AI at the Top

Fortune 500 AI Report

AI Implementation Frameworks For Enterprise C-Suites

Volume 1

Neatprompts

Your historical data is either your moat or a missed opportunity.

While your competitors pilot chatbots, market leaders like Walmart and JPMorgan Chase are using AI to redesign supply chains, automate compliance, and unlock insights from proprietary data moats competitors can't replicate.

> Airbnb's 17 years of proprietary data have enabled its AI models to understand customer behaviour and insights in ways a new travel company can't.
>
> PespsiCo's supply chain data powers demand forecasting.

No theoretical frameworks. Just what's working at scale.

Data is THE moat in the age of AI.

This report documents AI implementation patterns across 10 Fortune 500 companies, revealing how enterprises with 100,000+ employees turn AI from buzzword to bottom-line impact.

Inside, you will find specific tools, enterprise partnerships, measurable ROI, and decision frameworks across CX, operations, employee productivity, and strategic planning.

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01

Walmart

How The Retail Giant Uses AI to Improve The Shopping Experience, Operations, and Profits

If you live in a Tier 1 city in the countries Walmart operates, there is a 70% chance that you have visited Walmart or its subsidiary at least once. Online or offline.

That's how huge Walmart is.

The company operates in 24 countries with over 10,500 stores, serving over 270 million customers weekly.

With this scale of customer interactions, data often determines consumer behaviour, interests, and what merchants should focus on.

In fact, Walmart's CEO Doug McMillon mentioned, "The quality of data in our catalogue affects nearly everything we do."

Given how the data drives Walmart's business, here is how the company uses AI to improve operations and CX.

Customer Support Chatbot

New normal is AI answering most of the customer questions unless a human is really needed. But Walmart takes it a step ahead with some agentic nature. It is designed to take actions like 'cancel order', 'initiate refund', etc., on behalf of customers. Does it not sound peaceful to not take 4-5 extra steps to cancel the order you didn't like? Customers' issues are resolved instantly. Humans perform complex tasks.

Personalised Shopping Experience

Each user gets a personalised home page based on their interests, search and purchase history.

> "Walmart's AI puts together dynamic text and images and creates a custom piece of content for our customers. It helps us build a truly unique store for each one of our customers. The nearest (and most relevant) Walmart is in your phone"
>
> *- **Hetvi Damodhar**, Walmart's Senior Director of Ecommerce Personalisation*

In fact, the customer satisfaction score was up by 38% since the brand introduced AI. *The actions* customers take help the brand optimise even more, then use insights from the data in their marketing campaigns.

Not only this, Walmart is testing solution-based searches.

Instead of balloons or candles, you can search “help me plan a birthday party for my niece.” It shows all the items you need to host a happy party for the kid. Providing a no-brainer CX on the app gives Walmart the competitive edge against the online giants like Amazon.

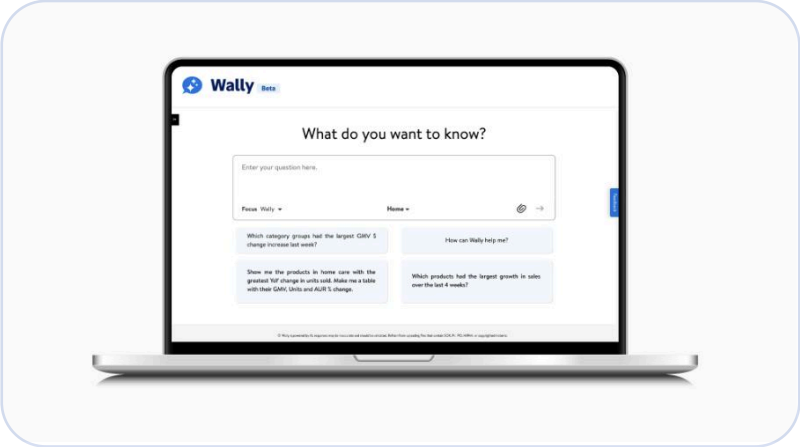
Inventory Optimization

Imagine rushing to Walmart after a workout to grab a protein bar, and the store says, “Sorry, we don’t have your favourite flavour.” Hurts, right?

It doesn’t happen anymore.

Here’s what used to happen: Walmart merchants are responsible for every single item you find on shelves/online. They spend hours understanding data and making decisions on how they manage inventory, send shipments, supplies, etc.

The data analysis and reporting are time-intensive, and Walmart wanted to turn its Merchants into Flash. So they developed an AI assistant, Wally (cute name), to process all complex data and answer merchants’ questions in natural language. No complex sheets or graphs.



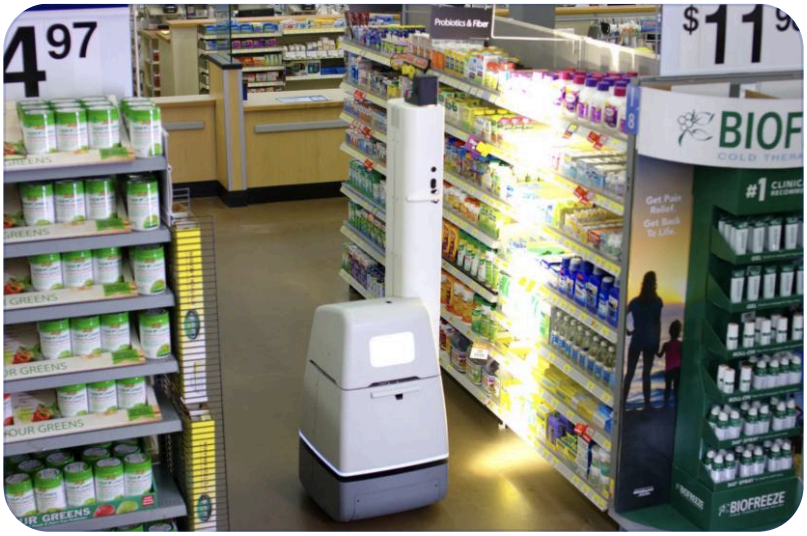
Wally enters and analyses data. Identifies root causes behind why certain products are over/underperforming. Raises tickets, resolves issues and does all the complex calculations to predict customers’ interests.

Wally ensures the right products are at the right place at the right time.

> Imagine a merchant for bread looking to better understand how to meet the growing customer demand for protein-based foods. **To make informed decisions, they might analyze sales performance across stores, markets, regions and nationally; channel-specific sales (In-store, online, pickup, delivery); item-level sales (keto, wheat, white); and brand performance comparisons**

Use of Robots

Walmart uses robots in its warehouses to move and sort goods. In stores, robots scan shelves to find missing or misplaced items.



Next steps in AI: “Going all in on AI Agents”

Suresh Kumar, CTO, Walmart, mentioned they have created multiple agents for different purposes. While they are critical and improve efficiency, multiple agents can quickly become overwhelming and often confusing. So the development team decided to go beyond individual tools and build a unified, company-wide framework. Every time Walmart rolls out a new agent, it makes life simpler for customers, associates, and partners. The heart of this framework includes four super agents.

In the CTO’s words,

- **Sparky:** Our customer shopping agent helps customers find what they need quickly and intuitively. Soon, it will power even more: reordering, seamless support and shopping that feels even more effortless.
- **Associate Agent:** Brings everything into one place, from schedules to sales data. It saves time and lets teams focus on what matters most.

- **Marty, our Partner Agent:** Suppliers, sellers, and advertisers manage onboarding, orders and campaigns in one streamlined space.
- **Our Developer Agent:** Speeds up how we test, build, and launch. It enables innovation at scale across Walmart.

“Over the next year, super agents will become a more visible part of the Walmart ecosystem.”

Walmart has proven to use speed to its advantage, especially when you’re running a company that handles large data.

The time you save is insane!

> One example is that we've used ġenerative AI to improve our product catalog. The quality of the data in our catalog affects nearly everything we do from helping customers find and buy what they're looking for, to how we store inventory in the network, to delivering orders. **We've used multiple large language models to accurately create or improve over 850 million pieces of data in a catalog. Without the use of generative AI, this work would have required nearly 100 times the current headcount to complete in the same amount of time.**

With analysis and prediction happening in seconds, you have all the resources you need to act swiftly.

Speed is the biggest advantage of the AI era.

02

JPMorgan Chase & Co

Top AI Tools Used By JPMC + Why The Fortune 500 Company Is Winning The AI Game

JPMorgan Chase & Co. (JPMC) is the world's largest bank by market value.

