



PERENNIAL HIVE

The AI Opportunity Assessment Checklist

A practical starting point for SMEs exploring where AI
can genuinely help — and where it can't, yet.

Before you start

80% of UK businesses aren't yet fully using AI — not because it doesn't work, but because most guidance jumps straight to tools rather than starting with where AI would actually help. This checklist walks through five practical areas. Work through each one honestly; the goal is clarity, not a perfect score.

SECTION 1

Data Readiness

- ☐ **Do you know where your customer data actually lives?**
Spread across five systems with no single source of truth is common — and worth naming honestly.
- ☐ **Is your data reasonably clean and consistent?**
AI amplifies whatever data quality you already have, good or bad.
- ☐ **Can you access your data without a manual export?**
If getting data out takes a person and a spreadsheet, automation is harder than it looks.

SECTION 2

Process Fit

- ☐ **Is there a repetitive task eating real staff time?**
The best first AI use case is boring, high-volume, and low-risk.
- ☐ **Would a first draft (not a final answer) save time here?**
AI is strongest as a drafting/triage layer with a human check, not full automation on day one.

SECTION 3

Risk & Governance

- ☐ **Would a mistake here affect a customer directly?**
Customer-facing decisions need a human in the loop, especially early on.
- ☐ **Do you know who is accountable if the AI gets it wrong?**
If the answer is unclear, that's a governance gap to close before go-live, not after.
- ☐ **Is there a way to monitor performance once it's live?**
AI systems drift — ongoing monitoring isn't optional.

SECTION 4

People & Change

- ☐ **Do the people using this understand what it does and doesn't do?**
Trust in AI tools drops fast if expectations aren't set clearly upfront.
- ☐ **Is there a clear owner for this internally?**
Pilots without an owner tend to quietly stop, not fail loudly.

SECTION 5

Measuring Success

- ☐ **Have you defined what 'working' looks like, in numbers?**
Time saved, error rate, response time — pick one measurable thing before you start.
- ☐ **Do you have a baseline to compare against?**
Without a 'before' figure, you can't credibly show impact afterwards.

NEXT STEP

Want a proper assessment, not just a checklist?

The AI Opportunity Workshop (£1,495) turns this into a structured, prioritised roadmap specific to your organisation.

Rachel@perhive.co.uk

perhive.co.uk

About Perennial Hive

Perennial Hive combines enterprise data leadership, emergency-services operational improvement, AI product development and Consumer Duty awareness into a single, practical consultancy. Based in Manchester and Liverpool, working across the UK.