Langdock

AI Adoption Playbook

An introduction to successful AI transformation with hands-on insights

AI will change
the way we work
~~now~~ forever

Dear reader,

When we started Langdock, one thing quickly became clear: AI is already a top priority for many forward-thinking companies, but there's still a lot of uncertainty about how to actually make it work. Many pilot projects don't lead to the adoption and impact that companies hope for.

Over the last two years, we've helped hundreds of organizations to successfully adopt AI and drive business results – not just as a software provider, but as a a trusted partner on their AI journey. We've learned that while innovation is tech-driven, change is people driven. Adopting AI isn't just a technical project – it's a transformation that affects every part of an organization: leadership, strategy, culture, and processes.

Earlier this year, we organized our first conference in Berlin, and we are excited to welcome you to our second conference today. Today, you're surrounded by people facing similar questions. Take this chance to connect, share, and learn from each other in unfiltered, in-person conversations.

To get things started, we tried to compile all our learnings into this workbook that brings together lessons from all the AI rollouts we've supported since starting Langdock. It's practical, hands-on, and filled with real examples from our customers - so you can find ideas and insights you can use in your own organization.

Welcome to the Dock –
We're happy to have you!

Lennard Schmidt

Lennard Schmidt
Founder & CEO, Langdock

Innovation is tech-driven, but change is people-driven.

The AI Adoption Path

Preparation

Define Your AI Strategy
Establish a Steering Group
Discover AI Champions

Pilot

Invite Champions to the Platform
Experiment, Experiment, Experiment
Integrate Deeply into Existing Workflows
Prepare Your Workspace for Larger Rollout

Rollout

Roll Out Broadly
Manage Change Actively
Organize In-Person Events

Longterm Success

Establish a Company-Wide AI Culture
Measure Success with KPIs and Soft Metrics
Move into Advanced Use Cases and Automation

Phase 1

Preparation

Define Your AI Strategy
Establish a Steering Group
Discover AI Champions

Merck Innovation Center,
Darmstadt

Define Your AI Strategy

Every successful AI journey starts with a clear purpose. Before you dive in, take a moment to define what AI means for your organization.

Knowing your "why"

Before launching any AI initiative, ask yourself: What is our vision for AI?

Different organizations have different drivers. Some aim to scale operations without expanding headcount. Others seek to preserve institutional knowledge as experienced employees retire. Many focus on elevating the quality of work by automating tedious tasks that drain their teams' time and energy. Still others want to attract and retain top talent by offering cutting-edge tools that make work more meaningful and innovative. We see all of these motivations succeed, but the critical factor is clarity.

Know your "why" and align your AI strategy with your broader company goals. Without this, AI initiatives become disconnected experiments rather than strategic investments that move the business forward.

Best practice:
Go broad first, add depth later

Expecting to fully automate complex workflows on day one usually ends in frustration. Organizations underestimate the undocumented institutional knowledge and edge cases and embedded in their processes.

Start by becoming AI-native as an organization. Introduce AI tools widely for everyday tasks. Let people build intuition for what AI can and cannot do. As your organizations' AI fluency grows, you'll naturally identify high-impact opportunities for deeper integration. Teams that understand AI's strengths and limitations will design better automation and extract more value.

Questions to ask yourself

If we don't adopt AI, _____

_____

_____

We believe AI will allow us to _____

_____

_____

Secure C-level buy-in

Without strong support from management, 95% of AI initiatives fail during the implementation phase.

– The GenAI Divide, MIT 08/2024

AI adoption is a fundamental organizational change, not just an IT project. C-level buy-in is essential. It signals that AI is a strategic priority and an enabler for efficiency, quality, and innovation.

Executive sponsorship should go beyond budget approval. It requires visible, ongoing support that removes organizational barriers, ensures adequate resources for training and implementation, and keeps AI prominent in company communications.

Top-down vs bottom-up?

From our experience, the answer is both: leadership buy-in provides direction and resources, while champions within teams drive adoption through hands-on use cases.

The most successful organizations create a pincer movement: leaders set the vision and remove barriers, while frontline advocates demonstrate value and build momentum.

Establish a Steering Group

Clear role definitions prevent friction and ensure accountability throughout the AI adoption journey. These roles have proven essential for successful implementation across organizations.

Leadership roles

C-Level Sponsor

A C-level sponsor creates the conditions for success by providing authority, resources, and consistent messaging that connects AI initiatives to broader organizational objectives.

They take full responsibility for the AI transformation by approving necessary budgets for licenses and training and by regularly sharing progress and achievements.

Their visible backing provides the mandate and resources needed to move AI initiatives forward.

AI Leader

The AI leader can be an individual or small core team who owns strategy, cross-functional coordination, and execution throughout the entire adoption initiative.

They develop and execute the rollout plan. Their responsibilities span managing the champions program, tracking adoption metrics, and designing training initiatives. They work closely with IT on technical integration while maintaining a direct line to C-level to ensure rapid alignment and decision-making when obstacles arise.

Beyond the functional impact, this role can offer significant career advancement. AI leaders and champions gain exposure across the entire company, often interacting directly with senior leadership and the board, making it a strategic move for anyone looking to position themselves as an internal AI expert.

Supporting roles

Communications Team

The Communications Team drives awareness and engagement by sharing internal campaigns like newsletters, intranet updates featuring informational contents and success stories. Their messaging helps sustain momentum by celebrating wins and reinforcing why adoption matters. When done well, these communications transform AI from an abstract initiative into something tangible that people understand and want to be part of.

IT & Infrastructure Team

IT and Infrastructure Managers ensure a secure and reliable foundation by installing and operating the AI platform including Single Sign-On, network and security configuration and integrating it with existing systems such as ERP and in-house tools.

Beyond the technical setup, their involvement builds employee confidence by signaling that the platform meets the organization's security standards.

Discover AI Champions

Establishing “Champions” is our top recommendation for driving AI adoption. These early adopters serve as internal experts within their departments, ideally with at least one person per team.

Their role evolves throughout the implementation journey: during the pilot phase, they experiment with department-specific use cases. During the rollout, they deliver training and serve as the first point of contact for colleagues. In later stages, they lead initiatives towards more advanced use cases.

This approach works because people trust their peers. When colleagues see champions successfully using AI to solve real problems, it creates authentic inspiration that top-down directives rarely achieve. The most effective champions are not necessarily the most senior or technical team members, but rather individuals with genuine enthusiasm for trying new tools and natural problem-solvers. To discover champions, identify people who already work extensively with AI privately and/or at work, or check your usage analytics to find power users if you have an existing solution. Beyond data, simply ask who would be interested - you'll often be surprised by who steps forward with fresh energy and perspectives.

