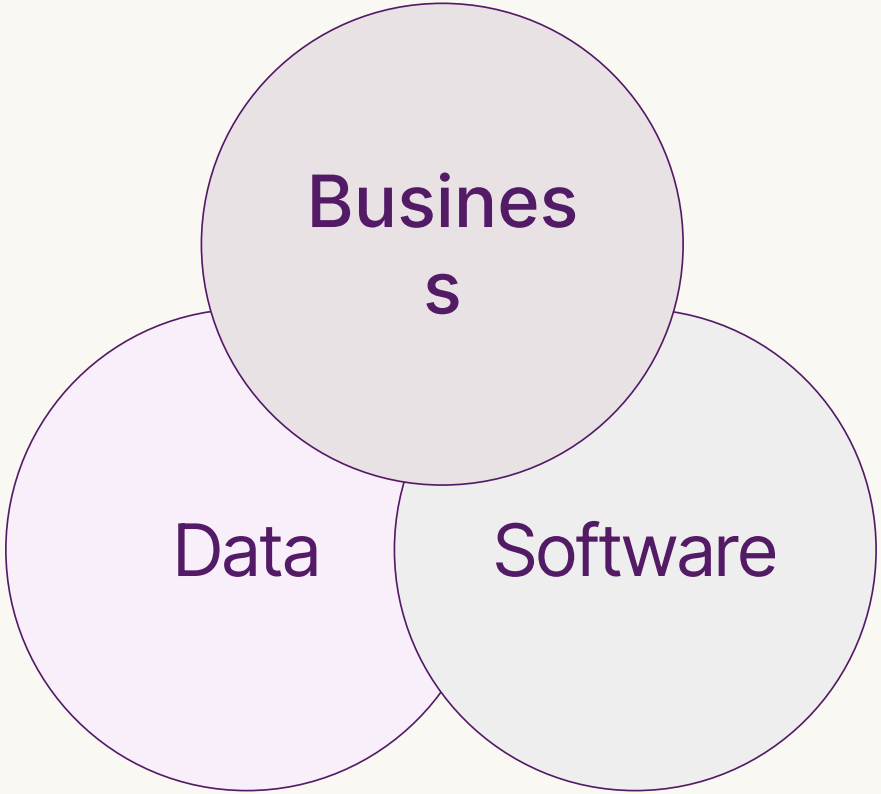
Shipping AI products that pay off: Lessons from the messy middle

Yemi Ogoundele - LeadDev Berlin 2026

What’s the return on our AI spend?

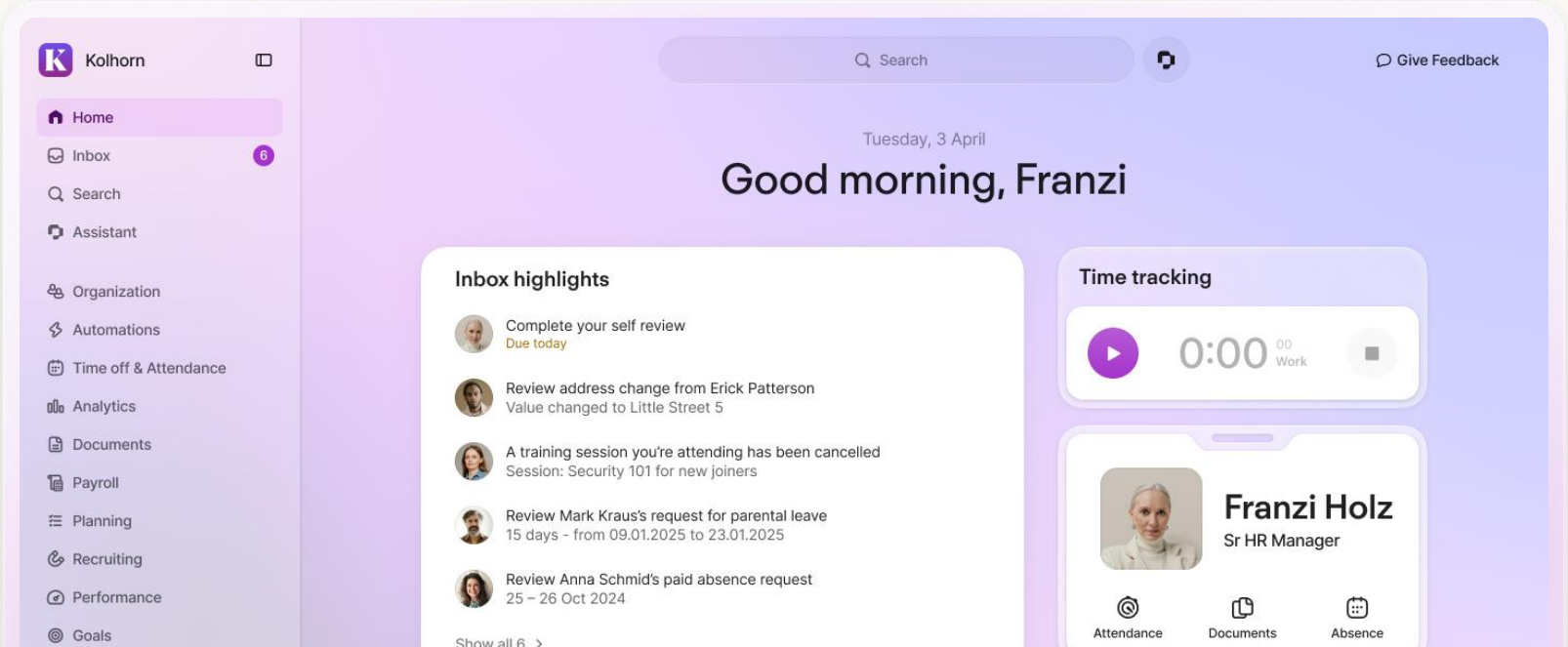
A little bit more about me



Personio

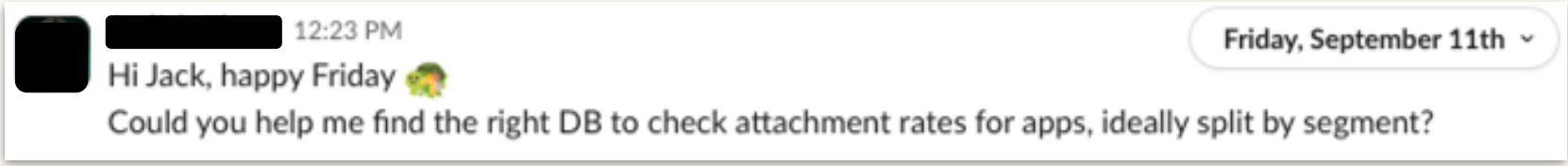
The Intelligent HR Platform

The AI-powered platform that connects Core HR, talent, and Payroll



We’ve embedded AI into how we operate

What’s the return on our AI spend?


