

AI Use Cases for Business Leaders: Realise Value with AI



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How businesses are creating impact with AI

The rapid pace of innovation and widespread adoption of AI have led to a pivotal turning point for businesses – the question is no longer if or why they should implement AI, but how. And organisations are making bold investments as a response. According to IDC, enterprises worldwide were expected to invest USD 246 billion* in AI solutions – USD 44 billion in generative AI specifically – in 2024. And this spending is expected to grow to USD 749 billion at a compound annual growth rate (CAGR) of 32.8% for 2023-2028.¹

The next question, then, becomes: how do these investments turn into tangible impact? AI transformation starts with a strategy that centres on the unique needs of your industry and business. While technology is a key part of that strategy, it's also essential to understand how to apply it in a way that makes the greatest impact for your organisation.

In this eBook, we'll explore use cases that show how different industries are making generative AI work for them – and what you can learn from them to help you:

- 1 **Empower the workforce**
- 2 **Reinvent customer engagement**
- 3 **Reshape business processes**
- 4 **Drive innovation**

*Throughout this document, USD refers to US dollar (USD).

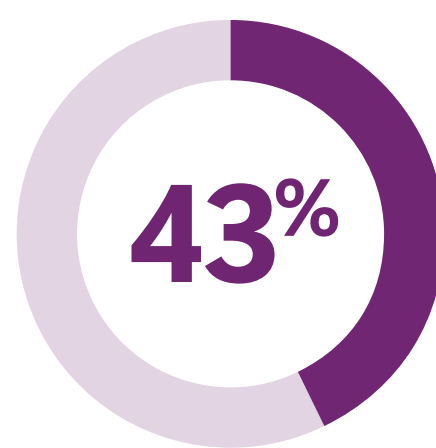
¹IDC InfoBrief: sponsored by Microsoft, '[2024 Business Opportunity of AI](#)', IDC #US52699124, November 2024.

Where AI is making an impact for today's leaders

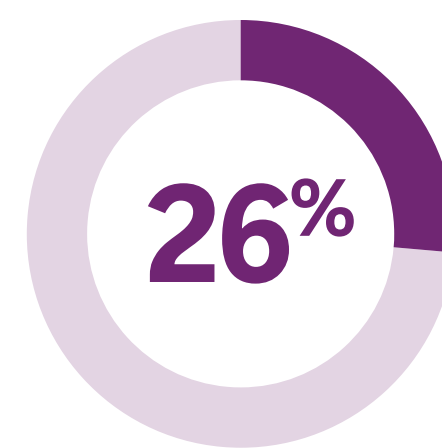
According to IDC, organisations are transitioning to a more strategic AI approach, aligning investments across applications, platforms, data and infrastructure to get the most value.



of organisations say productivity and top-line growth are the two most important business outcomes for AI.¹



of leaders say productivity use cases are providing the greatest ROI for AI.¹



of leaders say industry AI use cases (new business models, products and services) have provided the greatest ROI.¹

How you can use AI to meet your business needs

Because AI is accessible for knowledge workers without technical expertise, the number of AI use cases is growing rapidly within almost every industry – and organisations that invest in AI solutions are driving profitability as a result. In fact, for every USD 1 a company invests in generative AI, the ROI is 3.7× across industries.¹

Powered by foundation models that are trained on diverse data, generative AI can create new content – like text, audio, video, images and code – in response to short prompts. What's more, these models can be adapted and fine-tuned for a wide range of downstream tasks. That can include summarising meetings, brainstorming ideas and drafting and analysing reports with an AI assistant like [Microsoft 365 Copilot](#).

Customised AI solutions can make a bigger business impact

AI solutions, like [Copilot](#), are the primary way businesses are realising value from AI today. Companies across all industries are also starting to customise those AI solutions to drive even more productivity and efficiency – whether they develop their own AI agents with tools like [Copilot Studio](#) or build tailored generative AI applications on platforms like [Azure AI Foundry](#).

Because customisation is a key driver for true AI transformation, most organisations plan to expand beyond pre-built AI solutions to advanced, customised and custom-built AI workloads and agents in the next 24 months.¹

¹IDC InfoBrief: sponsored by Microsoft, '[2024 Business Opportunity of AI](#)', IDC #US52699124, November 2024.

AI across industries: Use cases you can apply

For businesses of all types and sizes, AI is reshaping nearly every aspect of how we work – with the potential to boost productivity, optimise processes and drive robust, sustainable growth. Here, we'll explore use cases across industries – **including finance, manufacturing, retail and healthcare** – that show how you can weave AI into your operations and transform your organisation from the inside out.



Empower the workforce

No matter the industry or job role, AI can help automate manual tasks, synthesise relevant data and reduce administrative burden in everyday work. This doesn't just boost employee efficiency and productivity – it can also foster a more engaged workforce.

In this chapter, we'll explore use cases spanning various industries where AI has the potential to improve decision-making, streamline documentation, surface insights and answers and more.