How Merck does it

C-Level Sponsor

Chief Data & AI Officer

C-level sponsor with board mandate; Sets AI adoption as a top priority and secures budget and resources; Communicates progress and aligns AI initiatives with business goals

Global Head of Data Culture

Pushes for a “data first” culture; Owns internal storytelling & upskilling

AI Leader

Product Owner, myGPT Suite

Manages rollout, technical integration, and ongoing operation of Langdock; Coordinates stakeholders across the organization; Owns user feedback and feature prioritization; Maintains regular exchange with the Langdock team

IT & Infrastructure Team

Product Technical Lead

Oversees the technical deployment of Langdock in Merck’s infrastructure

Lead Architect

Integrates the Langdock product as central piece into the enterprise AI architecture; Prevents system silos and redundancy; Enables seamless connections with enterprise platforms; Ensures architectural alignment across the organization

AI Champions

Key Users

Build out advanced AI use cases (custom vector data base/RAG pipelines); Act as enablers, helping teams adopt, experiment, and get value from AI tools; Act as “agent owners” for high impact agents

Phase 2

Pilot

Invite Champions to the Platform
Experiment, Experiment, Experiment
Integrate Deeply into Existing Workflows
Prepare Your Workspace for Larger Rollout

HeyJobs Office
Berlin

Invite Champions to the Platform

For the pilot, admins and champions explore the platform's capabilities and gain first hands-on experience with AI.

Setup a direct feedback channel

Create a dedicated communication channel (#ai-pilot or #ai-champions) where participants can share wins, ask questions, and support each other. This builds momentum and confidence from day one.

Organize regular office hours

Host weekly or bi-weekly sessions where participants share experiences, ask questions, and troubleshoot challenges together. Use these sessions to document insights: emerging use cases, best practices, and key learnings.

Celebrate your champions

Champions naturally bring high curiosity for AI. Your job is to fuel that intrinsic motivation and make them feel valued and proud to be an AI ambassador. Give them visibility, celebrate their progress, or even hand out exclusive merch that signals they're part of something important.

Experiment, Experiment, Experiment

Getting familiar with new tools always requires trial and error. Give your team explicit permission to experiment, make mistakes, and share learnings.

Reward curiosity, not just results

Celebrate progress and insights, not just perfect outcomes. Knowing what fails is as valuable as knowing what succeeds. This shifts the focus from avoiding mistakes to building intuition.

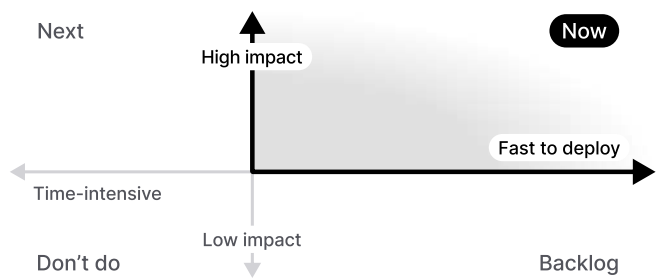
Set clear guidelines

Establish clear guidelines around data usage, specifying what's approved and what's off-limits. When people have trust in the platform, they feel comfortable to experiment.

Finding first use cases

Ask your AI champions to collect repetitive tasks from their departments' daily work. Use the matrix to identify quick wins and prioritize. Focus on high-impact tasks that seem quick to implement first.

⚠ Don’t start with too many or too complex use cases. Instead, start small, experiment and build up step by step.



Iterate, then systemize

Once you identify use cases that work, translate them into scalable systems using prompt libraries or shared assistants.

Integrate Deeply into Existing Workflows

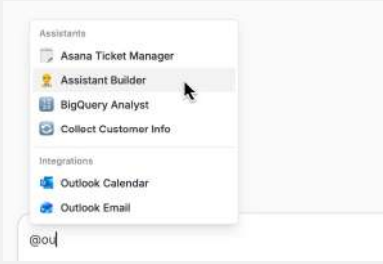
AI is only as good as the context you give it. The more access AI has to data, knowledge and tools, the more accurate, relevant and useful it becomes.

Integrations to connect

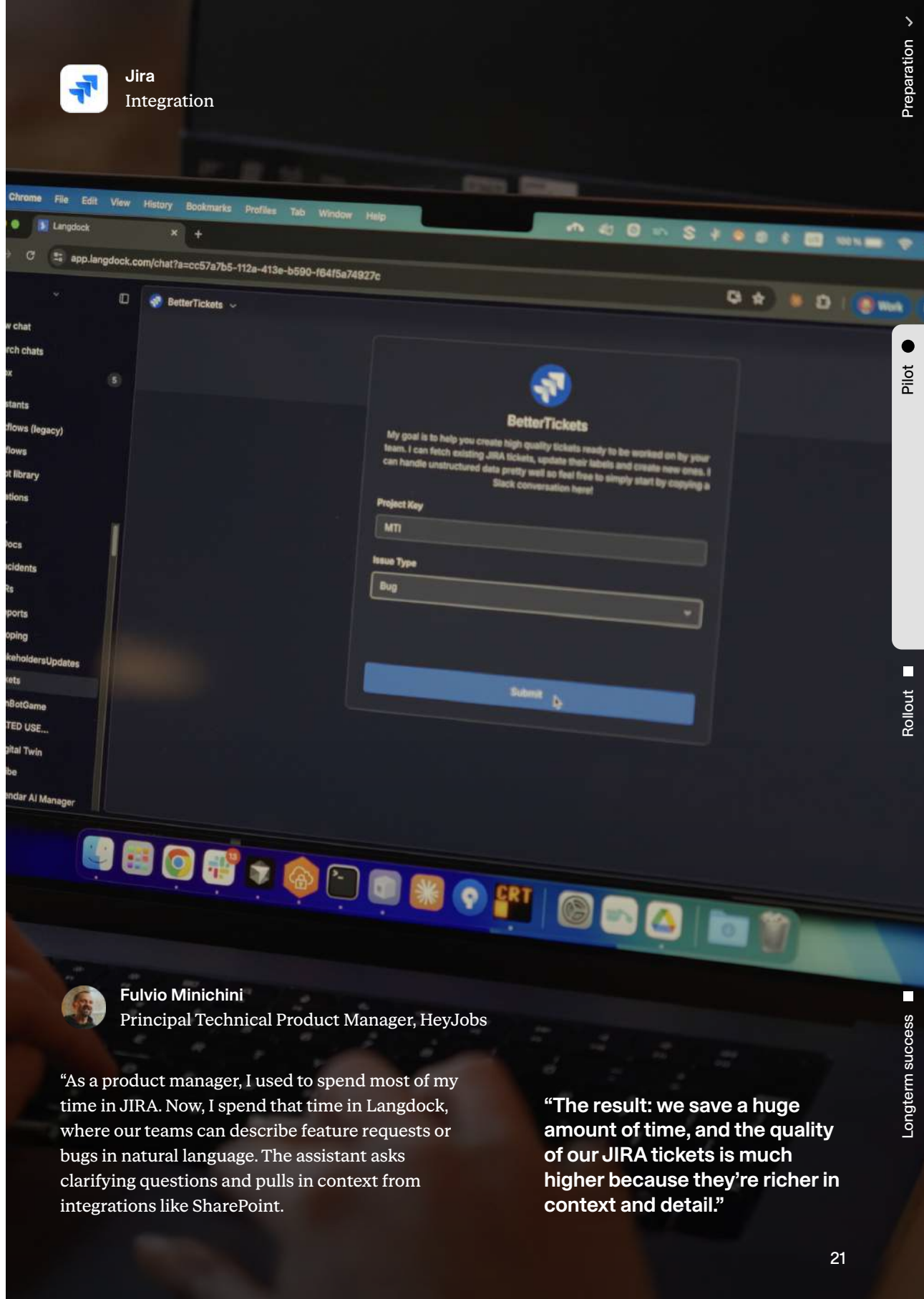
1. Project management tool...
2. CRM...
3. Calendar...
4.
...

