

Infographic
EXL Enterprise
AI Study 2025

AI and generative AI (genAI) continue to become more pervasive and powerful, but how much so? How quickly are companies embedding AI into their workflows, in what areas, and with what results? What separates the companies successfully using AI from those lagging behind?

We explored these questions and more in our second study on the state of AI.

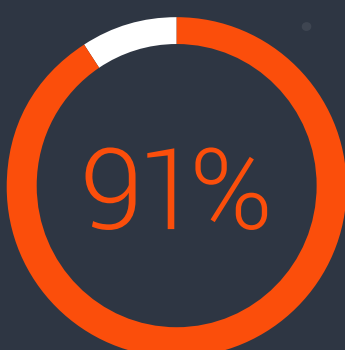
Let’s take a look at the state of AI in the U.S.—and what companies can learn from it to succeed with AI.

The research

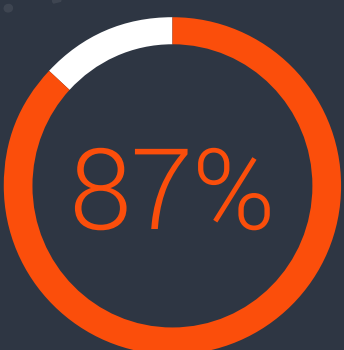
We surveyed 290 U.S. executives and other decision-makers representing companies across five key industries (banking and finance, insurance, retail, utilities, and healthcare) to get their insights on the state of AI in their organizations and where they see it headed.

All-in on AI

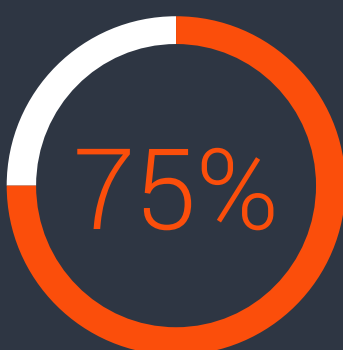
Nearly every company is looking to grow their AI initiatives



are using AI



state scaling AI is a significant priority



increase in AI investment on average over the next year by organizations

Big shifts to operating models

AI has the potential to transform every aspect of how firms operate — beginning with the workflow

have completely redesigned operating models around using AI

39%

51%

made significant changes to their operating model

Challenges from talent shortages and data

Many obstacles keep enterprises from successfully scaling AI initiatives



A shortage of AI talent or skills

Data privacy and security concerns

Cost or budget constraints

64%

of AI efforts are still in the pilot stage

<50%

of organizations have the foundational data components for AI in place

AI perception versus reality

Most companies think they’re winning the AI race. Few are prepared to scale AI successfully.



76%

of organizations believe they’re ahead of the competition at deploying AI



14%

actually qualify as AI leaders

AI in the workflow drives results

Leaders see measurable performance gains by embedding AI into workflows, with the technology integrated into 56% of their processes

Improved operations with AI



22%
of Laggards

70%
of Leaders

Improved margins and profits



13%
of Laggards

80%
of Leaders

Our analysis of our survey findings—in particular, what AI Leaders in this study are doing—revealed **five key actions companies can take** to effectively harness AI’s growing power to generate superior business impact and outcomes.

Explore these five keys to AI success, as well as detailed findings and industry breakouts, in the full **U.S. report**:

And get in touch to discuss how EXL can help you power your AI leadership