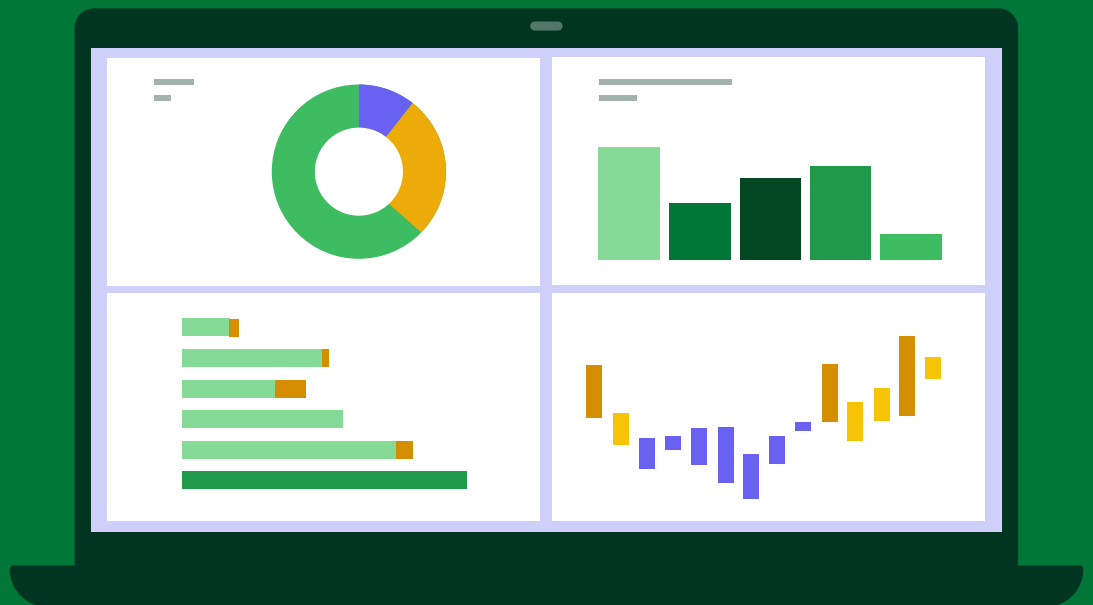


# Pipedrive state of AI in business report

Artificial Intelligence (AI) is growing in importance for businesses around the globe, presenting opportunities for enhanced productivity, improved customer interactions, and data-driven decision-making. However, the journey to AI adoption is not without its challenges. This whitepaper explores the current state of AI adoption among businesses, highlighting key findings from a recent survey of 500 businesses conducted by Pipedrive in August 2024.



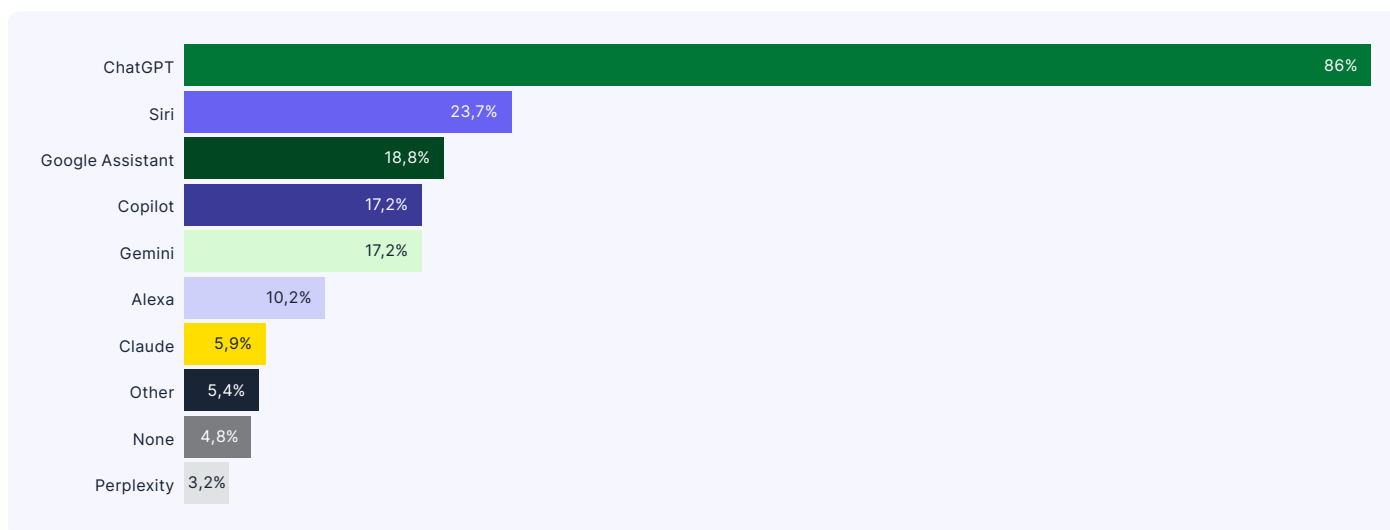
# Understanding business AI adoption today

