

# Thrive with responsible AI:

How embedding trust can unlock value

## What is responsible AI?

Responsible AI is the systemic practice of taking intentional actions to design, deploy and use AI to create value and build trust by protecting against the potential risks of AI

## Joint research from Accenture and AWS

### Goal:

Explore responsible AI's contribution to time-to-value and 360° value

### 1,000+

executives (incl. CEO, C-Suite, CAIO, Data Science leads)

### 15

countries

### 21

industries

## Trust is the linchpin of value

Responsible AI builds the internal and external trust which increases AI adoption, allows innovation to thrive and leads to value



**74%**

of surveyed organizations temporarily paused at least one AI or generative AI project in the past year



**82%**

of organizations expect that communicating a mature AI approach to responsible AI will significantly improve employee trust in AI adoption, leading to innovation



**25%**

increase in customer loyalty and satisfaction is expected from companies offering responsible AI-enabled products and services.



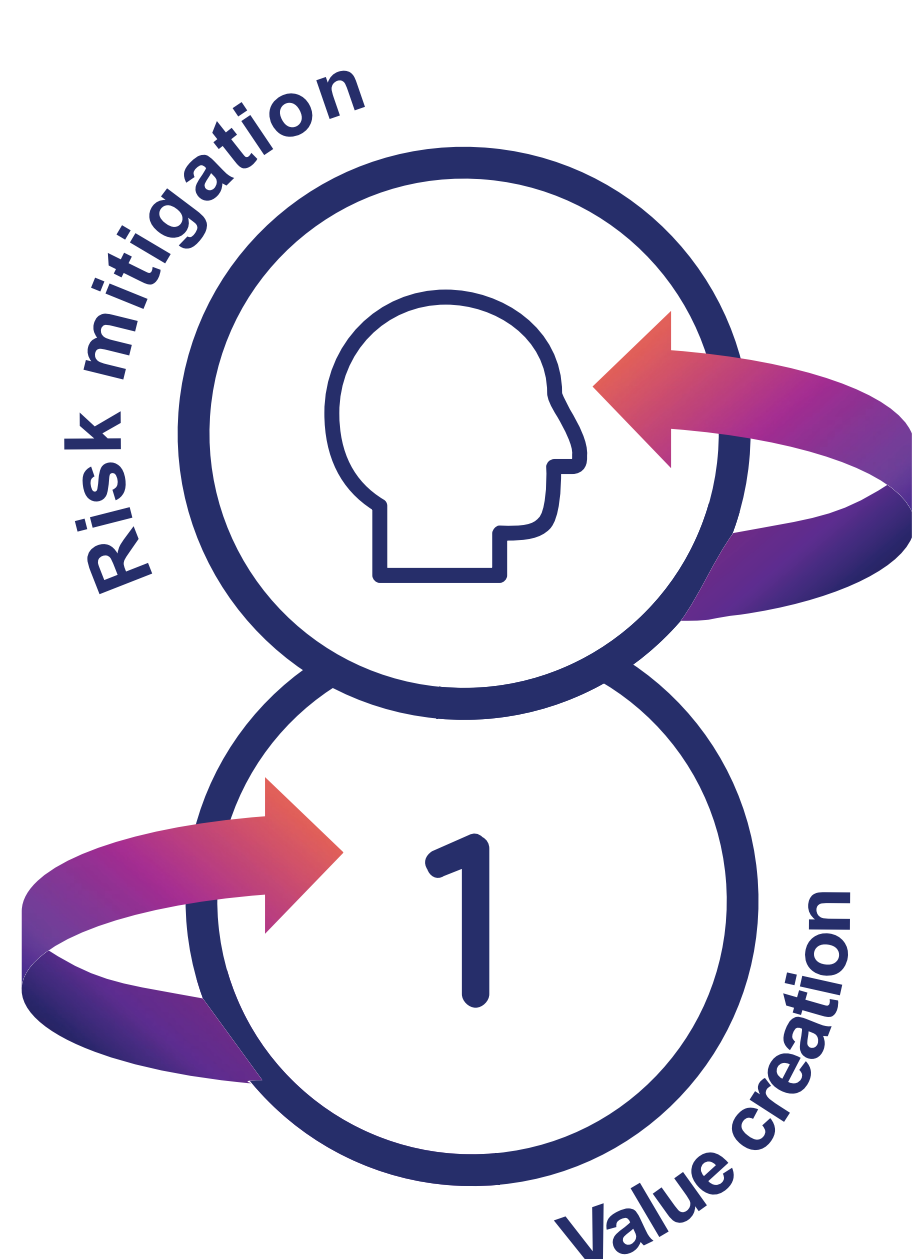
## Two sides of the responsible AI coin

**45%**

of organizations believe there's a greater than one-in-four chance of a major AI incident occurring in the next 12 months

