategic Insights for Responsible AI Deployment

- **Leadership and vision:** A successful AI program starts at the top. **Executive sponsorship** is crucial – leaders should champion AI initiatives and clearly communicate a vision of how AI will enhance the business [33] . The guide stresses that AI adoption should be **led and encouraged by leadership** to create alignment with strategic goals [34] . When management actively supports AI exploration (e.g. setting AI innovation objectives, allocating budget, celebrating AI wins), it signals to the organization that AI is a priority, driving broader engagement.
- **Empowerment and culture: AI success is a team sport**. Companies should cultivate a culture of experimentation and learning around AI [35] . Practical ways to do this include hosting hackathons, "AI innovation days," or establishing internal GPT/AI labs where employees can tinker with AI solutions on real problems [35] . Peer learning and sharing of AI project experiences (brown-bag sessions, demos) also help demystify AI. This grass-roots involvement not only surfaces creative use cases from all levels, but also builds employee **buy-in and skills** for AI, making adoption more sustainable.
- **Start small, prove value:** The guide cautions against immediately chasing grand, extremely complex AI projects. It's often better to **start with simple, high-impact applications** that address known pain points [33] . Early quick wins (like automating a frequent report or integrating an AI assistant for customer emails) can demonstrate tangible value fast. These wins build momentum and credibility for the AI program, which makes it easier to secure support for larger-scale or more sophisticated AI investments later [36] . In short, **scale up gradually** – use initial successes as a springboard for tackling more ambitious AI initiatives once the organization gains confidence and experience.
- **Prioritize responsible use:** Deploy AI **responsibly** by focusing on use cases that clearly align with business objectives and by proactively managing risks (accuracy, fairness, compliance). The strategic insight is to integrate AI into workflows in a way that genuinely improves outcomes and decision-making quality [37] [38] . Avoid applying AI "for its own sake" or in isolation – instead, ensure each AI use case has a clear purpose and is monitored for performance and any unintended effects. As teams scale AI solutions, they should continuously refine prompts, add guardrails, and involve human oversight to maintain quality and trust. Organizations are encouraged to update policies and provide training on **AI ethics and safety** so that innovation happens in a controlled, compliant manner.
- **Continuous learning and adaptation:** Finally, treat AI deployment as an **ongoing journey**. Successful organizations set up feedback loops: they measure the impact of AI solutions, share lessons learned across teams, and adjust their AI strategy over time. This might involve upskilling employees as new AI tools emerge, phasing out use cases that don't deliver expected value, and doubling down on those that do. The guide's real-world stories underscore that adaptability – being willing to iterate on use cases and adopt new AI advances – is key to **staying ahead** in the rapidly evolving AI landscape [28] . By regularly revisiting the AI portfolio and staying informed on AI developments, businesses can scale AI *responsibly and effectively* for the long run.

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[1] [18] [19] [24] [25] [26] [27] [28] [29] [35] [38] Identifying & Scaling AI Use Cases | Data Science Dojo
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