

# The AI-Enabled Enterprise: What Winning Companies Will Look Like in 2027

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## The AI Tipping Point

By 2025, artificial intelligence has reached an inflection point in the business world. After years of gradual progress, recent advances – particularly in generative AI – have triggered a rapid surge in adoption across industries. **Global AI adoption is skyrocketing:** in early 2024, 72% of organizations reported using AI in at least one business function, a dramatic jump after years hovering around 50%<sup>1</sup>. In professional service sectors (e.g. consulting, legal, customer support), AI uptake has accelerated fastest<sup>1</sup>. **Executives overwhelmingly recognize that 2025–2027 will be transformative.** In a recent survey, 65% of business leaders say their firms are now using generative AI regularly – nearly double the share from just ten months prior<sup>1</sup>. Three-quarters of these executives predict significant or disruptive changes in their industry from AI in the next few years<sup>1</sup>.

Another global study finds **75% of companies plan to adopt AI, cloud, and data analytics by 2027**, leaving laggards at risk of falling behind<sup>3</sup>.

Multiple indicators suggest we have reached the “AI tipping point” where the technology moves from experimental to essential. For example, only about 1% of companies today would be considered fully “AI mature,” yet an astounding **92% of firms plan to increase their AI investments** in the coming years<sup>2</sup>. Nearly half of workers (47%) expect **at least 30% of their work to be transformed by AI within a year**<sup>2</sup>. Analysts describe this moment as a race: early adopters stand to gain a lasting competitive edge, while those who hesitate risk irrelevance<sup>2</sup>. In short, **the 2025–2027 period is primed for AI-driven transformation** as technology capability, business readiness, and market pressure converge.

This momentum is fueled by breakthroughs in AI capabilities becoming widely accessible. Tools like advanced language models (e.g. GPT-4) have brought AI into everyday workflows, demonstrating value in content generation, customer service, coding, and decision support. The results are tangible – companies using generative AI are already reporting **lower costs and**

**revenue gains** in business units that deploy these tools<sup>1</sup>. Meanwhile, the scale of AI deployment is unprecedented: according to IDC projections, by 2027 there will be **27.6 billion AI-powered devices** in use globally (from smart appliances to industrial robots), a 57% increase from 2023<sup>4</sup>. With AI permeating both consumer life and enterprise operations, **we are at the threshold of AI becoming a ubiquitous utility** in business. Crucially, service-based businesses – from logistics to healthcare to customer support – are seizing this moment to reinvent themselves. Below, we paint a research-backed picture of what “AI-enabled” winning companies will look like by 2027.

## What Winning Service Businesses Will Look Like

By 2027, the highest-performing service-based enterprises will have transformed their organizations around AI. These “**AI-enabled**” **service businesses** will be defined by several key characteristics:

### AI-Augmented Workforces

Employees won’t be replaced by AI – they’ll be augmented by it. In 2027’s leading companies, every employee from the frontline to the C-suite leverages AI assistants and analytics to work smarter. Routine, data-heavy tasks are largely automated, freeing workers to focus on high-value activities like problem-solving and customer engagement. Studies show that while AI will disrupt about 39% of current job skills in the coming years, it will mainly elevate roles by taking over repetitive work<sup>5</sup>. For example, in logistics and service roles, AI might handle scheduling or data entry, while human staff concentrate on exceptions and personal service. Rather than eliminating jobs, companies are using AI to **enhance worker capabilities and job quality**<sup>6</sup> 2025 World Economic Forum report predicts frontline service jobs (healthcare aides, delivery drivers, hospitality staff, etc.) will actually grow as they are augmented with AI tools, not replaced<sup>5</sup>. Workers operate in tandem with AI: think customer support agents guided by AI-driven suggestions, or healthcare technicians using AI diagnostics. This human-AI collaboration boosts productivity and decision quality. In fact, Gartner projects nearly **69% of routine managerial**

**work could be fully automated by mid-decade**, allowing leaner teams and quicker decisions<sup>7</sup>. The net effect is an **AI-empowered workforce** where people excel by doing what humans do best – creative thinking, interpersonal interaction, complex judgment – supported by AI doing the heavy data lifting. Companies with AI-augmented workers see higher output and employee satisfaction, as mundane tasks and errors diminish<sup>6</sup>.



