

Choose a safer first AI use case.

Score one candidate use case from 1 to 5 on each line. This is a prioritisation aid for deciding what to explore next - not a legal, safety, compliance or ROI assessment.

SCORING KEY

For risk and data sensitivity, 5 means lower exposure. For review ease, 5 means easy to inspect, override and correct.

FREQUENCY

Rare or ad hocMonthly or weeklyDaily or high-volume

12345

FRICTION

Minimal manual effortNoticeable delay or reworkSignificant bottleneck or repeated burden

12345

REPEATABILITY

Highly variable judgementMixed structureClear recurring pattern or rules

12345

RISK

High consequence if wrongModerate consequenceLow consequence; errors recoverable

12345

DATA SENSITIVITY

Highly sensitive or restrictedSome personal/confidential dataPublic, anonymised or lower sensitivity

12345

CUSTOMER IMPACT

Little or no effectIndirect or moderate effectMaterial improvement to response or experience

12345

HUMAN-REVIEW EASE

Difficult to inspect or overrideReview possible with effortTransparent, auditable and easy to correct

12345

Read the total with the evidence.

ILLUSTRATIVE EXAMPLE — FICTIONAL SCENARIO, NOT CLIENT EVIDENCE

Use case Classify generic inbound support emails into routing categories for a human service team.

Dimension	Score	Illustrative rationale
Frequency	5	Hundreds of messages arrive each week.
Friction	4	Manual triage creates queue delay and rework.
Repeatability	5	Categories and routing rules are relatively consistent.
Risk	4	Misrouting is inconvenient but recoverable by a service agent.
Data sensitivity	3	Messages may contain customer details and account information.
Customer impact	4	Faster routing may improve response times.
Human-review ease	5	Agents can see, change and review uncertain categories.
Total	30 / 35	Shortlist only for a controlled pilot.

Pilot conditions Use redacted test data, define confidence thresholds, keep an escalation path for uncertain cases, restrict access, sample outputs and compare the pilot with the current process.
Limitations: scores are ordinal and partly subjective. A high score does not establish model quality, compliance, security, accessibility, cost-effectiveness or return on investment.