Current GenAI Journey of Enterprises

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Ongoing Implementation

10% Of companies are here

Ongoing Proof of Concept

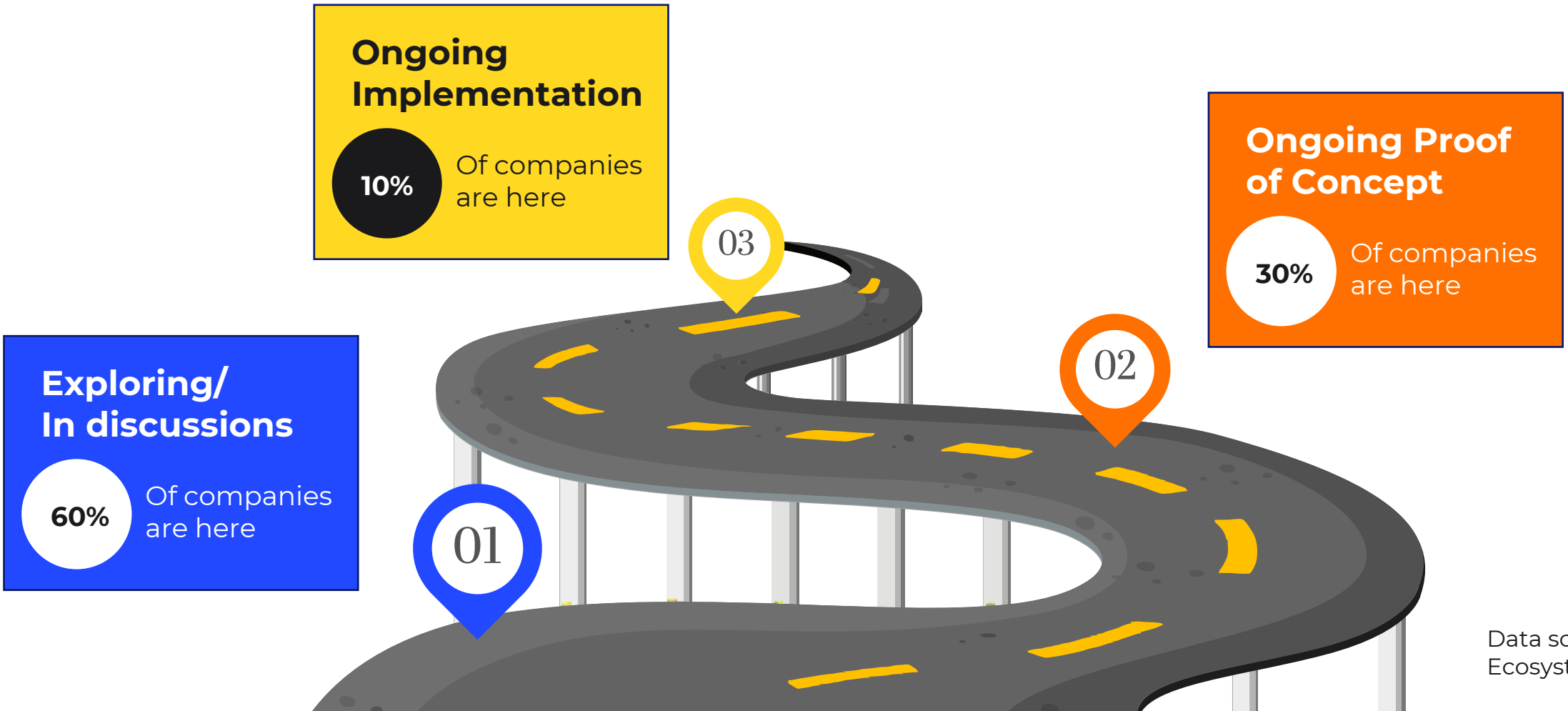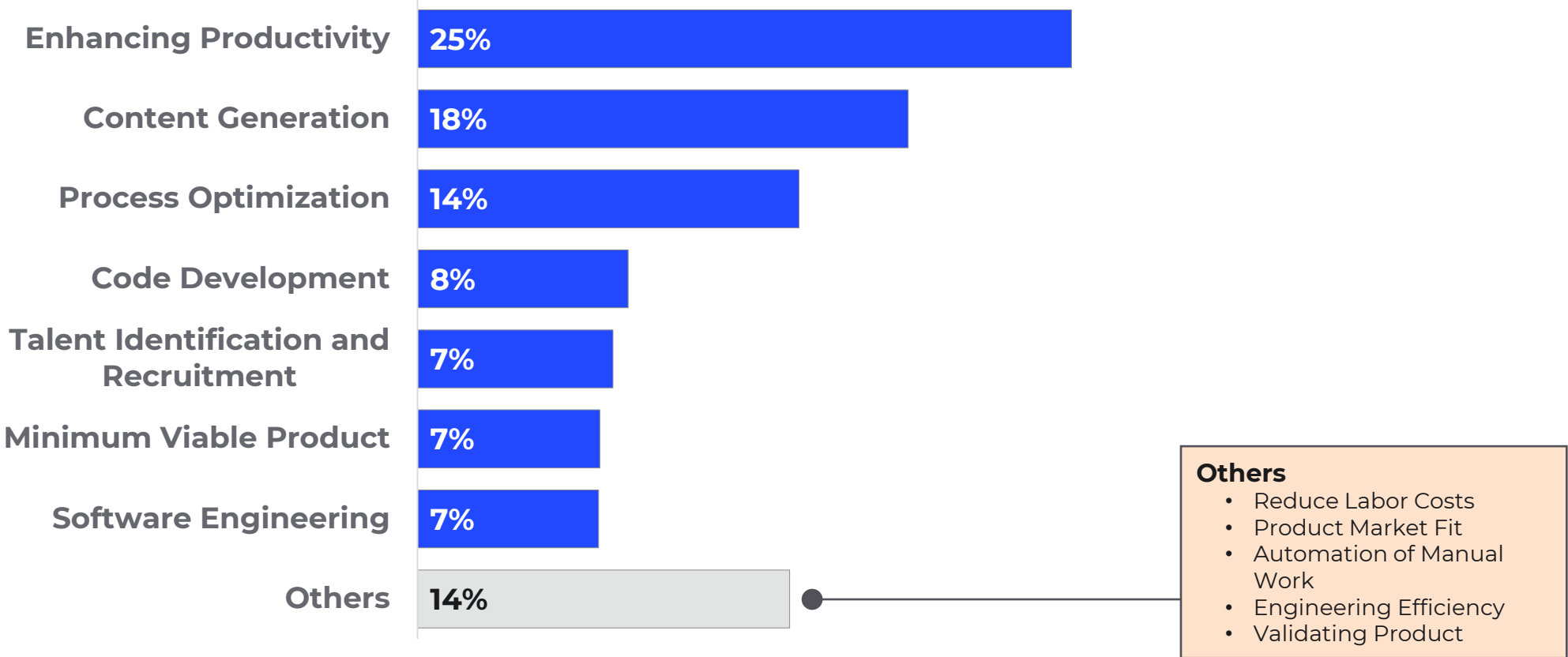**30%** Of companies are here