## Agile Operating Models

AI-enabled service firms in 2027 run on extremely agile and responsive operating models. They leverage AI and automation to achieve **faster cycle times, decentralized decision-making, and near-total process automation** where feasible. With AI providing real-time insights, decisions that once crawled up and down management layers can be made on the spot by customer-facing employees or autonomous agents. (For example, at one energy company, even back in 2023, lower-level specialists used machine-learning insights to decide optimal operations with minimal managerial oversight – a preview of flatter hierarchies to come<sup>8</sup>.) By 2027, this principle is widespread: AI gives teams the data and recommendations they need instantly, so decisions are made **“at the edges” of the organization**, closest to the customer. This decentralization is paired with automation of workflows end-to-end. Many service processes – from order processing to billing to incident response – will be handled start-to-finish by integrated AI systems (often orchestrating multiple bots/agents together). The result is a **step-change in speed and efficiency**. Companies can iterate services faster, adapt to market changes in real time, and deliver with minimal latency. Agile methods and AI go hand-in-hand – e.g. AI-driven simulations and A/B tests enable rapid experimentation with new service offerings or process improvements. According to Gartner, the push for automation is so strong that by 2024 a majority of day-to-day management tasks were expected to be automated<sup>7</sup>, and McKinsey estimates about one-third of all work activities in 60% of occupations could be automated with existing tech<sup>7</sup>. Leading firms capitalize on this by reorganizing for **speed and adaptability**, often adopting “pod” or squad team structures that can quickly deploy AI tools to solve problems. Automation is not just about cutting costs – it’s about enabling a more nimble, scalable operation that can handle growth without linear headcount increases.

In short, winners will run **lean, AI-first processes** that make them ultra-responsive compared to yesterday’s service organizations.



## Embedded Intelligence Across Workflows

In an AI-enabled enterprise, intelligence is embedded at every step of every workflow – it’s in the digital “DNA” of the company. By 2027, winning service businesses will have infused AI into all core processes and systems rather than confining it to a pilot or silo. In practice, this means **data-driven decision algorithms and machine learning models are integrated into daily operations**: from predictive supply chain logistics and dynamic pricing models, to AI-driven scheduling, risk management, and beyond. Notably, companies are using AI to connect formerly disconnected functions, creating an “intelligent core.” Recent surveys already show this trend: over half of firms report using AI in multiple business functions (two or more) as of 2024 – up from only ~30% a year prior<sup>1</sup>. By 2027, experts predict **nearly every digital product, service, or software application will have AI built-in**. Deloitte’s foresight analysis suggests that even in conservative scenarios, generative AI will be embedded in every company’s digital products or processes by 2027<sup>9</sup>. In high performers, AI isn’t an add-on; it’s a pervasive layer of “smartness” running through the organization’s fabric. For example, a healthcare service provider in 2027 might use AI to triage patients (AI analyzes symptoms and suggests urgency), to optimize staffing schedules based on predicted patient load, and to personalize wellness recommendations for each patient – all integrated seamlessly into their workflow software. **Embedded AI** also means continuous learning: systems constantly analyze operational data to find patterns and improvements (a concept known as the “self-tuning enterprise”). This pervasive intelligence leads to better outcomes: fewer errors, more proactive issue resolution, and data-informed innovations. In essence, the winning companies operate with augmented intuition – every process is augmented by data-driven foresight. They achieve **end-to-end automation and analytics**, where human workers and managers are supported by AI insights at each touchpoint. By making their entire business “smart,” these enterprises can scale services, customize offerings, and optimize efficiency in ways that defy traditional limits.



## Smarter Customer Engagement

Service businesses rise or fall on customer experience, and AI will be a game-changer here. By 2027, leading companies deliver **hyper-personalized, 24/7 customer engagement** powered by AI. They use advanced analytics and AI-driven customer data platforms to tailor every interaction to the individual – from marketing offers, to support resolutions, to product recommendations – creating a segment of one. AI systems can analyze a customer’s history and context in real time to dynamically adjust how service is delivered. This means, for example, a customer support AI might route a VIP client immediately to a human agent with specialized skills, while automatically handling routine requests via chatbot. **Around-the-clock responsiveness** will be standard. AI chatbots and virtual assistants handle inquiries instantly at any hour, in many channels and languages, providing consistent service quality that was impossible to achieve with limited human teams. In fact, as early as 2023, **80% of companies were already using AI to improve customer experience** according to Gartner<sup>10</sup>. Analysts project that by the mid-2020s, AI could handle the vast majority of customer interactions – one estimate suggests up to **95% of customer contact points might be managed by AI by 2025**<sup>11</sup> (through chatbots, voice assistants, self-service portals, etc.), especially for first-line support. Whether that figure lands at 80% or 95%, the direction is clear: most routine service queries will be resolved without needing a human. This doesn’t mean human touch disappears – rather, humans will focus on the complex, high-empathy cases while AI takes care of FAQs and simple transactions. Customers will benefit from **instant service with a personal touch**. AI-driven personalization engines can, for example, analyze a customer’s preferences and behavior to proactively recommend services or detect dissatisfaction early (via sentiment analysis of calls/chats) and trigger retention offers. Companies are already seeing results: AI-enabled customer service teams have **cut call handling times by 45% and resolve issues 44% faster** on average<sup>10</sup>. Always-on AI also enables proactive service: predicting customer needs or problems before they arise. A logistics firm might use AI to notify a client of a shipment delay and automatically suggest alternatives, or a healthcare provider’s AI might follow up with patients with tailored health tips. By 2027, winning enterprises treat customer experience as an AI-enhanced science – continuously learning from data to improve satisfaction. The payoff is higher customer loyalty and efficiency; for instance, insurers using AI virtual assistants have reduced human support needs