[redacted] 12:23 PM
Friday, September 11th
Hi Jack, happy Friday
Could you help me find the right DB to check attachment rates for apps, ideally split by segment?

[redacted] 2:23 PM
I am good, the sun is shining in Amsterdam

A quick ask: can you please reply here to share how many admins who are not AOs are in the 2500 list so that DCX team knows approx what should be the audience size and we avoid the fiasco of the last comms?

Ask:
Can you help us pull the top 10 'features' needed by New Business to improve closed win potential.

[redacted] 12:23 PM
Hi Jack, happy Friday
Could you help me find the right DB to check attachment rates

Friday, September 11th

[redacted] 4:26 PM
Hi @Léo
Is it possible to have an export with ticket IDs of the tickets created by users who are admins (and
them.

[redacted] 5 years 9:49 AM
Hey mate

Why are we seeing an uplift in in han

[redacted] 8:37 AM
Hey pal! Any chance you could pull me a list view of all HR in midmarket from Q2 until now?

[redacted] 2:35 PM
Heey hey, do you have any insights why our accepted rate this month is so low?

Is it possible to get an export of Premium customer with their segments?

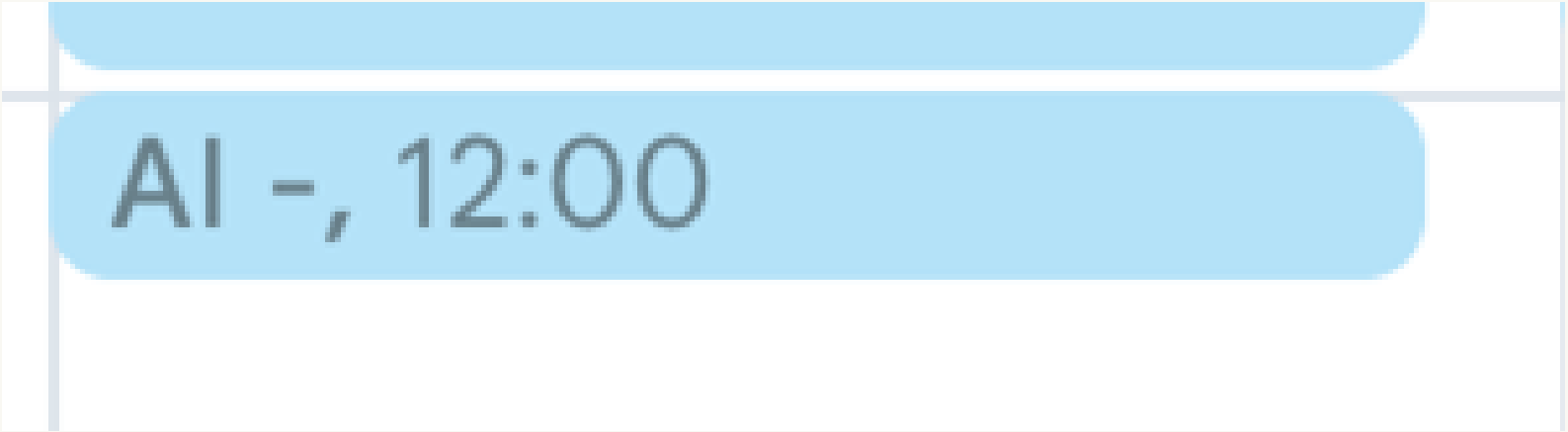
[redacted] 2:50 PM
Hi Ferg, hope you're well! For Austria & Switzerland, we're currently working on a vertical strategy for next year. Therefore, I was wondering if we have a dashboard that shows marketing/trends performances for different industries? (E.g. manufacturing in Austria generated X amount of leads or SQLs in Q1 2025)

[redacted] 11:10
Hi Nav,
I am interested in all churned customers that have the information "Competitor" as "Deel" or "Rippling"
Is this not something we can pull from Salesforce?

More output


Good afternoon, Yemi
How can I help you today?
Project
Sonnet 5.5 Medium
Manual


r/analytics
u/Comfortable_Box_4527 • 10h
We just found out our AI has been making up analytics data for 3 months and I'm gonna throw up.
Support

