

AI Automation Use Case Selection Worksheet

Worksheet for brokerages: score AI calling use cases on volume, value, complexity, compliance risk and time to pilot, then rank them and pick the first.

WHO IT IS FOR

Ops, retention and marketing leads at forex and CFD brokerages
deciding where to put a first AI voice agent

TIME TO COMPLETE

45 minutes

Most brokerages can name ten things an AI voice agent could call about: dormant traders, failed deposits, KYC reminders, demo accounts that never funded. The hard part is picking the one to start with. This worksheet scores each candidate on five things you can measure from your own CRM and MT4/MT5 data, weights them the way your business actually cares about them, and produces a ranked list with a first pilot at the top. Filled in, it's the one page that stops the 'which use case' meeting from happening a third time.

1 Candidate use cases

Start with the common brokerage call types below, cross out the ones that don't apply, and add your own. Every candidate needs one trigger event and one outcome, or it can't be scored.

☐ **Business owner for each candidate you kept**

One name per use case, the person who'd run it if it won. If nobody wants it, that's a score of its own.

Use case: _____ **Owner:** _____

☐ **Source of truth for the trigger event**

Where the event lives: MT4/MT5 manager reports, the CRM, the payment provider, the KYC vendor. If you can't name the system, the volume section will be a guess.

Use case: _____ **System:** _____

☐ **How you handle it today**

Email only, SMS, a human calling team, or nothing. Write the honest answer; 'nothing' often scores highest on value because any outcome is a gain.

Use case: _____ **Today:** _____

USE CASE	TRIGGER EVENT	OUTCOME THAT COUNTS	IN OR OUT
Dormant trader reactivation	No trade or login for ____ days on a funded account	Deposit or closed trade within the attribution window	____

USE CASE	TRIGGER EVENT	OUTCOME THAT COUNTS	IN OR OUT
First-time deposit follow-up	Account verified, no deposit after ____ hours	First deposit above \$____	____
Failed or abandoned deposit follow-up	Deposit started in the cashier, not completed	Completed deposit within ____ hours	____
KYC reminder	Registered, documents missing after ____ days	Documents uploaded and verified	____
Incomplete registration follow-up	Sign-up form started, not finished	Registration completed	____
Demo to funded conversion	Demo account active for ____ days, no live account	Live account funded	____
Webinar or event lead follow-up	Registered for or attended a session	Booked call with a human or a deposit	____
Old lead database reactivation	Lead older than ____ months, never funded	Conversation with a human or a first deposit	____
Your own: _____	____	____	____
Your own: _____	____	____	____

2 Volume

How many of these events happen each month, and how many minutes of calling they'd need. Pull the counts from your own systems for the last three months, not from what you remember.

☐ Trigger events per month, after suppression

Count the events, then remove DNC entries, withdrawn consent, open complaints and accounts under review. The number left is what you'd actually call.

_____ events/month (_____ before suppression)

☐ Attempts per event

How many call attempts you'd allow before giving up. Reactivation usually tolerates two or three; a failed deposit is worth one quick call, then it's stale.

_____ attempts

☐ Average minutes per attempt

Include unanswered attempts in the average, since they still count as minutes. A KYC reminder runs shorter than a reactivation conversation with objections.

_____ min

☐ **Monthly calling minutes and cost**

Events x attempts x minutes per attempt. At \$0.35 per minute all-inclusive (voice model, telephony, recording, transcription, analytics), the cost line is minutes x 0.35.

_____ min x \$0.35 = \$ _____ /month

☐ **Volume score, 1 to 5**

Score against your own candidates, not an outside benchmark: 5 for the highest event count on your list, 1 for the lowest, the rest spread between. A use case with 40 events a month can still win on value, but it'll take longer to read.

Score: _____

3 Value

What one successful outcome is worth to the brokerage, and what a month of successes would add up to. Use finance's figures, and write down which figure you used.

☐ **Value of one successful outcome**

Net revenue from a reactivated or newly funded trader over the window finance uses, or the cost you avoid (a human call, a lost deposit, a KYC case that expires). Name the source so the number can be checked.

