

LEAVEY SCHOOL
OF BUSINESS
SANTA CLARA UNIVERSITY

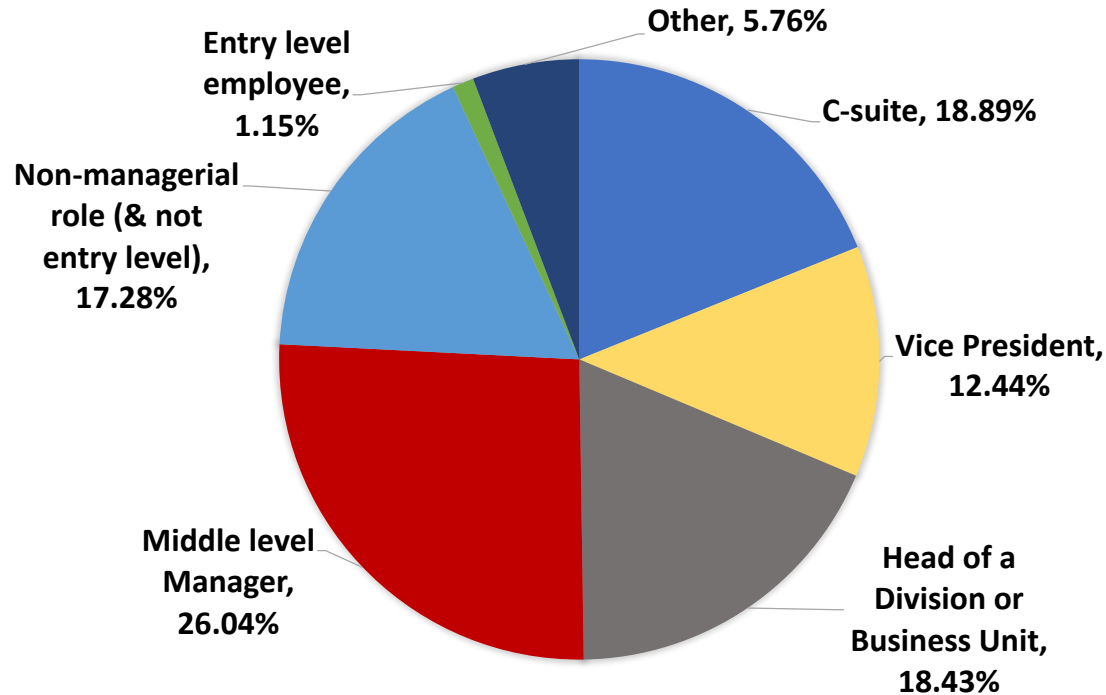
RESULTS: AI PULSE SURVEY OF EXECUTIVES & MIDDLE MANAGERS

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NOVEMBER, 2023

SURVEY SAMPLE, N=432

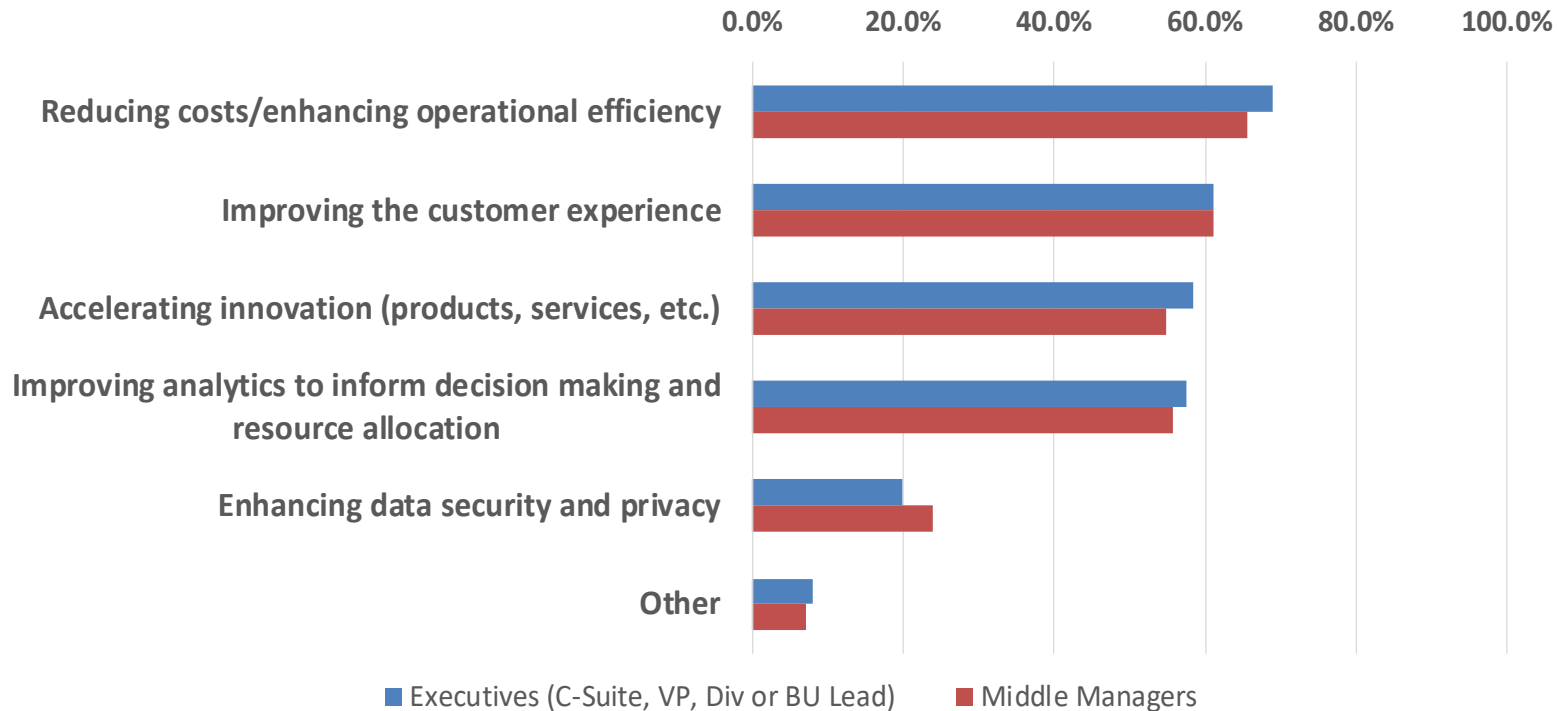


PRIMARY ORGANIZATIONAL GOALS FOR AI ADOPTION

Reducing Costs/Enhancing Operational Efficiency	65.2%
Improving the Customer Experience	60.4%
Accelerating Innovation	58.3%
Improving Analytics to inform Decision Making & Resource Allocation	57.4%
Enhancing Data Security & Privacy	22.8%
Other	8.3%

Survey question allowed for multiple primary goals to be identified per respondent.

PRIMARY GOALS FOR AI ADOPTION CONSISTENT ACROSS ROLES



Survey question allowed for multiple primary goals to be identified per respondent.

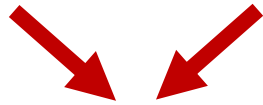
