gestalt

THIS MONTH AT GESTALT

We went all-in on AI — here’s what happened

From the desk of our CTO/CPO & Co-Founder, Justin

One month into our Claude rollout, the numbers are telling a story we didn’t expect to see this fast.

APRIL 2026

77.3%	17	93%	16×
SEAT UTILIZATION	WEEKLY ACTIVE USERS	SUGGESTION ACCEPT RATE	CODE OUTPUT VELOCITY
vs. 30–50% industry avg	across the team	April MTD	1.5k lines → 24k lines MoM

To put the utilization number in context: most SaaS tools see 30–50% seat adoption in their first month. We're at 77.3%, meaning roughly 3 out of 4 licensed seats are actively in use week over week. And a 93% suggestion accept rate tells us Claude isn't just generating code — it's generating code that fits how we think and build. The team is keeping almost everything it produces.

> In March — our first full month — the team accepted 1,500 lines of AI-generated code. In April, that number is already at **24,000 lines** and climbing. That's a 15–20x increase in output velocity in a single month.

To be transparent: with any new tool there's a honeymoon effect. We're watching for that. But what we're seeing isn't just novelty-driven usage — it's directional adoption with real output to show for it.

1 How we're using it — Engineering

Our engineering team has embedded Claude into the core of how they build. Day to day that looks like writing and refining dbt models, debugging gnarly problems faster, refactoring existing code, generating test coverage, and getting up to speed on unfamiliar parts of the codebase. The net effect is engineers spending more time on higher-order problems and less time on the mechanical work that used to slow them down.

We've also adopted a **"Show me what you Bot"** internal showcase where anyone can bring forward what they're building with Claude so we can all learn from it. The ideas coming out of these sessions are already influencing where we invest next.

2 Beyond Engineering

What's been equally exciting is how Claude has started showing up outside of the engineering org entirely. This is where the real multiplier effect kicks in.

BRANDED CONTENT AT SPEED

We've built custom Claude skills that apply the Gestalt brand to any content — raising the bar on our communications and making it so anyone in the org can produce polished, on-brand output without needing a designer or copywriter in the loop.

RFI AUTOMATION — DAYS TO HOURS

By training Claude on our prior responses, policies, and latest SOC 2 documentation, we handled a full RFI with one person in a single day. A process that required coordinating the whole team now runs lean — with output quality fully intact.

CROSS-SYSTEM EXECUTIVE REPORTING

We've built a repeatable workflow that pulls data across multiple project management systems to generate an executive summary — surfacing team progress, blockers, and risk areas in a consistent format without anyone manually compiling it.

> We'd love to hear how you and your teams are using AI — and what's working. Hit reply and share what you're seeing.