\$ _____ per outcome, source: _____

☐ **Expected outcome rate**

Outcomes divided by events called, taken from your best existing channel for this same event: past email, SMS or human-calling results. If you've never worked the event, mark it as an assumption and score conservatively.

_____ % (from: _____)

☐ **Monthly value**

Events per month from section 2 x outcome rate x value per outcome. This is the number the calling cost in section 2 has to beat, with room for human follow-up time.

_____ x _____ % x \$ _____ = \$ _____ /month

☐ **Value to cost ratio**

Monthly value divided by monthly calling cost. Add loaded human follow-up hours to the cost if the use case hands off to a person.

\$ _____ / \$ _____ = _____ :1

☐ **Value score, 1 to 5**

5 for the highest ratio on your list, 1 for the lowest. If two candidates tie, the one with the more trustworthy outcome rate wins.

Score: _____

4 Complexity

How much has to be built or connected before the first call goes out. Low complexity scores high here, because you're ranking what to do first, not what's most impressive.

☐ Data the call needs at dial time

Name, language, last activity date, deposit amount, missing document type. Count the fields and where each comes from. Every extra system is an export or an integration someone has to own.

_____ fields from _____ systems

☐ Integration required before pilot

A CSV upload works for a reactivation pilot. A failed-deposit call needs the payment event pushed in near real time, which means a webhook, the CRM, or an Integrations flow. Topcalls connects to 764+ tools through its Integrations catalog, but somebody still has to map the fields.

CSV / CRM sync / webhook / other: _____

☐ Script branches and objections

How many distinct paths the conversation takes. A KYC reminder has two or three. A reactivation call has to handle 'I lost money', 'I moved brokers' and 'stop calling me' before it gets anywhere.

_____ branches

☐ Languages and markets

Each language adds a script review and a calling window. Topcalls covers up to 78 languages end to end; check the specific ones you need are on the list, then count them.

_____ languages across _____ markets

☐ Human handoff needed

Does the call end with a warm transfer, a callback task in the CRM, or nothing? A live transfer means an agent has to be available during the calling window.

None / CRM task / live transfer _____

☐ Complexity score, 1 to 5

Reverse scored: 5 means a CSV upload and one script with few branches, 1 means real-time integration, many branches and several languages. The first pilot should be a 4 or 5.

Score: _____

5 Compliance risk

What has to be reviewed before this use case can be called, and who signs it off. This section records the questions and the names, never the legal answers; confirm each one with your compliance officer or counsel.

☐ **Consent or legal basis for the call**

Existing client with a relationship, a lead who ticked a box, or a lead who didn't. GDPR in the EU, PECR-style rules in the UK, and TCPA in the US treat these differently, and an old lead database is usually the hardest to justify.

Basis: _____ **Reviewed by:** _____

☐ **Financial promotion review**

Does the script mention trading, returns, bonuses or specific instruments? If so, FCA financial promotion rules or the equivalent in your jurisdiction may apply to the script itself. Note whether the script needs a promotions sign-off before it goes live.

Promotion review needed: Y / N, by: _____

☐ **Jurisdictions and recording rules**

List the countries the trader records live in, and whether call recording and an AI disclosure at the start of the call are required there. Where in doubt, disclose and record.

Countries: _____ **Disclosure: Y / N**

☐ **Suppression lists to apply**

Your internal DNC, national registries, withdrawn consent, open complaints, accounts under review, and any regulator-specific vulnerable-client flags. Name the owner of the suppression file.

Lists: _____ **Owner:** _____

☐ **Compliance risk score, 1 to 5**

Reverse scored: 5 for existing funded clients with a clear basis and a service-style script, 1 for cold leads with a promotional script in several jurisdictions. Compliance assigns this score, not the campaign owner.

Score: _____ **Assigned by:** _____

6 Time to pilot

Working days from a yes to the first real call. Topcalls campaigns usually go live within about two weeks, and most of that calendar is eaten by data exports and reviews.

☐ **Days to a clean, suppressed list**

Export from MT4/MT5 or the CRM, phone numbers in E.164, suppression applied, segment tag added. Ask the person who'd do the export, not the person who wants the campaign.