It serves millions of individuals, businesses, and governments in over 100 markets with 300k+ employees and $3.9 trillion in assets. With this scale and the financial data sensitivity, any leader would understand if banks play it safe with their AI adoption, but not JPMC. The bank moved fast and pioneered AI use cases in banking and finance.

In this chapter, we will learn what tools JPMC uses internally to improve efficiency and the reason why it is winning the AI game.

JPMorgan Chase & Co. uses these tools daily

JPMC has built multiple internal tools for 450+ use cases. We have curated top tools based on the impact they had on JPMC's business.

- **LLM Suite**: General-purpose interactive platform for tasks like report summaries, document refining, etc. 200,000+ employees use the LLM Suite to save time and focus on strategy work.

> To show how a financial analyst might query internal data using a simplified interface powered by the LIM Suite:
>
> */gen-insights--ticker AAPL--period Q1-2025--summary*
>
> Generates a concise research summary of Apple inc. for Q1 2025 using internal data + LLM Suite

- **EEVE Intelligent Q&A**: Call centre employees answer millions of calls a year on customer service, fraud and claims, wealth management, home lending, etc. They spend hours cross-checking JPMC documentation and policies, but EEVE ensures all this time is saved with a simple Q&A. They spend hours cross-checking JPMC documentation and policies, but EEVE ensures all this time is saved with a simple Q&A.

> It's one of the most difficult jobs in the bank, because you've got customers calling and they have challenges - you never really know what they're going to be calling about. **One of the great use cases where we're using Gen AI is to be able to better equip our agents with the information to answer customer inquiries, they can chat with the interface to ask a question and get an answer," she said.**

- **ChatCFO**: Assistant for finance teams. The AI can handle complex finance questions and respond in great detail. This shifts focus from routine analyses and enquiries to more decision-making tasks.
- **Coding Assistant**: JPMC developed an internal coding assistant, resulting in a 20% productivity increase from its engineering teams. 60,000+ devs use this tool.

The bank has also built on Michael Cembalest's expertise. JPMC deployed a tool to respond as Michael Cembalest, its Chairman of market and investment strategy. This allows instant access to the strategic thinking of the executives without actually waiting for an appointment.

- **Contract Intelligence (COiN)**: Made to support legal teams with reviews and risk assessments so they can focus on advisory.

- The tool can process 12000 commercial credit agreements in seconds and saves 360,000 manual work hours annually.

That's not all. JPMC has more tools for specific use cases.

Tool	Usecase
IndexGPT	Investment assistant for retail/institutional clients. Delivers trend insights and personalised portfolios.
Coach AI	Sales copilot for client-facing teams.
LOXM	Automated trading engine for equity traders. Executes large trades (fast and cheap) with better market outcomes.
Customer Chatbot	At this point, this is basic for all top companies. Provides 24/7 support.
SpectrumGPT	Research tool for portfolio managers.

JPMorgan Chase & Co. is winning with AI because it spends on tech and invests in its employees

JPMC's CFO Jeremy Barnum mentioned, JPMC Invested in employee training from Day 1. Between 2019-2023, JPMC's employees trained 500% more, making them super efficient with the latest technologies. This leads the company to pause hiring for tasks they can automate.

> Barnum emphasized that JPMorgan will still recruit in high-certainty areas where bringing on talent directly fuels revenue, such as think relationship bankers, financial advisors and branch staff. **But back-office functions like fraud detection, payment processing, statements and account services are prime targets for automation, reducing the need for human hands.**

With $18 billion budget on tech in 2025, JPMC focuses on being more accurate and resourceful with AI.

What next for JPMorgan Chase & Co.?

The bank is working on 450 potential AI use cases and aims to hit 1000 in 2026.

The bank will continue to stay bullish on its technology investments, while training its employees to become absolute beasts with AI's superpower.

03

PespsiCo

Results produced by PespsiCo's AI partnerships and use cases

If you enjoy your soft drinks and chips, there's no way you have missed a PespsiCo product. In fact, there is a high chance you debate over favourite flavours with your friends.

With over 1.4 billion sales a day, PespsiCo is one of the largest food and beverage companies. The brand has all the numbers you'd expect from an enterprise. 400,000 retail outlets, 250,000 employees, $196.50 billion market cap, 60 petabytes of data growing at 2x a year, you name it.

We will learn about PespsiCo's AI partnerships, use cases, and tangible results at its massive scale.

What is PespsiCo's AI play?

Unlike JPMorgan Chase which built most of its servers, cloud, agents, and tools in-house, PespsiCo invested in its tech enterprise partners to strengthen the AI game. Think AWS, Salesforce, NVIDIA, and even select startups for niche solutions.

- The company's focus is on enterprise-wide value chain integration instead of excelling in a specific domain like its competitors.
- PespsiCo believes its end-to-end strategy connects the entire value chain with a single, intelligent thread and a common set of objectives.
- Coca-Cola's AI focus is on marketing and CX. Nestle is into supply chain and R&D.

Partner	Core Technology/Platform	Strategic Function
Amazon Web Services(AWS)	AWS Cloud, Amazon Bedrock	Foundational Cloud Infrastructure, Data Unification, Generative AI Engine
Salesforce	Agentforce, Data Cloud, Consumer Goods Cloud	Sales & Retail Transformation, Procurement Optimization, CRM
Stanford University (HAI)	Research Collaboration	Ethical & Responsible AI Framework, Long-term Strategy
NVIDIA	Toolkit(DeepStream, TensorRT, A5000 GPUs)	Maximizing Throughput, Powering AI Processes
Select Startups (eg. CreativeX, Tastewise, KoiReader)	Specialized AI Tools	Marketing Analytics, Trend Spotting, Warehouse Automation

So... What did PespsiCo implement with its collaborations and strategy?

1. PepGenX

In partnership with AWS, PespsiCo created its internal Gen AI tool PepGenX. The company considers it a sandbox that gives its employees the room to play and experiment.

If you work at PespsiCo, you can use PepGenX to choose multiple models, build applications, and generate reports in minutes (enterprise employees never appreciated faster reporting more; such a relief.)

PepGenX also democratizes AI across the company and tests which employees are not reluctant to change, who would later become AI ambassadors within the enterprise.

2. Agents

PespsiCo collaborated with Salesforce's Agentforce to build the company's agentic use cases.

> "With Agentforce, rich data is enabling better decision-making and efficiency across our organisation, paving the way for a more resilient future-ready enterprise."
>
> **Athina Kanioura, PerpsiCo's Chief Strategy and Transformation Officer**

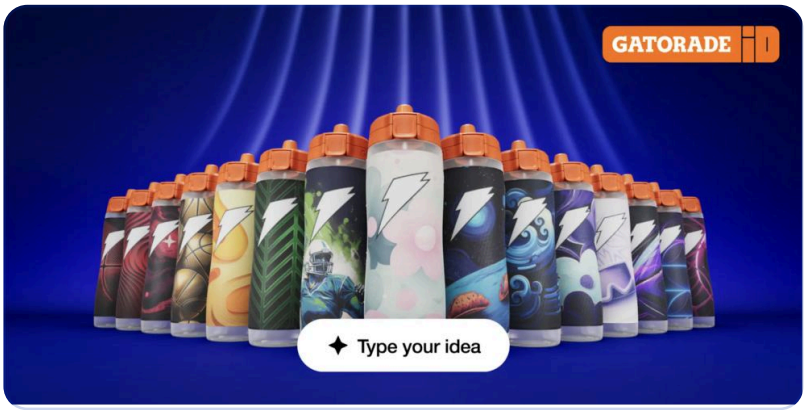
Today, the company uses agents for:

- Gathering data from any source to create unified customer profiles
- Product stocking optimisation in real-time
- Faster, responsive CX
- Quick in-store execution

Deeper insights into user behaviour and patterns for targeted marketing campaigns

3. Speaking of Marketing Campaigns...

PespsiCo's Gatorade launched a marketing campaign, asking its customers to design their own bottle by describing the design.



Results? 150,000 unique designers were generated with a 165% increase in weekly sales and a 200% lift in loyalty. This is not a new idea; we know personalisation works and PespsiCo doubled down on it. It's a proven strategy with brands like Nike and Nutella launching similar campaigns.

While campaigns like Gatorade's hit headlines, here are the boring use cases of business that move the needle massively

1. One of PespsiCo's large use cases is in procurement, to ensure the raw materials' quality isn't compromised. Like potatoes to make Lays.

2. The brand ensures the supply chain is always updated with fast, real-time information. Magesh Bagavathi, PespsiCo's SVP, Global Head of AI, analytics, and data, mentioned today's AI is about the persona-centric approach.
   "Knowing the workflow of each person in our supply chain allows them to optimise each step efficiently."