by 60% and saved millions in operating costs<sup>10</sup>. **Hyper-personalization at scale** and lightning-fast responsiveness will differentiate the winners in service industries.

## New Talent Structures and Leadership Models

An AI-enabled enterprise in 2027 will look very different on the inside – not just in technology and processes, but in its people structure and leadership approach. Successful companies will have **AI-literate teams** across the board, new hybrid roles, and adaptive leaders who know how to manage a human+AI workforce.

**AI fluency becomes a core skill.** Just as digital literacy became a must-have over the past two decades, **AI literacy is the new imperative for teams by 2027**. High-performing organizations will ensure a critical mass of employees can understand, interpret, and work alongside AI tools. This doesn’t mean everyone is a coder or data scientist, but roles at all levels will require comfort with AI outputs (e.g. knowing how to trust or question an AI recommendation). Companies will invest heavily in reskilling and upskilling their people for this. It’s not optional – a recent World Economic Forum report estimates **59% of today’s workforce will require reskilling by 2030 to adapt to AI-driven workflows**<sup>5</sup>. We are already seeing a generation gap in AI skills: for instance, about 62% of millennial-age workers report high AI expertise, versus only 22% of baby boomers<sup>2</sup>. To avoid a divided workforce, leading firms in 2027 have rolled out comprehensive training so that even veteran employees have the support to become AI-proficient. Many organizations are embracing innovative training tools, even using AI itself as a tutor – e.g. AI coaching systems that personalize learning content to each employee’s needs. In practice, a customer service company might train agents on how to effectively use an AI chatbot assistant, how to interpret sentiment analysis dashboards, or how to handle exceptions that the AI flags. The human skills (like empathy, critical thinking, creativity) are still vital – in fact more so, as those are what humans uniquely contribute once AI takes over the rote parts. The ideal 2027 employee is a “bilingual” talent: fluent in their domain (be it logistics, finance, healthcare) **and** fluent in collaborating with AI tools.



**Redefined roles and new specialties.** The organizational chart of AI leaders in 2027 will include roles that barely existed a few years prior. As AI becomes integral, companies are creating new positions to build, manage, and govern these systems. A clear example is the emergence of “prompt engineers” or **Generative AI specialists** – experts in crafting the inputs and processes that guide large language models and other genAI systems<sup>12</sup>. These individuals help teams get the most out of AI by improving its outputs (for example, an insurance firm might have a prompt engineer refining how their AI answers customer questions to ensure accuracy and compliance). Another new role is the **AI ethicist (Responsible AI Specialist)**, who ensures the organization’s AI use is fair, unbiased, and compliant with regulations<sup>12</sup>. In highly regulated service fields like healthcare or finance, AI ethics officers will be as important as data security officers, establishing guidelines so that AI decisions (like loan approvals or patient risk scores) are transparent and equitable. Additionally, traditional roles are evolving: for instance, product managers are becoming **AI product managers**, requiring them to understand AI capabilities and constraints when defining new services. We’ve seen a surge in demand for data scientists, machine learning engineers, and AI consultants in recent years<sup>12</sup> – by 2027 these roles are even more embedded in companies, often working as cross-functional “AI SWAT teams” that pair with business units. Many firms embed data scientists or ML engineers directly into departments like marketing, operations, or HR, rather than siloed in IT, to accelerate AI integration into everyday work. Overall, the **talent mix tilts more technical and analytical**, but soft skills remain crucial. One striking shift is in frontline and mid-level roles: because AI handles more administrative work (remember that ~69% of managerial tasks might be automated<sup>7</sup>), the role of a manager changes to more of a coach and strategy facilitator, focusing on motivating teams and guiding AI usage rather than crunching reports. Likewise, individual contributors take on more decision-making and creative thinking as AI provides them decision support. Organizations will continually refine job definitions – a dynamic outlined by Boston Consulting Group as “redefining roles and responsibilities” when generative AI enters the workplace (e.g. a geologist becomes an AI-augmented analyst rather than spending time on manual data modeling)<sup>8</sup>.

