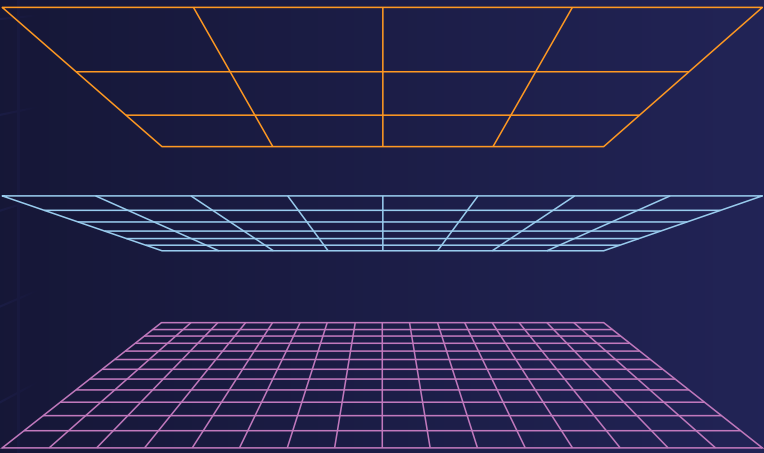




Identifying and scaling AI use cases



OPPORTUNITY

FRAMEWORK

IDEATION

PRIORITISE

SELECT

MOMENTUM

Turning AI opportunity into practical applications

Across the globe, organisations are investing heavily in AI. Tools are increasingly accessible, experimentation is widespread, and executive expectations are high.

Yet despite this momentum, many organisations are still struggling to translate AI investment into measurable business impact.

Most initiatives remain confined to pilots or isolated use cases rather than becoming embedded in everyday operations. The challenge is rarely the technology itself. More often, organisations struggle to integrate new capabilities into existing workflows and ways of working.

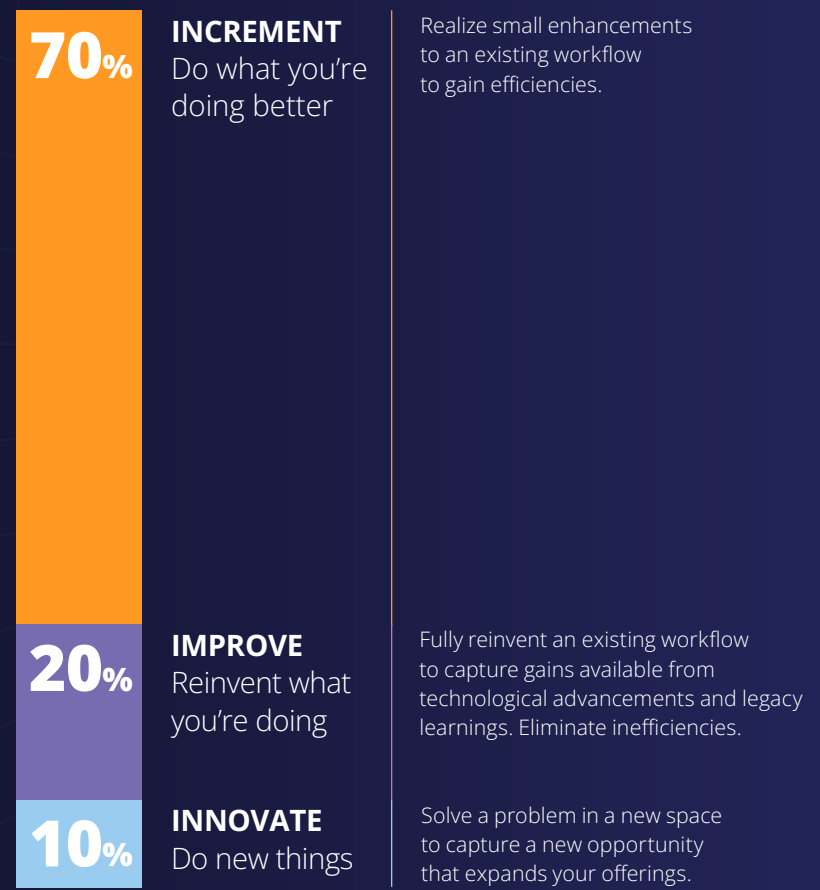
Those seeing meaningful results take a more deliberate approach. They identify practical opportunities where AI can improve decisions, automate repetitive work, or strengthen existing processes.