Automate, streamline and improve workflow

Across industries, AI provides detailed insights and summaries and helps automate busywork for more manual processes and time-consuming tasks.

In **manufacturing**, for example, AI-driven insights can help improve frontline productivity. Manufacturers have faced challenges with paper-based systems for workflows. With real-time data, frontline workers can get relevant information to the task at hand, improving decision making and response times.

AI can also help reduce administrative burden for workers. Using natural language, voice, ambient listening and fine-tuned generative AI, **clinicians** and **radiologists** can automatically document care and create reports with technology that scales across care settings.

For example, **clinicians** can capture a patient encounter and generate a clinical note within seconds and automate tasks such as drafting referral letters and after-visit summaries. For **radiologists**, AI can be used to automatically draft radiology report impressions, helping to reduce report turnaround times and lower cognitive load.

Boost efficiency with instant answers

Between vast company knowledge bases and countless emails and message threads, one of the biggest roadblocks for employees is the amount of time they spend searching for the answers they need to do their jobs effectively. That's where generative AI comes in – it instantly surfaces the right information, right when teams need it.

For the **retail industry**, in-store associates can use AI-powered chat assistants to solve problems and get

answers in real time without having to find a manager, sort through documentation and call the help desk.

Meanwhile, **banks** can use generative AI to help employees minimise the time spent on repetitive manual tasks like document reviews and searches. For example, with a quick prompt, employees can instantly get the answers their customers need from the bank's internal source of truth.



See how leading organisations are empowering the workforce



Walmart unveils new generative AI-powered capabilities

Walmart and Microsoft share an aligned vision around how AI can empower organisations and their people to be more productive and satisfied in their work, as well as to solve the most pressing business problems. Walmart launched a new tool, giving its 50,000 non-store associates access to its new 'My Assistant' app. The app has already made a big impact for associates, assisting with a range of tasks, from summarising long documents to assisting in the creation of new content.

[→ Read the story](#)



SolutionHealth builds patient-focused workflows with Dragon for two health systems

SolutionHealth combines the AI-powered ambient capabilities of DAX Copilot* with Dragon Medical One** to automatically capture and easily edit detailed, structured patient notes, directly within its Epic EHR. With clinicians spending an average of 56% less time documenting during encounters, they can now focus their attention on the patient in front of them, improving care delivery and alleviating their documentation burdens.

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* DAX Copilot ambient listening capabilities are now part of Microsoft Dragon Copilot.

** Dragon Copilot is only available in the US, UK, Canada, France, Germany and the Netherlands.

Reinvent customer engagement

Today, customers expect a connected and seamless experience with businesses, regardless of whether they're in person or online.

From offering instant support and tailored recommendations to driving more relevant interactions with personalised insights, explore how businesses in various industries can elevate their customer engagement strategies with generative AI.



Drive better customer and patient outcomes

A streamlined, frictionless experience doesn't just lead to happier customers – it builds trust and boosts retention for your business.

Healthcare providers can empower patients to take an active role in their health journeys through AI-enhanced tools, where they can easily access health information, schedule appointments and communicate with their care team. By digitally meeting patients where they are, providers can deliver more efficient and high-end care better than ever before. This leads to higher patient retention rates, improved

patient satisfaction scores and boosted patient loyalty and profitability.

And in **financial services**, banks are looking to transform their contact centres, which serve as the primary touchpoint for their customers. Banks can incorporate AI into their customer experience management (CEM) solutions to drive more relevant and impactful interactions across multiple channels, provide more proactive services and elevate customer satisfaction.



Personalise the end-to-end experience with AI agents

AI-enabled agents can provide personalised, efficient and around-the-clock support for customers, small business owners and corporate clients alike.

By tailoring assistance for customers through natural, engaging conversations with AI agents, **banks** can boost engagement, improve containment rates and create a seamless service experience. Beyond that, banks can also empower relationship managers with AI solutions like Copilot that instantly surface and summarise relevant customer information while offering customised insights and suggestions.

In the **retail industry**, where online shopping is on the rise, businesses can still provide customers with a personalised experience through conversational commerce, tailored recommendations and instant support. By meeting customers where they are in their shopping journey, they'll ultimately strengthen customer relationships, improve retention and boost conversion rates.



See how leading organisations are reinventing customer engagement



ABN AMRO Bank migrates to Microsoft Copilot Studio to support over 3.5 million customer conversations

ABN AMRO Bank had been operating several chatbots but wanted to explore a new platform that would allow them to better implement AI capabilities. After a competitive RFP process, ABN AMRO transitioned to Microsoft Copilot Studio. The new platform was used to develop AI assistants for both customers and employees. The AI agent for customers now supports over two million text conversations and 1.5 million voice conversations every year.

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Providence uses Azure OpenAI Service to decrease clinician burnout and expedite patient care

With the ever-growing popularity of electronic messaging between patients and carers, US healthcare organisation Providence faced a deluge of incoming messages. This flood required triage and interfered with the time providers needed to spend with their patients. Providence clinicians, informaticists and AI specialists developed a new product, ProvARIA, based on Azure OpenAI Service. ProvARIA classifies messages, directs them to the appropriate carer and frees providers to focus on patient care.