The companies that get this right will enjoy a workforce that is **both highly skilled and highly adaptable**, with clear ownership of what humans do versus what AI does.

**Leadership in an AI-enabled enterprise** also looks different. Leaders must be champions of AI adoption and **change management**, guiding their organizations through continuous technological evolution. Successful CEOs, COOs, and business unit heads in 2027 are those who treat AI as a strategic priority and lead by example – for instance, using AI insights in their own decision-making and setting ambitious AI-driven targets. Importantly, leadership models become **more collaborative and decentralized**. With decisions happening at lower levels (thanks to AI tools), executives focus less on micromanaging and more on setting vision, governance, and culture. A key part of that culture is fostering trust and ethics around AI. Employees have indicated they largely trust their employers to use AI responsibly (71% expressed this trust<sup>2</sup>), and leaders in winning companies will have validated that trust by establishing strong AI governance (clear policies on data usage, model oversight, bias mitigation, etc.). Many organizations will form AI governance committees or assign top executives to oversee responsible AI use. We also see the rise of roles like **Chief AI Officer** or expanding the CIO (Chief Information Officer) remit to explicitly include AI transformation. These leadership roles coordinate the company’s AI strategy, ensure investments in the right AI projects, and bridge the gap between technical teams and business goals. Ultimately, organizational structure itself may shift: expect more **fluid team structures** where, for example, a project team can quickly assemble from IT, operations, and AI specialists to tackle an initiative, then re-form for the next – a very agile approach to talent deployment. In 2027’s top service firms, hierarchy is slim and teams are empowered, because AI tools give even junior employees the leverage to drive improvements. Leaders act as **enablers** – providing training, tools, and an innovative environment – rather than traditional top-down commanders. This cultural shift, alongside new talent infusion, is what allows an enterprise to truly maximize AI’s potential.

## How to Get There From Here

For executive teams in 2025, the vision of a 2027 AI-enabled enterprise is compelling – but **how can organizations start evolving today** to realize that vision? Below are strategic steps, grounded in expert recommendations, to help service-based businesses transform successfully:

## 1. Define an AI Transformation Strategy Aligned with Business Goals

Treat AI as a core strategic priority, not a back-burner experiment. The CEO and top team should set a clear vision for how AI will create value in your specific business (e.g. “improve customer response times by 50% through AI” or “use AI to launch data-driven healthcare services”). High performers integrate AI into their overall business strategy and roadmaps. This includes identifying priority use cases where AI can solve real problems or unlock growth. Start with a portfolio of projects balanced between quick wins and longer-term game-changers. **Make the case with data:** For instance, McKinsey research finds 87% of companies anticipate AI will boost revenues within three years<sup>2</sup> – so articulate the growth and ROI your firm expects from AI, and use that to galvanize support. Strategy also means deciding build vs. buy, selecting key technology platforms, and planning investments. Nearly all companies are increasing AI budgets<sup>2</sup>; the differentiator will be spending wisely on the highest-impact areas. Tie AI initiatives to business KPIs from the start (customer satisfaction, operational cost, etc.) so you can track impact and adjust course. Essentially, **map AI efforts to your value drivers** and communicate a bold vision of the AI-enabled future to rally the organization.

## 2. Invest in Data and Technology Foundations

AI runs on data and computing power. To be AI-enabled by 2027, companies must invest in the right infrastructure now. This involves **modernizing data architecture** – breaking down data silos, implementing cloud data platforms or data lakes, and ensuring data is accessible, high-quality, and governed. Many firms find they need to upgrade legacy systems or integrate new tools (for example, using cloud services that support AI/ML workloads at scale). Gartner projects global IT spending will rise significantly as companies gear up for AI (over \$5 trillion in 2024)<sup>9</sup>.