They prioritise initiatives carefully, deploy them in focused use cases, and expand successful applications over time.

One useful way to think about this is to balance AI initiatives across three types of opportunity. A practical approach is to place 70% of effort on incremental improvements to existing workflows, where AI can enhance efficiency and decision-making. From there, organisations can dedicate 20% to reinventing how current processes operate, and 10% to exploring entirely new opportunities made possible by AI.

This guide outlines a practical framework for identifying, prioritising, and scaling high-value AI use cases.

A practical way to balance AI initiatives across incremental improvement, operational change, and innovation.



A practical pathway for deploying AI

Turning AI ambition into operational outcomes requires more than experimentation. Many organisations generate promising ideas but struggle to move those ideas into real use. Without a clear pathway, initiatives often stall between pilot projects and scaled deployment.

The AI Use Case Deployment Framework provides a structured way to navigate this challenge. It breaks the journey from exploration to implementation into three practical stages. Each stage helps organisations narrow their focus, validate assumptions, and build confidence in the value AI can deliver.

Stage 1: Ideation.

The process begins by identifying meaningful opportunities where AI could improve how work is done.

Stage 2: Prioritisation.

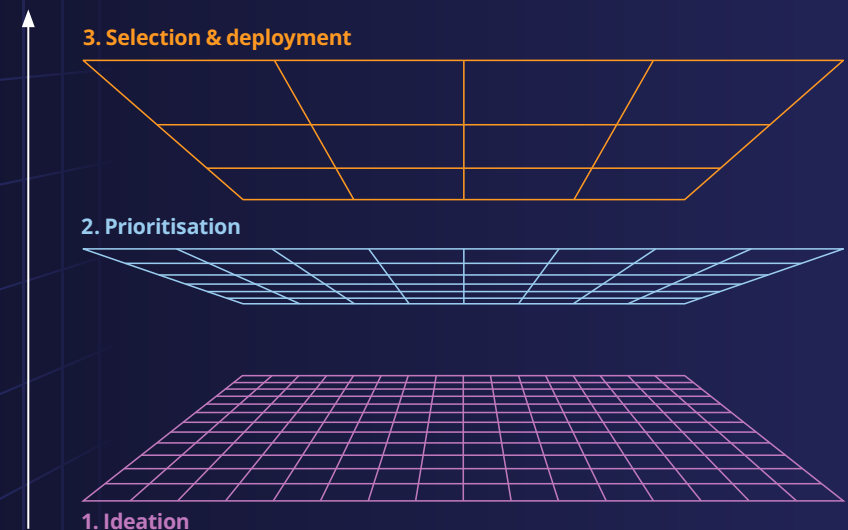
These opportunities are then prioritised based on their potential impact and feasibility.

Stage 3: Selection & deployment.

Finally, organisations select the most promising initiatives and deploy them within real workflows, using early implementations to validate value and refine the solution.

By moving deliberately through these stages, organisations can turn early experimentation into practical applications that deliver measurable value.