Product tip: Choose from 50+ pre-built integrations with 600+ actions or build custom integrations. Even legacy systems can become AI-ready.

Product tip: Call any assistant or integration directly in the context of a conversation, by typing “@”.



Pro tip: Keep an eye on data quality and analyze existing data sources to prevent “garbage in, garbage out.”



Fulvio Minichini
Principal Technical Product Manager, HeyJobs

“As a product manager, I used to spend most of my time in JIRA. Now, I spend that time in Langdock, where our teams can describe feature requests or bugs in natural language. The assistant asks clarifying questions and pulls in context from integrations like SharePoint.

“The result: we save a huge amount of time, and the quality of our JIRA tickets is much higher because they’re richer in context and detail.”

Prepare Your Workspace for Larger Rollout

Once your pilot has proven successful, it's time to prepare for a broader rollout. Create an environment that makes AI approachable and newcomers feel welcomed and excited for this journey.

Invest in branding

Give your AI initiative a name and identity to create momentum. Create internal terminology that sticks. Make it a movement, not a top-down mandate.

myGPT Suite has become a brand within Merck

Provide a starting point

Build a library of proven assistants and prompt templates based on what worked in your pilot. The faster new users experiences a win, the more likely they'll come back.

Check Admin Settings

Choose your default model and which models you want to make available. Configure role-based permissions and organize users into groups to simplify management.

Interview with

Tim Widmayer
Chief of Staff, Dr. Wolff

When Dr. Wolff transitioned from a basic AI tool to a full enterprise AI platform, the company's AI leader knew that preparation would be everything. Three months in, the pharmaceutical company is seeing over 40% of users active daily. Tim Widmayer, who oversees AI adoption at Dr. Wolff, discusses the company's approach to workspace preparation, the power of AI Pioneers, and why teaching the basics still matters most.

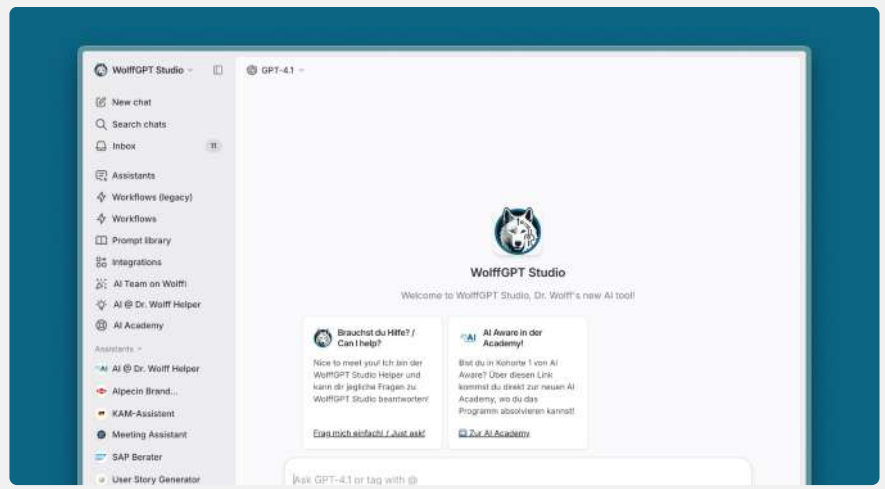
Let's start with the context. What was the situation before you introduced WolffGPT Studio on Langdock, and what drove the change?

We introduced WolffGPT (a self-developed variant of ChatGPT) fairly early, in October 2023, to create AI awareness and give people a data-compliant base to experiment with. It worked well initially, but usage eventually stagnated and even declined. We noticed more employees wanting to use ChatGPT because our WolffGPT lacked critical features, especially around data connections and building good assistants.

We also had a challenge with our ChatGPT Business account: our best assistants lived there, but we couldn't give the whole company access because the licenses were too expensive, and frankly, we had many users who didn't really need it. Plus, there were data privacy concerns. So we went looking for a new tool that could combine data privacy compliance with fair pricing for the entire company, while still offering the data connectivity and tool integration capabilities of ChatGPT. That's how we found Langdock.

How did you approach preparing the workspace before launch? Why was preparation so important to you?

First, we put thought into the name: WolffGPT Studio. We wanted to signal that this wasn't just the old WolffGPT, but something that enables you to build things. At the same time, we kept what people already knew: the same



logo and branding. I think that's key when building a brand for your AI initiatives. You need recognition value and consistent terminology everyone can understand.

“First, we put thought into the name: WolffGPT Studio. We wanted to signal that this [was] something that enables you to build things.”

For the launch itself, we started with our AI Pioneers. These colleagues were distributed across different teams and were already using AI far more than the average employee. We gave them early access to a test workspace, had them rebuild their assistants from ChatGPT or the old system, and then assigned them a critical task: run a workshop with their teams. Show them WolffGPT Studio, demonstrate the assistants, create a prompt template for the team, set up groups. Basically do the basic setup to make the transition as seamless as possible.

I believe that's what holds most people back, especially in a more traditional mid-sized company. Some people love trying new things, but most don't think that way. You have to make it as easy as possible and hold their hand a bit.

What other steps did you take to smooth the transition?

We ran the old WolffGPT in parallel for a while, but we added a link to the new WolffGPT Studio in the system prompt. That got people to switch relatively quickly, and then we shut down the old system. I think that created a very smooth transition.

We also created a Studio Helper assistant from day one. This is an assistant that knows the Langdock documentation but also has knowledge about us as an AI team and about WolffGPT Studio itself. It could answer questions like "What's the difference between Langdock and WolffGPT Studio?" That assistant helped many colleagues, but it also helped us scale our efforts as the AI team by handling recurring questions. When we got a question, we'd just point people to the assistant and it would respond.

You're now about 90 days into the rollout. What have been your key takeaways?