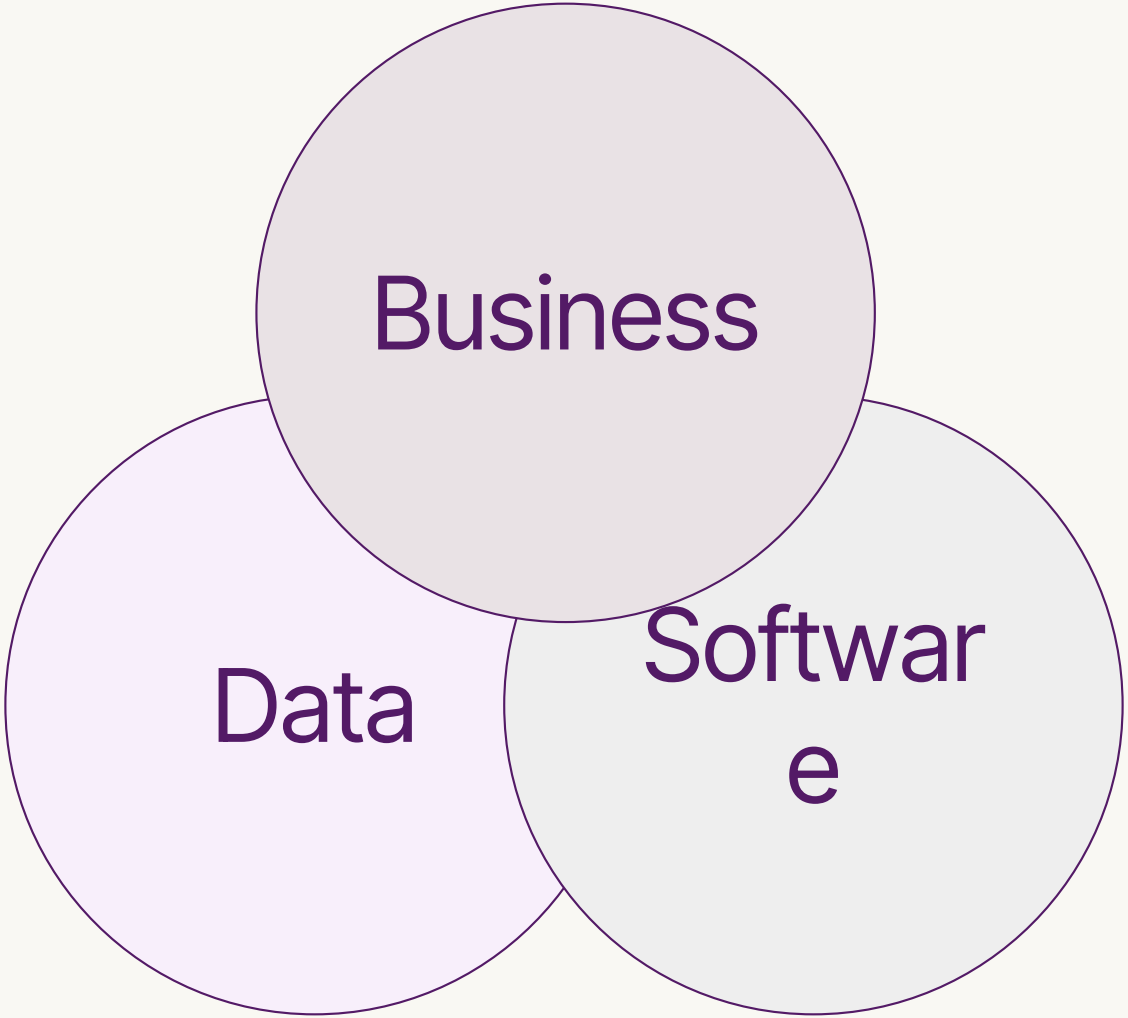

AI –, 12:00

3 failure modes of the analytics agent

No consistent metrics

No data context

No insider company knowledge


Business
Data
Softwar
e

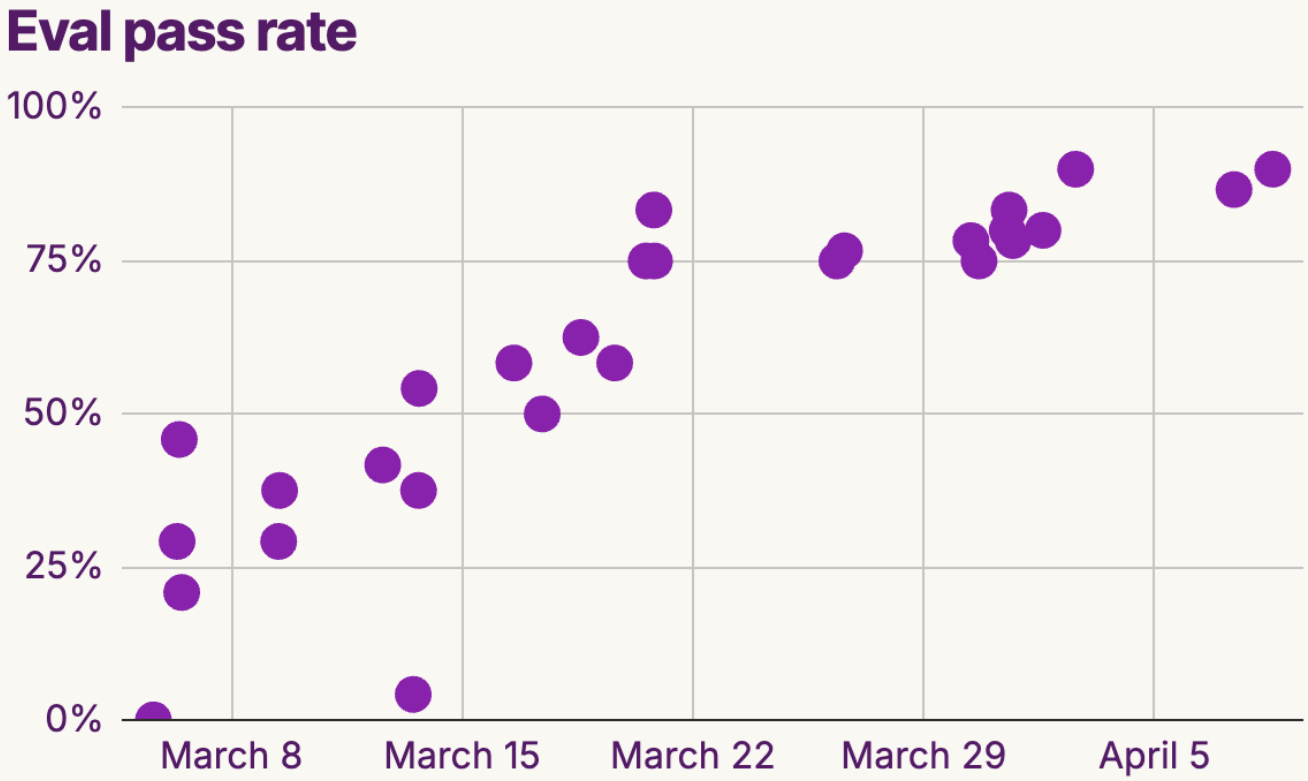
AI engineering

Evals

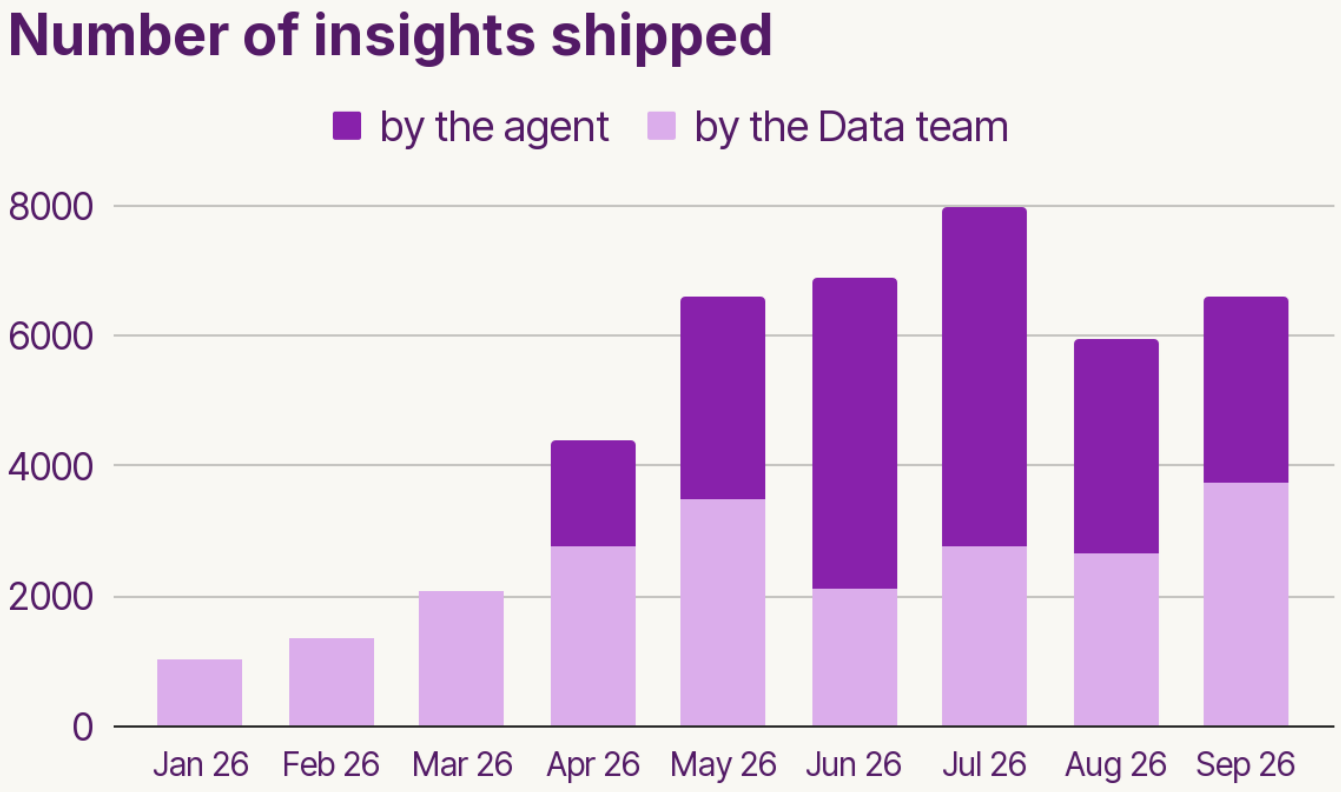
Observability

Harness (Semantic Layer)

80% eval pass rate within 6 weeks



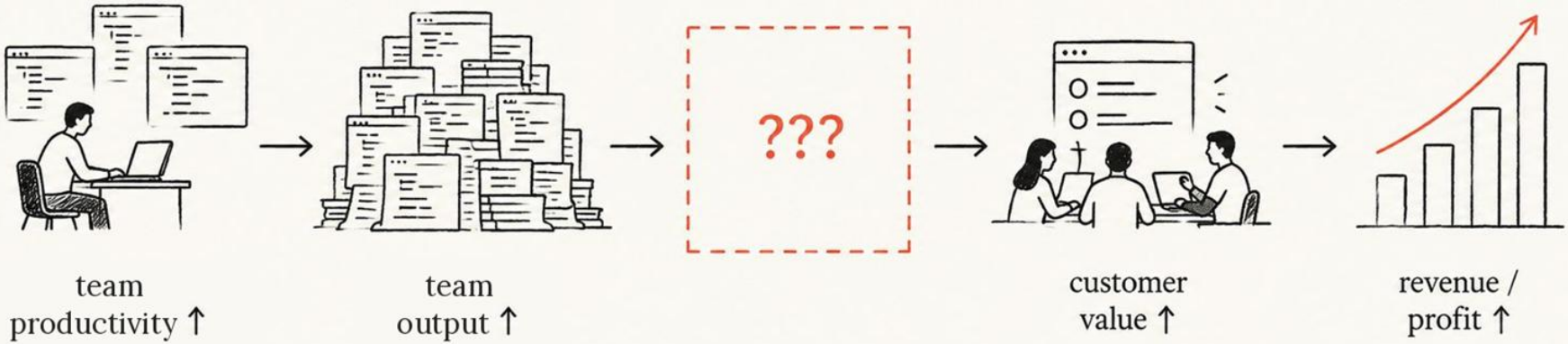
2x output with flat headcount



What’s the return on our AI spend?

More output