3. Demand forecasting happens at two stages: R&D and store management. In R&D, AI allows the brand to forecast the need for 'healthy chips.' In store management, say, the retailers know when to stack up the refrigerators with Gatorade because there's a heat wave coming.

   PespsiCo had its challenges developing a strong, reliable forecasting system in retail stores. For example, the training data would include a neatly packed refrigerator, but these are images AI has to process in the real world:

At this point, we are off the honeymoon phase

We know it's not about the 'wow factor' anymore with AI, but what results AI will help us meet.

Before we end this edition, here are some tangible results from PespsiCo's AI:

AI Initiative/Program	Area of Impact	Reported/Projected Metric
Overall AI Strategy	Earnings Per Share(EPS)	20%+ boost by 2027
Agentforce Inventory Mgmt	Working Capital	Improvement in inventory turnover from 4.5 to 5.5 could free up hundreds of millions
Generative AI in R&D	Time-to-Market	Product dev cycle reduced from 6-9 months to 6 weeks
Predictive Maintenance	Operational Uptime	Zero unexpected breakdowns in pilot plants
Smart Factories	Resource Efficiency	20% energy reduction, 30% water reduction
AI-Vision (Potato Weight)	Cost Savings	$300,000 saved per manufacturing line
AI-driven Logistics	Sustainability/Cost	15% reduction in carbon emissions

04

Nike

Nike's next big challenge in AI, acquisitions to save 2-3 years of time, and use cases

Who doesn't love Jordans?

If you have even the slightest inclination towards sports, you've spent years admiring what Nike stands for. Truly elite athletes who Just Do It. The way Nike highly represents athletes made them more than a simple apparel and sportswear brand for sneakerheads.

In this chapter, we will learn:

- How exactly Nike uses AI in its business
- The companies Nike acquired to fast-track its AI game
- Nike's next big challenge in AI

How exactly does Nike use AI in its business?

For Direct Customers

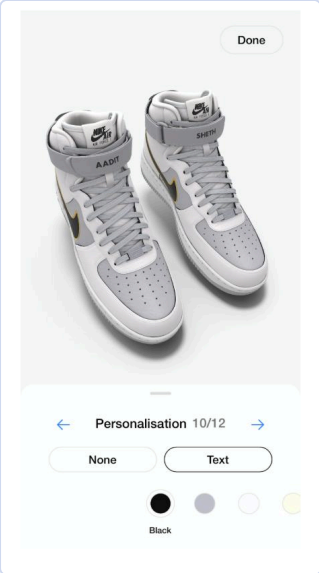
During my research, I was looking for how Nike solves for procurement, inventory management, supply chain, etc. The boring, non-flashy parts of the businesses that actually keep them running.

But honestly, I wasn't surprised to see the personalisation on the customer front, considering it's heavy investments away from wholesale partnerships since 2017.

With 40-42% of total revenue coming from DTC, Nike is providing a smooth experience with AI and machine learning algorithms:

- **3D Foot Modelling**: All you have to do is scan your feet, and the app immediately shows what suits you the best. This has significantly brought down the return rates and production wastage.
- **Nike by You**: How cool is it to imagine a sneaker and customise it to exactly how you want it to look? As a user, it feels like nothing more than a colour-picking tool. But Nike learns from your preferences in the backend while personalising your recommendations.

Fun Fact: People who have customised their sneakers are 3x more likely to purchase again



In fact, I customised my sneakers with my Name and Neatprompts theme. Took me less than three minutes. It has some IKEA effect to it and builds brand loyalty. Like all model training, data takes center stage to make Nike's AI journey a success.

The brand offers a high-value service, like 3D foot modelling or Nike by You for free. The results from the tech gain users' trust to share more first-party data. This results in optimising even more for their preferences from the data customers shared. Refinement on loop.

In Marketing

Nike uses Gen AI to move away from push marketing and create a conversation with its customers. First-party data, browsing history, time spent on each product all contribute to segmenting what apparel you're into and with what intent. This unlocks personalised messaging.

In Design and Prototyping

In April 2024, Nike launched A.I.R. (Athlete Imagined Revolution) to co-create footwear with 13 elite athletes like Kylian Mbappé, Sam Kerr, etc.
The designers take athletes' inputs and create prototypes meeting their performance demands.

While this is experimental and not available for commercial purposes, the combination of consumer preferences, Gen AI, and 3D printing technology brought down prototyping from months to hours.

So... How does Nike achieve these capabilities?

JPMorgan Chase built its AI systems in-house. PespsiCo partnered with companies like AWS and Salesforce. While Nike also partnered with Cognizant, most of its AI capabilities are built on acquiring companies that suited their use cases.

Nike's COO mentioned these acquisitions have saved 2-3 years of internal development time

In Supply Chain

Nike used to react to the sales data. Based on what's selling, the enterprise created products and sent across its warehouses. With AI, Nike accurately predicts how the demand changes based on location, preferences, sports seasons, and data from all its apps (Nike, SNKRS, Nike Training Club, Nike Run Club).

Company	Acquisition Date	Core Technology	Strategic Role in Nike's Ecosystem
Invertex	April 2018	Computer Vision, 3D Scanning	**Data Capture Layer**: Powers the Nike Fit app, capturing precise 3D foot models to reduce returns and build a unique biometric dataset.
Zodiac	March 2018	Consumer Data Analytics	**Consumer Intelligence layer**: Analyzes customer data to predict behavior, forecast lifetime value, and enable personalized marketing.
Celect	August 2019	Predictive Analytics, Demand Sensing	**Supply Chain Optimization Layer**: Provides hyper-local demand predictions to optimize inventory, reduce markdowns, and increase margins.
Datalogue	February 2021	Machine Learning Data Integration	**Integration layer("the glue")**: Automates the integration of data from all sources (apps, supply chain) into a unified, actionable format.

What's the next big challenge for Nike?

The data is large, accurate, and way superior compared to browsing and purchase history, activity and training data, etc.

Given Nike's history of acquiring technologies and integrating them into their supply chain, we won't be surprised if the brand acquires one of the wearable technologies.

From an apparel brand perspective, Nike has Adidas, Puma, Under Armour, etc., as their competitors. But it's a competition the enterprise has been dealing with for a while. But from an AI standpoint, the real competition is with the wearable technology like Whoop, Oura, and, somewhat Apple Watch because of their continuous biometric data.

05

IBM

Impact of AI on IBM's HRs, devs, and supply chain. Plus the plans till 2030.

IBM's insights are different from what we have been studying so far. Because IBM is not just any other Fortune 500 company using AI to scale its business, but also its core business revolves around transforming enterprises with AI.

We will learn how the 114-year-old company with 280,000 employees operates with AI:

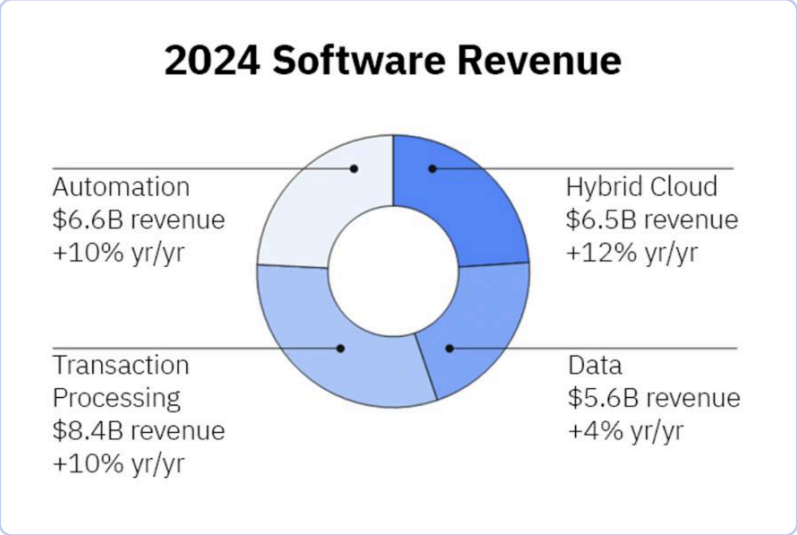
- How does IBM help enterprises with AI?
- What is watsonx?
- IBM's AI use cases

How does IBM help enterprises scale with AI?

IBM helps enterprises with four main solutions:

- **Software**: Develops hybrid cloud platforms and provides AI solutions like watsonX, automations, etc. Basically deploying AI across core domains and automating repeatable tasks.
- **Consulting**: Optimises workflows and consults on cloud architecture and technologies.
- **Infrastructure**: Hybrid cloud solutions (perfect for enterprises worried about data security and governance), servers, storage systems, infrastructure-as-a-service, etc.
- **Financing**: Leasing, instalment options, etc., for client acquisition of IBM hardware, software, and services.

