

ebook



AI Use Cases for Commercial Transformation Leaders: Realise Value with AI, Automation and Orchestration Intelligence

Commercial Transformation



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Your Commercial Transformation starts here



How organisations ... are creating commercial impact with AI

Ensure your AI projects serve strategic business objectives

The rapid pace of innovation and widespread adoption of AI have created a pivotal turning point for SME and mid-market businesses. The question is no longer whether AI matters. The more useful question is where AI, automation and orchestration intelligence can remove friction, improve control and create measurable commercial value. According to IDC's Global Impact of AI (April 2025 edition), the global economic impact of AI is projected to reach **GBP 16.1 trillion** by 2030 – 3.7% of global GDP in 2030.¹

The next question, then, becomes: how do these investments turn into tangible impact for a growing business that already has commercial complexity, manual workarounds, fragmented systems and limited leadership bandwidth? NSG's answer is that Digital Transformation must be reframed as Commercial Transformation. The strategy should centre on the specific operating needs of the business: how teams create demand, convert revenue, serve customers, manage knowledge, move work across functions and make decisions. Technology is a key part of that strategy, but the value comes from applying Microsoft AI, automation and data capabilities to the right commercial use cases.

In this **eBook**, we'll explore use cases that show how different industries are making generative AI work for them – and what SME and mid-market leaders can learn from them to help you:

- 1 Empower the workforce
- 2 Reinvent customer engagement
- 3 Reshape business processes
- 4 Drive innovation

¹ IDC InfoBrief: sponsored by Microsoft, What Every Company Can Learn From Frontier Firms Leading the AI Revolution, IDC # US53838325, November 2025



Where AI is making an impact for today's leaders

40%

AI investments are on the rise, with nearly 40% of organisations planning to increase AI spending over the next 24 months.¹

70%

Organisations are moving beyond prebuilt GenAI, increasing adoption of custom-built solutions from 40% today to 70% in the next 24 months.¹

40%

40% of organisations are scaling GenAI across multiple business functions, including HR, finance, marketing and supply chain.¹

According to IDC, organisations are adopting a more strategic AI approach, aligning investments across functions and shifting from prebuilt to custom GenAI solutions to advance their Frontier Transformation.

How you can use AI to meet your business needs

Because AI is accessible for knowledge workers without technical expertise, the number of AI use cases is growing rapidly within almost every industry. Organisations that invest in AI solutions are driving profitability as a result. In fact, for every GBP 1 a company invests in generative AI, the ROI is 2.8× across industries.¹

For organisations, the practical opportunity is not to chase every possible AI use case. It is to identify where Microsoft AI and automation can improve the commercial operating model. Powered by foundation models trained on diverse data, generative AI can create new content – like text, audio, video, images and code – in response to short prompts. These models can also be adapted and fine-tuned for downstream tasks such as summarising meetings, drafting proposals, preparing sales follow-ups, analysing management reports, reviewing customer communications or supporting teams through Microsoft 365 Copilot.

Customised AI solutions can make a bigger business impact

AI solutions like Microsoft 365 Copilot are the primary way many businesses are realising value from AI today. Companies across industries are also starting to customise those AI solutions to drive more productivity, efficiency and operational control. They may develop their own AI agents with tools like Copilot Studio, automate workflows using Power Automate, build low-code business applications with Power Apps, create reporting intelligence with Power BI and Fabric, or build tailored generative AI applications on platforms like Microsoft Foundry.

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AI across the commercial operating model:

Use cases you can apply

For businesses of all types and sizes, AI is reshaping nearly every aspect of how work gets done. It can boost productivity, optimise processes and support more sustainable growth. For SME and mid-market organisations, the strongest value often appears where growth has outpaced the operating model: manual administration, inconsistent handoffs, slow document handling, weak reporting, knowledge trapped in inboxes, overloaded service teams and fragmented customer journeys.

Here, we'll explore use cases across industries – including finance, manufacturing, retail and healthcare – that show how to incorporate AI and agents into your organisation's operations. The NSG lens is Commercial Transformation: use Microsoft AI, automation and orchestration intelligence to improve the way the business sells, serves, reports, decides and scales.





Empower the workforce

No matter the industry or job role, AI can help automate manual tasks, synthesise relevant data and reduce administrative burden in everyday work. This does not just boost employee efficiency and productivity. It can also create a more engaged workforce by removing low-value effort and helping people focus on work that requires judgement, service quality and commercial understanding.