According to its [State of Sales and Marketing Report](#) conducted in April 2024, Pipedrive found that approximately 35% of businesses have adopted AI thus far. Now, with its *State of AI in business report*, we have a clearer sense of exactly how those businesses are using it.

Survey results highlight a clear dominance of ChatGPT as the preferred tool among businesses using AI, with an impressive 86% having integrated OpenAI's flagship solution into their operations. This overwhelming majority underscores ChatGPT's effectiveness, accessibility, and the strong brand recognition it has established among global businesses.

When compared to its closest competitors, the disparity becomes even more pronounced. ChatGPT is utilized by 3.7 times more businesses than the next most popular AI solutions – Siri, which is used by 24%, and Google Assistant, which has a 19% penetration rate. The next tier of AI tools, including Microsoft's Copilot and Google's Gemini, each have a 17% adoption rate among businesses. Copilot and Gemini, which are relatively newer entrants, may continue to grow as they evolve and become more integrated into the business processes of businesses.

On the other end of the spectrum, tools like Claude and Perplexity have yet to gain significant traction. Claude, with a 6% adoption rate, and Perplexity, at just 3%, are currently niche players. Their limited penetration suggests that these tools either have a more specialized use case or are still in the process of gaining recognition and trust among businesses.



## Breaking down barriers to AI adoption

Pipedrive data reveals that several significant barriers are hindering wider AI adoption, underscoring the complexities and concerns that businesses face when considering integrating AI into their operations.

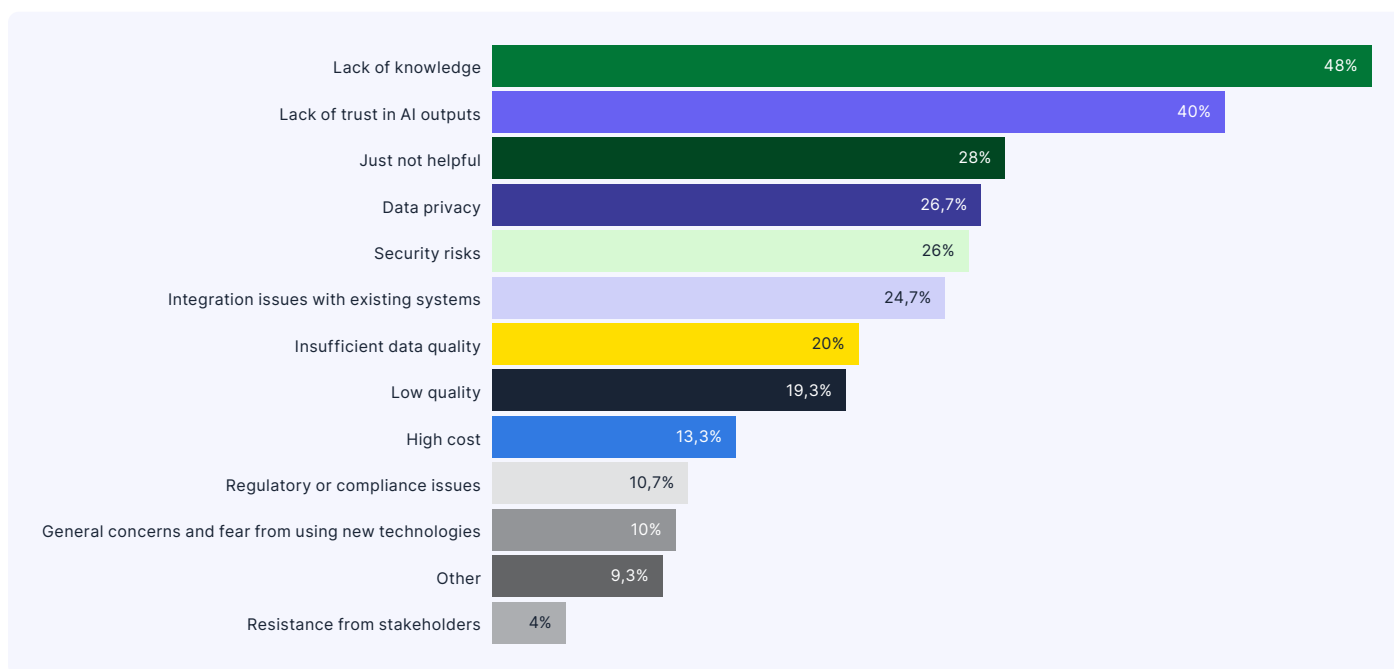
The most prominent barrier identified is a **lack of knowledge**, with 48% of respondents who don't use AI citing it as the primary reason for not adopting the tech. The gap in knowledge may stem from a lack of access to resources, training, or education on AI technologies,