IBM reported the software revenue of $27 billion in 2024. That's 45% of the total revenue share last year.



With software being the core of IBM's AI game, revenue, and its solutions for the clients, let us understand IBM's AI product for enterprises: watsonx.

What is watsonX?

In 2007, IBM researchers wanted to build a system to compete and win the game of Jeopardy.

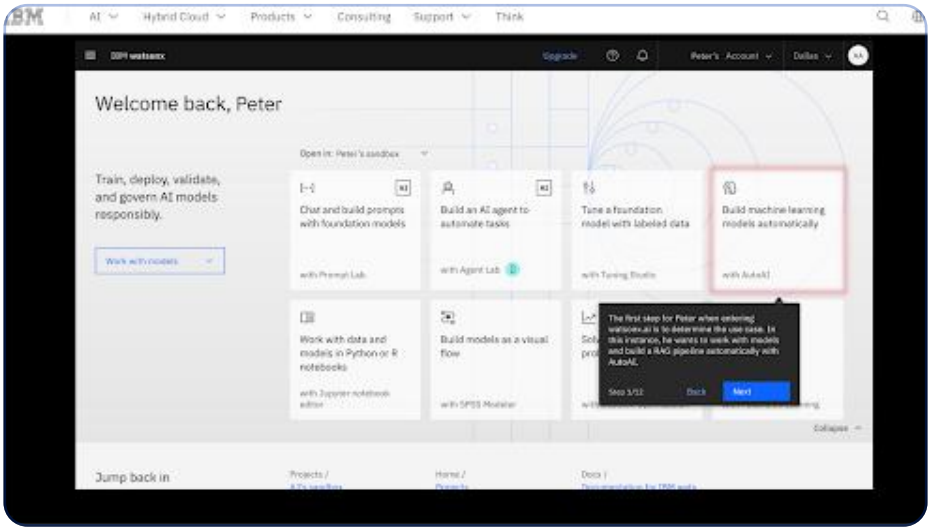
If you're not familiar with the game, it includes questions like "The ancient city of Carthage was located on the coast of this present-day country," and you're supposed to guess the answer.

The questions have puns, nuances, and wordplay to make the trivia complex.

What does it mean?

Winning at Jeopardy = IBM's Watson could process and answer complex natural language questions.

Four years later, in 2011, Watson defeated two of the highly ranked Jeopardy players, Brad Rutter and Ken Jennings. Between 2013-2020, Watson has evolved from a developer cloud platform → advisor based on data → an NLP library → chatbots that understand user intent.



Finally in 2023, watsonx was introduced with gen AI capabilities beyond Watson, allowing enterprises to tune, train, and apply AI across industries and multiple business domains.

This includes orgs like NatWest, Vodafone, AT&T, KPMG, etc., with a super broad portfolio:

Portfolio	Use case
watsonx.ai	AI developer studio for building and deploying AI solutions
watsonx.data	AI analytics with your data
watsonx.governance	AI solution for lifecycle governance, risk, and security management, and compliance
watsonx.orchestrate	Create and deploy AI assistants, agents to automate workflows
watsonx Assistant	Build virtual agents to improve enterprise productivity
watsonx Code Assistant	Code creation with Gen AI

Full portfolio if you're curious →

But we're not here to discuss IBM's products or its partners.

We are here to learn how IBM uses AI. The point of our sharing IBM's backstory and solutions is to show how the enterprise follows a "Client Zero" approach.

The company considers itself the zeroth user of watsonx and wouldn't ship features/upgrades IBM itself doesn't use as an enterprise valued at $268.6 billion in market cap.

We have curated three winning AI use cases for IBM and their impact:

AI in Supply Chain

IBM has supply chain staff in 40 countries, and access to AI only makes it easier to predict and respond to critical issues. It started off as a 'Cognitive' supply chain and integrated Gen AI as the tech evolved. Demanding sensing + Risk management tool (called Resilinc) notices disruptions in real-time to act quickly and secure a second supply source.

> “ In the IBM cognitive supply chain, anyone can access the data, depending on their authority. It’s a real-time, single view of the truth, giving us immediate insights to manage the client experience, operate with resilience and react to market disruptions much faster.”
>
> **Ron Castro**
> Vice President
> IBM Supply Chain

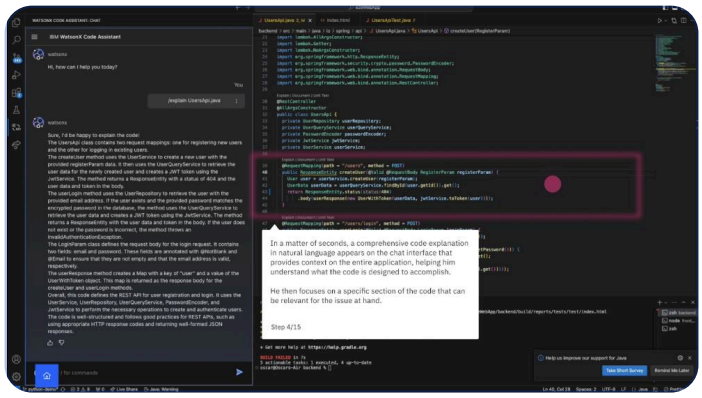
This is how IBM’s Senior Partner of Supply Transformation, Rob Cushman, uses AI in Supply Chain:

> “I can ask in natural language about part shortages, order impact, risks to revenues, and tradeoffs. There is a button that recommends actions to solve issues.”

As a result of AI integration, the supply chain costs reduced by $160 million.

AI in Coding

In 2024, IBM hosted a challenge among its employees, inviting them to use its code assistant.



Multiple teams participate and here is how the results have turned out:

- 107 teams mentioned the time spent on code explanation was reduced by an average of 56%
- 153 teams, reduce in code documentation, 59% average
- 112 teams, reduce in code generation, 38% average

Devs now spend time on more complex, creative functions over simple use cases.

AI in HR

HRs and managers use AskHR as their Gen AI tool.

So far, AskHR's impact in numbers:

- 30% increase in HR efficiency because of the time saved
- IBM Consulting has 20% (↑) in candidate quality and 50% (↓) in cost per hire
- Candidates receive faster feedback and updates. Plus interview scheduling is done instantly
- 94% of employee queries are resolved without HR's supervision at an 80% faster rate
- Performance assessment and workforce planning are fast and unbiased
- Messages access employees' mental health to support them. This has reduced the employee turnover rate by 25%

> "watsonx Orchestrate has streamlined recruitment drastically. The time required to fill in new positions dropped by 60%"
>
> **Nickle Lamoreaux**, Chief Human Resources Officer, IBM

What's next for IBM?

IBM's productivity has been off the charts since January 2023 and the company is all set to achieve $4.5B in savings by the end of 2025.

The next focus is obviously on the agentic use cases to leverage its decision-making.

IBM is clear with its plans all the way till 2030 and beyond. This automation roadmap, mapping IBM's AI plans from 2024-2030, will help you understand its direction.

06

Airbnb

How Airbnb is transforming the future of travel with AI

Airbnb's CEO Brian Chesky announced in August 2025 the enterprise is transforming into an "AI-first application."

We saw this coming.

Almost all non-tech companies are eventually investing in AI to serve their customers faster, efficiently. In Q2 2025, Airbnb reported $3.1 billion in revenue, up 13% YOY. While numbers look decent, there's always more to accomplish with AI.

Today, we'll explore whether Airbnb's AI-first approach is just a trending phrase or if the enterprise actually has strong use cases and business impact.

Enterprises with strong proprietary data are winning the AI game. Airbnb is the same.

Most travel platforms track transactional data like dates, prices, and bookings. Airbnb captures something more valuable: Behavioural data.

Think unstructured data of human interactions.

Every search query you make, every listing you click but don't book, reviews you write, messages between host and guest, all of it feeds Airbnb's AI. The enterprise is capable of capturing behaviours because of its two-sided marketplace. Hosts and Guests. The value of the Airbnb platform for any single user is enhanced by the cumulative data contributed by all previous users. 17 years of data compounding every second in real time.

The proprietary dataset can’t be replicated by new competitors, allowing Airbnb's AI to solve for CX, personalisation, and revenue optimisation.

What are Airbnb’s AI use cases?

Airbnb built a customer service agent to solve the hardest problem first.