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Reshape business processes

With the robust analytical capabilities of AI solutions, businesses can glean more information than ever before about how their organisation is running and how they can improve it. And they're not limited to using AI to solve the challenges they face today. No matter the industry, organisations can use AI solutions to optimise operations to meet the opportunities and challenges of the future.

Improve efficiency across business functions with generative AI

The complexity and sheer amount of information or data across industries continues to grow, and it's critical for companies to be able to quickly find, manage and act on this information.

By implementing generative AI across different functions and departments, industry leaders are refining current processes and discovering exciting new growth opportunities.

In **marketing**, AI generates personalised content to engage different audiences in a more tailored way. For **supply chain management**, it can predict market trends so companies can optimise their inventory levels. And in **human resources** departments, it can speed up the hiring process.

Transform operations with real-time data access

When it comes to adopting AI, companies don't have to stop at day-to-day processes – they have the potential to change the trajectory of their business.

Manufacturers dedicate substantial time to optimising their entire value chain. AI integration helps them build agile, responsive and sustainable operations capable of driving innovation and capturing market share. For example, AI-enabled facilities can leverage real-time environment

data to predict equipment failures, reducing unnecessary downtime and preventing defects that slow production. This shortens manufacturing cycles, while ensuring higher-quality outputs and faster, more efficient delivery.



See how leading organisations are reshaping business processes



Schneider Electric fast-tracks innovation with Azure OpenAI Service

Schneider Electric provides productivity-enhancing and energy efficiency solutions around the world, in homes, buildings, data centres, electrical grids and in nearly every aspect of industry. Learn how they're building customer-facing AI solutions on [Azure OpenAI Service](#), a solution within [Microsoft Cloud for Manufacturing](#).

[→ Read the story](#)



Dow reimagines productivity and supply chain efficiency with Microsoft 365 Copilot

Dow adopted [Microsoft 365 Copilot](#) to empower employees with AI-driven insights and automate tasks across departments. Copilot supports logistics by reviewing freight rates, flagging billing discrepancies and optimising workflows for efficiency. With Copilot, Dow anticipates it will achieve millions of dollars of cost reduction on shipping operations in the first year. Employees report time savings, streamlined processes and greater productivity, marking a shift toward operational efficiency and sustainability.

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Drive innovation

Across industries, organisations are tapping into AI to push the boundaries of what they can create and achieve. Whether you want to streamline the creation of brand-new products or enhance your existing offerings to better meet your customers' needs, you can use AI at every stage of development to innovate, add value and drive business growth.

Advance the discovery of insights

From summarising meeting information and presentations to analysing troves of data, AI helps organisations work more efficiently so they can innovate faster. For example, the **pharmaceutical industry** can use AI to streamline data analysis, summarise lengthy communications and enable global inclusivity through translation capabilities –

all of which help accelerate drug development and optimise business processes. When it comes to accelerating discovery, AI can also advance clinical research by analysing multimodal data to derive more comprehensive insights on diagnostic conditions and treatment plans.

Accelerate product development and engineering

As AI capabilities continue to advance, **manufacturers** are further empowered to design, build and deliver customised products faster – without sacrificing efficiency or quality. With real-time iterative development and computer-aided design (CAD) models powered by AI, engineering teams

can automate their design and product development processes to quickly develop new innovative products and adapt existing solutions to meet changing production, cost, performance requirements and market demands.



See how leading organisations are driving innovation



Bayer employees discover productivity and collaboration benefits using generative AI and Microsoft Copilot

Bayer is experimenting with Microsoft 365 Copilot across its Crop Science, Pharmaceutical and Consumer Health divisions to understand its potential impact and value across functions. For many employees, Copilot reduces the overload of communications by summarising emails and attachments, providing an initial draft of a message or content for a document and expediting the process to search for data. As a result, it saves hundreds of hours that would be spent looking for information.

[!\[\]\(003082e50e3009141f59bd5df831749f_img.jpg\) Read the story](#)



Transforming drug discovery: Novo Nordisk uses the power of AI and Azure with Microsoft Research

Novo Nordisk aimed to scale a pipeline of drug discovery, development and data science capabilities with AI and machine learning. In partnership with Microsoft Research, the teams built a Novo Nordisk AI platform on Azure AI and data stacks. Novo Nordisk amplified its culture of innovation by leveraging Microsoft Azure platform's AI capabilities across many use cases.

[!\[\]\(d3102649f02e825ddb76dc3de0190154_img.jpg\) Read the story](#)



Your AI transformation starts here

We've explored a variety of business scenarios that illustrate some of the ways AI is redefining work across industries: by empowering the workforce, elevating customer engagement, optimising operations and equipping organisations to deliver more innovative products and services. When developed and used responsibly, AI has the power to turn everyday tools, processes and work as we know it into pathways for total business transformation.



Take the next step and explore more ways to drive your business forward with these proven, real-world [AI use cases](#).