



Marketing & Sales	Operations	IT/Engineering	Risk & Legal	HR	General employee optimisation
Write marketing and sales copy, including text images and videos	Create or improve customer service chatbots	Write code and documentation (e.g. Convert simple JavaScript to Python)	Draft and review legal documents, especially standardised processes such as patent applications	Create questions for candidate assessments	Communication (e.g. automate responses, text translation or adjust tone)
Create user product guides	Identify production errors, problems or defects	Automatically generate or auto-complete data tables	Summarise and/or highlight changes in regulatory documents	Provide 'self-serve' HR functions (e.g. automate onboarding or automate employee Q&As)	Create business presentations based on text prompts
Analyse customer feedback	Streamline customer service	Generate synthetic data (e.g. to improve training accuracy of machine learning models)	Answer questions from large amounts of legal documents		Produce a summary (e.g. from text, slide deck or online meetings)
Improve the sales force	Identify clauses of interest				Enable search and question answering on companies' private knowledge data (e.g. intranet and learning content)
Create or improve sales support chatbots					Automate accounting (e.g. by using machine learning and intelligent document recognition)

Source: McKinsey & Co, December 2022.