> “Customer service is the hardest problem because the stakes are high, you need to answer quickly, and the risk of hallucination is very high.”
>
> **Brian Chesky,** CEO

Airbnb built a custom AI agents on 13 different models, trained on tens of thousands of actual customer conversations. When you contact support, it taps into your booking history, current reservations, and past interactions to provide accurate, specific help. The agent doesn't just know how to cancel a reservation. It knows which reservation you want to cancel without asking. It understands context.

The company quietly rolled this out to half of the US customers in April 2025.

Result = 15% reduction in guests needing humans for support.

With 134 million nights and experiences booked in Q2 2025 alone, the 15% reduction translates to millions of interactions handled by AI instead of humans. The company plans to expand this agent to more languages (currently English only) and eventually give it the ability to search, plan, and book trips.

Maximising the revenue for hosts by analysing the factors hosts don't have time for

Hosts face a classic pricing dilemma. Highly priced bnbs go unbooked. If lower prices, revenue takes a hit.

Traditional pricing relied on static factors and couldn't account for dynamic market changes. Hosts spent hours manually checking competitor rates and adjusting prices.

Airbnb's AI analyses multiple variables in real-time:

- Location and season patterns
- Local events like concerts, conferences, sports games, and holidays
- Competitor rates in the area
- Historical booking patterns for similar properties
- Property's features and amenities

On top of it, hosts can customise how aggressive the algorithm should be. Some prioritise higher occupancy rates. Others want to maximise revenue per booking. The AI handles the long, boring analysis in real-time, allowing the hosts to focus on creating great experiences.

Solving trust and safety issues faced by unauthorised parties

Guests booking properties for unauthorised parties damage hosts and hurt Airbnb's brand reputation.

Manual screening is of course impossible at the scale of millions. The AI analyses risk patterns like one-night stays during public holidays, last-minute bookings from new accounts with no history, previous party patterns, etc.

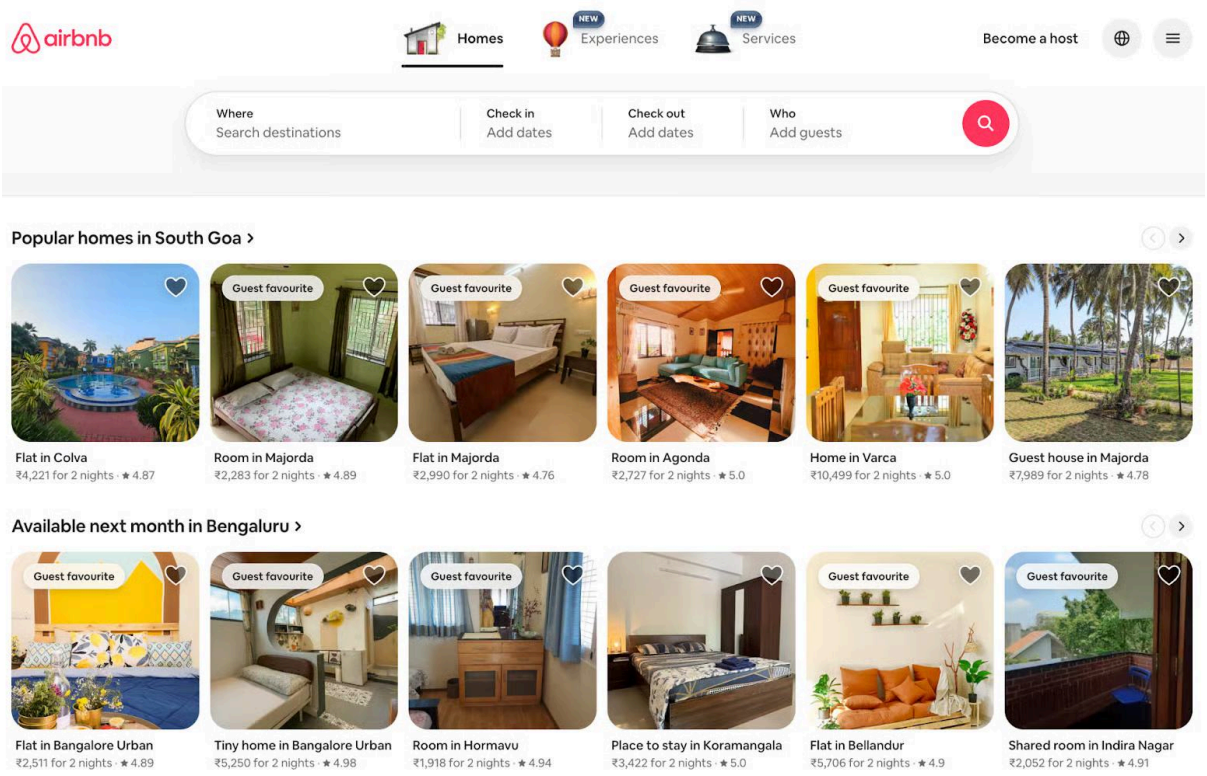
The enterprise blocked 1.4 million unauthorised parties, and the host complaints have reduced by 50%.

Personalised Search and Recommendations

Airbnb's AI moved beyond basic filters like dates, price, and location.

The system now analyses click patterns, booking history, browsing behaviour, and host preferences to rank listings by the likelihood you'll actually book. If you keep clicking on properties with outdoor spaces and mountain views, those listings get prioritised, even if you never explicitly filtered for them. It understands intent.

This reduces search time for guests and increases booking conversion rates for hosts.



Where is Airbnb heading?

> "I think you can't do travel planning without AI going forward."
>
> **Brian Chesky**, CEO

Airbnb is in the middle of that transformation into an AI-native app.

The company acquired GamePlanner AI, an AI startup focused on travel technology. This signals serious intent in building advanced AI capabilities in-house.

Brain's vision is for Airbnb's AI to book flights, reserve restaurants, suggest and book activities, handle itinerary changes, and manage your trip end-to-end. Also, the enterprise is expanding beyond homes into experiences (guided tours, classes, activities) and services (photographers, chefs, wellness treatments).

Multiple agents specialise in functions like booking, customer service, trip planning, dispute resolution, etc. The agents will learn from each other, creating a holistic experience for its users. This positions Airbnb to compete more aggressively with traditional travel agencies and hotels.

Why use multiple apps when one AI agent handles everything?

07

Coca Cola

How the beverage giant uses AI across marketing, operations, and product innovation

Coca-Cola is one of the earliest adopters of technology, and was listed in Forbes' 50 AI early adopting enterprises list. If you observe Coca-Cola as a customer, all you see is cool marketing campaigns. But when you put your enterprise exec hat on, there is so much to learn about ops, innovation, and marketing with AI.

In this chapter, we'll unpack exactly that.

How Coca-Cola uses AI across its business

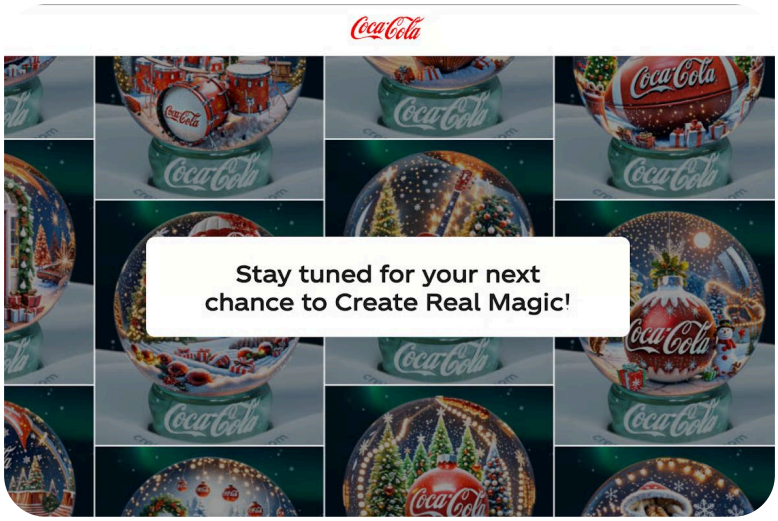
AI in Marketing

The enterprise has fundamentally shifted its marketing model. Digital spend increased from less than 30% in 2019 to approximately 65% in 2024.

In fact, only two out of Coca-Cola's 2000 marketing employees have AI in their title. This was a conscious decision to ensure AI is not a separate department, but a tech every employee uses.

So... where did Coca-Cola invest its marketing budget?

In 2023, Coca-Cola ran the "Create Real Magic" campaign in partnership with OpenAI and Bain & Company, inviting its customers to design how they see the brand. It generated 120,000 pieces of UGC while the top submissions appeared on Times Square and Piccadilly Circus. This increased brand visibility, customer loyalty, and revenue.