Customer value ≠ more output



Source: Paulo Andre

Customer value = better decisions



Source: Paulo Andre

More output

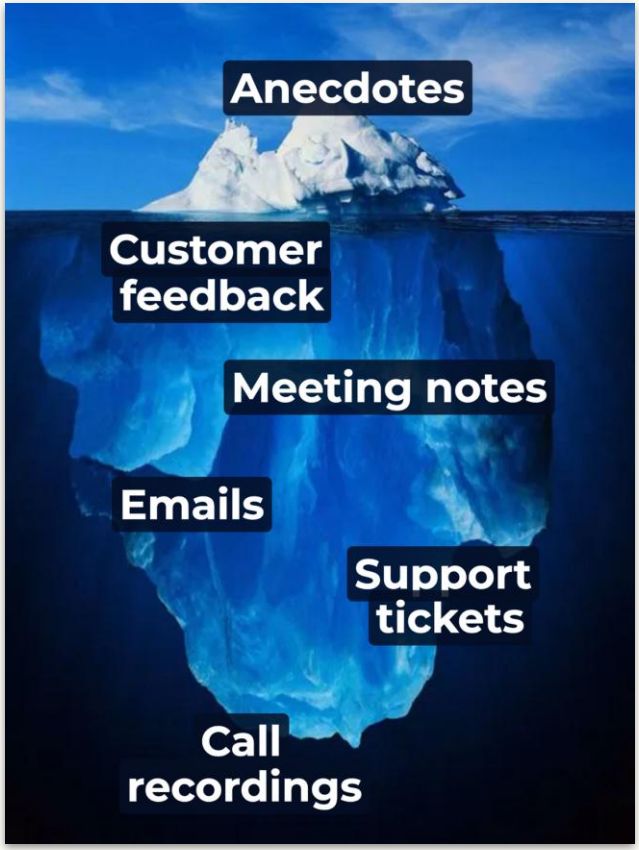
Better decisions

The 2 key questions in SaaS

What should we build?

How can we sell more of it?

Listening to our customers



Top 5 product gaps by incremental revenue



Personio acquires spend management platform Circula

PR Newswire

October 6, 2026 • 4 min read

Personio becomes the first European platform to unite HR, payroll, and spend management.