leaving many businesses uncertain about where to start or how to implement AI in a way that aligns with their business goals.

Closely related to the knowledge gap is a **lack of trust** in AI, which 40% of businesses identified as a significant barrier. This skepticism may be rooted in concerns about the reliability of AI systems, the potential for unintended consequences, or simply a discomfort with relying on technology for tasks that were traditionally performed by humans. Trust issues can also be exacerbated by negative media coverage or anecdotal experiences from other businesses, leading to hesitation in adopting AI solutions.

**Data privacy** and **security risks** are also key concerns, with 27% and 26% of businesses, respectively, identifying these as barriers to AI adoption. In an era where data breaches and cyber threats are increasingly common, businesses are understandably cautious about deploying AI tools that require access to sensitive customer data. The fear of exposing this data to potential vulnerabilities can outweigh the perceived benefits of AI, particularly for businesses that may not have robust cybersecurity measures in place.

Interestingly, only 4% of respondents cited “**resistance from stakeholders**” as a barrier to AI adoption. This low percentage indicates that there is generally a positive sentiment towards AI with partners and investors, potentially those who are not directly involved in day-to-day operations.



## Motivating factors behind AI adoption

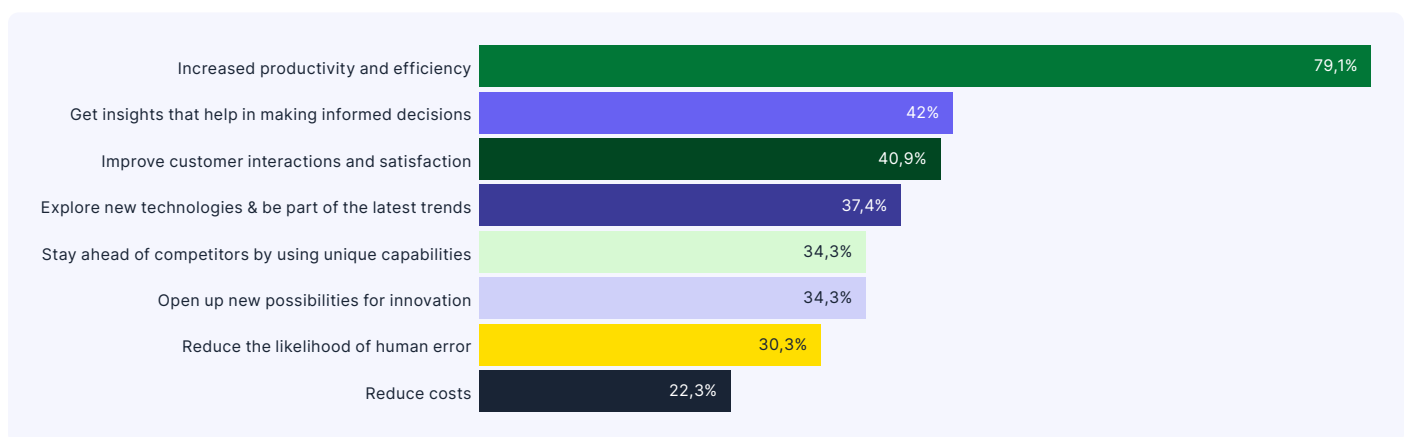
Among businesses that have already embraced AI, the primary motivator is **increased productivity**, with 79% of respondents identifying this as the key driver behind their AI adoption. This highlights the role that AI tools can take when it comes to time-consuming activities such as data entry, scheduling, and basic customer service inquiries, allowing employees to focus on higher-value tasks that require creativity and strategic thinking. Overall, businesses are focused on automating tasks that do not require human judgment, therefore increasing time for staff to devote to more complex decision making tasks.