In this chapter, we'll explore use cases spanning various industries where AI has the potential to improve decision-making, streamline documentation, surface insights and answers, and make Microsoft tools more useful across the organisation.

Automate, streamline and improve workflow

Across industries, AI provides detailed insights and summaries and helps automate busywork for manual processes and time-consuming tasks.

In manufacturing, for example, AI-driven insights can help improve frontline productivity. Manufacturers have faced challenges with paper-based systems for workflows. With real-time data, frontline workers can get relevant information for the task at hand, improving decision-making and response times. For SME and mid-market firms, the same principle applies in field service, logistics, distribution, facilities, education administration and professional services: give people the right information at the point of work, not three meetings later.

AI can also help reduce administrative burden for workers. Using natural language, voice, ambient listening and fine-tuned generative AI, clinicians and radiologists can automatically document care and create reports with technology that scales across care settings.

For example, an independent school can capture an admissions enquiry, open day conversation or parent meeting and generate a structured follow-up within seconds, while also automating tasks such as drafting prospectus emails, bursary information requests, visit notes, pupil onboarding checklists and next-step reminders.

For senior leadership, admissions, finance and operations teams, AI can reduce the administrative load around parent communications, enquiry handling, policy documents, safeguarding records, staff coordination and management reporting. In an independent education context, the equivalent may be automatic meeting summaries, admissions follow-ups, pupil or parent support notes, bursary workflow updates, inspection-readiness evidence, operational handover notes and leadership packs using Microsoft 365 Copilot, Teams, Word, Outlook, SharePoint and Power Automate.

Boost efficiency with instant answers

Between vast company knowledge bases and countless emails and message threads, one of the biggest roadblocks for employees is the amount of time they spend searching for the answers they need to do their jobs effectively. That is where generative AI comes in. It can surface the right information at the moment teams need it, provided the underlying Microsoft content, permissions and data sources are well governed.

For the retail industry, in-store associates can use AI-powered chat assistants to solve problems and get answers in real time without having to find a manager, sort through documentation or call the help desk.

Meanwhile, banks can use generative AI to help employees minimise the time spent on repetitive manual tasks like document reviews and searches.

For example, with a quick prompt, employees can instantly get the answers their customers standard operating procedures need from the bank's internal source of truth. For SME and mid-market firms, this pattern can support sales teams, service desks, operations teams, finance administrators and customer success managers who need fast access to policies, product information, client history and standard operating procedures.



UK retailer introduces generative AI-powered colleague support

A UK retailer can use generative AI to help store support, head office, buying, merchandising, ecommerce, customer service and operations teams work with greater speed, consistency and confidence. Instead of leaving colleagues to search through long policy documents, supplier updates, product information, campaign briefs and internal messages, an AI assistant can help summarise information, draft content, prepare updates and surface the right answer at the point of work.

For a UK SME or mid-market retailer, the relevant lesson is not enterprise scale. It is the workforce pattern: identify where knowledge work slows the business down, then use Microsoft 365 Copilot, Teams, SharePoint, Outlook, Word and Power Automate to reduce document load, summarise operational information, accelerate drafting and support better day-to-day execution across stores, ecommerce and central operations.

UK private health provider reduces clinical documentation drag with AI-supported workflows

A UK private health provider can use AI-powered ambient and dictation capabilities to automatically capture consultations, structure clinical notes and support faster follow-up documentation inside the systems clinicians already use. Instead of consultants, nurses and administrative teams spending excessive time reworking notes, drafting letters, updating records and preparing patient summaries, AI can help turn clinical conversations into structured documentation that is easier to review, edit and approve.

For a UK SME or mid-market private health provider, the relevant lesson is not the scale of the organisation. It is the operating pattern: identify where clinical, administrative and patient-facing workflows are slowed by documentation burden, then use Microsoft Dragon Copilot, Microsoft 365 Copilot, Teams, Outlook, SharePoint and Power Automate to capture information, reduce duplicate entry, support referral letters, prepare after-visit summaries, improve handovers and give clinicians more time with patients.



Reinvent engagement

Today, customers expect a connected and seamless experience with businesses, whether they interact in person, online, by phone, through email or through a self-service channel.

