

BBH · 2026

A talk by Zaigo

FIFTEEN

15

PRACTICAL · USE CASES

PRESENTED BY

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Co-founder, Zaigo

A keynote · 30 minutes

# Practical Ways to Use **AI** Right Now.

What's actually working in real companies today.

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**Find the most repetitive,  
expensive hours in your week.  
Hand them to AI.  
Reinvest that capacity in  
what only humans can do.**

01 / Section

# Recruiting & Hiring.

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**Candidates record  
a short intro video.  
AI transcribes, scores against your  
rubric, and ranks them.**

USE CASE 02 Resume screening + first-touch outreach

**AI ranks inbound resumes  
and drafts a personalized first email  
to the candidates worth pursuing.**

02 / Section

# Sales & Revenue.

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USE CASE 03 ————— Pre-call research briefs

**A one-page prep doc  
on every prospect.  
Automatically. Before every call.**

**Your top rep closes 40%.**  
**Your bottom rep closes 12%.**  
AI surfaces what's actually different.

TOP REP

**40%**

BOTTOM REP

**12%**

# 05

USE CASE

**AI listens to the meeting.**  
Pushes decisions, owners,  
and deadlines into Slack,  
email, or your CRM.

**Discovery call goes in.  
First-draft proposal comes out.  
In your voice. Based on what was  
actually said.**

# AI listens to calls and emails. Updates the CRM. Enriches every lead.

03 / Section

# Customer-Facing Operations.

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USE CASE 08 ————— Inbox triage & drafting

sales@ · info@ · support@

**Classified, prioritized, drafted.**  
**Your team approves and sends.**

# 09

USE CASE

**AI drafts the support response from your own help docs. Your team reviews — they don't write from scratch.**

04 / Section

# Finance & Operations.

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**The monthly "why did we miss plan?" memo — drafted automatically.**



USE CASE

**Vendor invoice in.  
Line items extracted. PO  
matched.  
Discrepancies flagged. One-click  
approval.**

**AI watches your operational data continuously.  
You only see what's off.**

05 / Section

# The Real Unlock.

*Connecting your tools.*

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USE CASE 13 ————— Workflow automation across your tools

Email · CRM · Slack · ERP · Accounting

**All connected.**  
**All talking to each other.**

# 14

USE CASE

Drive · Notion · SharePoint  
Slack · contracts · SOPs

**All searchable  
in plain English.**

06 / Section

# Executive Leverage.

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**Morning brief:**  
metrics, urgent emails, pipeline movement.

**Contract review:**  
MSAs, NDAs, vendor agreements —  
flagged against your playbook.



# Every one of those 15 use cases is one of **three patterns**.

01

**Ingest →  
Understand →  
Output**

Something comes in. AI reads it.  
Produces something structured.

02

**Listen →  
Extract →  
Route**

AI sits on conversations. Pulls  
what matters. Pushes it where it  
needs to go.

03

**Aggregate →  
Reason →  
Surface**

AI pulls from many sources.  
Reasons across them. Surfaces  
an answer.

Framework

"But what about security?"

# Your data stays yours.

It is never used to train AI models  
when set up with the right guardrails.

- You can run it inside your walls.
- You can control who sees what.
- You can structure projects to where your comfort level is.

The takeaway

**Find the most repetitive,  
expensive hours in your week.  
Hand them to AI.**

Reinvest that capacity into  
what only humans can do.

**You can do this right now.**

*Your competitors already are — or they're about to be.*

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# We do this for a living.

**Zaigo** — AI implementation for real businesses.

Kyle Richless · Co-founder

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*Questions.*