We had some challenges mid-way when we switched to GPT-5 too quickly, and it wasn't running stably on Azure. I think we lost some user trust there. People thought, "The new WolffGPT doesn't work properly. The old one was much better." In hindsight, we should have been more conservative about switching the default chat model. We've since moved back to GPT-4.1 as the standard for most use cases, and people aren't complaining. I think in the beginning, it's not mission-critical which model you use. It's about getting people into the habit of using AI at all. The people who know what they're doing will know how to change the default model.

“In the beginning, it's not mission-critical which model you use. It's about getting people into the habit of using AI at all.”

What's really cool is that we've now started our adoption program, and we're seeing a strong increase in usage again. We had a plateau phase when the models weren't working well, but now user growth is climbing again.

What's resonated most with users in your adoption program?

Honestly, it's the basics. I had a session today with my learning group, nine colleagues we're training to become AI pioneers, and what they found most valuable from the entire program was basic prompting. How do you structure a prompt? I thought, "We've done this so many times," but many people were still missing these fundamentals. They found it the most useful.

Can you give an example of what worked?

We created a "prompt recipe" that is available as a prompt template for the whole workspace. It has a structure with markdown formatting: Role, Task, Approach, Style, Format, and Examples. Having that structure gives people something to hold onto, solving the cold-start problem. When they want to write a new prompt, they can just use the recipe.

Looking at your usage data, you've gone from around 19% daily active users to nearly 40% in recent weeks. What's driving that growth?

Our adoption program is definitely a big factor. We're currently finishing our first cohort of about 300 people, and we'll run a second cohort in December. What we're doing is teaching people the basics of how AI works, how to use the platform and introducing them to features that are new compared to WolffGPT - like knowledge folders, deep research, and advanced integrations.

I think the lesson is clear: you have to explain to people why it's beneficial and what it can actually do. People won't try features just because they're there. They need to see them demonstrated live in a workshop.

"I think the lesson is clear: you have to explain to people why it's beneficial and what it can actually do."

We got lots of positive feedback about our AI-powered learning platform that we built ourselves. People also liked that key stakeholders like our Head of Legal are featured in the microlearnings. We even included a deepfake of our CEO. All of this makes it feel relatable and close to our daily business.

What's next for your AI adoption journey?

We'll be pushing integrations and assistants more in the next phase of our program. There's still a lot of potential there. But overall, I think the foundation we built - preparing the workspace, using our AI Pioneers, creating a structured learning program, and making the transition seamless - has set us up well. The data shows it's working, and now it's about building on that momentum.

Phase 3

Rollout

Jansen Tore
Surwold

Roll Out Broadly
Manage Change Actively
Organize In-Person Events

Roll Out Broadly

The rollout is all about creating momentum and upskilling your teams. By now, you'll realize that AI adoption is rather a change management process than a tech project.

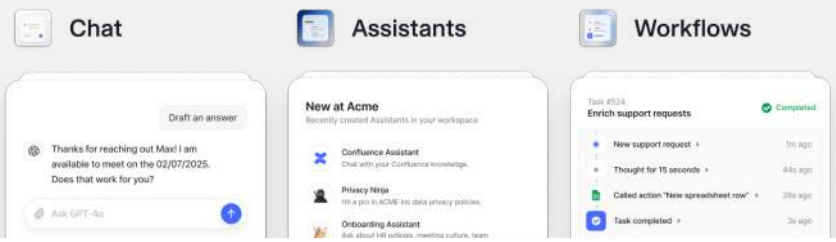
Follow the Train-the-Trainer principle

Empower champions to become internal trainers and role models for their teams. Colleagues will draw inspiration from team members who proudly showcase their hands-on experience in a trusted environment.

AI champions trained as internal trainers spread knowledge organically within teams, creating greater acceptance than external courses.

From our experience, this approach is more effective (and scalable!) than external training. Colleagues learn from trusted peers who understand their routines, speak their language, and are available for questions.

Product Tip: Chat → Assistants → Workflows As familiarity grows, users move from simple conversations to building own assistants.Power users dive deeper, building out larger use cases with workflows and integrations that benefit the entire organization.



HERO Software AI Week, Hanover

Pro Tip: Treat power users as product owners of their assistants, responsible for ongoing maintenance, iteration, and team support.

Sales Advisor
Feedback Analyzer

“

Transformation is

20% Technology and 80% People

”

Langdock

Manage Change Actively

Technology is the foundation for AI transformation, but the real challenge lies in guiding people through the cultural change.

Communicate with clarity

When introducing AI, make it clear to employees how it benefits them. Show that AI can handle repetitive tasks, allowing teams to focus on more meaningful work that uses their strengths.

Frame your AI initiative as a career opportunity: AI skills are becoming essential in the job-market, and employees can use company resources to build valuable expertise.

Working on AI projects also gives teams a chance to stand out and get recognized across the company and by leadership.

Communicate with clarity

Let champions or AI leads hold office hours sessions where anyone can drop in to ask questions, share challenges, or demonstrate what they've built. Hear what's working and what's not. Run anonymous feedback surveys to surface honest concerns and assess the general mood.

Take concerns seriously

Resistance isn't always about the technology. More often it's about feeling unheard, left behind, or uncertain about what change means for one's role. Ignoring concerns doesn't make them vanish, it turns quiet doubts into active resistance.

If people worry, show how their expertise becomes more valuable, not less. Show concrete examples of how AI augments rather than replaces human judgment. Help them see their expertise becoming more valuable, not obsolete.

Not everyone will adopt at the same pace, and that's fine. Create space for questions, experimentation, and learning curves without judgment.

Organize In-Person Events

In-person events have proven to be a game-changer for driving AI adoption. Many customers shared that they were a turning point for lowering barriers, sparking excitement, and removing fears.

Hackathons and AI weeks

We've seen huge successes with in-person sprints, where teams have a day or week to build real AI use cases. Participants receive input sessions from platform providers (e.g. Langdock) and have access to office hours for hands-on troubleshooting and support. The event concludes with awards recognizing the best projects.

- Home24 AI Week, Berlin
- HERO Software AI Week, Hanover
- Mediengruppe Oberfranken AI Day, Bamberg
- HeyJobs Hack Day, Berlin
- Langdock Workflows Hackathon, Berlin

Regular office hours

Regular sessions to showcase use cases and answer questions

30-day AI challenges:

Small, daily tasks with gamified learning

Mediengruppe Oberfranken AI Day 2025, Bamberg

Phase 4

Longterm Success

The Dock June 2025, Berlin

Establish a Company-Wide AI Culture
Measure Success with KPIs and Soft Metrics
Move into Advanced Use Cases and Automation

Establish a Company-Wide AI Culture

Tools enable AI adoption, but culture sustains it by fostering an environment where AI feels like a natural extension of work rather than an add-on.

Monthly “AI Cafés”

Establish informal monthly gatherings where employees openly share how they're using AI in their daily work. Through honest conversations about when, how, and why team members turn to AI tools, these sessions gradually normalize AI assistance rather than something to hide.