For most organisations, customer engagement often becomes fragmented as they grow. Enquiries sit in inboxes. Service knowledge is inconsistent. Customer history is spread across CRM, documents, spreadsheets and individual memory. From offering instant support and tailored recommendations to driving more relevant interactions with personalised insights, AI can help businesses elevate customer engagement when it is connected to the right operating model.

Drive better customer, parent and patient outcomes

A streamlined, frictionless experience does not just lead to happier customers, parents or patients. It builds trust, improves retention and strengthens commercial performance. For UK businesses, the opportunity is to remove the avoidable friction that appears when enquiries, service requests, appointments, follow-ups and operational handoffs are spread across inboxes, spreadsheets, phone notes and disconnected systems.

Independent education providers can use AI-enhanced tools to improve the parent and pupil journey from first enquiry through admissions, bursary review, onboarding and ongoing communication. Families can receive faster answers, clearer next steps and more consistent updates, while school teams can triage enquiries, summarise conversations, prepare follow-ups and route work between admissions, finance, safeguarding, operations and senior leadership. This helps reduce manual chasing, improve parent confidence and give leaders better visibility of enrolment risk and service quality.

Private health providers can use AI and automation to improve patient access, appointment handling, clinical follow-up and administrative coordination. Patients can more easily access information, schedule appointments, receive clear after-visit summaries and communicate with care teams. Operational teams can use Microsoft 365 Copilot, Dynamics 365, Copilot Studio and Power Automate to triage enquiries, summarise patient or customer history, suggest next actions, route work to the right owner and maintain a more consistent service experience across clinics, consultants and support teams.

Personalise the end-to-end experience with AI agents

AI-enabled agents can provide personalised, efficient and around-the-clock support for customers, parents, pupils, patients and internal teams alike. For UK businesses, the opportunity is to make every enquiry, service request and follow-up feel more consistent, informed and responsive, without increasing pressure on already stretched commercial, operational and front-office teams.

For independent education providers, AI agents can support the full parent and pupil journey: admissions enquiries, open day follow-up, prospectus requests, bursary questions, onboarding tasks, parent communications and routine policy queries. By connecting agents to approved knowledge, Microsoft 365 content, workflow rules and clear escalation paths, schools can give families faster answers while helping admissions, finance, safeguarding and operations teams keep control of sensitive information and next actions.

For private health providers, AI agents can support patient access, appointment queries, clinic information, pre-visit instructions, post-visit follow-up and operational service requests. The same model can also help UK commercial teams across sectors by qualifying enquiries, summarising customer or patient context, suggesting next actions and routing work to the right owner. For NSG clients, the principle is to connect AI agents carefully to the end-to-end journey, with Copilot Studio, Microsoft 365 Copilot, Dynamics 365, Teams, SharePoint and Power Automate supporting governance, data quality, escalation and ownership.



UK online bank uses Microsoft Copilot Studio to scale digital customer conversations

A UK online bank can use Microsoft Copilot Studio to build governed AI assistants that support customers and colleagues across secure digital channels. Instead of relying on disconnected chatbots, static FAQs or contact centre teams to handle every routine query, the bank can create AI agents that answer common questions, guide customers through account journeys, support onboarding, explain product information and route more complex requests to the right specialist team.

For a UK SME or mid-market online bank, the relevant move is a governed digital service model rather than a chatbot novelty. Copilot Studio can be positioned around customer support, internal service desks, fraud and dispute triage, onboarding, account management, product enquiries and relationship management where the knowledge base, compliance controls, escalation routes and ownership model are clear.

UK private healthcare provider uses Azure OpenAI to manage digital patient demand

A UK private healthcare provider with a strong online presence can use Azure OpenAI in Foundry Models to manage the growing volume of patient messages, appointment requests, web enquiries and follow-up questions arriving through digital channels. As more patients interact online before, during and after care, clinical and operational teams can face a constant flow of requests that need triage, prioritisation and safe routing. AI can help classify incoming messages, identify intent, summarise context, direct work to the right team and reduce the manual pressure on consultants, nurses, patient services and administration teams.

For a UK private healthcare provider, this is a strong example of orchestration intelligence. The value is not just generating text. The value is classifying patient demand, routing work safely, reducing queue pressure and giving skilled clinical and operational teams more capacity. Similar patterns apply to online booking queries, referral follow-ups, post-consultation questions, insurance administration, results handling, patient service inboxes, complaints, finance queries and operational exceptions.