MOST ORGANIZATIONS ARE PURSUING MULTIPLE PRIMARY GOALS

57% SEEK TO
IMPROVE
ANALYTICS TO
INFORM DECISION-
MAKING

65% SEEK TO
REDUCE COSTS /
ENHANCE
OPERATIONAL
EFFICIENCY

60% SEEK TO
ENHANCE THE
CUSTOMER
EXPERIENCE

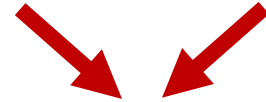
58% SEEK TO
ACCELERATE
INNOVATION



43% WANT
TO DO BOTH



41% WANT
TO DO BOTH



38% WANT
TO DO BOTH

IN YOUR ORGANIZATION, WHERE IS AI PREDOMINATELY APPLIED?

Research and Development	45.2%
Marketing and Customer Engagement	43.1%
Customer Service and Support	34.8%
Strategic Planning and Decision-Making	26.0%
Sales and Lead Generation	21.0%
Finance and Risk Management	12.7%
Business Development (such as Mergers & Acquisitions, Alliances, etc.)	6.2%
HR and Talent Management	6.0%
Other	12.9%

Survey question allowed for multiple items to be selected per respondent.

IN YOUR ORGANIZATION, WHAT ACTIVITIES INVOLVE THE USE OF AI?



