

THE NEW,
NEW NORMAL:

E^XPONENTIAL GROWTH

POWERED BY AI

AI has the potential to allow companies to not only do different things, but also to do things differently. It represents a step change in balancing growth, profitability, sustainability and trust.

A NEW CLASS OF VALUE CREATION OPPORTUNITIES

56%

of executives say AI deployment will drive new growth and revenue opportunities by accelerating new products and services.

58%

say AI-enabled revenue growth will come from increased customer satisfaction and engagement.

50%

Nearly 50% think it will spur a change in their business models.

NARROWING THE COMPETITIVE WINDOW

72%

of US executives say AI will dramatically change their industry. One-quarter say it will completely transform their own business in the next three years.

But the enterprise growth potential is untapped for most, with **fewer than half** of US companies implementing comprehensive AI programs across their enterprises.

Those successfully deploying enterprise-wide AI programs embrace five value drivers:

43%

are using intelligent automation

45%

Enhanced judgement

52%

Enhanced customer interaction

46%

Intelligent products

46%

Enhanced trust

CREATE THE NEW NORMAL OF AI-LED GROWTH

1

Move beyond automating for efficiency and cost reduction to true growth

Clearly identify and quantify benefits by applying the AI enterprise value drivers across your organization.

2

Create rapid AI proofs of concept that yield business value and establish a foundation of AI enablers

Dig into AI and understand the current state of compute, data, ecosystem access, experience design abilities and talent.

3

Redefine the boundaries of the ecosystem

Determine where you will source data from to feed your AI engine and what data you can share and monetize.

4

Emphasize AI governance

Consider how your AI deployment will align to your company's core values and ethics, and benefit employees, customers, society and your bottom line.

Learn more about driving exponential growth and weaving AI into your enterprise with the full report: www.accenture.com/AIExponentialgrowth