

# THE STATE OF AI IN 2024

Artificial intelligence (AI) in 2024 continues to shake and transform industries, changing how businesses work and compete, however adoption still varies greatly. For USEKASE, staying informed about the trends that affect your industry is key to continuously addressing expectations of your members in this fast moving market. Here, we look at the state of AI in 2024, explore its impact on USEKASE's focus industries, and analyze lessons from role functions already leveraging AI.

The following subsections bring together insights from over 50 trusted sources, offering an accurate and comprehensive view of the state of AI in 2024, specifically tailored to USEKASE's industries. By leveraging diverse and authoritative perspectives, this ensures the information provided is both reliable and practical, empowering USEKASE to effectively understand the state of AI in their industries. At the end of the section, the most frequently referenced sources are listed for further exploration, should you wish to dive deeper.

## Different Business Functions' Perspective on AI

### The CEOs Perspective

The CEOs perspective covers the holistic realization of benefits from AI across the business, paying particular attention to real effects on the bottom line. Research applying this perspective shows that companies advancing in AI maturity are unlocking exceptional growth and business outcomes - but there is still a way to go for wide scale adoption.

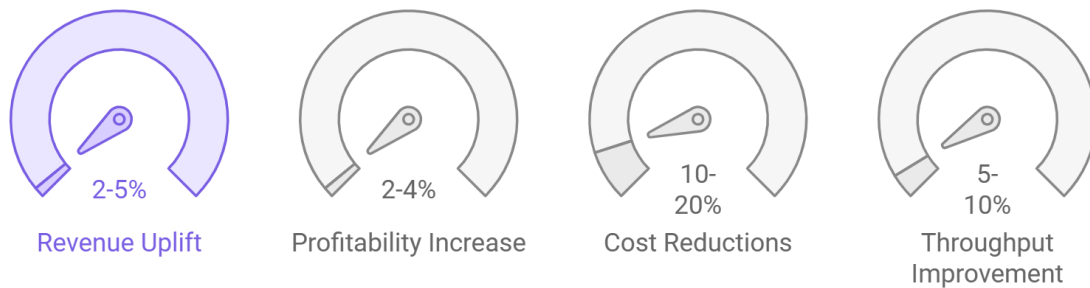
Currently, 40% of companies take no action, often hindered by a lack of predictive AI capabilities. Another 50% are piloting focused projects to test the value of GenAI, while only 10% are scaling AI applications across multiple functions.

Their ability to scale GenAI use cases is not just about technology but about transforming operations and decision-making. For businesses, the shift toward scaling GenAI provides not only competitive differentiation but also tangible outcomes that highlight the power of AI transformation.

### The Supply Chain perspective

AI delivers critical benefits across various dimensions, transforming businesses with less manual work, automation of simple decisions, and augmentation of human abilities for complex challenges. By reducing time spent on tasks like data hunting and switching applications, organizations streamline operations. Fully automated processes, such as inventory forecasting and administrative reporting, free resources for higher-value work. Additionally, AI augments decision-making with predictive insights and optimization, enhancing resilience and flexibility.

The combination of Generative AI (GenAI) and traditional AI drives these advancements further by extracting insights from unstructured data and expanding adoption across users. Tangible business outcomes reported include:



Aside from these impressive outcomes, leaders achieve significant gains in service satisfaction. Furthermore, AI adoption reduces CO2 emissions by 20-50%, dramatically shortens planning and execution times, and enhances resilience by a factor of ten.

## The Sales perspective

The evolution of selling in the age of AI evolution has pushed the leaders from traditional, subjective methods to fully autonomous AI-driven systems. Initially, "age-old selling" relies entirely on seller-driven initiatives, with decisions based on individual expertise. Progressing to "augmented selling," AI tools enhance productivity and provide insights, equipping sellers with next-best actions, talk tracks, and basic workflow automation.

The transition to "assisted selling" involves real-time AI support during customer interactions, reshaping team workflows and improving engagement effectiveness. The ultimate phase, "autonomous selling," features digital sales avatars that auto-prospect, nurture demand, and ensure 24/7 customer interactions, seamlessly involving human intervention when necessary.

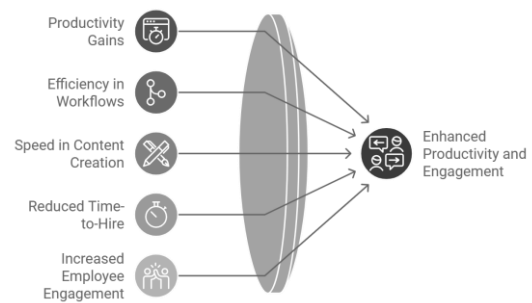
AI in 2024 has the potential to not only optimize efficiencies but to fundamentally redefine the sales process, creating opportunities for deeper customer engagement and scalable solutions.

