



Organizations race to embed AI into enterprise workflows, EXL study finds

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Three-quarters of companies believe they have an edge on their competition, but many worry siloed data and talent shortages could impede their AI progress

NEW YORK, May 20, 2025 (GLOBE NEWSWIRE) -- Organizations are changing the ways they work, sometimes radically, to embed AI throughout their workflows and to scale and maximize ROI, according to new research by EXL [NASDAQ: EXLS], a global data and AI company. A 90% majority of organizations have significantly changed their operating model to accommodate AI, with 39% having completely redesigned how they work. Over the next year, companies expect over half of their processes will include AI.

The second annual *EXL Enterprise AI Study: Driving Execution at Scale* is based on a survey of 290 C-suite and other senior decision makers across the banking and finance, insurance, retail, utilities, and healthcare payer industries. Its findings shine a spotlight on the massive growth of enterprise GenAI implementations to date but also warn of data quality issues, talent shortages, and other roadblocks that could curtail some of the early progress companies have made as they move deeper into company-wide enterprise AI initiatives.

The following are some of the report's key findings:

- **Confident AI Leaders Emerge:** Respondents in this year's survey are feeling confident in how they're faring on AI adoption. More than half (54%) believe they are "a little ahead" of their competitors in AI implementation and 22% believe they are "far ahead." Leaders in the field have been able to create a new operating model by embedding AI into their business workflows. These organizations are capitalizing on AI and are able to effectively manage and make available the data AI needs to excel at scale.
- **New Customers, Improved Margins Among Top AI Priorities:** Half (50%) of business leaders say that improving ways to target and attract new customers are their top priority for AI technology. Executives also say they hope AI can help them improve margins and profitability (47%) and reduce operating costs (47%).
- **Some AI Integrations Stuck in Neutral:** While many organizations have quickly adopted GenAI, companies reported AI initiatives across roughly 60% of their enterprise remain stuck in pilot mode. What's more, some executives fear the speed of these adoptions may soon be interrupted due to talent, user adoption, and data quality obstacles, with 73% of organizations of the belief that improving their data capabilities will present a moderate or significant challenge. Just 30% of respondents said their company's data is accessible on an enterprise-wide basis.
- **Talent Tops Cost as Biggest Barrier to AI Adoption:** The biggest single barrier to AI adoption is shortage of talent or skills for AI use (31%), followed by concerns about data privacy and security (30%) and cost or budget constraints (30%).

"The true power of AI can only truly be unlocked when it is seamlessly embedded into workflows—fueled by data that is AI ready, enabled by the right technology and infrastructure and powered by skilled talent," said Anand "Andy" Logani, chief data and AI officer at EXL. "When executed effectively, it delivers meaningful business value without disruption."

The full report, 2025 EXL Enterprise AI Study: Bridging Strategy and Operations, can be accessed [here](#).

About EXL

EXL (NASDAQ: EXLS) is a global data and AI company that offers services and solutions to reinvent client business models, drive better outcomes and unlock growth with speed. EXL harnesses the power of data, AI, and deep industry knowledge to transform businesses, including the world's leading corporations in industries including insurance, healthcare, banking and capital markets, retail, communications and media, and energy and infrastructure, among others. EXL was founded in 1999 with the core values of innovation, collaboration, excellence, integrity and respect. We are headquartered in New York and have approximately 60,000 employees spanning six continents. For more information, visit www.exlservice.com.

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