# Is this a good
# AI use case for us?

A practical checklist to assess value, risk, and readiness.

## Clear value

☐ Does this use case solve a real problem or unlock a meaningful opportunity for members or staff?

☐ Will it improve outcomes such as speed, accuracy, personalisation, or efficiency?

☐ Is there a measurable impact we're aiming for (e.g. reduced processing time, improved satisfaction, lower cost)?

## Right kind of task

☐ Is this a task that relies on patterns, predictions, or large amounts of data?

☐ Is the task repetitive or rules-based, and not too reliant on complex human judgment?

☐ Could automation or AI meaningfully reduce manual work or decision time?

## Feasibility

☐ Do we have access to the data we need - and is it accurate, complete and well-structured?

☐ Can we pilot or prototype this use case before a full-scale rollout?

☐ Do we have people internally who understand the process and the pain points?

## Ethical and member-aligned

☐ Would members consider this use of AI appropriate and helpful?

☐ Does the use case align with our values, responsibilities and brand promise?

☐ Could this application introduce bias or unintended harm if not carefully managed?

## Compliance and governance

☐ Are we confident we can meet our privacy, security and regulatory obligations?

☐ Do we know who would be accountable for the AI's decisions or outputs?

☐ Can we explain how it works — in plain language — to stakeholders or members?

## Readiness

☐ Do we have the internal capability or support to explore this use case safely?

☐ Are the people impacted (staff, members) open to trying new approaches?

☐ Are we starting from a place of curiosity — not hype?

## What next?

If you've ticked several boxes - or found more questions than answers - you're in a great place to start a conversation.

At Escient, we help mutuals explore the real potential of AI in practical, safe, and member-first ways. Whether you're validating a use case, navigating governance, or building early capability, we can help you move forward with confidence at the pace that works for you.

→ **Get in touch** to explore your next step - contact@escient.com.au