Exploring/ In discussions

60% Of companies are here

01

02

03

Data source: Ecosystm,2023

Companies have started Generative AI POCs based on suitable use cases for their needs. Let's take a look at some of the use cases and how GenAI is changing AI strategy

Top GenAI Operational Use Cases

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Eagerness to enhance productivity with GenAI is the most discussed use case followed by content generation.

Use Case	%
Enhancing Productivity	25%
Content Generation	18%
Process Optimization	14%
Code Development	8%
Talent Identification and Recruitment	7%
Minimum Viable Product	7%
Software Engineering	7%
Others	14%

Others
- Reduce Labor Costs
- Product Market Fit
- Automation of Manual Work
- Engineering Efficiency
- Validating Product

N = 9,788
Source: Social Media Listening Tool. Date Range: 1 July 2022 to 31 August 2023

Source: Gartner

Top GenAI Use Cases — Operational Efficiency

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Enhancing Productivity

Accomplish more with less, simplify company data, and enhance skills for increased productivity.

- **More with Less.** Sentiment is that startups will benefit the most from the early wave of GenAI adoption because they can enhance productivity and accomplish more with fewer employees.

- **Knowledge Management**. GenAI is being used by startups to create an index of company information, enabling employees to search and summarize resulting in tasks that are performed quicker.

