Use case #1

Appico is a fast-growing B2B SaaS startup offering a scheduling and time management solution for remote sales teams. With a team of 20 employees, the company recently hired three Sales Development Representatives (SDRs) to increase outreach efforts and fill the top of the sales funnel. The team relies on personalized outbound emails to connect with mid-sized tech companies. However, outreach quality varies between SDRs, and personalization takes time, limiting scale.

SDRs spend 2–3 hours daily writing and personalizing outbound emails. Much of the content is repetitive: greetings, pitch templates, scheduling links. Sales managers have noted inconsistencies in tone and positioning, and follow-up emails often get delayed. The team lacks a system to generate relevant, contextual messages quickly while still allowing human input and control.

The sales and operations leads are investigating whether Generative AI could help improve internal sales workflows by targeting key friction points. Areas of potential enhancement include:

- Reducing time spent drafting personalized outbound emails by generating first drafts based on CRM or lead profiles
- Standardizing and accelerating follow-up sequences by suggesting appropriate messaging across different pipeline stages
- Supporting campaign optimization by proposing subject line and call-to-action (CTA) variations for A/B testing

They do not plan to automate final delivery — SDRs would review and edit drafts.

Some constraints they've gathered:

- Sales leadership is concerned about over-automation and bland messaging.
- Legal requires GDPR-compliant sourcing for all personalization data.
- SDRs are mixed in response: some fear replacement; others welcome help.
- Email performance must remain trackable and attributable.
- No current integration with CRM; AI workflow must run independently.

Use case #2

CodeNest is a developer tooling startup that builds internal infrastructure for platform teams. The company employs around 15 engineers working in small cross-functional teams. The codebase is large, and multiple projects share overlapping components, requiring tight coordination and consistent practices. The startup promotes software craftsmanship and clean code, but developers are spending a significant portion of their time on repetitive tasks such as test writing, documentation, and code cleanup.

Developers regularly write unit tests, generate boilerplate code, and refactor repetitive patterns. Documentation is often neglected or delayed until late stages. Additionally, code reviewers spend excessive time interpreting pull requests due to vague commit messages and incomplete descriptions. While productivity remains acceptable, team leads see opportunities to reduce cognitive load and increase velocity by supporting routine development tasks.

The CTO and tech leads are exploring whether Generative AI could support specific areas of improvement within engineering workflows. Key opportunities include:

- Reducing time spent on writing unit tests for straightforward functions
- Improving the clarity and efficiency of pull request summaries and commit messages
- Supporting inline documentation by suggesting draft comments based on code structure
- Accelerating development through suggestions for boilerplate or repetitive code patterns

These capabilities would run in local dev environments or via GitHub Copilot-style tools, never directly committing code without review.

Some constraints they’ve gathered:

- Developers are split: some are excited, others distrust LLM output.
- Refactored or AI-suggested code still requires peer review.
- Internal frameworks (TypeScript + custom libraries) may limit model generalizability.
- The company values learning and ownership — AI assistance must not turn developers into passive implementers.
- AI tools must work without introducing build or security risks.

Use case #3

Growthly is a subscription-based productivity app used by freelancers and small businesses. The team consists of 35 people, including 5 customer support agents who respond to inquiries through chat, email, and a ticketing system. The support team deals with a high volume of repetitive requests such as billing issues, login problems, or how-to questions. Most of these could be answered with information already available in the internal help center.

Support agents spend significant time searching through documentation, copying in template responses, and escalating more technical questions to developers. While the team is praised for its human tone, the support lead has noticed slower response times and growing backlogs. There is no structured assistant for agents to quickly find the right information or suggest responses based on existing knowledge.

The company is exploring whether Generative AI could support internal customer service workflows by assisting support agents directly (not end-users). Key areas of improvement under consideration include:

- Enabling faster access to relevant information through an internal chatbot trained on existing knowledge base content, ticket history, and release notes
- Improving response efficiency by offering AI-generated template suggestions directly within the ticketing system
- Accelerating knowledge base maintenance by assisting in drafting new help center articles based on recurring issues or recent support trends

The AI assistant would function as a drafting tool — agents retain full control over outgoing communication.

Some constraints:

- Support team values empathy and brand tone — AI suggestions must not flatten language.
- Agents worry about job relevance, especially junior staff.
- Training data is inconsistent: old ticket summaries vary in format.
- System must integrate with Zendesk or similar workflows without adding friction.
- Misleading or outdated AI suggestions could damage trust or prolong resolution.

Use case #4

LegalSync is an 18-person SaaS company providing collaboration and document automation tools for legal teams. The company operates in a hybrid environment, with weekly team calls, project standups, and client update meetings conducted via Zoom or Google Meet. Despite using calendar invites and collaborative docs, meetings often lack consistent follow-up. Key decisions, updates, or tasks get lost in transcripts or are remembered differently by different people. Missed actions delay project timelines and require clarification.

Project leads and the operations team spend several hours per week manually summarizing meetings, re-listening to recordings, or writing recap emails. As the company scales, the lack of structured meeting capture is becoming a bottleneck for cross-team coordination. LegalSync does not currently use any formal meeting documentation tool beyond shared Google Docs.

The leadership team is exploring if Generative AI could support internal meeting documentation workflows, such as:

- Generating structured summaries of internal or client meetings
- Extracting decisions, deadlines, and action items from transcripts
- Creating ready-to-review follow-up messages for Slack or email

The goal is to reduce manual admin work without replacing accountability or context.

Some constraints:

- Legal context: AI-generated content must not misrepresent decisions or obligations
- Some employees are uncomfortable with passive recording and transcription
- Summaries must distinguish facts, decisions, and open questions
- Output must be reviewable before distribution — no auto-posting
- Internal trust requires transparency: who wrote what, and how was it generated?