Reshape processes

With the robust analytical capabilities of AI solutions, businesses can gain more information than ever before about how their organisation is running and how they can improve it. They are not limited to using AI to solve the challenges they face today. Organisations can use AI solutions to optimise operations for the opportunities and challenges of the future.

For organisations, this is where Commercial Transformation becomes practical. AI should not sit outside the operating model. It should help reshape the processes that determine growth quality, revenue control, service consistency, reporting confidence and leadership visibility.

Improve efficiency across business functions with generative AI

The complexity and volume of information across industries continues to grow. Companies need to quickly find, manage and act on this information.

By implementing generative AI across different functions and departments, leaders are refining current processes and discovering new growth opportunities.

In marketing, AI generates personalised content to engage different audiences in a more tailored way. For supply chain management, it can predict market trends so companies can optimise inventory levels. In human resources departments, it can speed up the hiring process.

In SME and mid-market firms, the same pattern can apply across sales, finance, operations, service and leadership: summarising calls, drafting follow-ups, preparing reports, extracting data from documents, triggering approvals and turning repeated manual processes into controlled workflows through Microsoft 365 Copilot, Power Automate, Power Apps and Dynamics 365.

Transform operations with real-time data access

When it comes to adopting AI, companies do not have to stop at day-to-day processes. They have the potential to change the trajectory of their business.

Manufacturers dedicate substantial time to optimising their entire value chain. AI integration helps them build agile, responsive and sustainable operations capable of driving innovation and capturing market share. For example, AI-enabled facilities can leverage real-time environment data to predict equipment failures, reducing unnecessary downtime and preventing defects that slow production. This shortens manufacturing cycles while ensuring higher-quality outputs and faster, more efficient delivery.

For NSG's audience, the broader point is that real-time data access changes management behaviour. When leaders can see pipeline movement, service backlog, project status, cash risk, operational exceptions and customer patterns more clearly, they can intervene earlier. Microsoft Fabric, Power BI, Dynamics, Azure AI and Power Platform can help turn fragmented data into operating intelligence.



See how
leading
organisations
are reshaping
organisational
processes



Improve efficiency across business functions with generative AI

A leading UK automotive manufacturer can use Azure OpenAI in Foundry Models to build AI-powered solutions that support engineering, production, aftersales, dealer networks and customer-facing services.

Instead of relying on disconnected technical documents, warranty notes, service bulletins, quality reports and product data, the manufacturer can create governed AI tools that help teams find answers faster, interpret complex information and support more consistent decision-making across the vehicle lifecycle.

For UK automotive manufacturers and their supplier networks, this points to a practical Microsoft positioning principle: use Azure AI where the business needs more tailored, scalable capability than a standard productivity assistant can provide. That may include customer-facing knowledge tools, document intelligence, service diagnostics, technical support, quality analysis, dealer support, production insight or specialist workflow support.

UK independent school reimagines productivity and operational efficiency with Microsoft 365 Copilot

A UK independent school can use Microsoft 365 Copilot to empower admissions, finance, operations, safeguarding, HR, marketing, teaching support and senior leadership teams with AI-driven insight and practical task support.

Copilot can help review long email threads, summarise parent or staff conversations, draft follow-ups, prepare leadership updates, support policy and inspection documentation, and reduce the manual effort involved in moving work between departments. This helps staff save time, improve consistency and focus more effort on pupil experience, parent confidence and school performance.

For UK independent school leaders, the lesson is to start where operational drag is measurable. Admissions follow-up, bursary evidence review, invoice and purchase order handling, trip administration, cover coordination, parent communications, policy retrieval, safeguarding administration, inspection readiness, marketing content and leadership reporting are all areas where Microsoft 365 Copilot and workflow automation can reduce manual effort, improve control and give teams more time for higher-value work.



Drive innovation

Across industries, organisations are using AI to push the boundaries of what they can create and achieve. Whether you want to streamline the creation of brand-new products or enhance existing offerings to better meet customer needs, AI can support every stage of development to innovate, add value and drive business growth.

For most organisations, innovation does not always mean inventing a new product. It may mean improving an existing service, packaging expertise more clearly, speeding up proposal development, creating better customer insights, launching a new self-service experience, automating knowledge work or using data to identify profitable opportunities faster.