- **Skill Enhancement.** To achieve productivity benefits, startups are prioritizing training existing employees to safely and securely use GenAI. They look to create learning modules to standardize compliance and govern the use of these tools.

n = 2,400

Process Optimization

Automate routine workflows, streamline admin and compliance tasks.

- **Automating Manual Work.** Startups express their desire to utilize GenAI for automating routine workflows and streamlining operations, freeing them to focus on strategic challenges such as revenue generation.

- **Drive Efficiency.** Startups aim to increase efficiency and productivity by utilizing GenAI to streamline tasks such as data entry, marketing copy generation, and appointment scheduling. The expectation is they will achieve greater efficiency and productivity with a leaner workforce.

- **Streamline Tasks.** Startups want to actively use GenAI for workflow automation, data analysis, pattern recognition, and data-driven decision-making, particularly in the FinTech sector to manage risk and compliance.

n = 1,400

Source: Social Media Listening Tool. Gartner, Date Range: 1 July 2022 to 31 August 2023

Top GenAI Use Cases — Content Creation

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Content Personalization

Increased personalization and increased copywriting speed.

- **Content Personalization.** Startups are embracing the utilization of GenAI to create tailored marketing content for targeted segments. The expectation is will drive both personalized engagement with the customers and efficiency inside their companies.

- **Domain Specific Models**. Startups also want to train large language models on company domain knowledge to reduce employee's learning curve and create learning content based on required objectives.

- **Enhanced Copywriting.** Startups want to leverage GenAI's text-based capabilities for the generation of sales and marketing copy that is personalized for specific customer requirements.

n = 1,800

Code Development

Reduce developers' time by assisting with code generation and acting as a debugger.

- **Reduce Developer Time.** Startups are using GenAI to assist with writing the initial layer of code, freeing up developers' time to focus on code verification and the strategic aspects of software development.

- **Debugging.** Startups are embracing using GenAI to debug coding and to quickly identify and rectify coding mistakes as well as using coding assistants to autocomplete lines of code by predicting what a developer is planning to write.

- **Customer Customizations.** Some startups are also looking to create AI-generated customized content and interfaces for enterprise customers, such as brand-specific needs.

n = 773

Source: Social Media Listening Tool. Gartner, Date Range: 1 July 2022 to 31 August 2023

How Does GenAI Change a Typical AI Strategy?