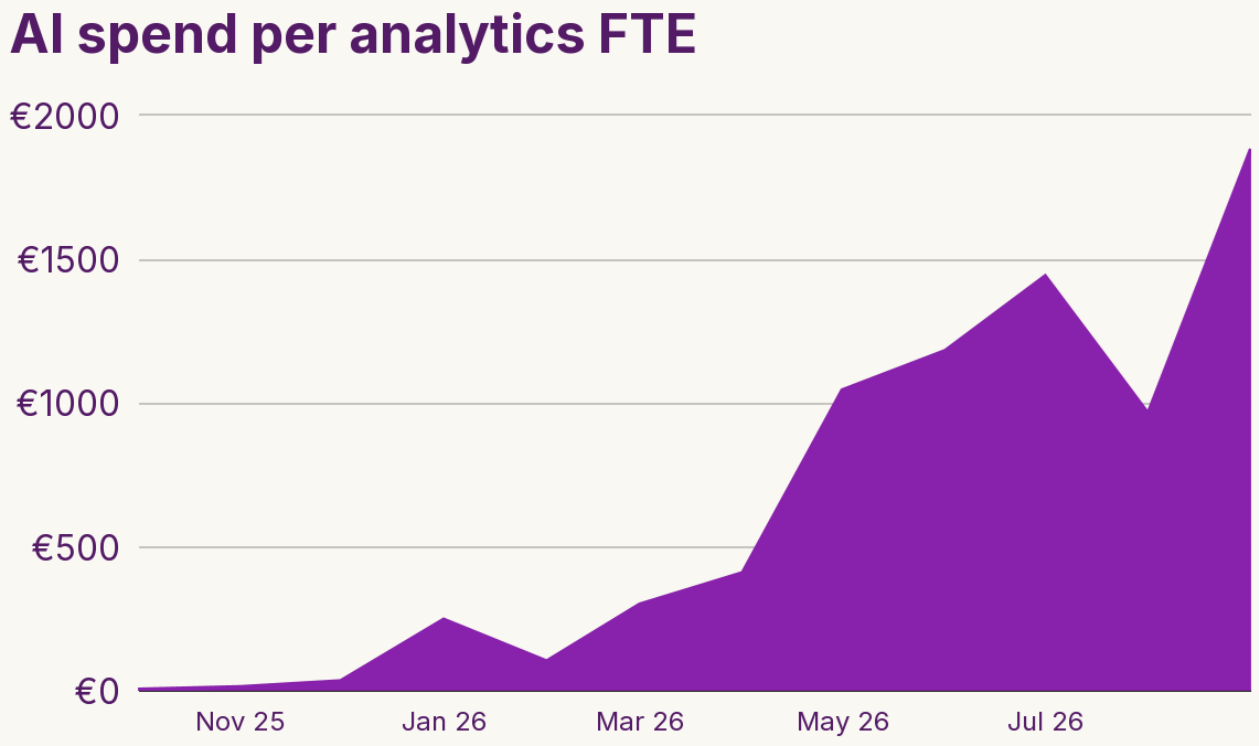
What’s the return on our AI spend?

€10k in AI spend unlocked **€8.9m** incremental revenue

More output

Better decisions

6 months later...



What’s the return on our AI spend?

~~What's the return on our AI spend?~~

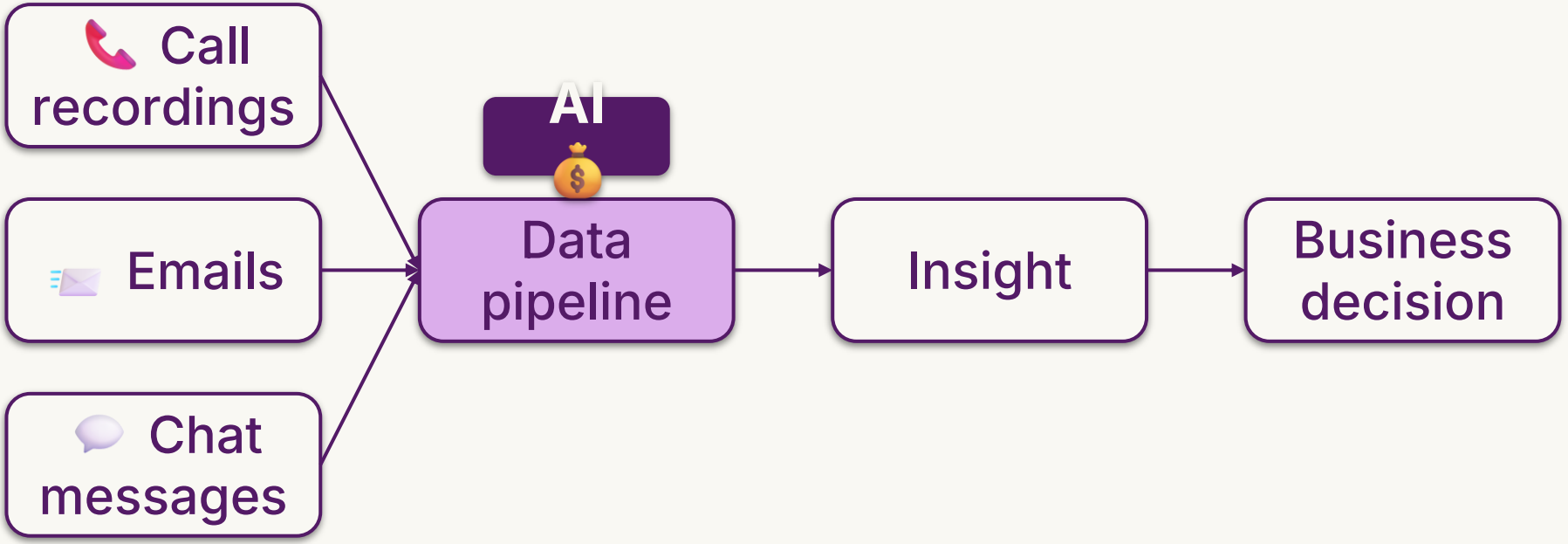
How can we increase the return on our AI spend?

