

## MARKETING & CONTENT CREATION



**Tools:** ChatGPT (OpenAI), Jasper, Copy.ai, Adobe Firefly

**Impact:** 35% of businesses now use AI for content production; AI-assisted professionals create up to 59% more documents per hour.

**Tools:** Salesforce Einstein, Microsoft Dynamics 365 AI, HubSpot AI, Zoho Zia

**Impact:** 6 % of companies leverage AI in customer-relationship management; adopters report a 6–19 % boost in revenue from AI-driven sales insights.



## SALES & CRM

**Tools:** Zendesk Answer Bot, Intercom, Ada, IBM Watson Assistant

**Impact:** 47% of businesses deploy digital personal assistants (chatbots) to handle inquiries; service teams using AI achieve a 13.8 % productivity gain.

## CUSTOMER SERVICE & SUPPORT



**Tools:** HireVue (video-interview AI), Pymetrics (gamified assessments), LinkedIn Talent Insights

**Impact:** 26% of organizations automate recruitment and talent sourcing with AI, cutting screening time by up to 70%



## HR & TALENT ACQUISITION

**Tools:** BlackLine, Vic.ai, QuickBooks Assistant

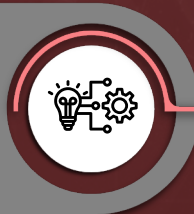
**Impact:** 56 % of firms optimize core operations (including invoicing, reconciliation and expense audits) with AI, translating into 10–20% cost savings in back-office processes.

## FINANCE & ACCOUNTING



**Tools:** GitHub Copilot, Tabnine, OpenAI Codex

**Impact:** Developers using AI pair-programming tools are 88 % more productive and complete 126% more projects per week.



## R&D & ENGINEERING

**Tools:** Power BI Copilot, Tableau Ask Data, ThoughtSpot

**Impact:** 80 % of users report that AI-augmented analytics significantly speeds up decision-making, cutting insight-generation time in half.

## DATA ANALYTICS & BUSINESS INTELLIGENCE



: **Aron Kantor**, “13 AI Productivity Statistics That Will Blow Your Mind For 2025,” Business Dive, May 23, 2024 (citationIndex = 2).

: **Tod Benson**, “AI In Business Statistics 2025 [Worldwide Data],” AIStatistics.ai, April 5, 2025 (citationIndex = 4).