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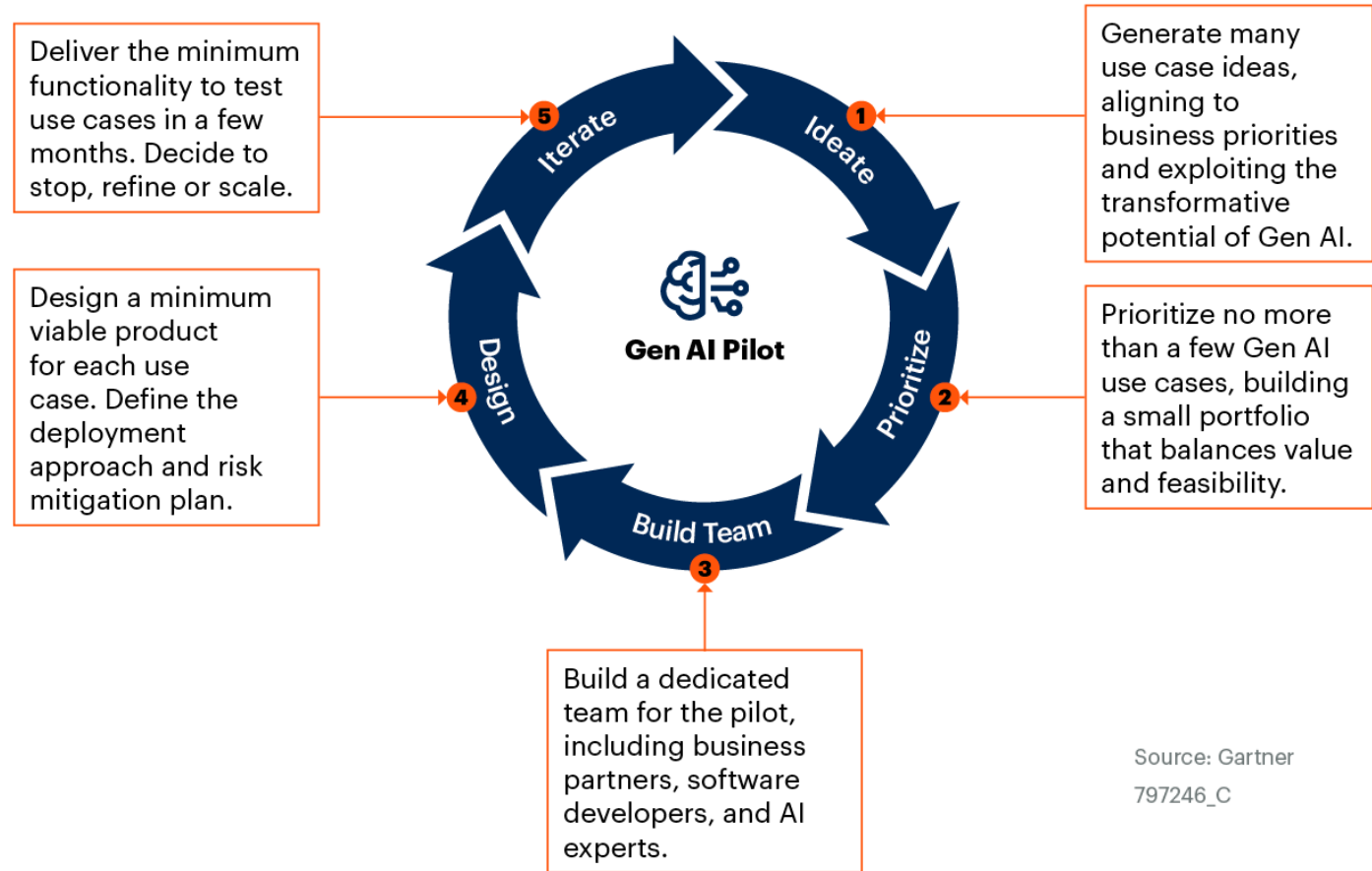|	Current AI Strategy		Updated AI Strategy
Vision	AI automating tasks	▶	Generative AI augmenting people in their work
Roadmap	Three-year outlook, business innovation	▶	One-year outlook, business criticality
Use Cases	Predictive analytics, automating tasks	▶	Generating artifacts (text, video, audio, code & data) and simulating decisions
Governance	Fragmented or part of data and analytics	▶	Clear business responsibility, AI ethics committee
Talent	AI center of excellence	▶	Educating everyone on responsible use of GenAI

Source: Gartner

Where to start?

All digital technologies go through different phases as we learn to use them responsibly. Generative AI will be no exception.

When a technology comes to the market, like the current wave of generative AI; there is limited experience with it, so we learn by making mistakes.

The best way to start with it is to generate use cases and pilot the key ones among them – this can ensure there is an MVP for each deployment which can be later refined and scaled.

Generative AI Pilot Cycle

Deliver the minimum functionality to test use cases in a few months. Decide to stop, refine or scale.

Generate many use case ideas, aligning to business priorities and exploiting the transformative potential of Gen AI.

Design a minimum viable product for each use case. Define the deployment approach and risk mitigation plan.

Prioritize no more than a few Gen AI use cases, building a small portfolio that balances value and feasibility.

Build a dedicated team for the pilot, including business partners, software developers, and AI experts.

Gen AI Pilot

Iterate — Ideate — Prioritize — Build Team — Design

Source: Gartner
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Typical GenAI Use cases

Research shows that 80% organizations are leveraging Gen AI capabilities because of its language and image handling capabilities, 20% are leveraging it for their technology needs

Legend:
- Customer Service
- IT
- Marketing
- Sales
- Operations
- Finance

Chatbots

Virtual Assistants

Marketing content generation

Automated Customer lifecycle management

Sales enablement

Knowledge Management

Personalized Engagement

Identify cross sell opportunities

Code verification

Code generation

Technology development documentation

Translation and explanation

RFP Response generation

Demand prediction

Quality control and defect detection

Manual task reduction

Risk Assessment

Modeling, pattern/trend analysis

Financial statement analysis

Channel & Product Profitability

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