Celebrate wins company-wide

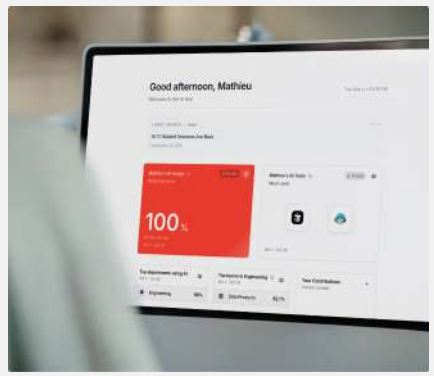
When AI helps solve a problem, saves significant time, or drives real results, those stories deserve to travel. Sharing concrete examples across the company shows what's possible and encourages others to experiment.

AI literacy as a core skill

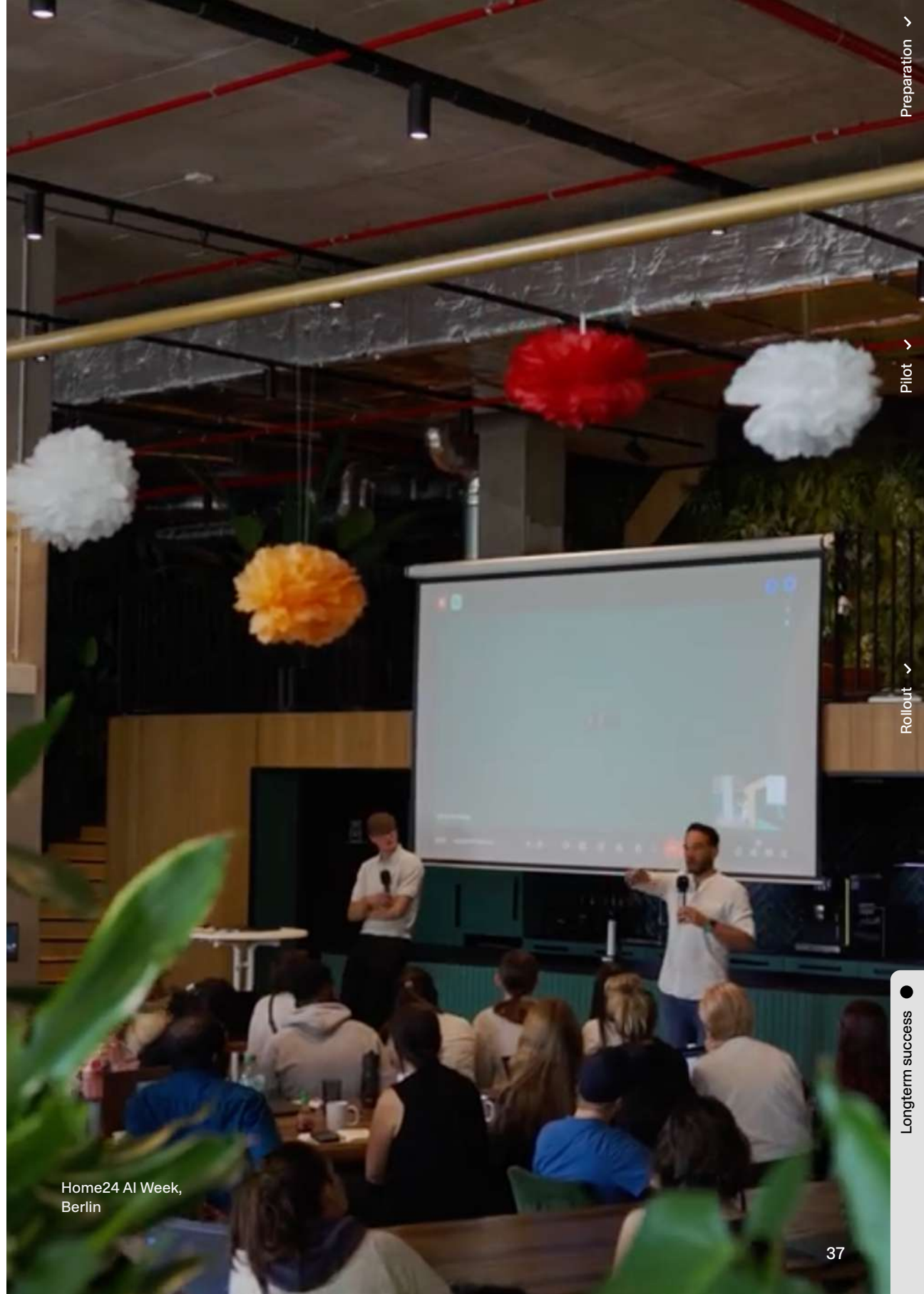
A decade ago, proficiency in email, spreadsheets, and basic digital tools became non-negotiable for most roles. Today, AI literacy is following the same trajectory. Just as we no longer need "computer skills" as a separate competency, AI skills will soon be embedded in how we define professional competence.

To reflect this shift, organizations should integrate AI proficiency into career development plans and performance reviews. AI skills are becoming embedded in role requirements rather than treating them as extraordinary.

“We built the AI Hub to support AI engagement across GetYourGuide. We use it to track and gamify usage among teams, provide resources, and share learnings and use cases across the organization.”



Mathieu Bastian
Principal AI Engineer, GetYourGuide



Home24 AI Week, Berlin

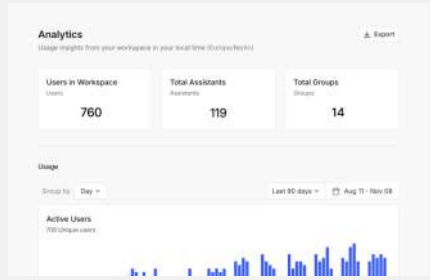
Measure Success with KPIs and Soft Metrics

Tracking the right metrics helps you understand where you are on the adoption journey and identify what's working and where to focus next.

Behaviour	Active users	`Daily Active Users / Seats`
		`Weekly Active Users / Seats`
		`Monthly Active Users / Seats`

	Rollout size	`# Seats / Total Employees`
	General activity per user	`# Prompts / Active Users`
	Integration usage	`# Calls / Integration`
	...	
Outcome *"If employees have 2-3 personal workflows automating recurring tasks, and their team has 5-10 for processes, I'd consider it a success."*  **Mathieu Bastian** GetYourGuide	Value of specific use cases	
	Assistants in action	`# Active Assistants`
	Workflows in action	`# Active Workflows`
	Integration depth	`# Active Integrations`
	...	
Reactions	Periodic surveys on AI literacy "How confident do you feel using Langdock?"	
	Knowledge exchange: Activity in internal communities	
	Presence of AI topics in C-Level communication	
	...	

Product Tip: Langdock provides you with basic analytics on usage and an extensive API to build in-depth custom BI dashboards.