## The HR perspective

The HR function of the future must fundamentally adapt to meet evolving demands, leveraging Generative AI (GenAI) for transformative impacts. This redefined HR landscape integrates diverse roles including:

- Chief HR Officers (CHROs) act as strategic partners to the CEO
- HR Business Partners (HRBPs) serve as organization architects
- HR Product Owners (HRPOs) oversee AI-enhanced employee experiences
- Other critical roles include managing the talent ecosystem, fostering innovation rhythms, ensuring ethical practices, and aligning HR with digital strategies through HR Information Systems (HRIS) expertise.

GenAI catalyzes step-changes in productivity, speed, and engagement. HR professionals and recruiters see productivity gains of 20-40%, while administrative workflows can exceed 90% efficiency. Content creation speeds up tenfold, and time-to-hire reduces by 50%. Engagement also flourishes, with a 3x increase in employee interaction and a 25% rise in retention.



These changes underline HR's transition from transactional operations to a core enabler of organizational innovation and agility. The integration of GenAI reshapes HR into a driving force for future-ready businesses.

## The Finance perspective

AI is changing finance, and the leaders are showing the way. They've moved past fragmented data, clunky Excel sheets, and outdated systems. Instead, they use connected tools that bring teams together, automate tasks, and make processes smoother. Planning, forecasting, and reporting are no longer time-consuming chores. AI helps them predict trends, track data, and create smart dashboards that anyone can use.

These companies don't just stop at fixing old problems. They're rethinking how finance works. End-to-end processes are redesigned with AI in mind, making everything faster, simpler, and more accurate. Generative AI takes it further. It turns raw data into useful insights, finds patterns, and even helps with decisions that used to need human judgment.

The leaders also focus on people. They build teams with the skills to manage AI-powered systems. They don't just adopt new tools—they change how their teams work, helping them focus on strategy instead of routine tasks.

What sets these leaders apart is how they combine tools and talent. They've evolved from old systems to smart applications, automation, and now Generative AI. The result? A finance function that's faster, smarter, and ready for the future.

## Summary

The future of AI is bright, but challenges like ethical concerns and data governance need ongoing attention. Still, AI's role in driving innovation and economic growth is only set to grow.

### Industry Applications:

- ★ **Process Automation:** AI automates repetitive tasks like data collection and reporting, improving efficiency in functions such as supply chain and finance.
- ★ **Predictive Analytics:** AI uses data to forecast trends and optimize decision-making, enhancing resilience and resource allocation.
- ★ **Sales Automation:** AI enhances customer engagement by automating interactions and providing real-time insights, streamlining the sales process

### Key Trends:

**Generative AI for Decision-Making:** Industry leaders leverage Generative AI to extract insights, identify patterns, and support complex decisions, driving smarter and more connected financial processes.

**AI-Driven Customer Engagement:** The adoption of autonomous AI tools redefines customer service by improving engagement effectiveness and enabling around-the-clock support.

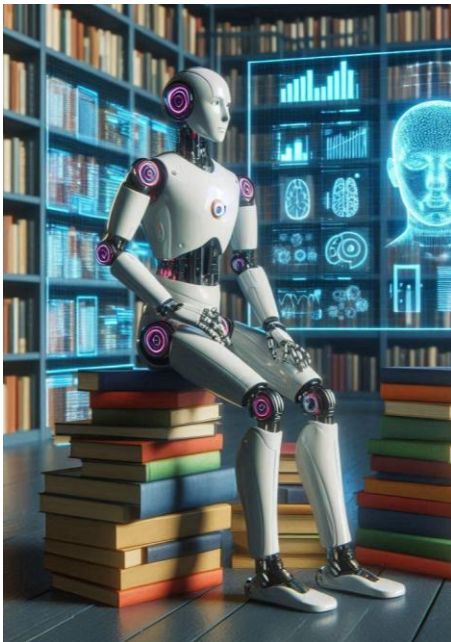
**Generative AI for content:** Tools like GPT-4 are reshaping businesses by automating workflows and enhancing content creation, enabling the delivery of highly personalized experiences, boosting customer engagement and satisfaction

**Human-AI Collaboration:** Successful AI implementation emphasizes combining AI tools with skilled talent to maximize value, shifting roles toward strategic and innovative responsibilities.

### Primary sources referenced in the 'State of AI' chapter as of November, 2024:

- "What GenAI's Top Performers Do Differently": Insights on how top companies leverage Generative AI to deliver exceptional outcomes across industries (Boston Consulting Group).
- "The State of AI in Early 2024: Gen AI Adoption Spikes and Starts to Generate Value": A detailed analysis of the rapid growth and tangible impact of Generative AI across sectors (McKinsey & Company).
- "Artificial Intelligence Index Report 2024": A comprehensive annual overview of AI trends, technical progress, ethics, and global policy developments (Stanford University).
- "State of Generative AI in the Enterprise": A survey examining the rise of Generative AI use cases, adoption, and enterprise challenges (Deloitte).
- "State of AI Q2'24 Report": Data-driven insights on global AI funding trends, investments, and market shifts (CB Insights).
- "AI at Work in 2024: Friend and Foe": Explores the dual impact of AI on productivity and workforce challenges (Boston Consulting Group).
- "2024 State of AI Application Strategy Report": Explores strategic approaches to maximize the potential of AI while addressing challenges (F5).
- "The State of AI 2024": Highlights AI adoption challenges and solutions for effective implementation (Dynatrace).

## AI is transforming USEKASE's Industry



### Business Support

AI is transforming business support services by automating routine tasks, improving communication, and delivering actionable insights. This shift empowers independent professionals and small businesses to operate more efficiently and compete with larger organizations.

Tools like **Google Workspace's Smart Compose**, which automates email drafting, and **Calendly**, an AI-powered scheduling assistant, save valuable time and reduce administrative burdens. AI-driven project management platforms such as **Trello with Butler automation** and **Monday.com's AI integrations** optimize workflows and resource allocation. Predictive analytics tools like **Tableau** and **Microsoft Power BI** enable businesses to forecast trends and make smarter decisions.

### Key Takeaway

For USEKASE, the integration of AI into our platform represents a powerful opportunity to enhance member services. By offering AI-powered solutions, we can simplify the day-to-day operations of our members, allowing them to focus on their core skills and business goals.

Features such as intelligent task management using Notion AI, chatbot solutions like Intercom for customer support, and real-time analytics dashboards using Looker or Data Studio could significantly improve efficiency and decision-making for our members.

Embedding these capabilities into the USEKASE platform would position us as an essential partner for independent professionals and small businesses.

By reducing their administrative workload and offering innovative tools to streamline operations, we can help our members succeed in a competitive landscape. AI-driven solutions will not only empower our users but also reinforce USEKASE's commitment to supporting their growth and success.



## Financial Services

In the financial sector, AI is enhancing services through improved risk assessment, personalized financial advice, and efficient transaction processing. Machine learning algorithms, such as those used by Alteryx and Kabbage, analyze vast datasets to identify patterns that inform investment strategies and credit evaluations. AI-powered fraud detection systems, like Fraud.net or Darktrace, safeguard transactions by spotting anomalies in real time.

Robo-advisors like Betterment and Wealthfront provide personalized investment guidance based on individual goals and risk profiles. Natural language processing tools, such as those used in ChatGPT API\*-driven interfaces, enable more intuitive and conversational interactions between clients and financial institutions.

*\*Application Programming Interface*

## Key Takeaway

By incorporating AI-driven financial tools, USEKASE can empower members with services like personalized budgeting assistance, advanced financial planning, and intuitive access to tools typically reserved for larger clients. These innovations can help members optimize their finances, plan for growth, and access the kind of financial insights that give them a competitive edge.

## Competitor Case Studies

To understand how AI integration can benefit USEKASE, it's instructive to examine competitors who have successfully incorporated AI into their operations.

### #1 Freelance Marketplace

A global freelance platform integrated machine learning to improve client-freelancer matching. AI analyzes past projects, skills, and performance to offer personalized recommendations. This led to a **20% increase in satisfaction** and a 15% boost in project success rates. Additionally, AI-powered chatbots **reduced response times by 30%**, enhancing user engagement and trust.



### #2 Digital Bank for SMEs

A digital bank serving SMEs, uses AI for cash flow forecasting and expense tracking. AI provides tailored financial insights, improving decision-making. Their AI-based risk models have **reduced loan approval times by 40%** and expanded access to credit for underserved businesses, **increasing their customer base by 25%**.

### #3 Insurtech for a Freelancers company

The company offers microinsurance for freelancers and gig workers. AI streamlines underwriting and dynamic pricing, adjusting premiums based on real-time behavior. Their chatbot-driven mobile app enhances user experience, **reducing claims processing time by 50%**. AI has allowed Company C to provide flexible, affordable insurance solutions, capturing a niche market of independent workers.

