Generative AI as a topic of discussion in their respective boardrooms.

Most organizations do not anticipate significant disruption from generative AI in the next three years, but they do see the potential to increase customer engagement and satisfaction. Over half (59%) of executives say that generative AI is a topic of discussion in their respective boardrooms.

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Most organizations believe the benefits of generative AI outweigh the risks. Executives are positive but realistic in their expectations of generative AI.

Organizations view generative AI not as a disruptor, but as an accelerator.

Generative AI packs the most punch for IT, sales, and marketing.

About one-fifth of organizations report that they are already implementing generative AI.

Organizations can kick-start their generative AI journeys.

Executives are positive but realistic in their expectations of generative AI. Anticipated benefits of generative AI extend to product design and customer experience.

Organizations see more gain than pain in generative AI journeys amid a rapidly evolving application landscape. We suggest a few key areas for organizations to focus on to accelerate their generative AI journeys and create value for their organization.

Looking at the sectors with the most potential for generative AI in three years includes financial services, consumer products, and automotive.

Nearly all executives in our survey cite generative AI as a hot topic. We have enabled generative AI capabilities in some of our locations/functions.

A high percentage of executives believe generative AI will allow them to design more interactive and engaging experiences for their customers.

Survey, April 2023, N = 800 organizations.

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