Admin analytics in Langdock

Custom BI dashboards of customers

Interview with

Mathieu Bastian
Principal AI Engineer, GetYourGuide

GetYourGuide's AI adoption has surged, with over half the company using AI daily across tools. Principal AI Engineer Mathieu Bastian explains why "content is king" for AI adoption, why workflows are the next frontier, and how mindset drives advanced usage far more than job type.

What's the current state of AI adoption at GetYourGuide?

What became immediately clear during our rollout is that some people adopt very fast, and then there's a long tail of people who are curious yet need more time. We wanted to track this at the daily level to understand how many people had formed a real habit of using LLMs for their work.

Right now, adoption is above 50% daily usage, and it's quite stable. But I think the majority of people have not yet fully utilized Langdock for really automating their work.

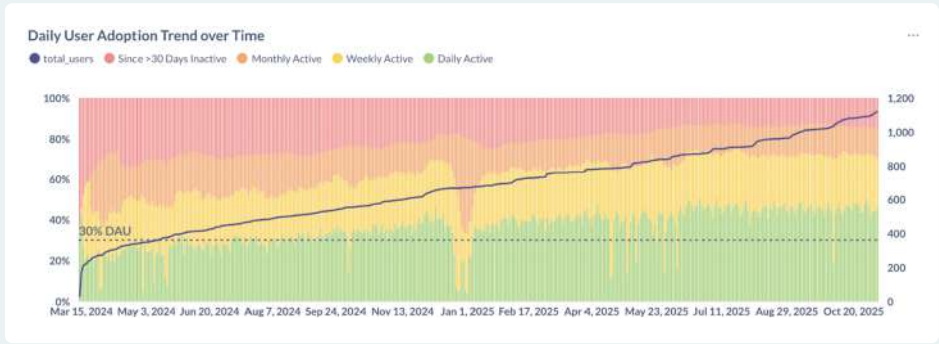
"We do have complex assistants, but automations and workflows represent the next frontier."

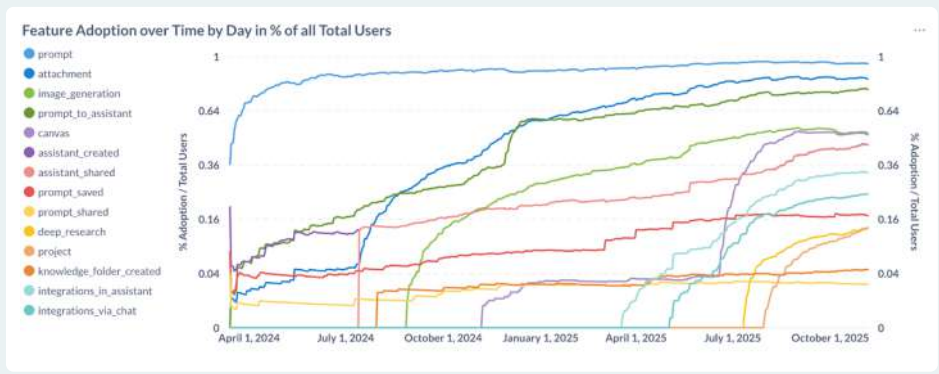
Usage is very diverse but a big portion is still relatively basic, for instance instead of Google Search I use an LLM for a better answer. We do have complex assistants, but automations and workflows represent the next frontier.

In an earlier case study, you mentioned focusing on repetitive tasks. How has that evolved?

To be clear, back then (mid-2024) "repetitive tasks" being automated was more wishful thinking. It didn't happen as much at that time. What I'm looking at now is: how many workflows do you have, personally or in your team?

Daily Active Users at GetYourGuide
from May 2024 to October 2025





Share of users who adopted certain Langdock
Features at GetYourGuide over time

I'd consider success if employees have two or three personal workflows automating recurring tasks, and their team has five to ten workflows running processes. Operational teams will naturally have more, but that's the new frontier. Real AI-powered automations in Langdock with workflows that are maintained and actually used.

How are you tracking adoption across the organization?

The key metric that we currently track is daily usage of AI tools. As a technology company, Langdock is important, but AI coding tools like Cursor and Claude Code are equally important, so we needed holistic tracking across tools.

We aggregate data from Langdock and other tools via admin/analytics APIs. Most tools now provide usage data this way, which makes it feasible to maintain a unified adoption metric. When we look at AI usage across the entire organization, we're currently at ~60% daily usage. That's even higher than Langdock alone.

What metrics are you focusing on now?

The simple "daily usage" chart has served its purpose. We have a strong base and it's stable. To go further, people need more value via workflows and intermediate or advanced usage patterns.

We want to track more detail: not just "used it yes/no," but whether people are using workflows and assistants, how many sessions per day they run, and what features they're adopting. I'd like to condense this into three buckets over time. Beginner usage, intermediate, and expert. Then we track how people move upward between these levels.

"We want to track more detail: [...] are using workflows and assistants, how many sessions per day they run, and what features they're adopting"

Without inspecting individual prompts, we could infer proficiency through signals like feature mix, sessions per day, workflow usage, and assistant adoption. A proficiency score that reflects value extraction would help us see whether we're growing the intermediate bucket month over month.

What drives the difference between power users and occasional users? Is it a job type or something else?

It's a mix, but I'd say it's 80% mindset. Operational teams have maybe stronger incentives because AI saves hours, but most people work across varied tasks. Projects, teams, complex topics. All in a single day. For them, advanced usage is largely about mindset.

"You still make final decisions, but AI helps you as a contributor."

The most advanced users use AI daily as a sounding board for reflective work: critiquing their writing, filling blind spots in strategies, giving lots of context and getting valuable feedback. That's pure curiosity and habit. People who use AI for decision-

making at all levels see it improves their thinking. It's incremental. You still make final decisions, but AI helps you as a contributor.

How do you help people develop that mindset and reach advanced usage?

Getting to that level requires access to examples and peers. Either a colleague, a video, or something that shows "this is what I can do with AI." If you're not naturally curious or you're extremely busy - and most people are - then it's really hard to get to that next level without structured input.

That's where the AI Hub comes in. Our assumption is that content is king for AI adoption. You need great content that's easy to upload, find, and disseminate.

Tell us more about the AI Hub. What problem does it solve?

Someone runs a great AI workshop, shares the recording in Slack, and it's gone the next day. It's somewhere up there in the Slack messages, but effectively gone. That's a missed opportunity for new joiners and teammates.

The AI Hub is a platform where anyone can share use cases and learnings. It's a clean repository for AI learning resources: Prompting, Langdock guides, News, Use Cases, and so on. We wanted to make discoverability easy and keep content fresh. It's a mix of inspirational use cases showing what other people are doing, and practical how-to content.

"Getting to that level requires access to examples and peers. Either a colleague, a video, or something that shows 'this is what I can do with AI.'"