Select a stage to explore the guidance in more detail



Identifying meaningful AI opportunities

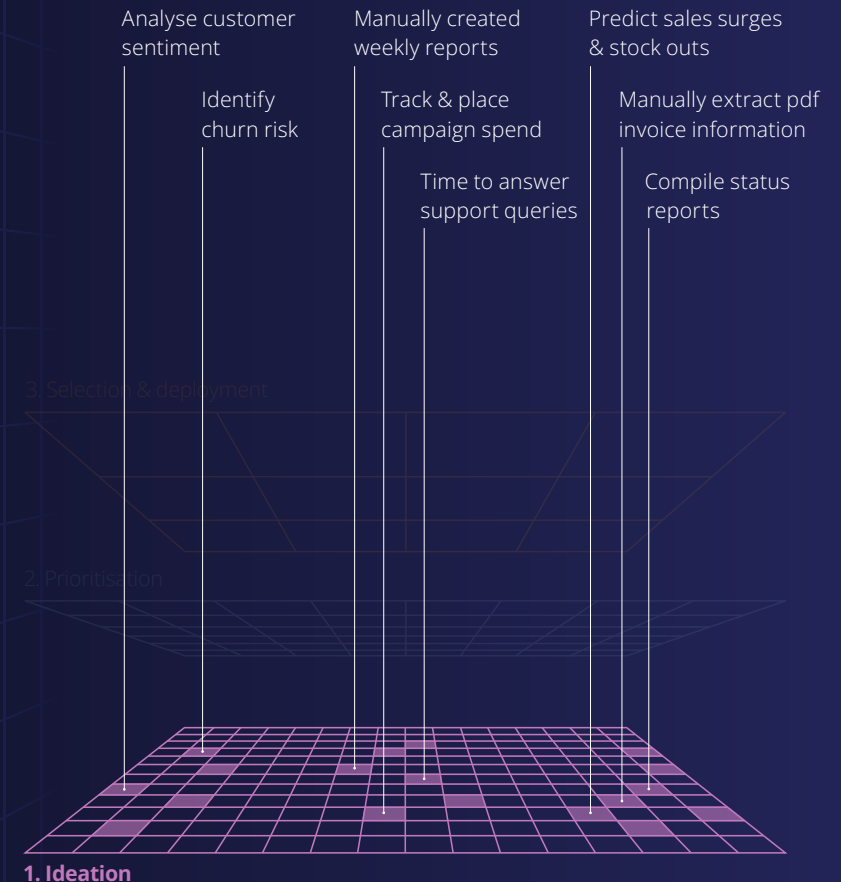
Effective AI initiatives rarely begin with technology. They start with a clear understanding of how work happens inside the organisation. Leaders who take this approach focus on operational challenges, repetitive tasks, and decisions that could be made faster or more consistently.

A practical exercise is creating an AI “anti-to-do list.” Instead of asking what teams should do next, it asks what work they would prefer not to do at all. Tasks such as compiling manual reports, reconciling spreadsheets, searching multiple systems, or producing routine summaries often reveal opportunities for automation or decision support.

This approach works well in ideation workshops, enabling teams to explore opportunities across the organisation. For example, leaders might ask: If you could hire a new employee tomorrow, what work would you assign them? Which manual processes would you remove entirely? What decisions take too long today because the right information is difficult to access?

Ideas can then be captured using simple tools such as sticky notes or shared boards, helping teams build a pipeline of practical AI opportunities. Grounding ideation in real operational problems helps ensure initiatives are practical and capable of delivering meaningful impact.

Many AI opportunities begin with tasks people would rather not do



Prioritising where to focus

Once organisations have generated a pipeline of potential AI opportunities, the next step is deciding where to focus. Attempting to pursue every idea rarely leads to progress. Effort becomes fragmented, experiments multiply, and few initiatives move beyond the pilot stage.

Effective organisations take a more disciplined approach. They evaluate opportunities based on two factors: the potential business impact and the effort required to implement them. This helps leaders identify initiatives that are both valuable and achievable.

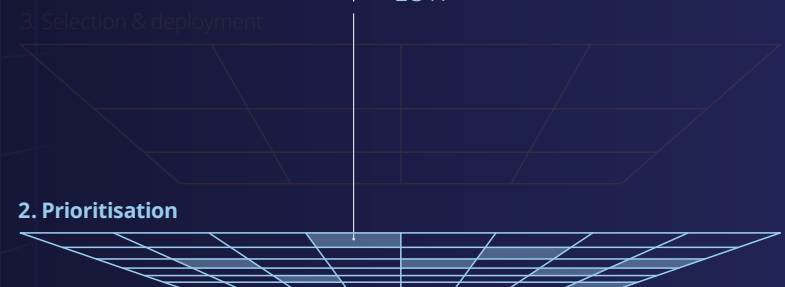
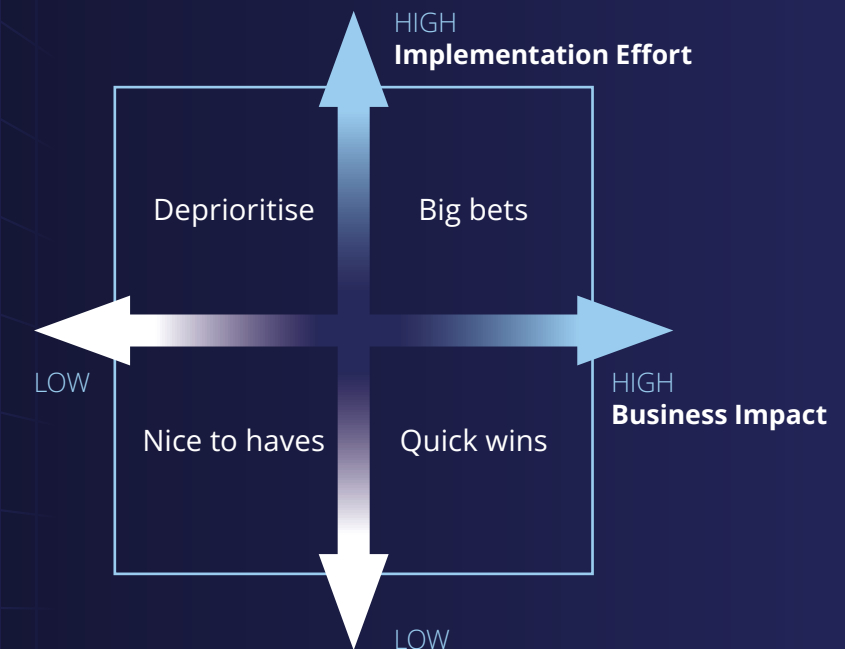
Impact and effort can be assessed using a small set of practical criteria. Impact may include factors such as revenue or cost savings potential, the number of users or teams affected, improvements in decision speed, or reductions in manual effort.