Beyond productivity, AI is also valued for its ability to **gather insights** and **improve customer interactions and satisfaction**. 42% of respondents cited insight generation as a significant benefit of AI, emphasizing the technology's capability to analyze large datasets and extract actionable intelligence. This can range from understanding customer preferences and behaviors to identifying market trends and optimizing business strategies. By leveraging these insights, businesses can make more informed decisions, tailor their offerings to better meet customer needs, and stay competitive in a rapidly changing market.

Improving customer interactions and satisfaction is another key benefit, with 41% of businesses reporting this as a motivator for AI adoption. Tools like chatbots and virtual assistants can provide faster and more personalized customer service, responding to inquiries in real-time and offering tailored recommendations.

Interestingly, only 22% of businesses view AI as a tool for **cost reduction**. This suggests that, contrary to some expectations, the perceived value of AI among businesses lies more in its ability to enhance operations and improve customer experiences than in cutting costs. While AI can certainly contribute to cost savings – by reducing the need for manual labor, minimizing errors, and optimizing resource allocation – businesses appear to prioritize the operational and customer-centric benefits of AI over its potential to lower expenses.

The survey data paints a picture of a growing AI landscape, where businesses are increasingly recognizing and capitalizing on the diverse benefits that AI offers. As AI tools continue to evolve and become more accessible, it is likely that even more businesses will join the ranks of those leveraging AI to boost productivity, gain insights, and enhance their customer interactions.



## Most common use-cases

AI is being leveraged predominantly for **text creation**, with 75% of businesses employing AI tools to generate content. AI-powered text creation tools can help businesses meet these demands by generating everything from blog posts and social media updates to product descriptions and email campaigns, saving time and resources while maintaining consistency and tone.

Another significant use case for AI among businesses is **content summarization**, with 52% of respondents using AI tools for this purpose. In an era of information overload, content summarization tools are invaluable for distilling large volumes of information into concise, digestible formats. This capability is particularly beneficial for businesses that need to stay

on top of industry trends, market reports, and internal communications without dedicating excessive time to reading and analyzing lengthy documents.

