

# Internal AI Use Cases

**Objective:** Identify and evaluate internal use cases for AI implementation that enhance team performance, automate repetitive tasks, optimize decision-making, and improve the overall employee experience. Our goal is to increase efficiency, reduce operational bottlenecks, and allow employees to focus on high-value strategic work.

## Assumptions:

- **AI is a force multiplier across all functions** – Regardless of department, almost every process can be improved with AI, whether through automation, decision support, or data-driven insights.
- **AI should augment, not replace employees** – The goal of AI implementation is to enhance human productivity, reduce tedious work, and support better decision-making rather than replace employees.
- **Data quality & accessibility are critical** – The success of AI initiatives depends on the availability & quality of data in a given department.
- **Not all AI solutions will fit every workflow** – Some workflows may require tailored AI solutions (i.e. a Matt Bot), while others can benefit from off-the-shelf AI products. Strategic evaluation will be necessary.
- **AI should integrate into existing workflows** – AI tools should complement and integrate into current workflows without creating unnecessary complexity.
- **Change management & employee buy-in are essential** – Successful adoption of AI requires clear communication, training, and support to help teams embrace and effectively utilize AI-driven enhancements.

## Engineering

**Goals:** *Improve development velocity & enhance code quality*

- **AI Code Assistance**
  - Tools like Github Copilot can suggest starting frameworks, provide code snippets based on natural language requests, and detect errors in real-time.
- **Automated Code Reviews** (i.e. Matt Bot)
  - Scan pull requests for potential vulnerabilities, code standard violations, potential performance issues or bugs.
- **Generate UI Mockups & Wireframes**
  - Use tools like Figma AI or Google Chrome's built in developer console assistant to accelerate prototyping and design mockups.
- **Generate Initial Page Layouts / Quickly Generate Product Demos**
  - CoPilot is capable of generating scaffolding/full pages from mockups or designs. Could use this along with Figma to quickly generate functional pages.
- **Agentic AI for Bug Reports**
  - GitHub has released a preview build of agentic AI that is capable of reviewing a report and iteratively resolving the issue using the context of the entire repo. While this won't work (yet) for cross-repository issues, it could improve the rate at which we get through our bug backlog for isolated issues.

## Quality Assurance

**Goals:** *Improve testing efficiency, reduce manual effort and increase test coverage.*

- **AI Powered Test Case Generation**
  - Leverage AI to generate and maintain test cases, reducing manual scripting efforts.
- **AI written QA Automation**
  - Use AI tools to write automated testing scripts in Playwright (our tool of choice today)
- **AI-based Visual Testing**
  - Tools like [Percy.io](https://percy.io) can be used to compare old and new versions of our application to detect UI anomalies faster than manual human "stare & compare" sessions.

## Product Management

**Goals:** *Speed up PRD creation, gain VOC insights & perform MSA analysis*

- **AI-Generated PRDs & User Stories**
  - Use tools like ChatGPT, Claude and Gemini to templatize the PRD experience, generating a first draft that can be quickly edited and refined.
- **AI Analysis for more accurate Voice of the Customer insights**
  - Explore tools like [Dovetail](#) or [Thematic AI](#) to filter through the noise and drive meaning from distributed sources (meeting transcripts, surveys, support tickets, etc.)
- **Contract & MSA Analysis**
  - Use major LLMs to analyze contracts and MSAs to highlight areas of risk, potential negotiation tactics, etc.

## Customer Care

**Goals:** *Reduce manual ticket handling, improve response times and enhance self-service*

- **AI Ticket Categorization**
  - Leverage AI to automatically categorize & group incoming tickets based on a set of provided categories.
- **AI Sentiment Analysis / Escalation Prediction**
  - Use AI to analyze customer tone and language, alerting the team to potential escalations or upset customers immediately.
- **AI-Generated Knowledge Base Articles / Documentation**
  - Create or suggest KB articles based on recurring support inquiries

## Customer Success

**Goals:** *Improve retention, identify upsell/cross-sell opportunities & proactively address concerns*

- **AI Analysis of Usage Data**
  - Leverage our internal trove of data to identify deviations in usage patterns, reduction in logins, support tickets created, etc. to trigger account reviews.
- **AI-Based Personalized Customer Playbooks**
  - Use major LLMs to develop tailored customer playbooks that target expansion and upsell opportunities based on the company profile, their industry, and platform usage.
- **AI Renewal Reminders**
  - Surface renewal reminders at regular intervals, using AI to highlight risks based on usage data, transcripts from touch-points, tickets, etc.

## Sales

**Goals:** Improve pipeline management, lead prioritization and sales efficiency.

- **AI-Driven lead scoring / prioritization**
  - Use AI to predict the likelihood of lead conversion based on previous deals, metrics, industry etc.
- **AI-Generated Sales Emails / Follow-Ups**
  - Leverage AI to generate personalized email campaigns / follow-up cadences for prospects.