

Bots at Work: Where Agents Deliver Real Business Value

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Ignore the keynote demos; the agents earning their keep today do unglamorous, high-frequency work. The pattern behind every success is the same: a well-defined workflow, clean inputs, measurable output, and a human handling the exceptions. Here is where the value concentrates.

PROVEN DEPLOYMENT ZONES

» Inbound response

Answering inquiries within seconds, qualifying leads, booking appointments — speed-to-first-touch converts, and agents never sleep.

» Support triage

Resolving the repetitive 60% of tickets from documentation, tagging and routing the rest with full context attached.

» Back-office flow

Invoice matching, data entry between systems, report assembly, CRM hygiene — hours reclaimed weekly per person.

» Follow-up sequences

The disciplined day-2 and day-7 touches humans forget; pipelines quietly stop leaking.

» Research & monitoring

Watching competitors, regulations, or mentions, and summarizing what changed — a daily briefing no analyst has to compile.

HOW TO SEQUENCE ADOPTION

Start with one workflow that is frequent, rule-describable, and annoying. Document how a human does it today — if you can't write the steps, an agent can't follow them. Deploy with tight guardrails and human review, measure a real number (response time, tickets resolved, hours saved), then widen autonomy as the log earns trust. One proven workflow finances the second.

HONEST ECONOMICS

Costs are the build, the model usage, and the maintenance; returns are labor hours, capture rate, and error reduction. Typical single-workflow builds recover their cost within months when volume is real — and fail when the workflow was rare, vague, or political. Choose boring and frequent over impressive and occasional.

INVESTIGATOR'S TAKEAWAYS

- Value hides in frequent, boring, rule-describable work.
- If you can't document the workflow, you can't delegate it.
- Measure one number per deployment; expand on evidence.
- Exceptions go to humans by design, not by failure.
- One workflow at a time — the first pays for the second.