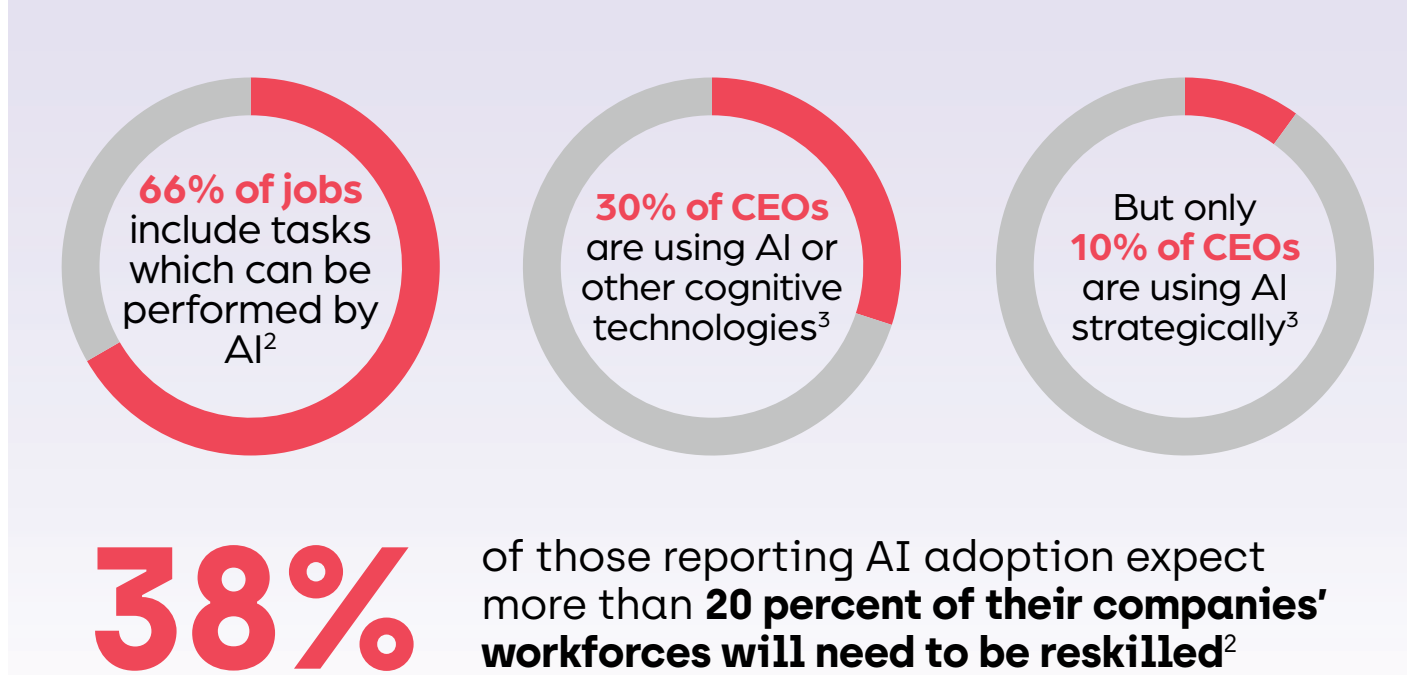# orgvue

The AI opportunity

AI

The opportunities presented by AI to boost productivity are numerous—even supporting the creation of this infographic. But what does this really mean to both organizations and the individuals that inhabit them?

Recent studies suggest that generative AI has the potential to contribute an annual value ranging from $2.6 trillion to $4.4 trillion to the worldwide economy[1]. To put this into perspective, the entire GDP of the United Kingdom in 2021 was only $3.1 trillion.

ⓘ ChatGPT has over **180 million users** and more than **1 billion monthly visits** on its website.
Source: Reuters

66% of jobs include tasks which can be performed by AI[2]

30% of CEOs are using AI or other cognitive technologies[3]

But only **10% of CEOs** are using AI strategically[3]

