

AI in the Enterprise: Key Lessons from Industry Leaders

Artificial Intelligence (AI) is no longer just a buzzword—it's a transformative force across industries. In its business guide, OpenAI distills insights from collaborations with top companies to highlight how enterprises can effectively adopt and scale AI solutions. The guide focuses on seven core lessons that organizations can learn from early AI adopters like Morgan Stanley, Klarna, Lowe's, and Indeed.

1. Start with Evals – Measure Before You Scale

Key insight: Evaluation (or "evals") is the foundation of trustworthy AI deployment.

Morgan Stanley began its AI journey by rigorously testing model performance through evals—structured assessments comparing AI outputs to expert responses. By evaluating tasks like translation and summarization, they ensured the model aligned with advisor workflows.

Impact: After successful evaluation and deployment, 98% of Morgan Stanley's financial advisors used OpenAI tools daily. Access to documents improved from 20% to 80%, significantly enhancing advisor productivity and client engagement.

Lesson: Don't start with scale—start with validation. Use benchmarks to assess model relevance, accuracy, and safety.

2. Embed AI into Your Products – Deliver Smarter User Experiences

Key insight: Embedding AI into customer-facing products elevates relevance and personalization.

Indeed, the world's leading job site, integrated GPT-4o into its job recommendation engine. Beyond matching users to jobs, the AI explains "why" a job is recommended—personalizing messages based on experience or job history.

Impact: This simple shift improved job application starts by 20% and boosted employer hire rates by 13%. A fine-tuned model achieved similar results while reducing token usage by 60%, making it both effective and efficient.

Lesson: AI can create more human-like, insightful experiences—especially when it's embedded directly into your product workflows.

3. Start Early and Iterate – Compound the Value

Key insight: AI's impact grows over time, so start small, start now.

Klarna, a global payments platform, introduced an AI assistant that now handles 2/3 of customer service chats, reducing resolution times from 11 minutes to 2. The assistant's contribution is expected to generate \$40 million in profit improvements.

Impact: Beyond customer support, 90% of Klarna employees now use AI tools daily. Early adoption fostered a culture of experimentation and cross-functional AI literacy.

Lesson: Early investments enable your team to learn, adapt, and refine—leading to long-term business value and efficiency.

4. Customize and Fine-Tune Your Models – Make AI Yours

Key insight: Tailoring models to your business context unlocks greater accuracy and value.

Lowe's used fine-tuned models to enhance their product search capabilities. Off-the-shelf models often struggle with domain-specific queries, so custom tuning helped Lowe's deliver more relevant results, increasing product discovery and customer satisfaction.

Lesson: General-purpose models are great, but domain-specific fine-tuning makes them exceptional for your use cases.

5. Get AI in the Hands of Experts – Democratize Innovation

Key insight: Empower domain experts, not just engineers, to use AI.

Rather than centralizing AI efforts with technical teams alone, leading companies enable front-line experts—salespeople, analysts, support staff—to integrate AI into their workflows.

Example: Teams at OpenAI have found that non-engineers often generate the most valuable feedback and use cases when given access to AI tools early.

Lesson: AI's real power is unlocked when domain experts can experiment, iterate, and build their own tools.

6. Unblock Your Developers – Automate the Dev Lifecycle

Key insight: AI can supercharge your software development process.

Many organizations miss opportunities to integrate AI into engineering workflows. But those who automate repetitive coding, testing, and documentation tasks free up their developers for more complex and creative work.

Lesson: Developers are your AI power users—give them tools to automate their own processes and amplify their output.

7. Set Bold Automation Goals – Go Beyond the Obvious

Key insight: Most business processes are full of repetitive steps ripe for automation.

Forward-thinking companies don't just automate emails or summaries—they rethink entire workflows. Whether it's legal contract review, finance approvals, or supply chain planning, companies that set bold goals for automation realize transformative gains.

Lesson: Don't just optimize; reinvent. The biggest wins come when AI redefines how work gets done, not just how fast.

OpenAI's Iterative Deployment Model

OpenAI uses an **iterative development and deployment approach**, where feedback from enterprise users loops back into model improvements. This model encourages rapid experimentation, feedback collection, and updates—helping enterprise partners stay at the frontier of what's possible with AI.

Final Takeaway

AI adoption in the enterprise isn't just about using powerful models—it's about rethinking how work is done. The most successful companies:

- Evaluate before scaling
- Embed AI into customer journeys
- Start early and learn fast
- Customize solutions to fit their domain
- Empower experts with tools
- Automate intelligently

- Think boldly about what's possible

With structured experimentation, inclusive access, and long-term investment, enterprises can not only adopt AI—but lead with it.