In 2024, Coca-Cola created an AI Santa you can actually talk to in 26 languages across 43 markets. It was built in partnership with Microsoft. The ROI is not publicly documented, but Coca-Cola's VP and Head of Generative AI, Pratik Thakar, mentioned the ROI exceeded expectations with 1M+ customer engagements in 60 days.

Then in early 2025, Coca-Cola brought back the iconic “Share a Coke” campaign, with the popular names printed on the bottles. This is because Gen Z prefers authenticity and personalization.

The brand’s machine learning feeds on first-party and retail data allows it to decide which names and phrases to push out in the market.

AI in Supply Chain

Coca-Cola delivers 1.9 billion servings every day with nearly 225 independent bottling partners employing 700,000 people. At this scale, it’s a suicide to not integrate AI and automations, and Coca-Cola knows this.

The company’s AI analyses historical sales, weather patterns, local events, and geolocation data to predict demand. From the pilot program, CIO Neeraj Tolmare mentioned the forecast accuracy increased from 70 to 90%, increasing the sales. “We saw a 5-20% increase in MoM sales at roughly 1000 outlets where we tested this.”

Now, Coca-Cola is scaling demand prediction capabilities with its global bottlers.

In North American facilities, Coca-Cola uses robots for sorting and packing with automated vehicles for moving pallets and storage systems.

The brand has also optimised delivery routes based on real-time traffic, weather, and fuel costs. This reduced the last-mile fuel costs by 8%.

Not only delivery and sales, Coca-Cola also predicts maintenance and even shares insights with its retail customers.

AI sensors monitor production equipment and vending machines. Identifying issues before failures happen reduced the downtime by 20%

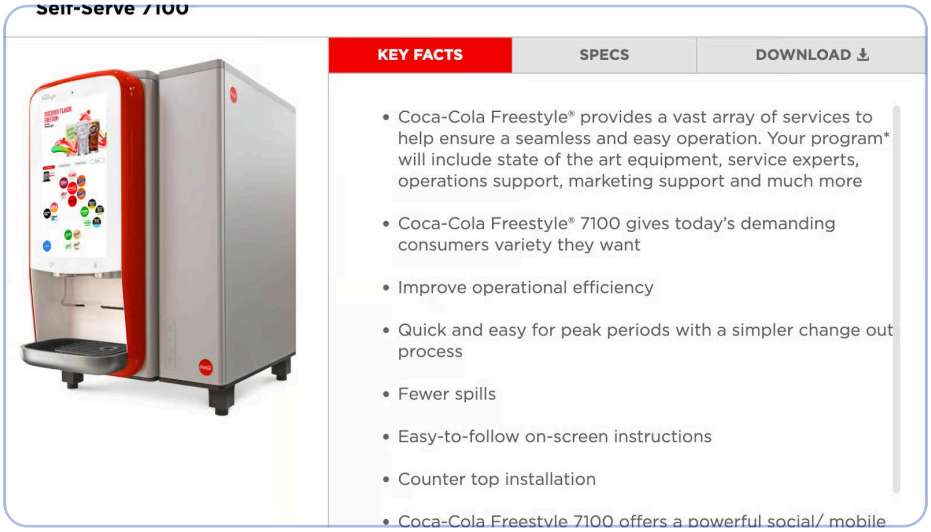
The brand has created an eB2B platform to connect with its 6.9 million retail customers. AI generates push notifications and WhatsApp messages with advice on what stock to reduce waste and increase sales.

AI in Product Innovation

Coca-Cola uses real-time customer data to innovate its products. The company launched Freestyle, a self-serve fountain system that lets customers mix and pour 100+ Coca-Cola beverages and flavour variants from a single machine.

50,000+ Freestyles are installed globally with 14 million drinks per day. This data helps Coca-Cola understand customer preferences.

When AI identified customers frequently mix Cherry and Sprite, the enterprise launched Cherry Sprite as a standalone product. Orange Vanilla Coke and Sprite Lymonade were born from freestyle's data as well.



In September 2023, Coca-Cola launched Y3000, the first flavour co-created with AI.

The company gathered human insights on what the future in the year 3000 tastes like (emotions, aspirations, colors, flavors, etc.) AI analysed the inputs, then the R&D developed the final formula based on AI's flavour profiles.

> "We intentionally brought human intelligence and AI together for an uplifting expression of what Coca-Cola believes tomorrow will bring."
>
> **Oana Vlad,** Vice President, Global Brand Strategy

What's next for Coca-Cola?

So far, the enterprise has adopted early and observed significant ROI on its AI investments:

Areas of Operation	AI Initiative	Outcome
Supply Chain	Demand Forecasting	Improved forecast accuracy from 70 to 90%. Reduced waste and prevented stock issues.
Supply Chain	Logistics and Delivery	Reduced fuel consumption by 8%
Supply Chain	Logistics, Partnership with FourKites	Achieved >99% in-stick levels, reduced cost per case delivered
Supply Chain	Manufacturing	Predictive maintenance cut equipment downtime by 20%
Supply Chain	Bootler integration with Blockchain	Reduced inter-bottler reconciliation time ~50 days to <7 days
Product Innovation	Freestyle Machines	Data Insights led to the launch of Orange Vanilla Coke and Sprite Lymonade
Marketing	"Create Reak Magic" campaign	5% revenue increase in Q1 2023 and 5% in Q2 2023
Marketing	"Share a Coke" campaign	2% increase in sales in the US
AI Santa Holiday Campaign	AI Santa Holiday Campaign	1M+ customer engagements across 43 markets in 60 days

The next big steps will focus on Coca-Cola's partnerships with Microsoft and Adobe.

Unlike PespsiCo, which partnered with multiple enterprises, Coca-Cola's partnership is only with Microsoft to create a unified ecosystem and global scaling. The partnership started in 2020 with $250 million and jumped to $1.1 billion for a 5-year second phase since 2024.

Post Microsoft, in May 2025, Coca-Cola announced Project Fizzion with Adobe to solve for brand consistency across 200+ brands.

Fizzion learns from how designers work inside Photoshop and Illustrator to speed up content production without losing brand integrity. The partnerships, combined with Coca-Cola's intent with AI, make the next three years an exciting time to observe the enterprise.

08

Starbucks

How Starbucks is making 30% ROI on AI investments while keeping its customers happy

As business leaders, what do we already know about Starbucks?

Fortune 500 company with 346,000 employees. Valued at $98.23 billion based on market cap. Owns 40,729 stores globally as of Q2 2025. Probably a coffee shop you wouldn't mind spending a day sipping coffee, working, and taking meetings.

That's the Starbucks we've seen over the years. Might have even endlessly heard "Starbucks doesn't sell coffee. It sells experience" from our marketing peers.

But, today we will look into the backend of Starbucks. We will understand how the company uses AI across consumer experience, supply chain, employee productivity, and more.

Data as a MOAT

As we study enterprises, we're learning this fact about successful AI transformations in leading non-tech companies: Data is the moat.

It means the earlier you get access to your customers' first-party data and the faster you make your data AI-ready (might be on public clouds or on-prem), the more efficient your systems and processes will get. We have already noticed this pattern in enterprises like Walmart, JPMorgan Chase, PespsiCo, Nike, etc.

Starbucks aced its first-party data with its mobile app.

In 2011, Starbucks launched its mobile app with a rewards program. Every time you order via app, you get stars to redeem on your next purchase. This simple DTC tactic drove customer engagement on the app, unlocking insights into ordering patterns. The company knew what menus their customers preferred, popular locations, favourite beverages at what times, etc.

By 2023, a quarter of its 100 million transactions were through the app. And by the end of Q1 2024, the app had 34.3 million active members in the US alone.

So how does Starbucks actually use this real-time data and high engagement to improve its business?

Similar to Walmart's Wally, Sparky and PespsiCo's PepGenX, Starbucks built its proprietary AI. It's called Deep Brew and is deployed across core business domains.

Starbucks x AI in Customer Experience

Deep Brew analyses multiple variables like purchase history, frequently visited cafes, local weather, community behaviour, time of the day/week, etc., and ties insights to send unique promotions to each customer.

One specific example is when the AI insights led to new beverages like unsweetened iced teas when the company realised 43% of tea drinkers add no sugar.

This cycle of studying complex data from multiple perspectives and delivering a personalised experience increased customer engagement by 15%.

Starbucks has also introduced chatbots and voice assistants to reduce wait times at stores and answer questions in natural language. You can just say, “Order my most preferred cold brew on Wednesday afternoon.” It knows what to order.