**31%**

average estimated reduction in total enterprise value caused by a major incident



**18%**

estimated growth in AI-related revenues, on average, when a company becomes fully mature in responsible AI

Source: From compliance to confidence

**79%**

believe communicating a mature responsible AI approach will improve shareholder confidence in the future success of the organization

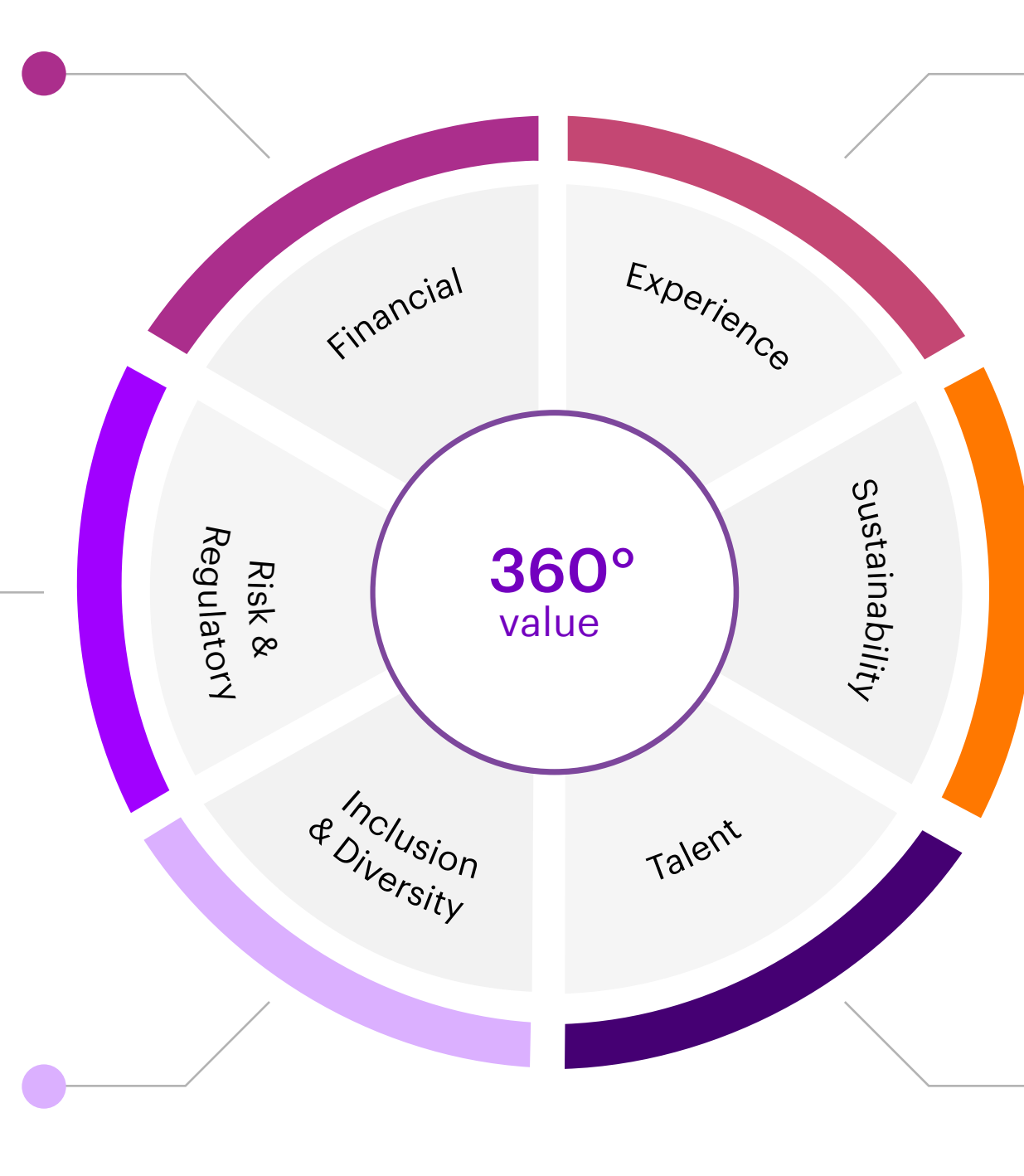
## Responsible AI has a significant impact across six key value levers

Almost half of the organizations surveyed acknowledge that responsible AI has a pivotal role in driving AI-related revenue

Source: From compliance to confidence

Less than 1% of organizations feel fully prepared to adapt to new AI-related laws over the next five years

Organizations anticipate responsible AI to improve the diversity of hires by 21%



Companies investing in responsible AI expect a 25% increase in customer loyalty and satisfaction

Accenture research projects potential reductions of ~40%-60% in energy consumption and carbon emissions by effectively implementing green AI