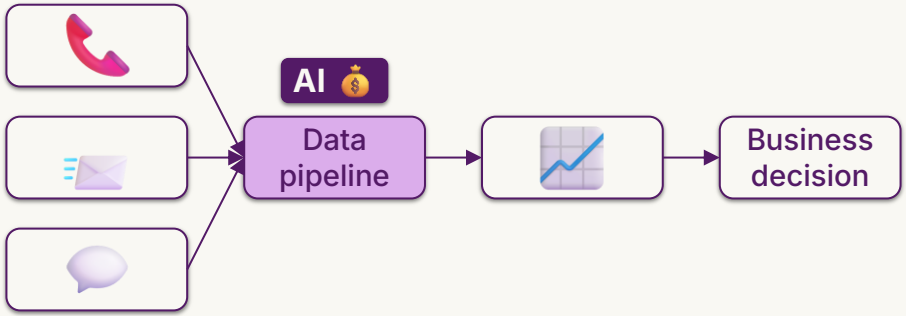
More output

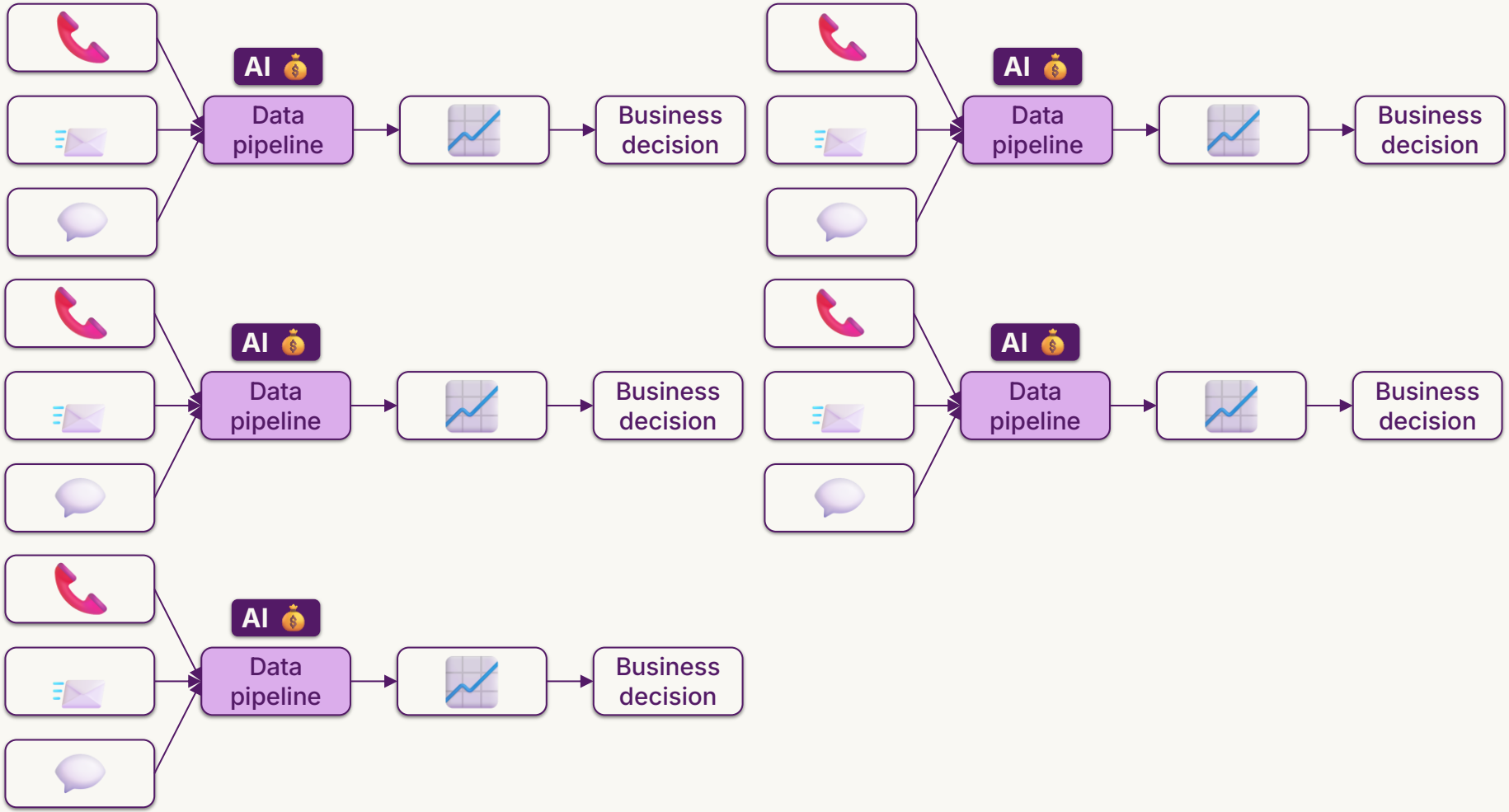
Better decisions

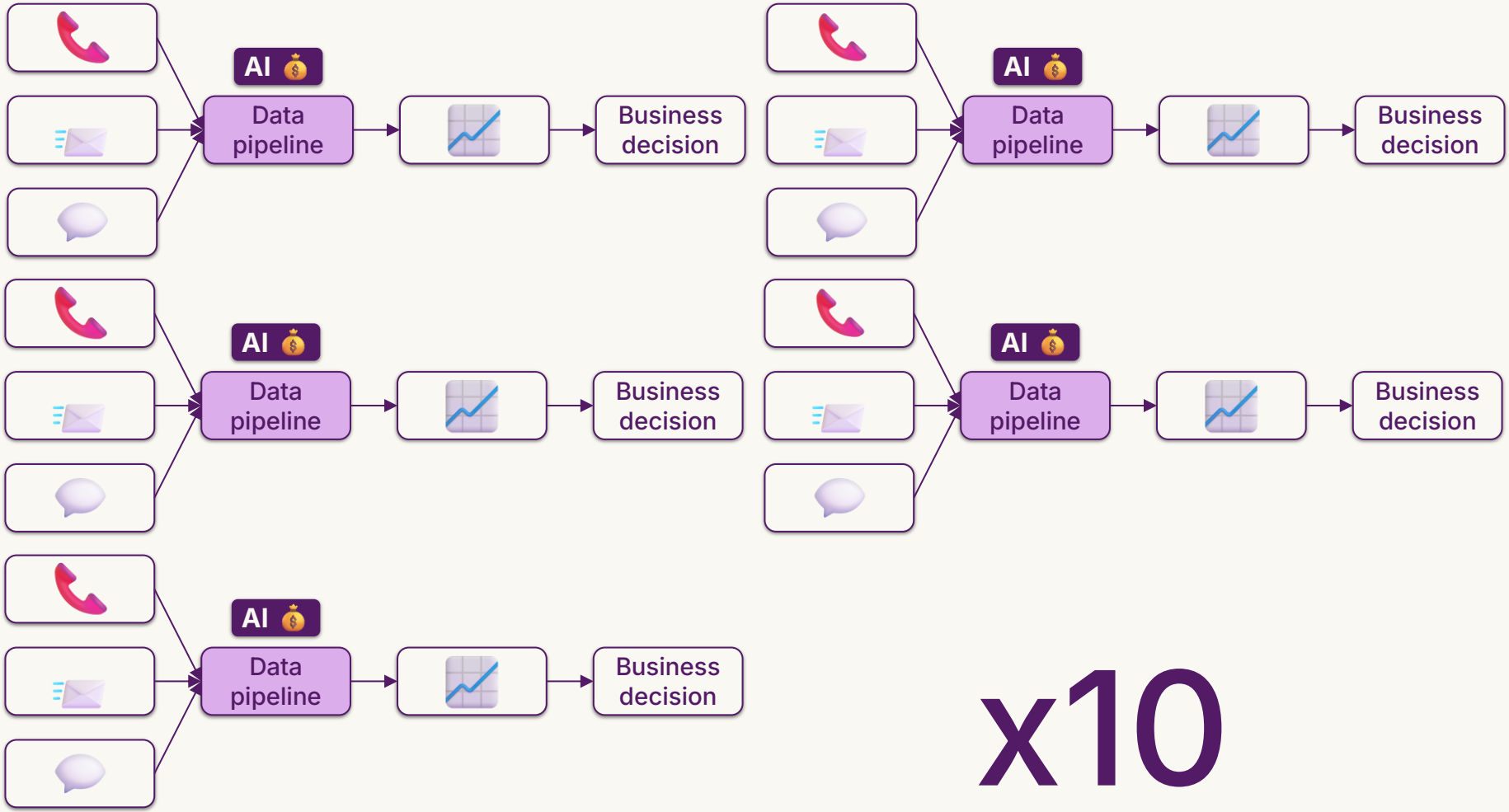
More value per token

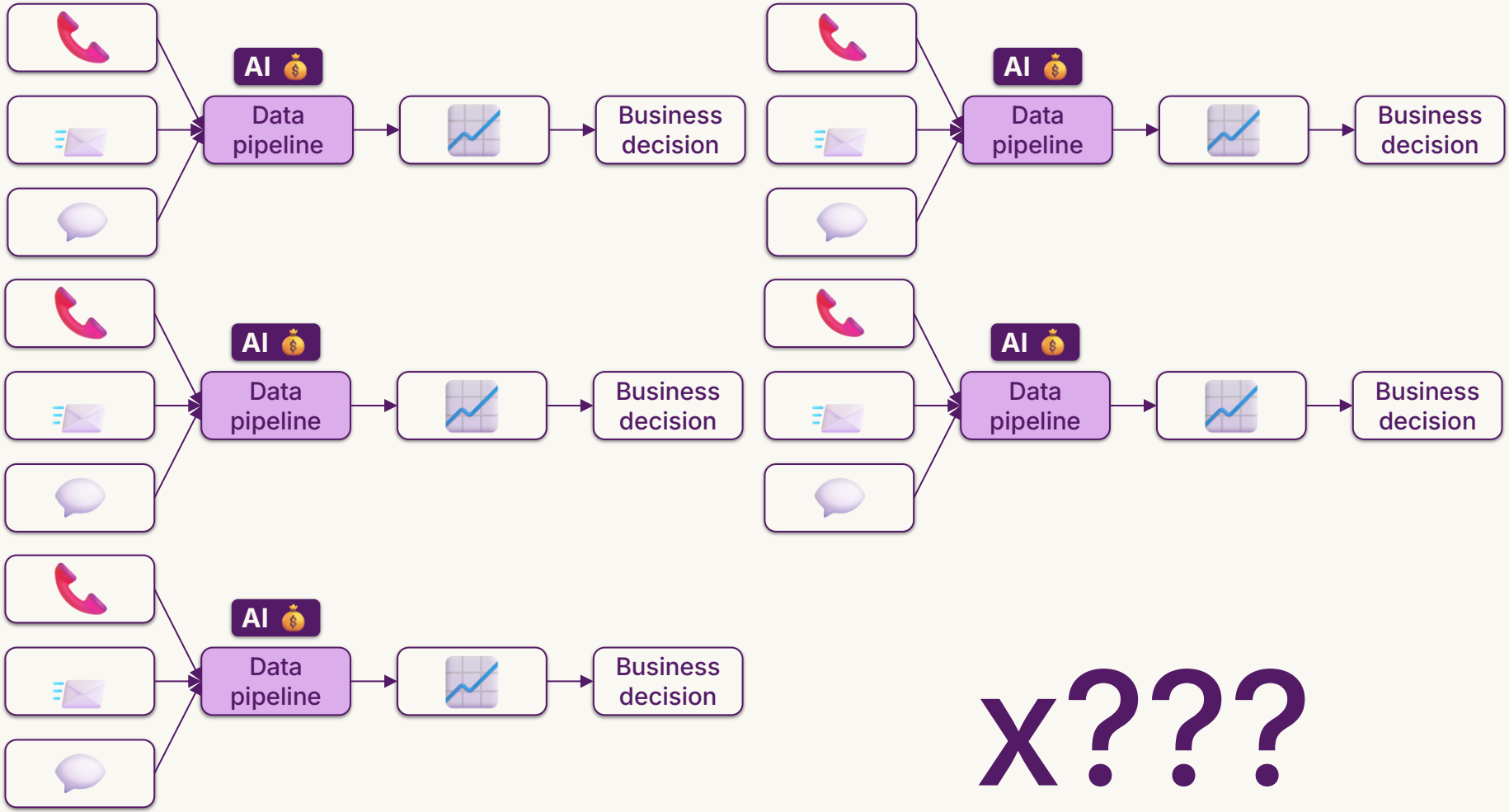
Conversation analytics



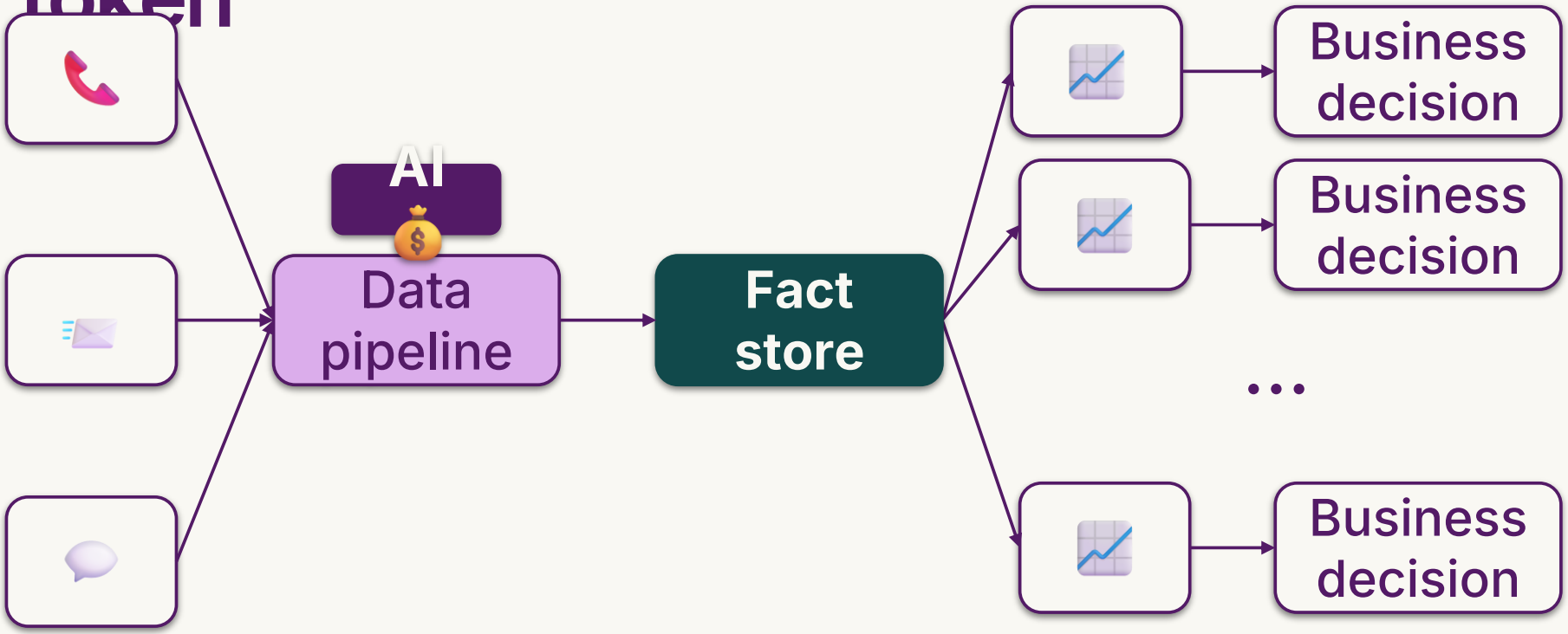

AI
Data pipeline
Business decision


AI
Data pipeline
Business decision
AI
Data pipeline
Business decision
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Business decision