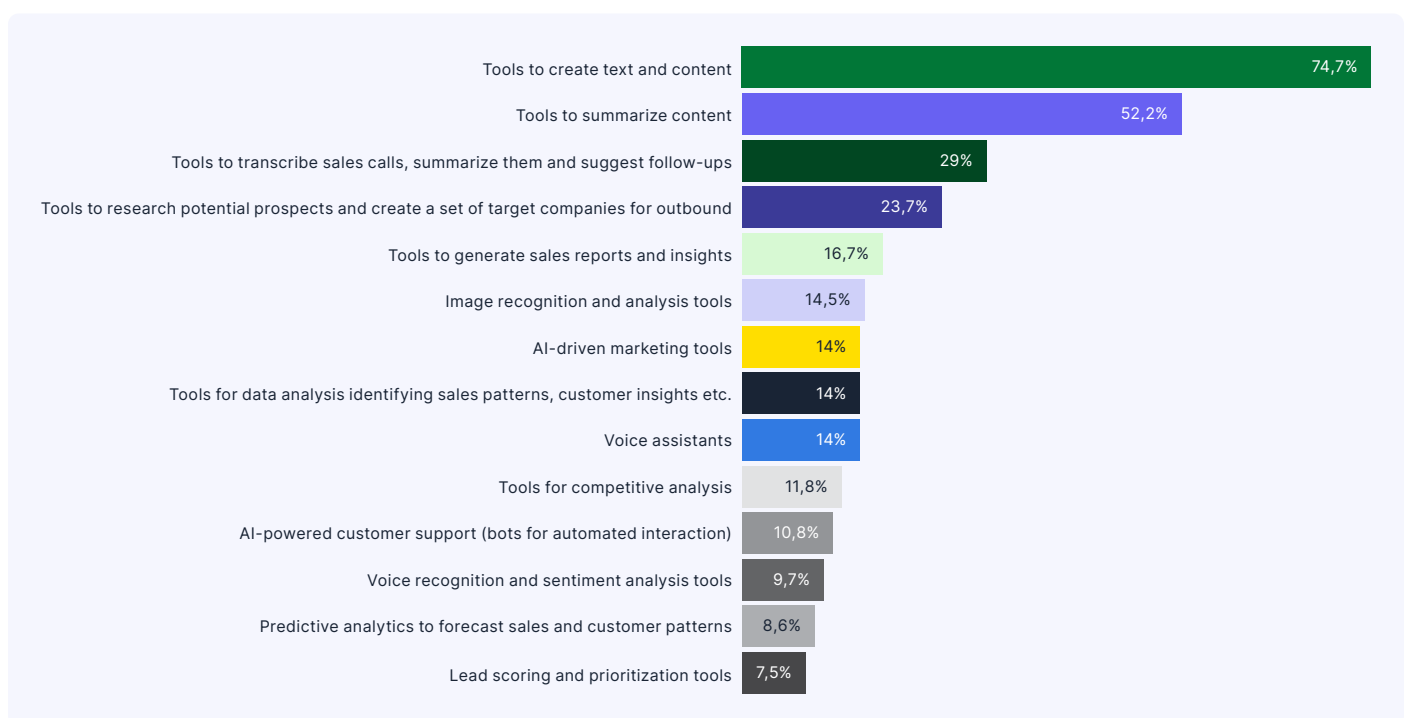
In addition to text-related applications, 29% of businesses are using AI for **transcribing and summarizing**. Transcription tools, which convert spoken language into written text, are especially useful for businesses that regularly conduct meetings, interviews, or webinars. These tools not only save time by automating the transcription process but also enhance accessibility and record-keeping.

AI is also being utilized for **research purposes** by 24% of businesses. AI tools can significantly streamline the research process by rapidly sifting through large datasets, identifying relevant information, and presenting actionable insights. For businesses with limited resources, AI-powered research tools provide a competitive edge by enabling them to make data-driven decisions without the need for extensive manual effort.

**Sales report generation** is another area where AI is making an impact, with 17% of businesses using AI tools to automate this task. AI can automate the generation of these reports, ensuring accuracy and timeliness while freeing up sales teams to focus on more high-impact activities.

However, the survey also reveals that **lead scoring** remains an underutilized application of AI, with only 8% of businesses currently leveraging AI tools for this purpose. AI can enhance lead scoring by analyzing a wide range of data points, such as customer behavior, engagement history, and demographic information, to predict which leads are most likely to result in sales. The low adoption rate in this area suggests that many businesses may not yet be fully aware of the benefits AI can offer in optimizing their sales processes, indicating a significant opportunity for growth.

Overall, the average number of AI tools selected by customers was three. In total, 123 AI-powered tools were mentioned by survey respondents.



# In Conclusion

The findings from the Pipedrive *state of AI in business report* paint a vivid picture of the current landscape of AI adoption among businesses. While the dominance of tools like ChatGPT underscores the transformative potential of AI, the survey also reveals a complex interplay of motivations, challenges, and opportunities that shape how businesses approach this technology.

AI is clearly becoming an integral part of business operations, with a significant number of businesses either already utilizing AI or planning to do so in the near future. The primary driver of this adoption is the desire for increased productivity, which AI delivers by automating routine tasks, streamlining processes, and enabling employees to focus on higher-value activities. Additionally, AI's ability to generate insights and enhance customer interactions is recognized as a critical advantage, helping businesses make data-driven decisions and improve their competitive edge.