# Enterprises embrace AI for enhanced efficiency and customer engagement



In recent months, a significant shift in the adoption of artificial intelligence (AI) within enterprises has been observed, driven by the need for enhanced operational efficiency, improved customer experiences, and accelerated digital transformations. Various industries are increasingly leveraging AI technologies to enhance their processes and customer interactions.

Despite initial hesitancies around AI adoption, particularly among enterprises, venture capitalists are optimistic about a notable increase in investment and adoption moving into 2025. Discussions around tech budgets reveal a consensus that many companies plan to allocate more resources towards AI. Aaron Jacobson, partner at NEA, noted that "enterprises will move beyond the low-hanging fruit of 'GPT wrappers' to deploy digital workers that can reason and take action to make a real business impact." Similarly, Scott Beechuk, from Norwest Venture Partners, highlighted the dual goals enterprises aim to achieve—consolidation alongside driving top-line growth and improving operational efficiency.

The development of AI technologies is becoming particularly pronounced in various sectors. For instance, Infosys, a leading Indian technology services and consulting company, has made strides with its AI-first offerings, aimed at enhancing operational efficiencies and optimising customer engagements. Recent announcements from the firm reveal that it is set to deepen AI integration into businesses across regions. A report from Infosys indicated a forecast of a 115% increase in investments in generative AI by European firms in 2024. This projection reflects a growing acceptance of AI, albeit slower compared to North America.

In addition to general industry trends, specific cases of AI implementations within enterprises illustrate how businesses are making the most of AI technologies. Infosys has expanded its AI capabilities at events like the Australian Open, utilising its AI-first solution, Infosys Topaz, to improve fan engagement and player performance. Andrew Groth, Executive Vice President at Infosys commented on the initiative, stating that "this year, we are leveraging Infosys Topaz to bring a host of AI-first experiences to serve players, fans, and the media."

Furthermore, the collaboration between Infosys and several prominent organisations speaks volumes about the practical applications of AI. For instance, a partnership with Musgrave focuses on automating IT operations using AI and cloud solutions to bolster efficiency. Balakrishna D R (Bali), Executive Vice President at Infosys, confirmed that "through this collaboration, Infosys will standardize and simplify TDC Net's IT systems by implementing AI-driven hyper automation while adhering to industry standard processes."

As companies explore broader adoption strategies, the emergence of tools that govern AI responsibly has also gained traction. Infosys has launched its Responsible AI Suite to help organisations manage the ethical implications of AI deployment. This move has garnered attention in light of growing concerns regarding privacy, security, and bias—crucial factors as companies navigate AI integration.

In terms of predictions, experts believe that dedicated efforts towards developing AI capabilities uniquely tailored to enterprise needs will become more pronounced. Jason Mendel from Battery Ventures noted that companies seeing genuine adoption rates are typically identifying specific pain points that AI can address effectively. The expectation for 2025 is that this trend will not only continue but may accelerate, as firms integrate AI into various operational facets.

The interplay between technology advancements and enterprise requirements heralds a new phase for AI adoption in industries globally. Observations made by thought leaders indicate that as foundational models of AI become well-established, enterprises are encouraged to focus on specific, task-oriented solutions that could yield substantial returns. This evolution suggests that understanding the nuances of AI technology, alongside fostering innovation through partnerships and responsible AI governance, will be critical moving forward.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.miquido.com/blog/ai-predictions/> - Corroborates the increasing adoption of AI in enterprises, predicting that enterprise adoption will surpass 70% by 2025, and highlights the role of AI in boosting productivity, streamlining operations, and enhancing decision-making processes.
* <https://blueorange.digital/blog/leveraging-ai-to-drive-digital-transformation-empowering-the-future/> - Supports the benefits of AI in digital transformation, including advanced data analytics, enhanced customer experience, process automation, and predictive maintenance.
* <https://ozonetel.com/ai-in-digital-transformation/> - Illustrates how AI accelerates digital transformation through intelligent automation, operational efficiency, and real-world use cases like Red Roof Inn's AI-based analytics.
* <https://www.miquido.com/blog/ai-predictions/> - Provides insights into the economic implications and the transformative potential of AI across industries, aligning with the trend of increased investment and adoption.
* <https://blueorange.digital/blog/leveraging-ai-to-drive-digital-transformation-empowering-the-future/> - Details the specific applications of AI in enhancing customer experiences and automating processes, which are key aspects of enterprise AI adoption.
* <https://ozonetel.com/ai-in-digital-transformation/> - Explains the role of AI in improving operational efficiency and automating complex decision-making processes, reflecting the dual goals of consolidation and growth.
* <https://www.miquido.com/blog/ai-predictions/> - Mentions the shift from innovation to implementation at scale, indicating that businesses are now focusing on effective integration of AI to stay competitive.
* <https://blueorange.digital/blog/leveraging-ai-to-drive-digital-transformation-empowering-the-future/> - Highlights the importance of AI in extracting valuable insights and patterns from data, which is crucial for making data-driven decisions and optimizing operations.
* <https://ozonetel.com/ai-in-digital-transformation/> - Provides examples of AI implementation, such as Red Roof Inn's use of AI-based analytics, which aligns with the practical applications of AI in various sectors.
* <https://www.miquido.com/blog/ai-predictions/> - Discusses the regulatory and ethical aspects of AI, including the need for responsible AI governance, which is reflected in Infosys's Responsible AI Suite.
* <https://blueorange.digital/blog/leveraging-ai-to-drive-digital-transformation-empowering-the-future/> - Emphasizes the importance of task-oriented AI solutions that address specific pain points, aligning with the predictions for 2025.