



How to identify your first practical AI use case

Leveraging AI can seem daunting, and many businesses struggle to find the right starting point. However, by identifying practical use cases and building an effective strategy, you can significantly reduce costs, accelerate content deployment and turn AI into a growth engine.

A checklist for identifying your first AI use case



Human reviewable

Can be easily checked or approved by a human before completion



Aligned with goals

Supports your team's objectives, has a clear ROI or impacts business growth



Clear metrics for success

Success can be measured through metrics like time saved or error reduction

Red flags

Where to look for actionable AI-supported initiatives

Frequent copy & paste

Repetitive data entry between different tools and apps

Rewriting existing content

Reinventing the wheel by writing or summarizing what already exists

Tracking in spreadsheets or paper

Organizing information or managing processes manually

Integration difficulties

Challenges connecting systems or gaps in existing integrations

Frequent errors or support tickets

High volume of issues or failed processes that lead to more delays

Inconsistent data formats

Lack of rules or governance around data standardizations or taxonomies

Examples of practical AI use cases

Internal
content or processes

External
facing content



Governance and QA

- Get notified of errors or problems that occur
- Conduct automated compliance checks
- Evaluate content for biases, non-inclusive language, logical fallacies or brand voice mismatch

Collaboration

- Monitor trending topics and suggest response for “trendjacking”
- AI daily content reports
- Create consistent custom AI prompts for everyone across the organization to use

Optimization

- Evaluate and suggest SEO tags
- Suggest relevant headlines
- Describe images for accessible alt text

Generation

- Draft product descriptions
- Write social media posts
- Create personalized newsletters

Scaling

- Translate into different locales
- Rewrite content for different audience segments
- Tag and sort entries into a taxonomy

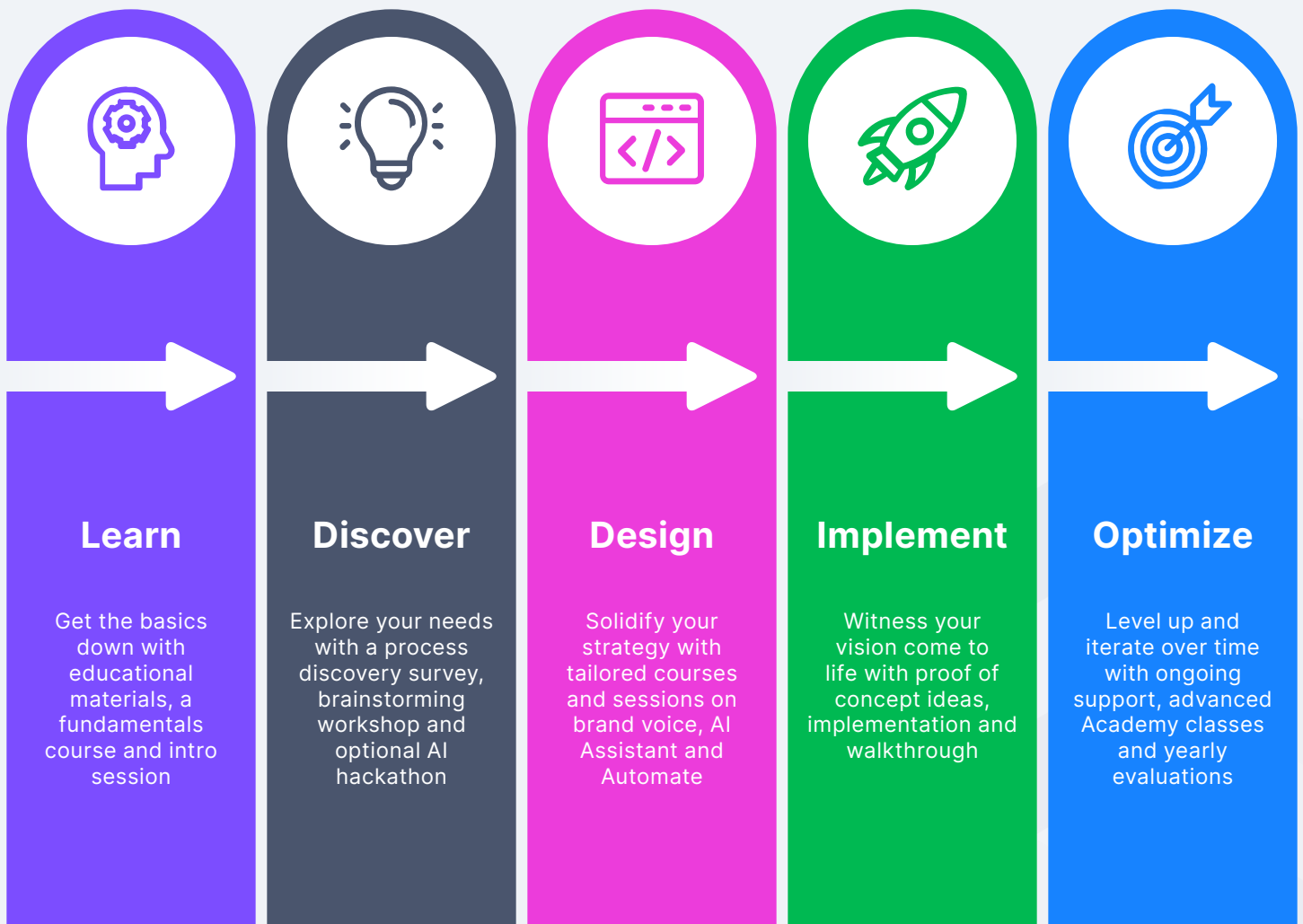


Fast-track AI adoption with Contentstack's AI Accelerator

Integrating AI doesn't have to be stressful.
Go from zero to fully deployed in 45 days or less.

How does it work?

Contentstack's AI Accelerator program addresses your top AI adoption challenges, helps you identify high-impact use cases and guides you along your AI maturity pathway, from basic AI adoption to full-scale automation.



What do you get with the **AI Accelerator**?

AI Assistant

Real-time translations, summaries, and idea generation directly within the authoring experience.

Automate

Simpler development with no-code business logic and streamlined integrations. AI Connectors and 5,000 executions included.

Brand Kit

Brand-aware AI with Knowledge Vaults to centralize key brand assets and Voice Profiles to set specific rules for tone, style and language.

Self-paced AI courses

4 self-paced courses designed to help you achieve your critical business goals.

Consulting Program

Get a 5-step consulting program with TSO sessions.

Unleash the true potential of your digital experiences with Contentstack AI Accelerator

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