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Data pipeline
Business decision
AI
Data pipeline
Business decision


AI
Data pipeline
Business decision
x10


AI
Data pipeline
Business decision
AI
Data pipeline
Business decision
AI
Data pipeline
Business decision
AI
Data pipeline
Business decision
AI
Data pipeline
Business decision
x???

Extracting more value per analytics token



Leading the team

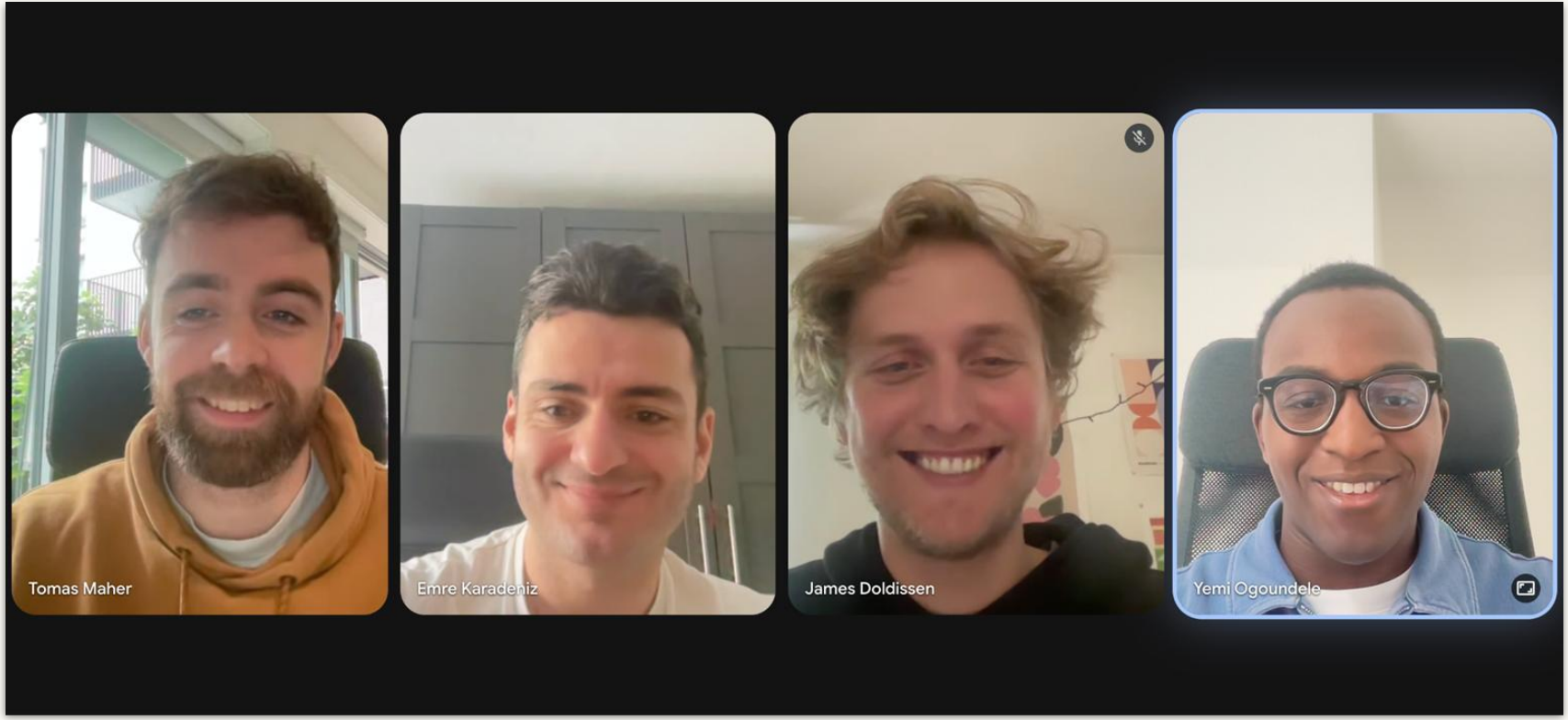


Yemi 11:50

@here

Hi team 👋🏿

We're seeing increasing demand for data products based on free-text from interactions with customers (emails, Gong transcripts, Zendesk tickets, feedback, etc). I think we should build a central platform to transform this unstructured text data into analysis-ready artefacts


Tomas Maher
Emre Karadeniz
James Doldissen
Yemi Ogoundele

What’s the return on our AI spend?

TL;DR

Go beyond output

Work backwards from customer value

Get more value per token

Thank you