Discovery
-oriented
Activities, 46.1%



Analytics for
Strategic
Decision-Making,
44.5%



Drafting
Short text
content, 44.0%



Software
Development,
38.9%



Data Mgmt.,
44.2%

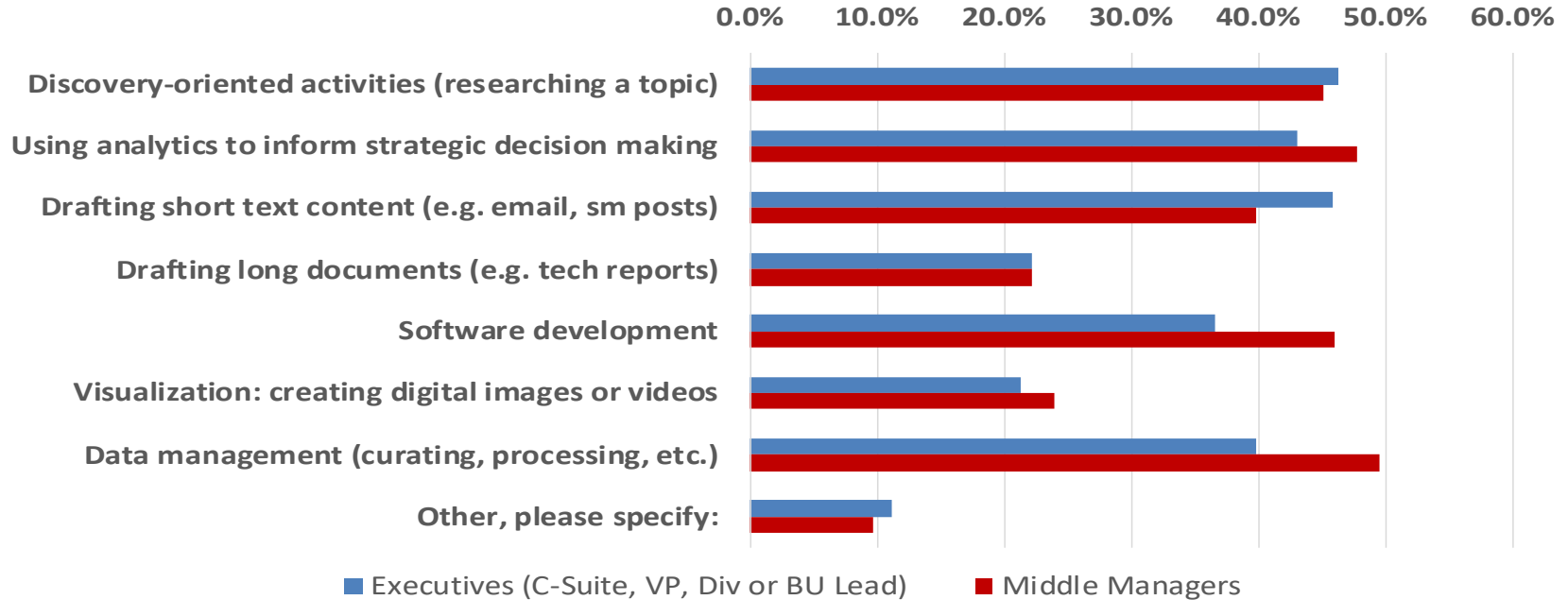


Drafting
Long text
content, 22.8%



Visualization,
24.0%

EXECS VS. MIDDLE MANAGERS: IN YOUR ORGANIZATION, WHAT ACTIVITIES INVOLVE THE USE OF AI?



