# EXL

### Infographic EXL Enterprise AI Study 2025

Al and generative AI (genAI) continue to become more pervasive and powerful, but how much so? How quickly is AI being deployed by companies, 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 UK – and what companies can learn from it to succeed with AI.

#### The research

We surveyed 190 UK executives and other decision-makers representing companies across four key industries (banking and finance, insurance, retail, and utilities) to get their insights on the state of AI in their organizations and where they see it headed.

#### All-in on Al

Nearly every company is looking to grow their AI initiatives



>2X

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



state scaling AI is a significant priority

#### Big shifts to operating models

AI has the potential to transform every aspect of how firms operate. Companies are

rethinking how work gets done to unlock this opportunity made significant have completely 39% 47%changes to their redesigned operating operating model models around using AI The three top barriers to AI implementation were: Limited transparency or availability of Lack of a clear AI Cost or budget AI models strategy or vision constraints of organizations have the Less than of AI efforts are still in 61% foundational data the pilot stage half components for AI in place

### Al perception versus reality

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





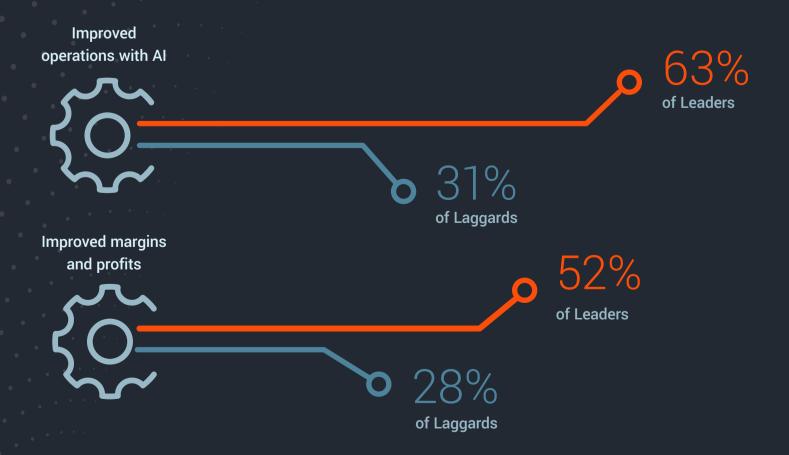
# 66%

of organizations believe they're ahead of the competition at deploying Al



### Al in the workflow drives results

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



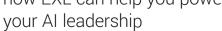
Our analysis of our survey findings—in particular, what AI Leaders in this study are doing—revealed

**five key actions companies can take** to effectively harness Al'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>U.K. report</u>:



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





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