38%
of those reporting AI adoption expect more than **20 percent of their companies' workforces will need to be reskilled**[2]
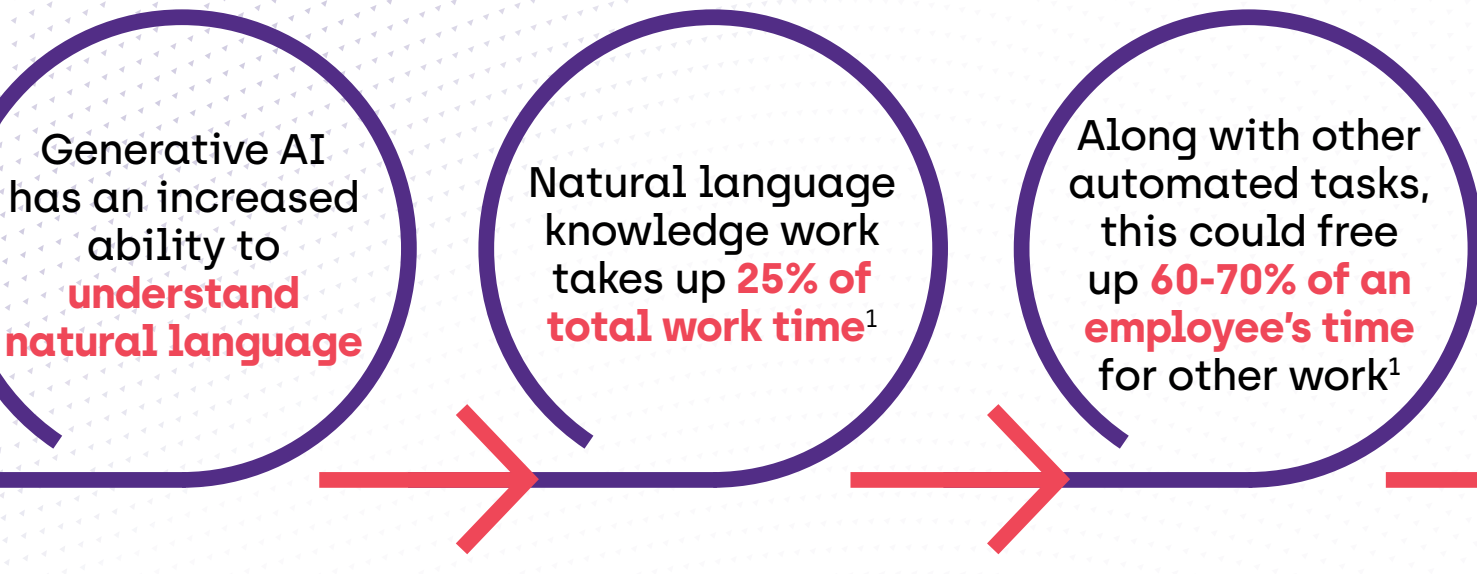

Over the next decade, AI will be a **mega-trend**, transforming industries, companies, and the way we live and work, as generative AI **transforms 40% of all working hours**[4]

Paul Daugherty
Group Chief Executive
Accenture Technology

AI doesn't have to be about cost reduction through worker displacement. In fact, today's most successful enterprise adopters are using AI for growth initiatives or extending business capability.

Generative AI has an increased ability to **understand natural language**

→ Natural language knowledge work takes up **25% of total work time**[1]

→ Along with other automated tasks, this could free up **60-70% of an employee's time** for other work[1]

Case study:

Consultants outperform their counterparts by using AI

When performing tasks reflective of the typical work of an elite consulting firm, research found that those armed with AI tools such as ChatGPT-4 were more productive in terms of quality, quantity, and speed.[5]

12% more tasks completed

25% of tasks completed quicker

40% increase in the quality of work

75%
of the value that generative AI use cases could deliver falls across four areas[1]

- ✓ **Customer operations**
- ✓ **Marketing and sales**
- ✓ **Software engineering**
- ✓ **Research and development**

ⓘ This could add up to **$340 billion** annually to the banking industry, and up to **$660 billion** to retail and consumer packaged goods.[1]

The risks and challenges

In a recent survey[6], three aspects were most cited as risks of adopting generative AI:
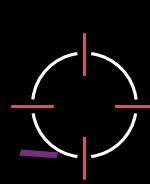
Inaccuracy (56%)
AI producing content that is biased, problematic, or just incorrect

Cybersecurity (53%)
Data submitted into AI platforms is not secure and could be accessed by third parties

IP infringement (46%)
AI can only generate from existing content, thus there are grey areas around who may own the IP

Whilst organizations need to embrace AI throughout their business they should also spend time understanding the risks and guide employees in best practice safeguarding and validating AI outputs.

How Orgvue can help

Orgvue allows organizations to quickly merge data from disparate systems, visualizing and modeling future scenarios to enable successful workforce transformation. Its focus on analyzing work and skills as the basis for organizational redesign and workforce planning makes it particularly relevant for AI-driven scenarios.

- **Understand the work your organization does through activity analysis:** See the cost and effort of each activity as well as who's doing it, revealing opportunities to replace or augment human effort with AI.

- **Model your future skills demand and introduce AI to close talent gaps:** Use Orgvue to model and assess scenarios that explore whether work is better done by humans, machines, or a combination of both.

With a clearer view of the work, the cost, and the roles involved in different tasks, you'll be able to plan your investments and embrace the AI revolution more effectively.

Get in touch to see how we can help at **orgvue.com/talk-to-us**

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1. McKinsey & Company, The economic potential of generative AI: The next productivity frontier, June 2023
2. McKinsey & Company, The State of Organizations, April 2023
3. Gartner, Board Brief on Generative AI, April 2023
4. Consulting.us, Accenture invests $3 billion into artificial intelligence, June 2023
5. Harvard Business School, Navigating the Jagged Technological Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality, September 2023
6. McKinsey & Company, Global Survey on Digital Trust, May 2022