TOP 4 CHALLENGES WITH AI IMPLEMENTATION

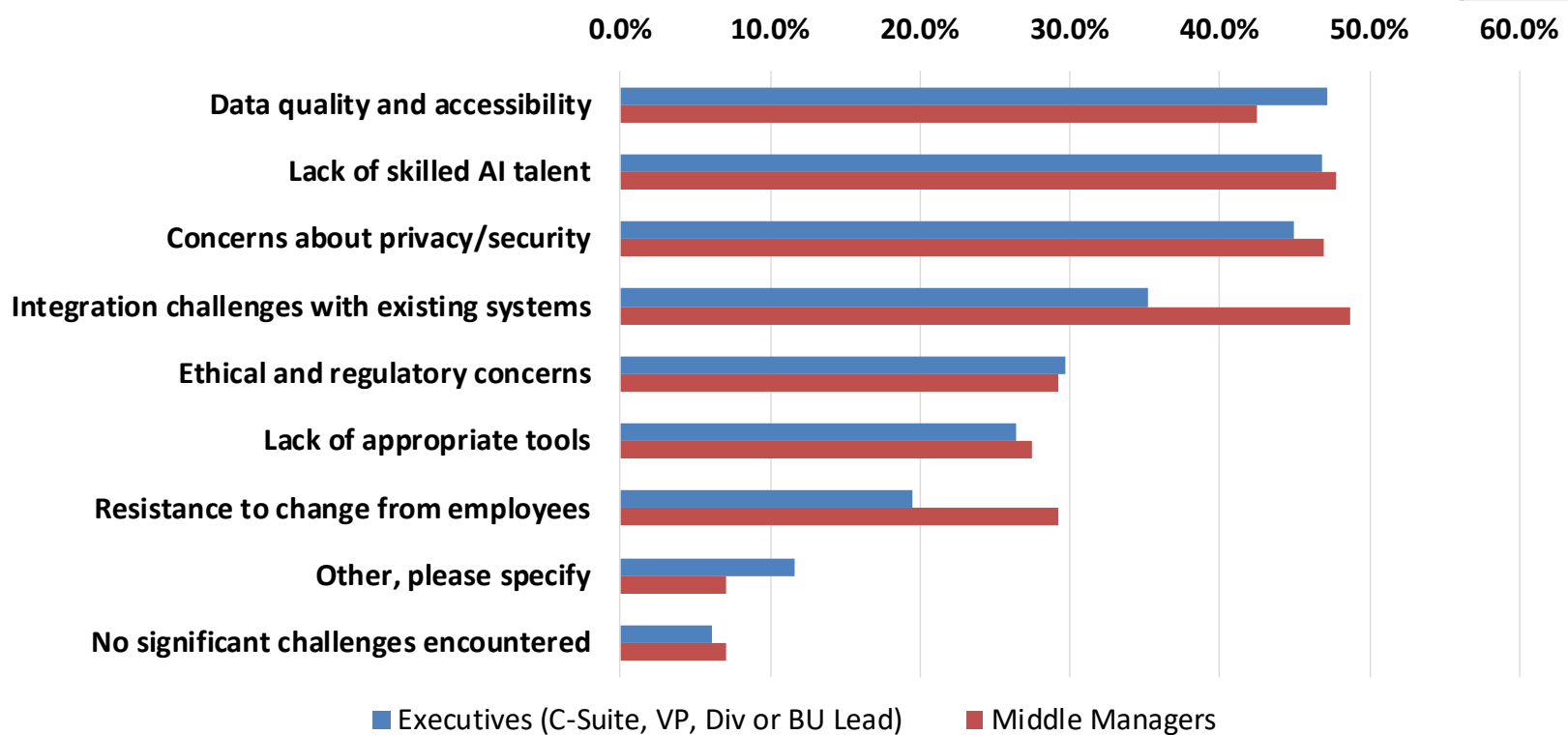
EXECUTIVES (C-SUITE, VP, OR HEAD OF BU/DIVISION)

1. DATA QUALITY & ACCESSIBILITY
2. LACK OF AI TALENT
3. PRIVACY/SECURITY
4. INTEGRATION WITH EXISTING SYSTEMS

MIDDLE MANAGERS

1. INTEGRATION WITH EXISTING SYSTEMS
2. LACK OF AI TALENT
3. PRIVACY/SECURITY
4. DATA QUALITY & ACCESSIBILITY

EXECS VS. MIDDLE MANAGERS: WHAT CHALLENGES HAVE YOU ENCOUNTERED IN IMPLEMENTING AI?

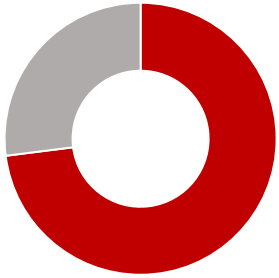


ARE EXECs & MANAGERS COMFORTABLE WITH USING AI IN THEIR ROLES?

Despite rampant AI use:
Only 57% of respondents are comfortable using AI in their roles.



WHO IS PREPARED TO ADDRESS THE CHALLENGES OF AI?



73% say their organization is prepared.



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