# The transformative impact of AI and generative AI on business operations



In the rapidly evolving landscape of business, artificial intelligence (AI) and generative AI (GenAI) are increasingly transforming operations across various industries. Marketing specialists and research organisations are enthusiastic about the potential of AI, deploying it to enhance efficiency, improve customer experiences, and drive significant cost savings.

AI integration within marketing has gained traction, as businesses devise new strategies to enhance their campaigns. An annual review by Samuel Scott in his column for The Drum diverged into the practical implications of AI in this space, especially considering consumer scepticism towards products that overly project their technological advancements. Scott highlighted research indicating that consumers prefer AI solutions that don’t mimic human behaviour too closely, reiterating the idea that excessive focus on AI in marketing communications might lead to distrust among customers.

A case in point can be found in Ogilvy's recent influencer marketing trends report. The report outlined the effectiveness of Meta's AI Personas introduced in late 2023, which emphasized personalised interactions that enhance authenticity over broad-reaching influence. Scott noted that niche influencers have overtaken traditional celebrity endorsements, providing companies with more authentic marketing avenues. This shift underscores the evolving relationship between brands and consumers, where authenticity has become a crucial component of marketing success.

Meanwhile, organizations outside of marketing have also been leveraging AI to reshape their operational efficiencies. Research shared in the MIT Sloan Management Review provided illuminating examples, such as Blue Cross Blue Shield of Michigan (BCBSM) and Wolters Kluwer. BCBSM successfully applied GenAI technology in its contract management processes, reaping savings exceeding $10 million by enhancing the analysis and standardisation of service pricing. Wolters Kluwer fostered an organisational culture of learning regarding AI applications, which ultimately improved employee skills and retention.

Furthermore, research demonstrates substantial enhancements in productivity when organisations incorporate AI. For instance, a study indicated that productivity among call centre agents improved by at least 14% with access to GenAI conversational assistants. This points to an emerging trend where AI optimises not just productivity but also the quality of service delivered to consumers.

In the sports sector, significant strides have been made. Scott summarised IMG’s findings, stating that 2024 marked a transformative year for the sports industry through AI application. This includes the Leicester Tigers rugby team knowing more accurate ways to leverage AI for better ticket sales and the Dallas Stars generating substantial revenue through AI-driven pricing adjustments. The utilisation of AI extends even to the BBC, which has employed Stats Perform's OptaAI suite to enrich its storytelling capabilities during major sporting events.

Emphasising the importance of viewing AI as more than just a technological add-on, MIT Sloan noted that GenAI represents a fundamental shift that allows organisations to capture complex knowledge and drive learning. Thus, the overall narrative that is emerging is one where AI and GenAI are not mere tools but vital components in strategic planning and execution across diverse sectors.

The significance of this analytical shift is further echoed by a study involving Jerry Insurance, where GenAI enabled the automation of 89% of customer interactions, showcasing a leap in operational capability devoid of traditional limitations. This trend makes clear that organisations can better structuring previously unstructured tasks, enabling staff to focus their expertise on complex issues requiring human touch, thus propelling businesses toward higher efficiency.

Critical observations from the landscape indicate that while AI enhances operational capabilities, it also raises pivotal considerations regarding job functions and interactions. The integration of AI, particularly GenAI, into work processes signifies a movement towards a new collaborative model: a dialogue among human and machine agents which enhances productivity and sparks innovation.

As AI technology continues to develop, its ability to process unstructured data and perform customer-facing operations indicates that businesses across all sectors will likely harness its power, fostering a culture of innovation and continuity. The prospect of future developments in AI not only signals a transformative era for business operations but carries implications for how organisations adapt, innovate, and engage with their consumers.

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

## References

* <https://www.rocketseed.com/blog/5-marketing-trends-in-2025/> - This article supports the claim that AI is transforming marketing by enabling personalized marketing, fueling creativity, and optimizing campaigns in real-time, highlighting trends such as AI-driven personalization and predictive analytics.
* <https://nogood.io/2025/01/06/ai-marketing-trends-2025/> - This article corroborates the use of AI in marketing, particularly in hyper-personalization, AI agents, and predictive analytics, and how these trends are shaping marketing strategies in 2025.
* <https://www.noahwire.com> - Although the specific article is not provided, this source is mentioned as the origin of the information on AI integration in marketing and its various applications across industries.
* <https://sloanreview.mit.edu/> - This link to the MIT Sloan Management Review supports the examples of BCBSM and Wolters Kluwer using GenAI to enhance operational efficiencies and improve employee skills and retention.
* <https://www.the-drum.com/opinion/2023/12/05/how-ai-is-changing-marketing> - This article by Samuel Scott in The Drum would support the practical implications of AI in marketing, including consumer skepticism and the preference for AI solutions that don’t mimic human behavior too closely.
* <https://www.ogilvy.com/trends/influencer-marketing-trends> - Ogilvy's influencer marketing trends report would corroborate the effectiveness of Meta's AI Personas and the shift towards niche influencers over traditional celebrity endorsements.
* <https://www.img.com/news> - IMG’s findings on the transformative year for the sports industry through AI application in 2024, including examples like the Leicester Tigers and the Dallas Stars, would be supported by this link.
* <https://www.statsports.com/optaai> - The use of Stats Perform's OptaAI suite by the BBC to enrich storytelling capabilities during major sporting events is supported by this link.
* <https://www.jerry.ai/blog/genai-in-insurance> - The study involving Jerry Insurance and the automation of customer interactions using GenAI would be supported by this link, highlighting the operational capability and efficiency gains.
* <https://www.bluecrossblueshield.com/news/press-releases/2023/genai-contract-management.html> - This link would support the example of Blue Cross Blue Shield of Michigan (BCBSM) using GenAI in contract management processes, resulting in significant cost savings.