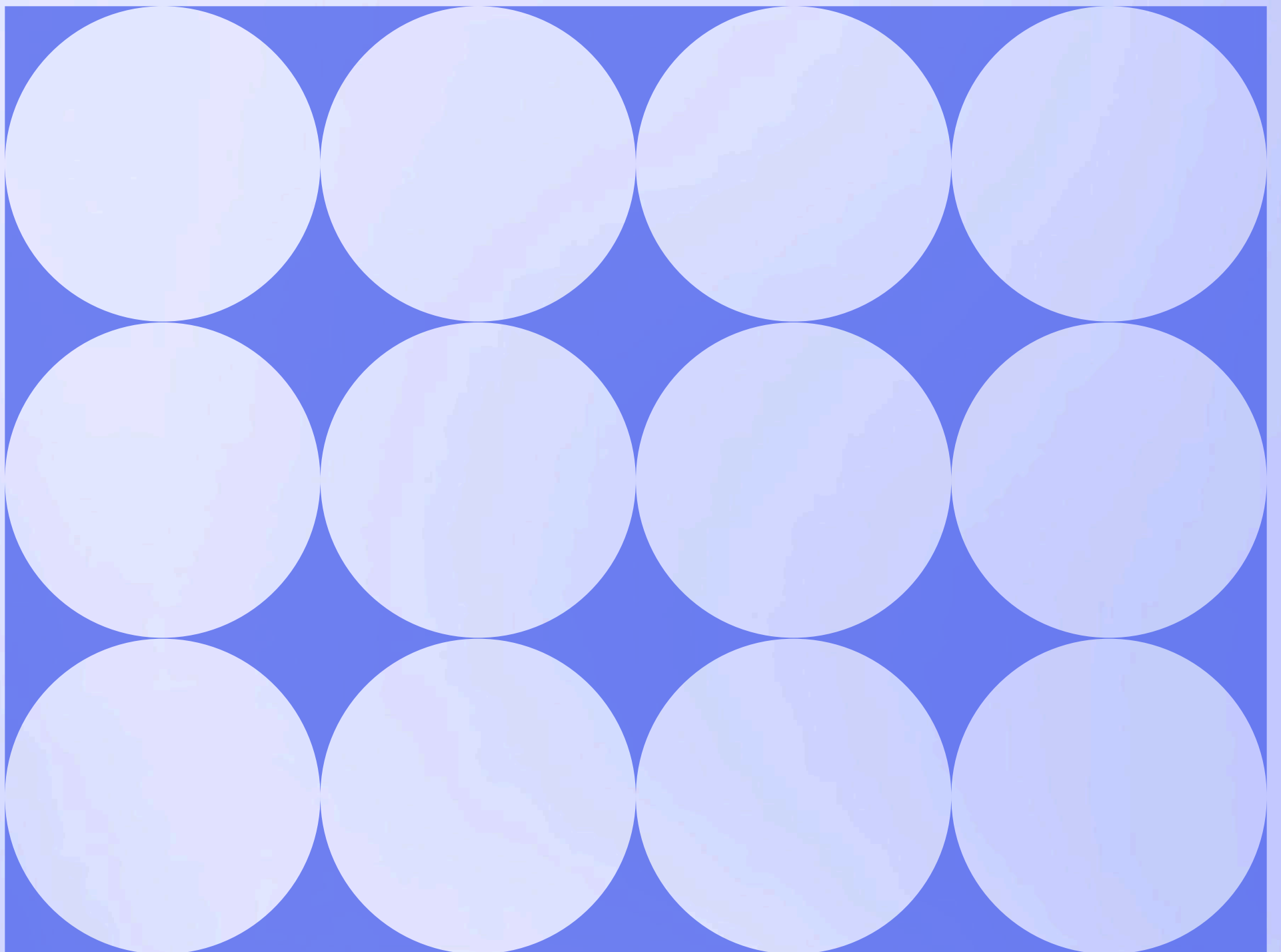


90-Day

AI Adoption Playbook



90-Day AI Adoption Playbook

To measure ROI accurately, teams need consistent usage, reliable data, and verified outcomes. A structured rollout builds all three. These steps help enterprises move from pilot to measurable impact in three phases designed to strengthen both adoption and ROI tracking.

Weeks 0–2: Set up and secure

Goal: Build a measurable foundation for AI experimentation.

- **Centralize access:** Implement single sign-on (SSO) and role-based permissions so usage data is captured from day one.
- **Approve tools and models:** Define approved LLMs and integrations to ensure consistent performance metrics across teams.
- **Establish guardrails:** Publish a clear safe-use policy outlining acceptable prompts, restricted data, and escalation paths to reduce compliance risk.
- **Define success criteria:** Document examples of high-quality AI outputs and link them to target KPIs.

A secure, standardized environment ensures every interaction can be measured. This is the baseline for accurate ROI reporting later.

Weeks 3–6: Train and certify

Goal: Build user competency that converts predicted ROI into realized results.

- **Deliver role-based training:** Tailor sessions to specific workflows to drive consistent usage across functions.
- **Develop core skills:** Teach prompting, verification, and data handling techniques that directly affect output quality and efficiency metrics.
- **Certify competency:** Require basic certification to confirm skills and establish accountability.
- **Support adoption:** Run office hours and peer-champion programs to reinforce learning and maintain active usage.

Trained, confident employees produce measurable gains—reduced cycle times, improved accuracy, and higher output quality. Adoption quality directly determines how fast and how much ROI you achieve.



Weeks 7–12: Prove and expand

Goal: Quantify AI's business impact and validate ROI assumptions.

- **Measure performance:** Track KPI movement—cycle time, error reduction, deflection rate, throughput, or quality improvement.
- **Link usage to value:** Correlate adoption data (active users, certified users, usage frequency) with ROI outcomes to prove where training drives performance.
- **Share results:** Publish ROI proof points internally to build executive trust and secure budget for scale.
- **Refine assumptions:** Compare actual vs. forecasted ROI to strengthen future projections.

This phase turns adoption data into evidence that supports ROI predictions. By showing measurable gains linked to user activity, the business can quantify AI's value and plan expansion in the areas seeing the highest returns.

By the end of 90 days, organizations should have clear ROI baselines, documented performance improvements, and a trained workforce capable of sustaining and scaling measurable impact.

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