

Infographic
EXL Enterprise
AI Study 2025

AI 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 AI

Nearly every company is looking to grow their AI initiatives



>2X

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. Companies are rethinking how work gets done to unlock this opportunity

have completely redesigned operating models around using AI

39%

47%

made significant changes to their operating model

Challenges from talent shortages and data

The three top barriers to AI implementation were:



Lack of a clear AI strategy or vision

Limited transparency or availability of AI models

Cost or budget constraints

61%

of AI efforts are still in the pilot stage

Less than half

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.



66%

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



28%

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



Improved margins and profits



31%
of Laggards

63%
of Leaders

52%
of Leaders

28%
of Laggards

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.K. report:

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

