

AI Use Cases & Resources for Business

Note: Normally the gold standard is to have a “white paper” for use cases, but I find consulting and commercial websites have the best overviews of what is possible at a high-level. Take these examples, see what terms they use, then ask Copilot how you might recreate the same use cases using the tech stack you already have. If you would like to have a virtual 1:1 or small group walk through on potential use cases and how to build them in Copilot for your specific situation, contact me at jenna@theleaneye.com or 214-603-3396.

Use Case	Description & Example
Customer Experience & Engagement: https://smartdev.com/ai-use-cases-in-customer-experience	
Chatbots & Virtual Assistants	Provide 24/7 support and automate FAQs. Example: Ulta Beauty uses AI to personalize campaigns, resulting in 95% of sales from returning customers.
Sentiment Analysis	Understand customer emotions from reviews and social media. Example: Liberty London uses AI for ticket triage, reducing first reply time by 73%.
Operations & Efficiency: https://www.ibm.com/think/topics/ai-in-operations-management	
Predictive Maintenance	Forecast equipment failures using sensor data. Example: A mining company reduced downtime by 30% with AI-driven maintenance.
Supply Chain Optimization	Real-time logistics and inventory forecasting. Example: IBM saved \$160M using AI in supply chain optimization.
Process Automation	Streamline repetitive tasks like data entry and reporting.
Manufacturing: https://research.aimultiple.com/manufacturing-ai	
Predictive Maintenance	Prevent equipment failure before it happens.
Quality Assurance	Detect defects using machine vision. Example: Airbus reduced aerodynamics prediction time from 1 hour to 30 milliseconds.
Retail & E-commerce: https://www.shopify.com/retail/ai-in-retail	
Dynamic Pricing	Adjust prices in real time.
Inventory Management	Automate restocking and reduce waste. Example: Doe Beauty saved \$30K/week using AI for inventory.

Resource Title	Summary & Link
AI Daily Brief	Subscription for daily news on AI trends, tips, insights and tools. https://www.aidailybrief.io/
A Plan-Do-Check-Act Framework for AI Code Generation	A structured Plan-Do-Check-Act (PDCA) framework for human-AI collaboration. https://www.infoq.com/articles/PDCA-AI-code-generation
Burnout From Humans: A Meta-Relational Approach to AI	An interdisciplinary project exploring human-AI relationships through education, ethics, and creative inquiry, challenging extractive paradigms. https://burnoutfromhumans.net
Canaries in the Coal Mine?	Research paper discussing employment trends and the impact of AI adoption across sectors. https://digitaleconomy.stanford.edu/wp-content/uploads/2025/08/Canaries_BrynjolfssonChandarChen.pdf
From Skeptic to Believer: My Journey into Lean and AI	Art Smalley shares his evolving perspective on AI's role in Lean, emphasizing its potential to enhance coaching and problem-solving. https://www.lean.org/the-lean-post/articles/from-skeptic-to-believer-my-journey-into-lean-and-ai
Has the AI apocalypse arrived? Not yet, new study suggests	Cautious assessment about the pace and scale of AI's impact on jobs and economy. https://www.msn.com/en-us/money/technology/has-the-ai-apocalypse-arrived-not-yet-new-study-suggests/ar-AA1NRsnm
I'm a psychology professor turned AI consultant. Here's how I help companies stop AI from being a 'yes-man.'	Describes how psychological principles can guide building AI systems that challenge biases rather than reinforce them. https://www.msn.com/en-us/money/careers/i-m-a-psychology-professor-turned-ai-consultant-here-s-how-i-help-companies-stop-ai-from-being-a-yes-man/ar-AA1O8o6p
NIST AI RMF Playbook	A comprehensive guide for organizations to navigate and apply AI risk management frameworks aimed at trustworthy AI. https://www.nist.gov/itl/ai-risk-management-framework/nist-ai-rmf-playbook
TLDR Newsletters	Free daily email with summaries from various categories on tech. https://tldr.tech
Why your boss isn't worried about AI	Explains how assumptions about software bugs and reliability don't apply to AI, and why this misunderstanding leads to misplaced public faith in 'fixable' AI problems. https://boydkane.com/essays/boss

