The AI use case map

What works today, honestly. Verdicts reflect my assessment as of October 2026 and change as the models do. Richard Barlow, outrun.ai

PROFESSIONAL SERVICES, FINANCE AND PROPERTY

Contract and lease schedules	Extract dates, rent reviews and obligations from documents into a working schedule built from your own records.	PROVEN NOW
Planning and consent conditions	Turn conditions into a register, a programme and a drafted method statement, checked against the exact wording.	PROVEN NOW
Research memos and briefings	First drafts from your own documents and public sources, with every claim traceable to its source.	PROVEN NOW
Management accounts commentary	First-draft narrative from the live numbers. Every figure is traced to its source before it leaves the building.	NEEDS GUARDRAILS
Due diligence and data room review	Query a data room instead of reading it page by page. Findings still need a professional to confirm.	NEEDS GUARDRAILS
Client onboarding and file review	Check documents against a checklist and flag gaps for the reviewing partner.	NEEDS GUARDRAILS
Tax positions and audit judgement	Research and drafting support only. The judgement and the sign-off stay with the qualified professional.	APPROACH WITH CARE

OPERATIONS AND AUTOMATION

Email and workflow automation	Triage, drafting and multi-step processes across your existing stack.	PROVEN NOW
Meeting capture and recap	Transcription to actions, briefings and CRM entries without anyone typing notes.	PROVEN NOW
CRM enrichment and lead qualification	Scoring, enrichment and AI-led qualification. I run this in production.	PROVEN NOW
Document and data processing	Invoices, extraction, reconciliation, with human sign-off where money moves.	PROVEN NOW
Proposal and report generation	Drafting in your house voice from your inputs. The guardrail is voice and fact control.	NEEDS GUARDRAILS
Customer support assistants	First-line response works. The guardrail is escalation design: knowing what the system must not answer.	NEEDS GUARDRAILS
Recruitment screening	Technically feasible, legally exposed: a high-risk category under the EU AI Act. Get advice before you deploy.	APPROACH WITH CARE

DATA AND DECISION SUPPORT

Market and competitive intelligence	Monitoring, synthesis and briefing at a daily cadence no analyst team can match.	PROVEN NOW
Sales analytics and dashboards	Live reporting with AI-flagged trends, replacing stale decks.	PROVEN NOW
Customer sentiment analysis	Reviews, tickets and social, read at scale and turned into decisions.	PROVEN NOW
Churn prediction and demand forecasting	Only ever as good as the data underneath it. Fix provenance first, then predict.	NEEDS GUARDRAILS
Pricing and financial forecasting	Strong decision support. The judgement, and the accountability, stays human.	NEEDS GUARDRAILS

CONTENT AND GROWTH

Creative variants at scale	Dozens of tested, rotated variants a week where one hero asset used to run for months.	PROVEN NOW
Personalised outreach at scale	Specific beats generic on reply rates. Personalisation is the work; AI is the tool that makes it affordable.	PROVEN NOW

Brand-coherent AI video	Holding character, voice and look consistent across a production run. Possible, but only with real controls. Without them you are making slop.	**NEEDS GUARDRAILS**

Book a free 30-minute call: outrun.ai | richard@outrun.ai