In addition, the AI Hub also shows the adoption metrics. There's a bit of gamification there, with a personal score and a leaderboard. We encourage team managers to look at the adoption trend of their teams. The data is always aggregated, so it's not about individuals but rather the team as a whole.

How do you integrate AI into new employee onboarding?

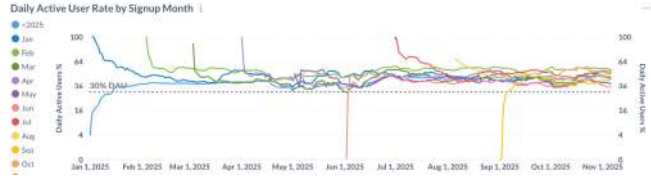
AI and Langdock have a prime spot in the first two days of onboarding. There's no mandatory exercise, but we talk about it prominently. I think this is very important, and always a great opportunity to showcase all of the content on the AI Hub.

Where do you want these metrics and adoption efforts to go next?

As said, the next frontier is probably around Workflows: how many are created, used, and maintained. We're not actively trying to measure "time saved" or something like that. It's very difficult to directly correlate AI adoption to productivity. For now, we trust our teams that if an AI workflow exists, is used, and is maintained, there's value extracted. We'll rely on individual storytelling and great examples. If we see several compelling stories plus 100+ maintained workflows across the organization, we're in the right direction.

How do you think about the broader value proposition beyond time savings?

"Work Better" is the right keyword. Thanks to AI, we can do better work. We have opportunities we didn't have before, and that isn't easily measurable. We're able to work at scale in ways that weren't possible: getting summaries from massive amounts of data, analyzing customer support tickets, emails, and Slack messages in one click. It enables us to do our work better, not just faster.



GetYourGuide achieves stable daily active user rates independent of when people join

Move into Advanced Use Cases and Automation

AI adoption is an ongoing journey. We're still in the early stages, and as the technology matures, adoption moves from from simple task assistance to automating entire processes.

From assistance to automation

The initial phase of AI adoption typically centers around enhancing individual productivity. But the long-term opportunity lies in moving beyond assisting individual tasks to automating entire processes.

This shift represents a fundamental change in how AI creates value. Rather than AI accelerating human work, AI becomes the worker itself, and humans become supervisors.

Deeper integration into existing ecosystem

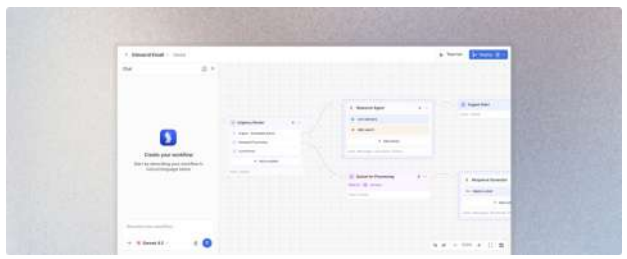
Advanced adoption goes beyond surface-level implementations. It demands seamless integration with your existing technology ecosystem, connecting AI capabilities to core systems, data sources, and workflows. This is where IT expertise becomes indispensable.

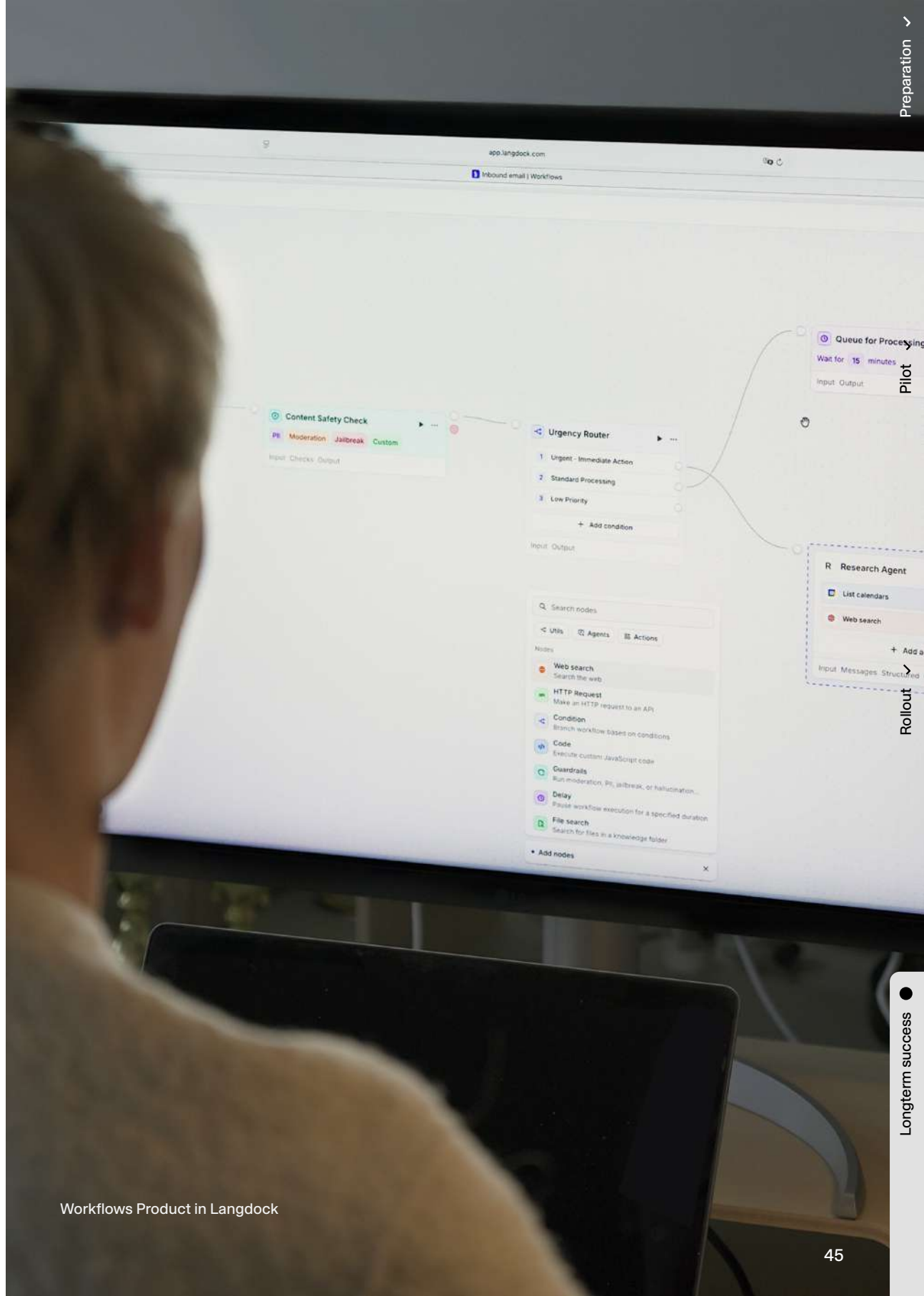
Product tip: Langdock's modular products build on top of each other, assisting through every stage of the technical adoption journey.