Starbucks x AI in Supply Chain

The enterprise uses AI to solve a simple supply chain outcomes: Save money, reduce wastage, reduce overstocking, and make sure ingredients and popular items are always available.

Deep Brew analyses weather, local community events, sales data, consumer trends, etc., to ensure the supply chain is intact in real time. Like stocking the stores with ice and milk for cold coffees when a heat wave is around the corner. In one of the use cases against climate risks, Deep Brew credited Starbucks’ system with $125 million in annual financial benefits. $50m in preserved revenue. $40m in direct cost savings. $15m in sustainability.

Plus each of the espresso machines and grinders is connected to Deep Brew. The AI predicts the maintenance needs based on the machines’ life value way before a critical disruption. That’s the reason we don’t often hear, “Sorry Sir/Ma’am, we can’t brew a Cappuccino because our machine isn’t working.”

Starbucks x AI in Partner Productivity

One of the core Starbucks philosophies is about its connection with its customers. The brand wants the baristas to spend more time having conversations with visitors and building relationships.

To free their time, Starbucks introduced Green Dot Assist in June 2025. The use case was simple. Baristas shouldn’t read pages of manuals, reports on equipment, etc. You get real-time answers to your questions with the chat assistant. Questions like “What’s the espresso shot count for a veti americano?”, “How much steamed milk versus the foam should a flat white have?”, or even “When will I get a raise?”

Okay maybe not the third one.

Tangible outcomes from when Starbucks first deployed Green Dot Assist in 3500 North American stores:

- Improved beverage order accuracy from 94% to 99.2%; saved $68M in product cost
- Training cost for new hires reduced from 30 hours to 12 hours
- $410M in incremental revenue in the first nine months

Starbucks x AI in Setting up New Stores

It's risky with real estate.

It's a commitment to choose a location, then build a store and run it successfully.

To reduce the chances of opening an underperforming store, the enterprise uses a tool called Atlas AI to process variables like income levels, traffic, business ecosystems, mobile app data, etc., to predict the profits from a new store.

What's next for Starbucks?

Starbucks has previously reported a 30% ROI on its AI investments.

The enterprise, of course, will look to improve these numbers.

In 2026, Starbucks will launch Grow Report, a tool to help coffeehouse leaders scale growth by identifying key factors. Looks like all the focus is on optimising growth and sales without compromising on customers' experiences, as it should be for any large enterprise.

09

Netflix

How Netflix uses AI to serve 301.6 million customers

With 301.6 million subscribers across 190+ countries, Netflix isn't just a streaming platform anymore. It's a data company that happens to produce entertainment.

Think of your patterns on Netflix.

Every time you hit play, pause, rewind, or scroll past a title, Netflix is learning from your behaviour. The company processes billions of events daily from user interactions. This dynamic data + real-time learning and testing make Netflix one of the biggest entertainment enterprises. We will dive into how Netflix uses AI to personalise your experience, decide what shows to produce, and deliver content without buffering.

Data has been Netflix's foundation since Day 1

Netflix has been obsessed with data long before AI became mainstream.

Remember when Netflix was mailing DVDs? Even then, they tracked which movies you rented, how long you kept them, and what you rated them.

When streaming launched in 2007 (it was called Watch Now back then), that data collection exploded. Today Netflix tracks what you watch, how long you watch before stopping, what thumbnails you click on, and whether you binge or spread episodes out.

This real-time behavioral data is what makes Netflix's AI effective. Similar to how Starbucks used its mobile app to understand customer preferences, Netflix built its entire business on knowing what you want to watch before you do.

Three Effective Ways Netflix Uses AI in Business

1/ Netflix personalises your home page for you

Over 80% of what people watch on Netflix comes from recommendations, not from search.

Most of us open Netflix, scroll for 90 seconds, and move on to another OTT or YouTube if nothing catches our attention. Netflix knows this, so they've built an AI system that makes sure you find something interesting fast.

There's more.

Netflix doesn't just recommend what to show you. They also decide how to show it. The same show gets different thumbnail images for different users. For House of Cards, viewers who prefer movies with strong female leads see thumbnails featuring Robin Wright. Those who watch political dramas see Kevin Spacey.

Netflix tests these thumbnails across millions of users. The artwork personalization (thumbnails, synopsis, trailers, and so on) increased CTRs by ~30%. The homepage you see is completely unique to you. No two Netflix users see the same interface. This personalization saves Netflix over $1 billion annually in reduced churn.

2/ Netflix greenlights scripts based on what's trending and has worked

Netflix spends around $17 billion on content every year, making it important to decide what to produce.

Before Squid Game became Netflix's biggest show ever, the data showed strong interest in Korean content globally. They greenlit the show based on this insight, and it led to 1.65 billion viewing hours in its first 28 days. Stranger Things has a similar story. Netflix's data revealed an interest in 80s nostalgia and sci-fi. The show reached 14.07 million viewers within one week of its release.

In our opinion, this is a double-edged sword. In art, there will always be scripts that challenge patterns, trends, and make it to the top. Relying on the AI to greenlight shows may not always be the best process, but the data will at least show what productions will likely fail.

Netflix also recently started using generative AI in actual production. In The Eternaut, an Argentine sci-fi series, they used AI to generate a building collapse scene. It was created faster than traditional VFX. For Happy Gilmore 2, Netflix de-aged characters with AI.

3. How Netflix (almost always) ensures your videos never buffer

Netflix understands how users feel about buffering videos, and it's bad for business and CX. To solve this, Netflix developed its proprietary CDN (content delivery system) called Open Connect.

Most streaming services rely on third-party CDNs. Netflix built its own. They place cache servers directly inside internet service providers' data centers around the world. Then your content is streamed from a server physically close to you. Think of it like warehouses. Your order delivers faster if the warehouse is in the same city as yours.

Netflix delivers all its content with Open Connect. That's over 250+ million viewing hours per day. This infrastructure plus AI integrations adjust video quality based on your internet speed, predict which content you'll watch next and pre-cache it, and optimize video encoding for each scene.

Netflix runs AI agents across its business

Among many use cases, Netflix runs agents that act autonomously and share data with each other to improve the platform overall.

The Recommendation Agent	Maximise long term member satisfaction
The Artwork Personalisation Agent	Increase content discovery and click through rate
The Conversational Search Agent	Improve content discovery via natural language
The Content Value Agent	Create and deploy AI assistants, agents to automate workflows
The Media Understanding Agent	Accelerate creative post production workflows
The Localization Agent	Scale global content accessibility efficiently
The Generative VFX Agent	Maximise long term member satisfaction
The Streaming Quality Agent	Maximize Quality of Experience(QoE)
The Auto Remediation Agent	Automate data infrastructure error resolution
The Market Place Simulation Agent	Model and optimize complex competitive dynamics

What's Next for Netflix?

Netflix will continue expanding generative AI use in production workflows, especially for VFX sequences and pre-production visualization. They have set up clear guidelines on how to use and not use AI for its partners, ensuring AI turns into a powerful tool for storytellers but not a threat to their jobs.

Netflix's recommendation systems will get even smarter to show the best content based on its users' experience. Experiments and testing continue.

The company reported 17% YOY revenue growth to $11.5 billion in their Q3 2025. With this kind of momentum, their AI investments will only compound. The streaming wars are far from over. But Netflix's data advantage and AI infrastructure give them a lead that competitors will struggle to match.

10

McKinsey

How McKinsey uses its proprietary AI to serve the company internally (and even clients)

JPMorgan Chase & Co. (JPMC) is the world's largest bank by market value. It serves millions of individuals, businesses, and governments in over 100 markets with 300k+ employees and $3.9 trillion in assets.

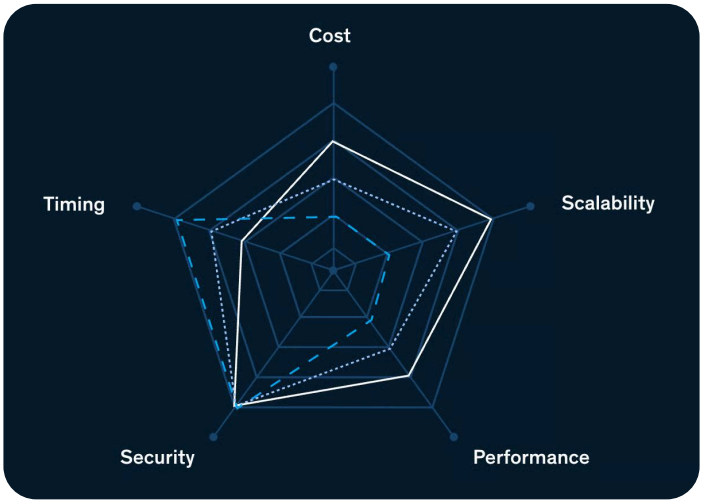
With this scale and the financial data sensitivity, any leader would understand if banks play it safe with their AI adoption, but not JPMC. The bank moved fast and pioneered AI use cases in banking and finance.