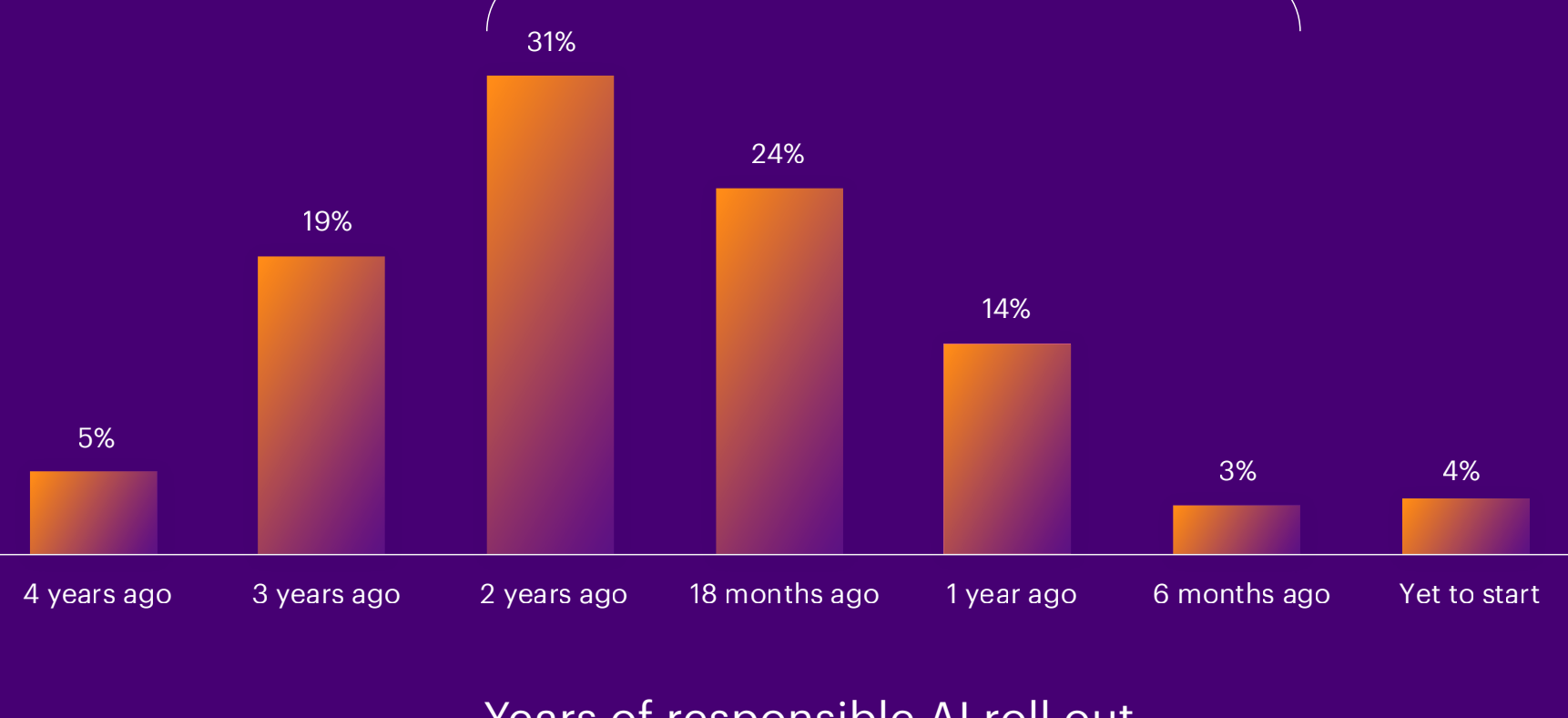
With responsible AI, companies expect a 20% improvement in time-to-hire, a 21% increase in the quality of recruits, and a 21% boost in talent retention

## At the heart of value creation is a mature, fully developed responsible AI capability

### What does fully mature responsible AI look like?

Having fully operational responsible AI efforts as a platform to take a more systemic, future-orientated approach that unlocks the true value of AI

72% of companies started their responsible AI journeys less than 2 years ago but no company is fully mature today



## Can you afford to wait?

To become a leader in AI technology and deliver the expected return on your investments, you must first become a leader in responsible AI

The opportunity for value is too great and **speed** is of the essence



**Act now**, go "all-in" and move with the energy of a startup to realize the full value of AI

## Recommendations



**Lead with a value mindset**

Regularly measuring the impact of responsible AI across different areas demonstrates that AI is not just a cost but a key driver of growth.



**Be "responsible by design"**

Embed responsible AI in the core of the business—ensuring ethical, transparent and fair AI practices from the start. Trust leads to innovation and value.



**Adopt a platform approach**

A platform approach integrates responsible AI principles across all AI initiatives—enhancing scalability, risk management and operational efficiency.

Find out more—get the report here:

