

AI in action

How gen AI and agentic AI redefine business operations

As organizations realize AI benefits, ROI concerns wane

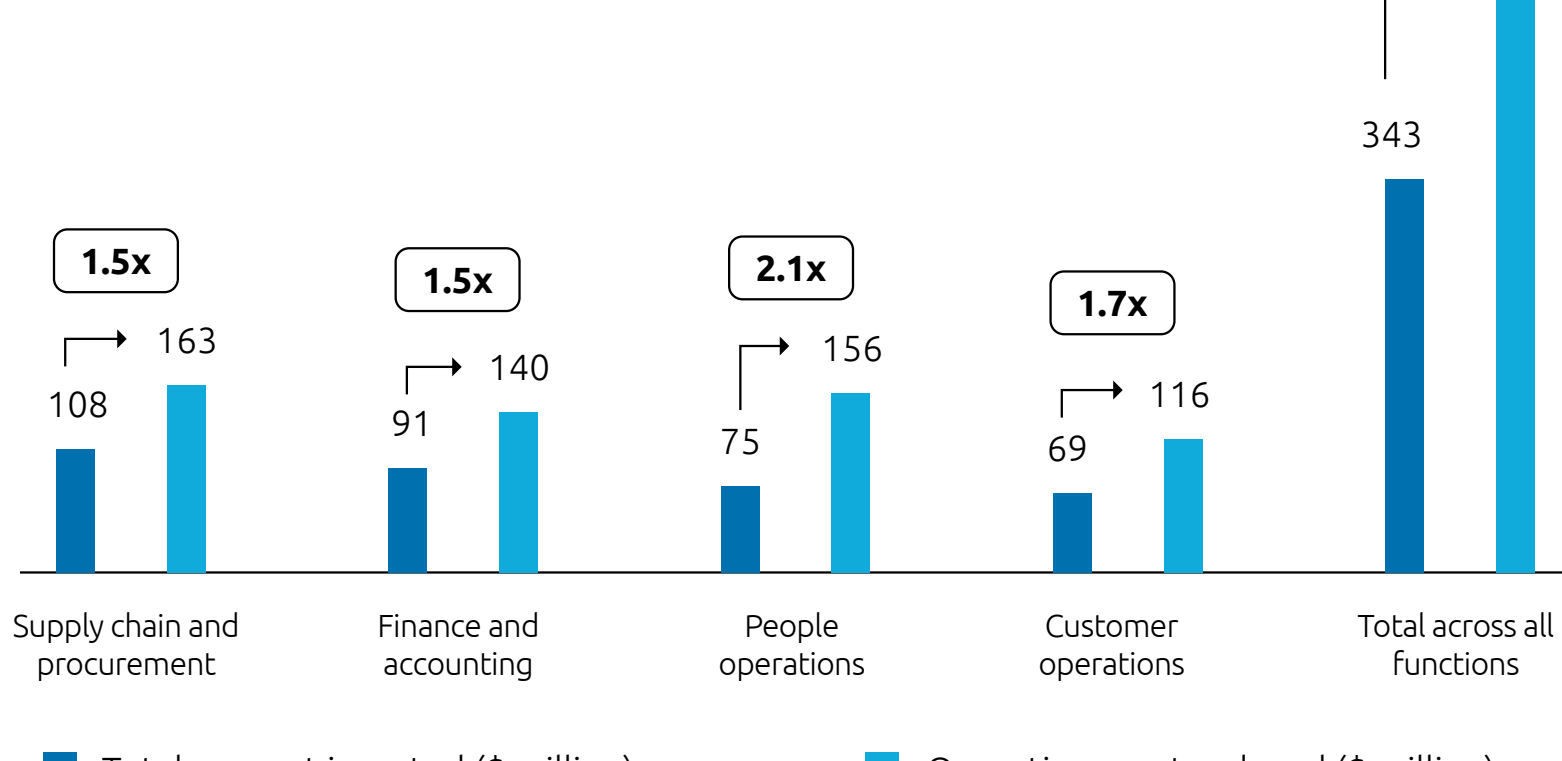
1.7x

Organizations that have initiated pilot programs, implemented limited deployments, or scaled AI use cases across business functions have reported a ROI of 1.7x.

40%

Around 40% of organizations tracking ROI expect to achieve positive ROI from AI within one to three years, reflecting growing confidence in the technology's commercial applicability.

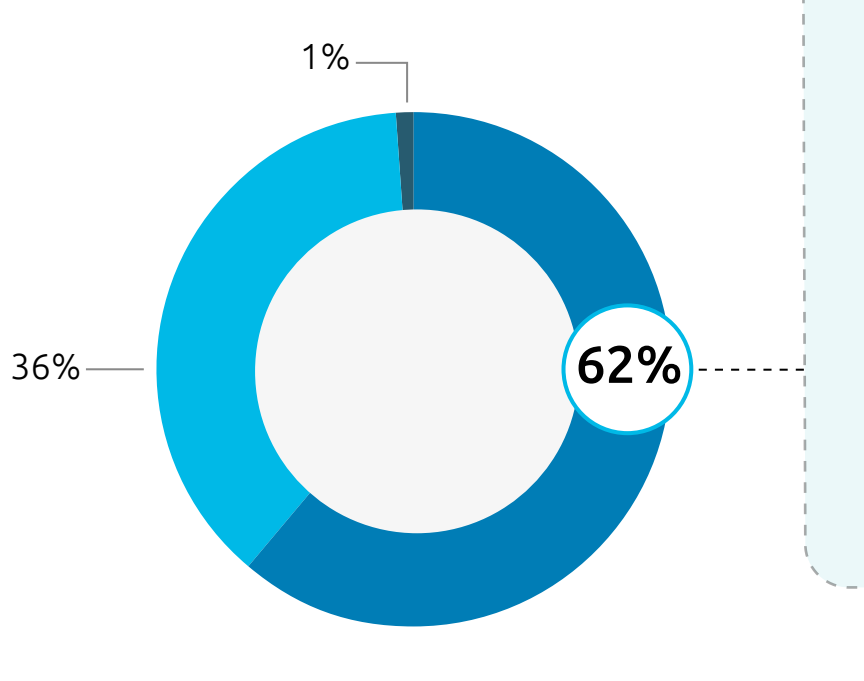
Average ROI from AI and Gen AI investment



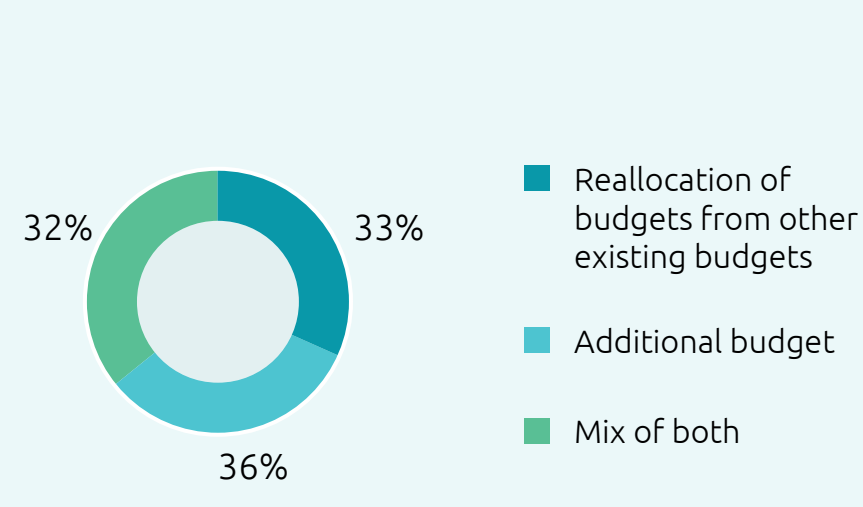
Source: Capgemini Research Institute, AI-powered business operations survey, February – March 2025, N = 1,007 executives who are from business functions such as supply chain and procurement, finance and accounting, people operations and customer operations.

AI impact boosts investment

Question: How has your organization's investment in Gen AI for business operations changed compared to last year?



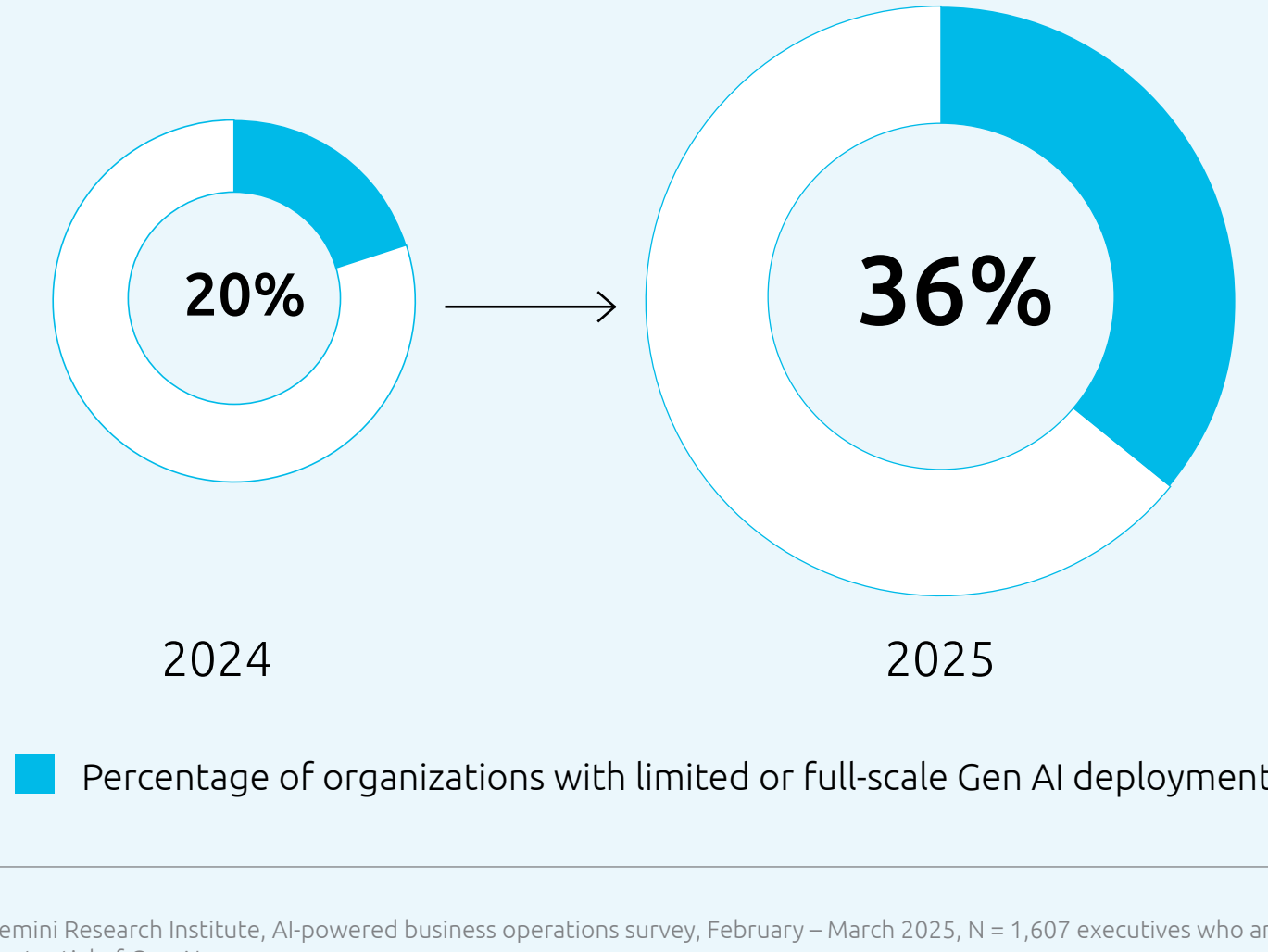
Question: How did your organization fund the increase in Gen AI investment this year?



Source: Capgemini Research Institute, AI-powered business operations survey, February – March 2025, N = 1,607 executives.

Gen AI and agentic AI adoption is soaring

Gen AI maturity increased by 1.8x, year-on-year, in 2025

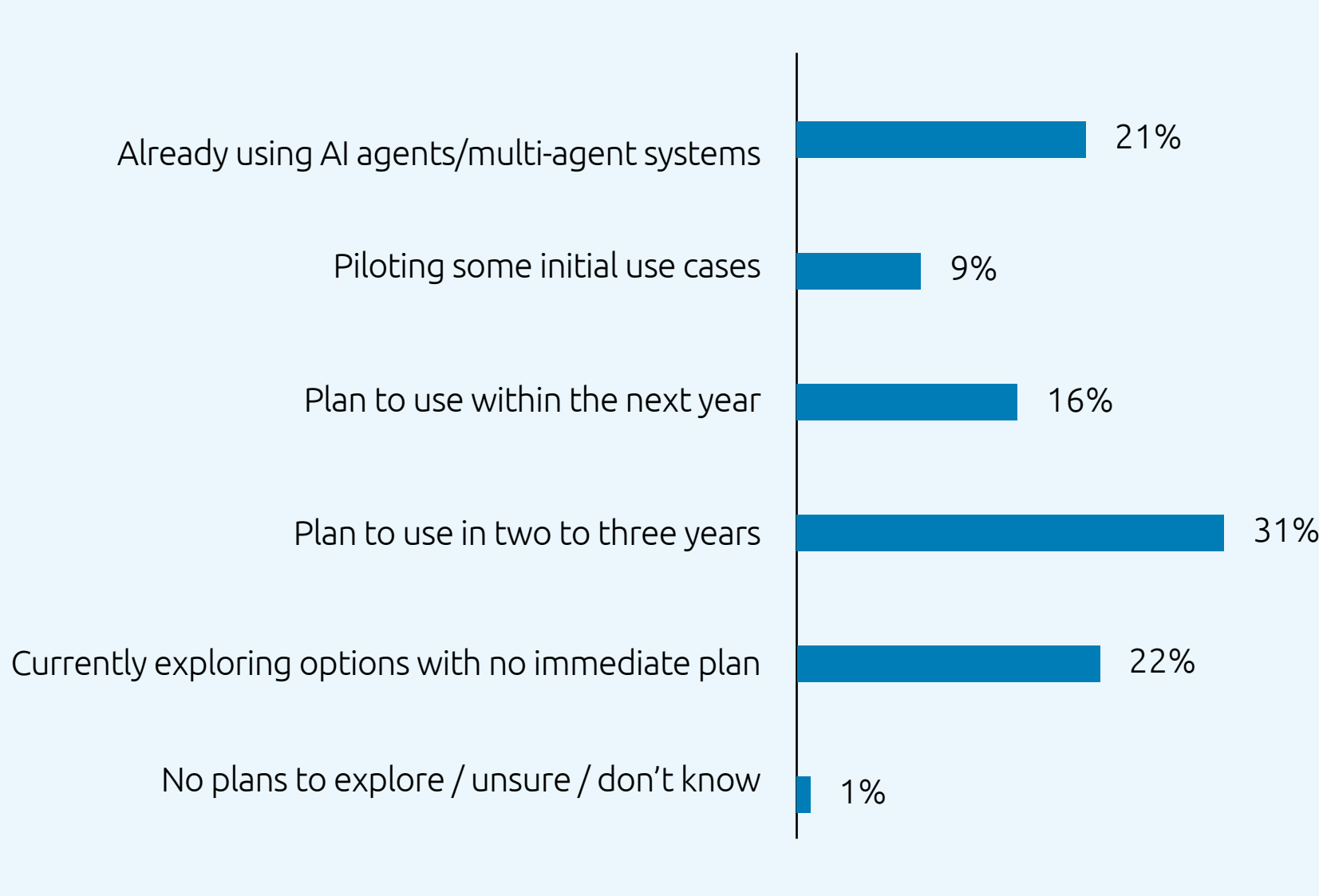


Source: Capgemini Research Institute, AI-powered business operations survey, February – March 2025, N = 1,607 executives who are at least exploring the potential of Gen AI.

Gen AI adoption has laid the groundwork for agentic AI implementation

One in five organizations already utilizes AI agents or multi-agent systems

Percentage of organizations in various of AI agent maturity levels



Source: Capgemini Research Institute, AI-powered business operations survey, February – March 2025, N = 1,503 executives (executives who selected physical/digital robots were removed).

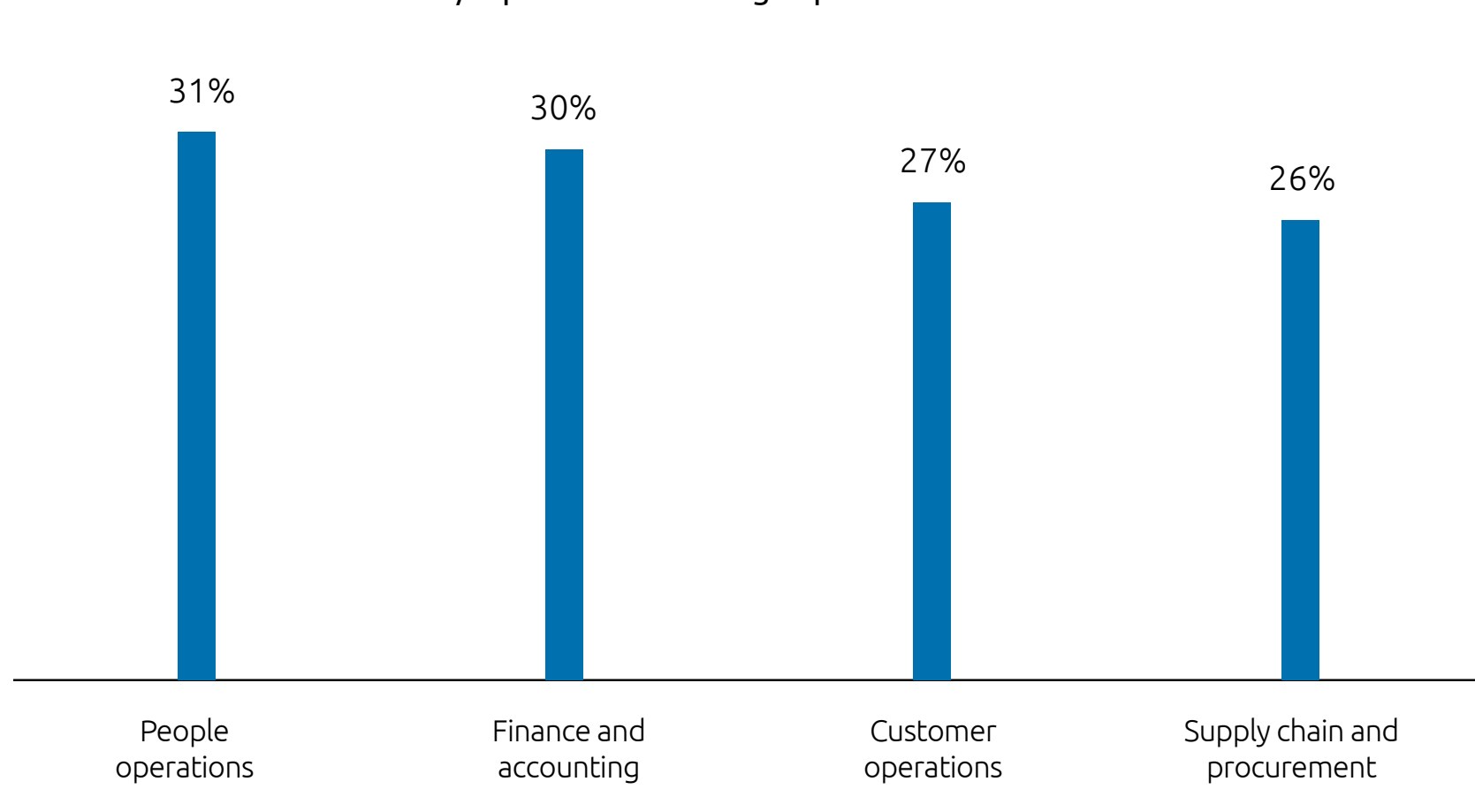
Agentic AI projects are expected to rise by 48% in 2025



Use cases driving value across business operations

AI and Gen AI use cases' impact on various business functions

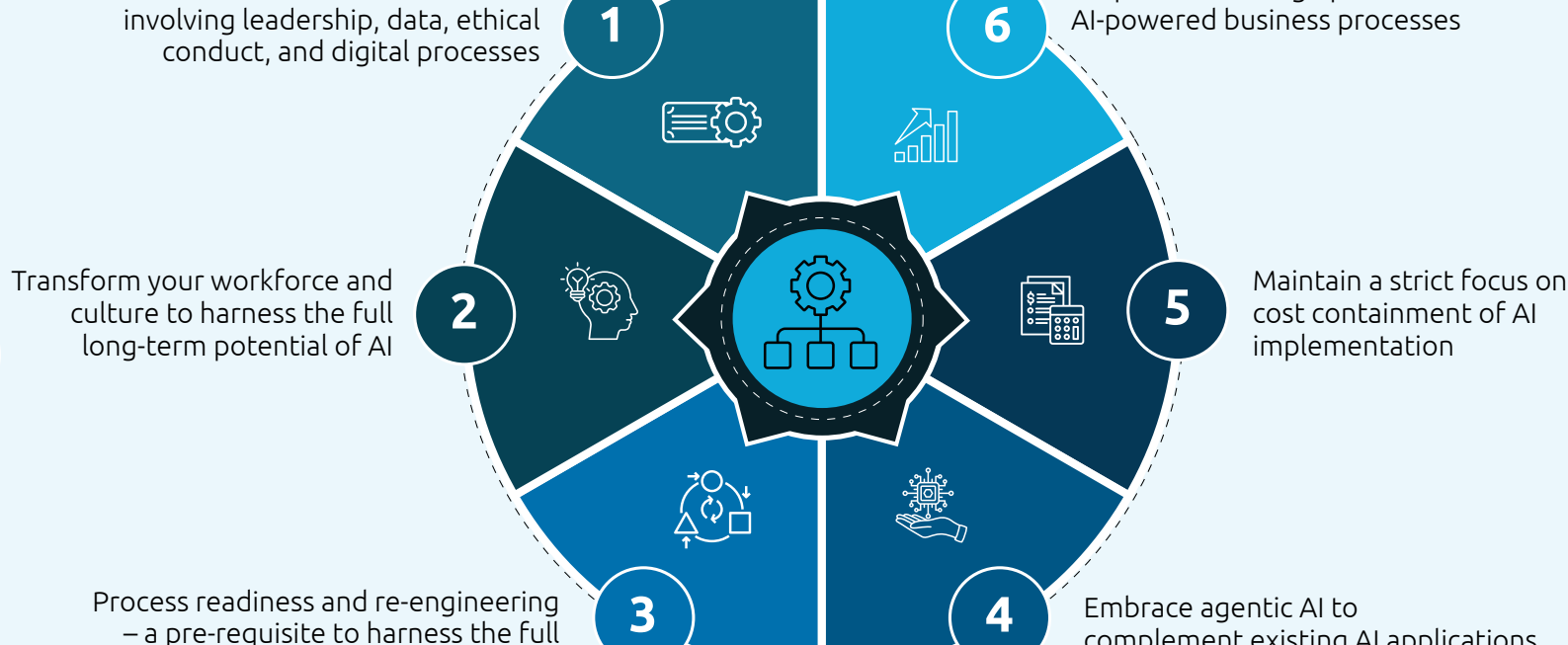
Realized/expected cost-saving impact in business functions



Source: Capgemini Research Institute, AI-powered business operations survey, February – March 2025, N = 716 executives from business functions, who have at least piloted one use case.

Preparing your organization for AI-powered business operations

Six essential steps for organizations to advance towards AI-driven business operations



Source: Capgemini Research Institute analysis

Download report



Subscribe to our research