



Where AI **Actually** Creates Value Inside a Company

Five core workflows, redesigned.

Where the gains come from, and where they break down.

Don't bolt AI onto workflows never designed for it. The real value is in redesigning how work moves through your company.

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01 / Product & Engineering

From "Write Code" to "Direct the Build"

Before

Human writes code, tests, debugs, iterates. Slow cycles.
Heavy context switching.

After

Human defines intent. AI drafts implementation, generates tests, runs build, fixes errors. Human reviews architecture and edge cases.

The real gain: Not code generation itself - it's collapsing the entire build-test-debug cycle into one tight loop. A feature that used to take a week of back-and-forth now ships in a day. Engineers stop context-switching between writing, testing, and fixing - and start operating at the level of architecture and intent. That's where **2-5x productivity gains** actually come from. The bottleneck shifts from execution to decision-making. That's a fundamentally different job description - and a fundamentally different output rate. The engineer who used to spend 60% of their time in execution now spends it in judgment - and that's where the real leverage is.

01 / WHERE THIS BREAKS DOWN

Vague Specs

AI sprints confidently in the wrong direction. Faster is not better when direction is wrong.

Weak Review Discipline

Subtle bugs ship. AI-generated code can look correct and pass basic tests while hiding logic errors.

Messy Codebases

Output quality degrades fast. AI produces chaos faster in chaotic environments.

- ❑ The teams getting real gains already had strong engineering practices. AI amplified their discipline. It did not create it.

02 / Customer Support

From Labor Model to Learning System

Before

Every ticket starts from scratch. Knowledge is tribal.
Volume scales linearly with headcount.

After

AI handles majority of inbound. Edge cases escalate to humans. Failures get analyzed. Knowledge improves continuously.

The real gain: Support becomes a system that improves over time, not just a cost center that scales with headcount. Fewer issues reach humans. Resolution time drops. Knowledge gaps get systematically closed. Every failure becomes an input that makes the next interaction better. That's a fundamentally different operating model - one that gets cheaper and smarter as volume grows. The best support teams aren't the ones with the most agents. They're the ones who built a system that learns. Every resolved ticket makes the next one faster - and eventually, most tickets resolve themselves.

02 / WHERE THIS BREAKS DOWN

Garbage Knowledge Layer

AI reflects your messy, contradictory documentation back at customers with total confidence. Bad knowledge in, bad answers out.

No Improvement Loop Owner

You deploy, declare victory, walk away. Automation plateaus at 30-40%. The system only improves if someone is accountable for feeding corrections back in.

Over-Automation Too Early

Customers hit a wall of robotic responses. Trust erodes. You spend the next six months rebuilding goodwill.

📌 The teams getting real gains had clean knowledge before they automated. AI made the gaps impossible to ignore.

03 / Sales

A Context Problem Disguised as a People Problem

Before

Reps fail because context is incomplete, signals get missed, and follow-through is inconsistent.

After

AI addresses the bottleneck - better timing, better prioritization, fewer dropped balls, consistent execution across the whole team.

The real gain: Your top performers already know when to follow up, which deals to prioritize, and how to tailor their pitch. AI encodes that judgment and distributes it across the whole team:

- **Better timing:** Knowing when to reach out
- **Better prioritization:** Knowing which deals deserve attention
- **Fewer dropped balls:** Follow-ups that actually happen
- **Consistent execution:** Across the whole team, not just the top three reps

The floor rises. Consistency improves. And the performance gap starts to close because everyone got more context.

03 / WHERE THIS BREAKS DOWN

Bad CRM Data

AI confidently surfaces garbage. Reps learn to ignore it. You're back where you started.

No Integration Into Deal Flow

If AI lives in a side tool requiring context switching, reps won't use it. It has to be inside how they already work.

Over-Automated Outreach

Prospects can smell templated messaging. If personalization is just variables in a generic frame, conversion drops.

📌 If your underlying sales process is inconsistent, AI will scale the inconsistency.

04 / Operations

From Coordination Overhead to System-Level Visibility

Before

Something breaks. People chase information across systems, ask colleagues for context, act on partial information.

After

Issue arises. AI pulls context across systems - logs, tools, docs, history. Synthesizes root cause. Suggests or executes action. Records outcome.

The real gain: Eliminating the **coordination tax** - the hidden cost of people acting as human routers between systems. Every time someone has to chase down context, ping a colleague, or dig through three tools to understand what happened, that's time and attention that doesn't go toward solving the actual problem. The result: faster incident resolution, fewer redundant investigations, and better alignment - not because people got better at communicating, but because the system stopped requiring it.

04 / WHERE THIS BREAKS DOWN

Disconnected Systems

AI can't synthesize what it can't see. Siloed tools mean an always-incomplete picture.

Too Much Trust Too Early

Confidence is not accuracy. AI does not fix fragmented systems - it exposes them.

No Shared Definition of Truth

Data is inconsistent across systems. AI synthesizes conflicting inputs and presents them as coherent.

📌 AI is only as good as the systems it can see. Integration is not optional - it's the whole game.

05 / Knowledge Management

From Static Docs to Operational Infrastructure

Before

Knowledge is created, stored somewhere, slowly becomes outdated. People ask each other instead.

After

Knowledge is structured for AI consumption. AI retrieves and synthesizes on demand. Gaps surface through usage. Content improves continuously.

The real gain: This is the multiplier function. When knowledge quality improves, every other workflow gets better - support answers become more accurate, sales reps have better context, ops teams make faster decisions, new hires onboard in days instead of weeks. Good knowledge stops being a cost center and becomes **infrastructure that compounds**. Fix this first and everything else gets easier. Ignore it and you're building on sand. Most companies treat knowledge as a byproduct of work. The ones pulling ahead treat it as the foundation everything else runs on.

05 / WHERE THIS BREAKS DOWN

No Ownership = Decay

Without clear ownership, documentation decays. AI makes the consequences visible faster.

Docs Written for Humans, Not Systems

Unstructured, narrative-heavy content is hard for AI to retrieve accurately.

Contradictions Accumulate

Multiple versions of truth coexist. AI surfaces them to users, eroding trust.

📌 Every other workflow in this list depends on this one. Fix knowledge last and you've been building on sand.

The Pattern Across **All Five**

01

Identify the Loop

Find the repeatable workflow your team runs through.

02

Shift the First Pass to AI

Drafting, researching, triaging, synthesizing - AI takes the first pass.

03

Redesign Human Roles

Intent-setting, review, edge cases, and system improvement.

04

Build the Feedback Mechanism

The system must get better over time - by design.

05

Be Honest About Prerequisites

If your data, processes, or knowledge layer aren't ready, AI will amplify the mess.

AI is a multiplier. Multipliers work in both directions.

The companies that are pulling ahead are the ones who stopped treating AI as a feature and started treating AI as a reason to **rewire how work gets done**.

Wrong Approach

Bolt AI onto existing workflows. Wonder why gains are incremental.

Right Approach

Redesign how work moves through your company. Use AI as the reason to rewire.

If this changed how you think about AI in your company - **share this post** with a leader who needs to hear it. Tag someone building the future of their team. 🙌