_____ **days, owner:** _____

☐ **Days to a signed-off script**

Drafting is quick. The wait is compliance review, and a promotional script in two languages waits longer than a KYC reminder in one.

_____ **days**

☐ Days for any integration

Zero for a CSV pilot. For a real-time trigger, the time it takes your CRM or payments team to expose the event and test it end to end.

_____ days

☐ Total working days to first call

The longest of the three above if they run in parallel, or the sum if the same people do all of them. Be honest about which it is.

_____ working days

☐ Time to pilot score, 1 to 5

Reverse scored: 5 for the shortest calendar on your list, 1 for the longest. A use case that can't start for two months should rarely be the first pilot, however good the value looks.

Score: _____

7 Weighted score and ranking

Set the weights once, for all candidates, before you look at any scores. Then multiply, add, and rank. Complexity, compliance risk and time to pilot are already reverse scored, so a higher total is better everywhere.

☐ Weights you chose, and why

A brokerage with a large dormant book and a nervous compliance team might weight value 30, compliance risk 30, complexity 20, time to pilot 10, volume 10. Whatever you pick, one sentence on why, so next quarter's team doesn't reopen it.

Because: _____

☐ Ranked list

Copy each candidate's total here, highest first. Copy the table above once per candidate if you're doing this on paper.

1: _____ (_____) 2: _____ (_____) 3: _____ (_____)

☐ Sanity check on the winner

Read the top candidate's compliance score and complexity score on their own. A winner carried by volume and value with a 1 or 2 on either of those is a second pilot, not a first.

Compliance: _____ Complexity: _____ Still first? Y / N

☐ Runner-up worth running in parallel

If the second candidate shares the same list and consent basis as the first, it can often piggyback on the same pilot at little extra cost. Note it, don't scope it yet.

Candidate: _____ Shares list: Y / N

CRITERION	WEIGHT (SUM TO 100)	SCORE 1 TO 5	WEIGHTED
Volume	_____	_____	_____
Value	_____	_____	_____

CRITERION	WEIGHT (SUM TO 100)	SCORE 1 TO 5	WEIGHTED
Complexity (5 = simplest)	—	—	—
Compliance risk (5 = lowest)	—	—	—
Time to pilot (5 = fastest)	—	—	—
Total	100		— out of 500

8 Decision and sign-off

One first pilot, two in the queue, and the names of the people who agreed. Topcalls usually has campaigns live within about two weeks, so the dates below can be near ones.

☐ First pilot

The winner from section 7, with its owner and the trigger event and outcome from section 1 restated so nobody re-scopes it later.

Use case: _____ Owner: _____

☐ Target first-call date

Today plus the working days from section 6 for this use case. If that date lands past the next planning cycle, revisit the weights.

_____ / _____ / _____

☐ Next two in the queue

Second and third from the ranking, with what has to be true before each starts: the first pilot's go decision, an integration, a compliance review.

2: _____ needs _____ 3: _____ needs _____

☐ What would change the ranking

A regulator update, a CRM migration, a new payment provider. Name the events that trigger a rescore, so the sheet doesn't quietly go stale.

Rescore if: _____

☐ Sign-off

The business owner, compliance for section 5, finance for the value figures. Dated, and filed with the pilot scoping worksheet.

Owner: _____ Compliance: _____ Finance: _____ Date: _____

How to use this worksheet

1. Fill the section 1 table in one sitting with the people who own the CRM and the MT4/MT5 exports, and cut any candidate that has no trigger event or outcome you can name.
2. Pull three months of event counts from your own systems for section 2, then do sections 3 and 4 with finance and whoever owns integrations.
3. Hand section 5 to compliance and let them assign the score themselves; take section 6 to the people who'd do the export and the reviews, not the sponsor.
4. Agree the section 7 weights before anyone sees a total, then multiply, rank, and run the sanity check on the winner.
5. Sign section 8, then move the winner straight into the pilot scoping worksheet so the decision turns into a dated plan.

Book a 30-minute call with a Topcalls co-founder

We'll walk your ranked list with you, size the winning use case's list and minutes at \$0.35 per minute, and map how its trigger event reaches the calling platform from your CRM or MT4/MT5.

topcalls.ai/book