Advanced features

- Custom models
- Custom integrations
- Custom Vector Database
- Custom RAG Pipeline

Workflows New
Automate recurring tasks





Workflows Product in Langdock

Critical Success Factors

	Dos: What Successful Companies Do Right
Put people at the centre	Successful organizations frame AI as a tool that augments employees, not replaces them. They leverage unique human strengths while keeping people at the heart of decision-making with “human-in-the-loop”.
Make quick wins visible	The most effective AI transformations start with "low-hanging fruits" that deliver immediate, tangible results. Communicating these successes company-wide generates enthusiasm and momentum for your AI initiative.
Involve IT as a strategic partner	Leverage IT's technical expertise from day one and position them as a strategic partner, not just a support function. Make them a co-sponsor for transformation.

Common Pitfalls

	Don’ts: Common Mistakes to Avoid
Start too complex	Successful companies resist the temptation to begin with elaborate integrations. Instead, they start simple and build complexity gradually as their team's AI proficiency matures.
Insufficient support	Many organizations underestimate the support required during implementation. Plan for at least six months of intensive support and establish robust IT support structures to resolve technical issues quickly.
Ignore IT expertise	Never plan or execute an implementation without active IT involvement from the start. Their technical knowledge is critical for project success, helping avoid costly mistakes and ensuring compatibility with existing systems.

About Langdock

Langdock was founded in Germany, a country experiencing a significant demographic shift. Over the next 15 years, one-third of the current working population is expected to retire, placing the responsibility of care on the next generation.

The challenge is clear: far fewer young people will enter the workforce over the next 15 years than those who will leave it. This creates an imperative: our smaller workforce must become significantly more productive to maintain and improve our standard of living. This demographic challenge is not unique to Germany; many countries worldwide face similar pressures.

At the same time, AI has reached a point where it is genuinely useful for augmenting and automating work previously performed by humans. Importantly, history demonstrates that technology consistently helps us increase productivity.

In 1900, approximately 40% of the German working population was employed in agriculture. Today, that figure is just 1%. We became significantly more effective at producing food and many other goods, which enabled us to allocate more resources to other critical tasks. To illustrate: Germany now has ten times as many doctors as it had in 1900.

We founded Langdock to build software that helps solve our aging problem and its corresponding challenge of sustaining and improving our quality of life.

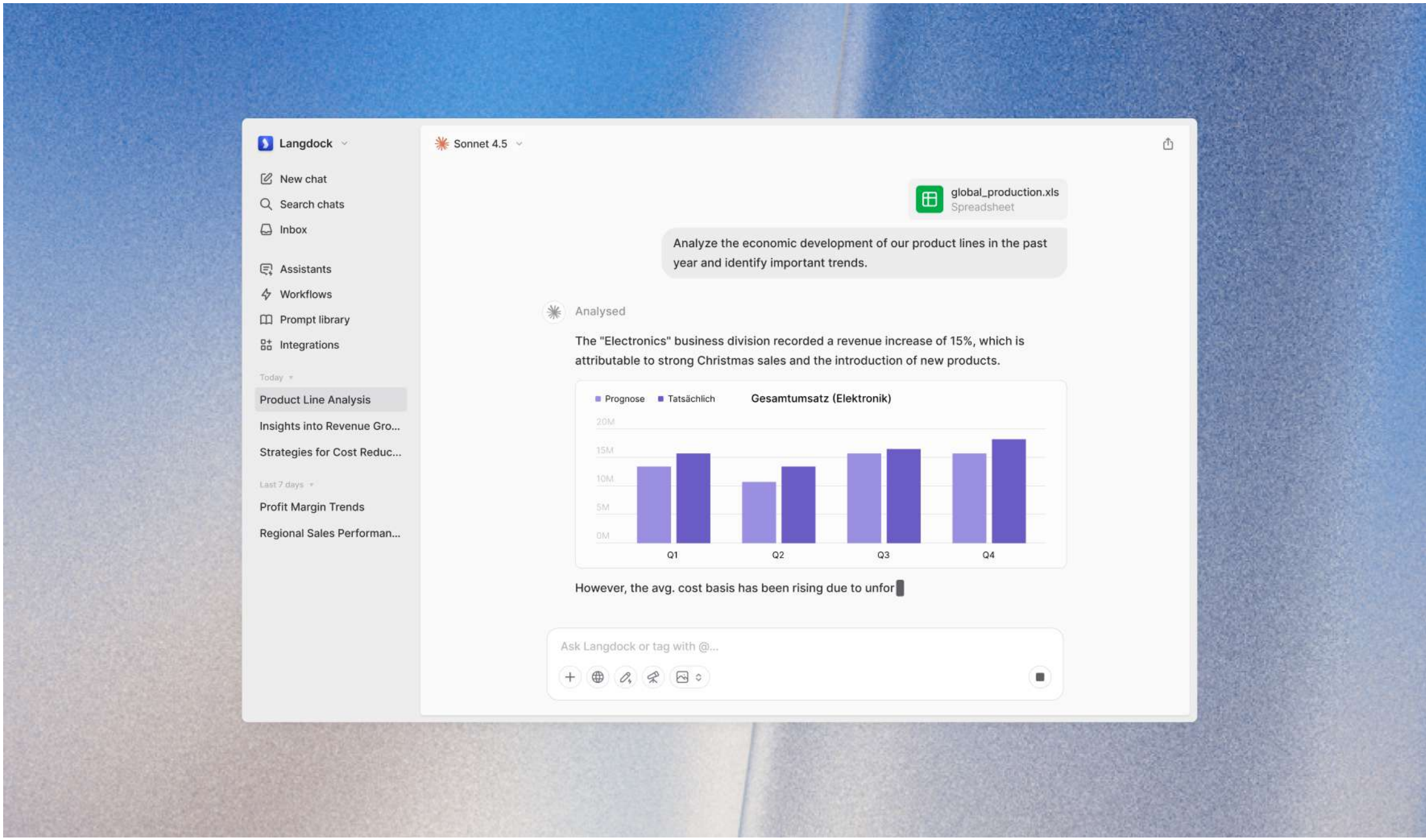
We started with a simple, model-agnostic, and secure AI Chat for businesses and have since transitioned into building a product platform that includes integrations, agents, an API, and workflows. What ties all these products together is that they are all designed to enable our users to augment and automate their work, compensating for human colleagues leaving the workforce in the decades to come.

Building the all-in-one platform for internal GenAI adoption

100K+
Monthly active users

2,000+
Customers

8M+
Messages / month



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support@langdock.com · langdock.com
Langdock GmbH · Greifswalder Straße 212 · 10405 Berlin · Germany

Langdock