



# AI Use Case Explorer: Streamlining Sales

A centralized portal that eliminated time spent searching for AI success stories

## The Challenge:

Microsoft's GenAI field sellers were spending time hunting for relevant customer success stories across fragmented PPT decks and SharePoint sites. This scattered approach was slowing down deal preparation.

## The Solution: AI Use Case Explorer

A centralized web portal serving as the single source of truth for validated AI design wins, powered by Azure OpenAI and Azure AI Search.

## Impact Summary

- Significantly reduced time spent searching for relevant customer success stories
- Achieved widespread adoption across the seller community
- High engagement levels demonstrate value to end users
- Platform supports ongoing content discovery and cross-selling opportunities

## Results Achieved

### Performance Metrics

- 5x faster asset discovery: From ~2 minutes (PPT search) to 24 seconds (portal)
- 43,585 unique sellers reached in first 12 months
- 80,407 total sessions with frequent return usage
- 237,000+ page views across the platform
- 87% average scroll depth indicating deep engagement
- 2.95 pages per session showing cross-exploration of content

## Key Features

<b>Curated Library</b>	100+ validated AI use cases organized by industry and persona
<b>Semantic Search</b>	Natural language queries to find relevant wins
<b>Auto-Generated Podcasts</b>	AI-powered audio briefs for consumption on-the-go
<b>Self-Service CMS</b>	Enables SMEs to add new cases without IT dependency