

An AI use-case decision matrix

A short list that connects business value to readiness, risk and an accountable owner.

Use case	Value to test	Readiness	Risk / control	Priority*	Human owner
Campaign QA Marketing	Less rework	Approved brand assets	Brand Review	Pilot	Marketing lead
Lead follow-up Sales	Faster response	Clean CRM + consent	Customer Approval	Pilot	Sales leader
Invoice exceptions Finance	Earlier exceptions	Invoice + ledger mapping	Financial Review only	Prepare	Controller
Executive brief Operations	Less manual assembly	Shared metric definitions	Decisions Source links	Prepare	COO

* Illustrative priorities. Baselines and ratings are agreed in discovery.

Review time and rework count when measuring value.