In this chapter, we will learn what tools JPMC uses internally to improve efficiency and the reason why it is winning the AI game.

Say hi to Lilli, McKinsey's proprietary Gen AI tool

In August 2023, McKinsey launched Lilli, named after Lillian Dombrowski, the first professional woman hired by the firm in 1945 (that's one way to celebrate employees!)

Lilli is McKinsey's proprietary AI platform, trained on over 100 years of IP. This includes 100,000+ documents, interview transcripts, case studies, and proprietary frameworks across 40+ knowledge sources. It was built on five key factors (see image). Rolled out to 500 employees as a beta test, then the MVP was tested by 5000 employees before a firmwide launch to the 45000 workforce.



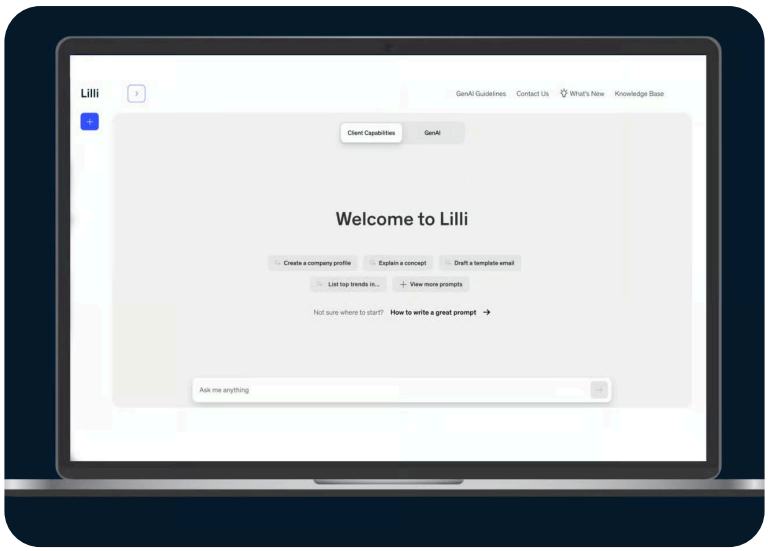
The platform has two modes.

One searches McKinsey's internal knowledge base. The other functions like ChatGPT, pulling from external sources for broader research. Lilli understands the context of consulting questions and responds in the firm's distinctive writing style.

Erik Roth, the senior partner leading Lilli's development, explained the vision:

> "How do we help our colleagues access the deepest and broadest array of our best insights so they can activate them with clients?"

Today, over 70% of McKinsey's employees use Lilli every month. The platform answers over 500,000 prompts monthly. That translates to ~50,000 consultant hours worth roughly USD 12 million.



Lilli's Use Cases Across the Firm

McKinsey consultants use Lilli throughout their workflow. Here's how:

- **Knowledge retrieval**: A consultant preparing for a client meeting asks Lilli about comparable companies in the retail sector. Within seconds, Lilli provides relevant case studies, names internal experts, and synthesizes key insights.
- **Presentation creation**: The platform can generate slides in McKinsey's house style. Consultants input their key points, and Lilli drafts the presentation, saving hours of formatting work.
- **Research synthesis**: When starting a new project, consultants use Lilli to compile initial research. Tasks that previously took weeks now take hours.
- **Expert identification**: Need to find someone in the firm who knows about clean energy in Southeast Asia? Lilli scans the internal network and surfaces the right people.
- **Build your own agents**: Consultants can build task-specific agents within an hour. Life sciences, supply chain, and pricing assistants were among the first tools built by teams at McKinsey.
- **Logic checking**: One of the tools even reviews a consultant's arguments, verifying the flow of reasoning makes sense before presenting to clients.

> “I use Lilli to look for weaknesses in our argument and anticipate questions that may arise. It saves up to 20% of my time preparing for meetings, but more importantly, it improves the quality of my expertise.”
>
> **Adi Pradhan,** Ex Associate Partner, McKinsey

First Gen AI, then agents

McKinsey hasn’t stopped at Lilli.

The firm has deployed approximately 12,000 AI agents across its operations.

It’s a roadmap we have noticed in our previous editions too.

Build strong data MOAT → Use GenAI as assistants → Build AI agents for intelligent automations and autonomous functions.

McKinsey’s agents are specialized tools for specific tasks. It includes summarizing client documents, deck creation, meeting notes, and writing in McKinsey’s signature style. All secure and internal to the company’s proprietary tech. This shift has fundamentally changed how projects are staffed. Engagements that once required 14 consultants now operate with 2-3 people supported by AI agents and deep research models.

> “Do we need armies of business analysts creating PowerPoints? No, the technology could do that.”
>
> **Kate Smaje**, Senior Partner

But she's clear that McKinsey isn’t reducing headcount.

“It’s not necessarily that I'm going to have fewer analysts, but they’re going to be doing the things that are more valuable to our clients.”

PS: McKinsey’s headcount dropped by ~5000 post December 2023. While the market and media call it a mass layoff, McKinsey dismissed the claims, mentioning the drop in headcount as performance management, restructuring, and natural attrition.

What is the impact of AI on McKinsey’s employees?

The firm also shifted its business model. Recent reporting indicates that roughly a quarter of McKinsey’s work is now outcomes-based, with fees tied to client results rather than traditional billable hours.

It comes from the tangible outcomes the AI investments have produced:

- Internal time-and-motion studies show consultants save 30% of the time previously spent on gathering/synthesizing information.
- Over 75% of the firm’s 40,000 employees use Lilli monthly, with 66% returning to it multiple times per week. Teams that once spent weeks on research and planning now complete the same work in days.
- AI and technology consulting now accounts for ~40% of McKinsey’s revenue.

McKinsey's internal AI experience directly reflects when advising clients

The firm offers clients a customizable version of Lilli's architecture, tailored to specific industries and workflows. Hundreds of clients are now building their own knowledge agents based on McKinsey's template.

> “Our clients are getting value from specialized knowledge agents similar to Lilli that are tuned to assist their employees with tasks specific to their workflow and industry. They appreciate learning from our experience creating agents in a scalable and responsible way.”
>
> **Delphine Zurkiya**, Senior Partner

The delivery of these client solutions happens through QuantumBlack, McKinsey's AI consulting arm acquired in 2015. Originally founded in Formula 1 racing analytics, QuantumBlack now brings McKinsey's internal AI learnings to clients across industries.

QuantumBlack has developed over 20+ proprietary tools and 140+ use case accelerators for sectors like healthcare, finance, manufacturing, and retail. They're built on the same principles McKinsey tested internally with Lilli.

This "client zero" approach, where McKinsey uses itself as the first test case, gives the firm credibility when advising Fortune 500 companies on AI transformation.

What's Next for McKinsey

Bob Sternfels, McKinsey's global managing partner, is clear about the direction: "We're going to continue to hire, but we're also going to continue to build agents."

He envisions a future where McKinsey has one AI agent for every human employee.

The firm continues to expand Lilli's capabilities. New features include more advanced slide-building tools and additional specialized agents for time-consuming tasks.

Gen AI implementation in consulting and legal services was 33% in 2023. It moved up to 71% in 2024. Like all enterprises, McKinsey knows the future is efficient with AI, and it will continue to make strategic investments while measuring the ROI.

“The companies getting the most from AI aren’t just optimizing. They’re betting big. They take on harder, mission-critical use cases, which naturally surface more risks. But they’re also better at spotting and managing those risks. The upside of that ambition is clear: faster learning loops, bigger gains, and a widening gap versus slow adopters. Efficiency alone won’t get you there. Bold, innovation-led programs do."

***Aadit**,*
Founder and CEO,
Neatprompts

What next?

We publish AI at the Top because the gap between AI's potential and what businesses actually implement is huge. Our goal is to close that gap by showing you what works.

As a next step, we have upgraded you to our AI at the Top series.

Every Sunday, we will email you an enterprise breakdown.

100,000+ business leaders, including executives from companies like P&G, AT&T, Audi, Microsoft, OpenAI, Nike, American Express, and many more read our breakdowns.

This is your gateway to learn from companies already winning with AI.

If you enjoyed this, let me know by reaching out at a@neatprompts.com

Aadit,
Founder and CEO,
Neatprompts

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