Advance the discovery of insights

From summarising meeting information and presentations to analysing troves of data, AI helps organisations work more efficiently so they can innovate faster. For example, the pharmaceutical industry can use AI to streamline data analysis, summarise lengthy communications and enable global inclusivity through translation capabilities – all of which help accelerate drug development and optimise business processes.

When it comes to accelerating discovery, AI can also advance clinical research by analysing multimodal data to derive more comprehensive insights on diagnostic conditions and treatment plans.

In NSG's Commercial Transformation model, insight discovery applies directly to leadership and growth. Microsoft Copilot, Fabric, Power BI and Azure AI can help teams analyse sales conversations, customer feedback, operational performance, service issues, financial trends and market signals. The value is not only faster analysis. It is better commercial judgement.

Accelerate product development and engineering

As AI capabilities continue to advance, manufacturers are further empowered to design, build and deliver customised products faster without sacrificing efficiency or quality. With real-time iterative development and computer-aided design models powered by AI, engineering teams can automate their design and product development processes to quickly develop new innovative products and adapt existing solutions to meet changing production, cost, performance requirements and market demands.

For SME and mid-market organisations, the same principle can support service design, offer development, proposal engineering, solution architecture, knowledge product creation and customer implementation planning. AI can help teams generate options, evaluate trade-offs, structure documentation, test assumptions and accelerate the move from idea to usable commercial offer.



UK pharmaceutical and consumer health company improves productivity with Microsoft Copilot

A UK pharmaceutical and consumer health company can use Microsoft 365 Copilot across R&D, regulatory affairs, medical information, quality, supply chain, sales, marketing and consumer health teams to understand where AI can create practical value across functions. For many employees, Copilot can reduce communication overload by summarising emails, Teams meetings, attachments, research updates, product information and internal documents, while helping draft compliant first versions of messages, reports, presentations and planning material.

For UK SME and mid-market pharmaceutical and consumer health leaders, this is the most accessible first wave of AI value. Start with the work people already do in Outlook, Teams, Word, PowerPoint and Excel. Reduce communication overload, improve preparation, accelerate drafting, support regulated knowledge work and make internal information easier to find and use across scientific, commercial, operational and consumer-facing teams.

UK data science company scales AI innovation with Microsoft Azure and Foundry

A UK data science company can use Microsoft Azure, Foundry and modern data platforms to scale a pipeline of analytics, machine learning and generative AI capabilities for clients and internal teams. By building on a governed Microsoft foundation, the company can accelerate model development, connect data sources, support experimentation, improve repeatability and turn specialist data science expertise into reusable AI solutions across multiple business use cases.

For NSG's audience, the lesson is platform discipline. A growing data science company may not need a global AI platform, but it does need a controlled Microsoft foundation for data, use cases, security, governance and orchestration. That is what allows AI to move from isolated experiments and one-off client projects into repeatable capability, scalable delivery and commercially valuable services.



Your Commercial Transformation starts here

This roadmap reframes AI readiness for the NSG Commercial Transformation strategy. The central argument is simple: SME and mid-market firms do not need AI theatre. They need practical operating improvement. We've explored a variety of business scenarios that illustrate some of the ways AI is redefining work across industries: by empowering the workforce, elevating customer engagement, optimising operations and equipping organisations to deliver more innovative products and services. When developed and used responsibly, AI has the power to turn everyday tools, processes and work into pathways for successful transformation. They need to remove manual drag, improve data quality, automate the right workflows, strengthen governance, increase reporting confidence and create better management visibility.

Microsoft products can play a major role in that journey, but only when positioned properly. Copilot, Power Platform, Azure AI, Fabric, SharePoint, Teams and the wider Microsoft ecosystem should not be sold as disconnected tools. They should be orchestrated around the commercial operating model: how the business creates demand, converts revenue, serves customers, moves information, manages risk and makes decisions.



TAKE THE NEXT STEP

explore more ways to drive your business forward with proven, real-world AI use cases that can be translated into practical Microsoft-led Commercial Transformation.



**STRONGER
TOGETHER**



Fix the friction between workflow drag, document friction, reporting delays, automation logic, AI prioritisation and governance.

Growing businesses rarely fail because effort is absent.

They fail because the operating logic behind growth is weak, inconsistent or too dependent on individual judgement.

NSG AI, Automation and Intelligence Advisory is designed to fix that. It helps UK B2B, B2B2C and Education organisations improve the specific operating conditions that are limiting performance in this part of the commercial system.

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