Stellar TECHNOLOGIES
Bridging the gap between people and technology.

FREE GUIDE FOR UAE AND GCC LEADERSHIP TEAMS

Choose your first AI use case



A one-hour scorecard to find the AI project worth funding first, and to spot the ideas that are not ready yet.

Inside: three gate questions · a 7-point scorecard · a worked example · a go-live guardrails checklist

WHY FIRST USE CASES STALL

A roadmap says where to go. It does not say what to build first.

70% of Middle East CEOs report a clearly defined AI roadmap.

Source: PwC 29th Global CEO Survey, Middle East findings, 2026 (CEO-reported)

Yet many teams still struggle to pick the first thing to build. The ideas on the list tend to share the same gaps:

- **It is a theme, not a process.** "Use AI in customer service" cannot be built. "Draft first replies to customer emails" can.
- **Nobody owns the result.** A steering committee sponsors; it does not run the process every day.
- **There is no baseline.** Without today's number, nobody can show the change worked.
- **The data is not reachable.** It exists somewhere, but the team cannot query it, or it cannot leave where it lives.

How to use this guide (about one hour)

1. **List three to five candidate ideas** (15 minutes). Write each as a process: who does what, how often.
2. **Run the three gate questions** on each (page 3). Any "not yet" goes to the groundwork list.
3. **Score the survivors** on the scorecard (page 4), using the scoring guide.
4. **Fund the highest score** as a contained pilot, and check the guardrails (page 6) before go-live.

STEP 2 · THE GATE

Three questions every candidate must pass

1 Who is the named process owner?

One person who runs the process today and will accept the result.

PASS
The Head of Customer Service owns first-reply time and will sign off the pilot.

NOT YET
"The digital committee" or "IT", with no one who runs the process day to day.

2 What is the measurable baseline?

Handling time, error rate, cost per case, backlog. If you cannot state today's number, you cannot prove a change.

PASS
Median first-reply time last month, taken from the ticketing system.

NOT YET
"It feels slow", or a number nobody can trace to a source.

3 Can you access the data today?

Not "we have it somewhere". Can the team query it this week, and can it be processed where your obligations require: the UAE PDPL, sector rules such as Central Bank guidance for banks, or the health data law for providers?

PASS
Ticket history is exportable, and processing stays inside the approved UAE cloud region.

NOT YET
Data sits in a vendor system with no export, or would have to leave the country.

Three yeses: score it. Any "not yet": it is a good idea waiting for groundwork. Note the gap and who will close it.

STEP 3 · THE SCORECARD

Score each candidate from 1 to 5

Criterion	Idea A	Idea B	Idea C
Business value Saves time or money someone already counts, or protects revenue.			
Volume How often the task happens.			
Baseline Can you state today's number?			
Data access Can the team query the data this week, where it is allowed to live?			
Risk (5 = low) Harm if the output is wrong, regulatory exposure.			
Human review fit Can a person approve each output quickly?			
Effort (5 = small) Systems and teams to touch for a first version.			
Total (out of 35)			

Scoring guide

Criterion	1	3	5
Business value	Nice to have	Clear, unquantified	Clear and sized
Volume	Monthly or rarer	Weekly	Daily, many times
Baseline	No number	Rough estimate	Measured this month
Data access	Not reachable	Reachable with work	Queryable today
Risk (5 = low)	Money, health or legal effect	Internal, reversible	Draft that a person checks
Human review fit	No natural checkpoint	Checkpoint needs design	Review step already exists
Effort (5 = small)	Many systems, new data	Two or three systems	One system, one team

28 to 35
Strong first use case. Fund a contained pilot.

20 to 27
Promising. Fix the lowest-scoring criterion first.

Below 20
Park it. Revisit after other foundations are in place.

Thresholds are Stellar's rule of thumb, not an industry standard. Adjust them to your organisation.

WORKED EXAMPLE (ILLUSTRATIVE)

Drafting first replies to customer emails

The process: agents read each incoming email, look up the customer, and write a first reply. Hundreds arrive every day.

The idea: an AI agent drafts the reply with the customer's details filled in. An agent reviews, edits and sends it.

The gate: owner, Head of Customer Service. Baseline, median first-reply time from the ticketing system. Data, ticket history queryable today, processed in the approved cloud region. **Three yeses.**

Criterion	Score
Business value Saves time or money someone already counts, or protects revenue.	**4**
Volume How often the task happens.	**5**
Baseline Can you state today's number?	**4**
Data access Can the team query the data this week, where it is allowed to live?	**5**
Risk (5 = low) Harm if the output is wrong, regulatory exposure.	**5**
Human review fit Can a person approve each output quickly?	**5**
Effort (5 = small) Systems and teams to touch for a first version.	**4**
Total (out of 35)	**32**

Result: 32 out of 35, a strong first use case. Low risk because a person sends every reply; high volume; the number to beat is already measured. The 4s rise once the time saved is costed in dirhams and the baseline covers a full quarter.

A fictional example to show the method, not a client case.

STEP 4 · BEFORE GO-LIVE

Guardrails checklist

- [ ] **A person approves** anything sent to customers, or anything that moves money or changes a record.
- [ ] **Every action is logged**: input, output, who approved, when. Compliance can read it.
- [ ] **Data stays where it must** under the PDPL and your sector rules; vendors and regions are signed off.
- [ ] **Access is limited** to the data the use case needs, with the same permissions as the people it helps.
- [ ] **There is a fallback**: the team can switch the AI off and keep working the old way.
- [ ] **Success is defined in advance** against the baseline, with a date to decide: scale, change or stop.

WANT A SECOND OPINION?

Book a 30-minute AI conversation

Bring your shortlist. We will score it with you and tell you honestly which idea is ready to build, and what the others need first.

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