Effort may consider data readiness, technical development complexity, the level of change management required, and the ongoing effort needed to maintain and scale the solution. Scoring these factors on a simple 1–10 scale helps teams compare opportunities consistently.

Early successes matter. Delivering results from a small number of well-chosen initiatives builds organisational confidence and gives teams practical experience applying AI in real workflows.

Prioritisation therefore turns a broad set of ideas into a focused set of initiatives worth pursuing.

Using an AI prioritisation matrix helps organisations identify the highest potential use cases to pursue first



Selecting initiatives and deploying AI use cases

Once priority initiatives have been identified, organisations must decide which ideas are ready to move forward. At this stage the focus shifts from identifying opportunities to delivering practical outcomes.

Promising use cases typically address a clear business problem, have access to the required data, and have clear ownership for delivery and outcomes. Without these foundations, even strong ideas struggle to progress.

Rather than launching large transformation programmes from the outset, organisations typically begin by deploying a small number of well-defined use cases within real operational workflows. These initial implementations allow teams to validate value, understand how AI fits into existing processes, and refine the solution as it is used.

Deploying a use case involves defining the scope of the initiative, confirming the data required, identifying the workflow or decision being improved, and agreeing how success will be measured. Clear ownership and governance help ensure the solution delivers tangible results.

At this stage, many organisations adopt a “safe-to-try” mindset. Early deployments are designed to be controlled and reversible where needed, allowing teams to learn quickly while maintaining appropriate oversight.

Organisations must decide which ideas are ready to move forward

AI use case blueprint example

Use case:

Identify churn risk

Business decision:

Identify customers at risk of leaving

Improvement:

Trigger proactive retention offers

Data used:

Usage patterns, support history, contract renewal dates

Success measure:

Reduce churn rate and increase revenue

Owner:

Customer success team

3. Selection & deployment

2. Prioritisation

1. Ideation

Building momentum

When early AI initiatives deliver real value, organisations can begin expanding adoption more broadly. The most effective strategies build momentum gradually rather than attempting large-scale transformation from the outset.

Successful organisations typically follow a balanced pathway. Around 70% of initiatives focus on incremental improvements, using AI to streamline repetitive work and enhance existing processes. A further 20% improve how key workflows operate, redesigning decisions and operations around new capabilities. The remaining 10% focus on innovation, creating entirely new products, services, or business models.

As organisations progress through this journey, early successes often reveal opportunities to apply similar approaches across other teams and processes. AI becomes more embedded in everyday workflows, enabling faster decisions, reducing manual effort, and improving operational visibility.

Over time, these improvements compound. What begins as small operational gains can evolve into redesigned workflows, new capabilities, and sustained competitive advantage.

When AI initiatives deliver real value organisations can expand adoption

Want to apply this in your organisation?

If you would like to explore how this approach could apply to your organisation, Domo can facilitate a practical workshop to help your team identify, prioritise, and deploy AI use cases.

To find out more, get in touch with claudia.lewis@domo.com