Forward-looking firms are channeling those dollars into AI capabilities: setting up robust pipelines to collect and label data, adopting MLOps tools to deploy models reliably, and using APIs or platforms to embed AI in products. **Don’t neglect cybersecurity and compliance** as part of this foundation – as AI use grows, so do concerns around data privacy and model security

(especially in regulated services like healthcare or finance). Leading enterprises establish strong data governance to manage these risks from day one. In short, treat data as a strategic asset and build the digital backbone that will support AI at scale. Without a solid data/tech foundation, even the best algorithms will falter. Many successful pilots fail to scale because infrastructure wasn’t ready – avoid that trap by shoring up the basics early.

## 3. Start Small, Then Scale Up What Works

An effective path to 2027 is **iterative experimentation**. Begin with focused pilot projects in areas with clear benefit and buy-in. For example, a logistics company might pilot an AI route optimization tool in one region to test impact on delivery times, or a hospital might trial an AI scheduling assistant in one department. These pilots allow you to learn and demonstrate quick wins. Measure the outcomes (e.g. 10% cost saving, 20% faster cycle, etc.) and capture lessons. With proven results, you can then scale successful solutions across the enterprise. This “start small, think big” approach is advocated by experts as it builds momentum and organizational learning. It’s also wise to involve end-users in pilot design – co-create AI solutions with the employees who will use them and the customers who will experience them. That increases adoption and uncovers practical issues early. Once a use case is validated, invest in scaling it: integrate it into core workflows, train all relevant staff, and perhaps develop additional features. At the same time, be ready to cut losses on pilots that don’t show promise and channel resources to the winners. By 2027, you want a **portfolio of AI deployments enterprise-wide**, and the road there is paved with many small experiments (in 2025 and 2026) that taught you how to get it right. Agility is key: use agile project methods for AI (short sprints, constant user feedback) to speed up learning cycles. The companies that master scaling AI (not just experimenting) will be the ones to reap exponential returns<sup>1</sup>.

## 4. Upskill and Restructure Your Workforce

People strategy is as important as tech. Starting now, make a concerted effort to **train your workforce in AI skills and usage**. This might include formal training

programs on data analytics, encouraging online AI courses for staff, hands-on workshops with new AI tools, and creating communities of practice for employees to share AI tips. According to research, 48% of companies say training employees is crucial for AI success<sup>2</sup> – employees can't leverage AI if they aren't taught how. Some firms are appointing internal "AI champions" or forming AI center-of-excellence teams to support departments in adopting tools. Along with upskilling, examine how roles and org structure should evolve. Identify roles likely to be affected by AI and plan job redesigns that shift those positions to higher-value work (for example, if AI automates reporting for project managers, redefine PMs to focus on client communication and AI oversight). It's better to proactively redefine roles than to simply eliminate them. **Engage your employees** in this process – involve frontline workers in designing how AI will augment their jobs, which boosts buy-in and yields better tools<sup>6</sup>. You may also need to adjust hiring: bring in key talent like data scientists or ML engineers if you don't have them, and consider new roles (e.g. hire an AI ethicist or a UX designer with AI expertise). Leading companies are already creating roles such as AI strategy leads, AI product managers, and AI evangelists internally. Organizationally, be ready to **flatten hierarchies and empower teams** – if AI enables decentralized decisions, your org chart might need to become less siloed. For example, you might merge your analytics team into various business units rather than a separate department, to embed AI deeply. A BCG roadmap for CEOs highlights questions like "Which roles will change with AI?" and "How should we organize for collaboration with AI?"<sup>8</sup>. Start working through those now. Ultimately, winning with AI is as much a people transformation as a digital one. Companies that invest in their talent – helping employees grow alongside AI – will have a far smoother and faster journey.

## 5. Foster an AI-Driven Culture from the Top

Culture is the invisible force that can accelerate or stall your AI journey. Leaders should cultivate a culture of **innovation, learning, and trust** around AI. Encourage teams to experiment with new AI ideas (within safe bounds) without fear of failure. Highlight and celebrate early AI successes to build enthusiasm. It's also critical to address the mindset shift: some employees may fear AI or be skeptical. Through transparent communication, show that AI is a tool to empower them, not a threat to

replace them. Many companies find that involving employees in AI implementation (as mentioned, co-designing solutions) turns fear into excitement as workers see improvements in their jobs. Leadership must also set the tone on ethics and responsible use. Establish clear ethical guidelines and be vocal about your commitment to using AI for good purposes. When employees and customers see that AI is being used thoughtfully (with privacy, fairness, etc. in mind), it builds trust and acceptance, which in turn fuels adoption. According to industry surveys, a large majority of employees are willing to embrace AI if they trust management to deploy it ethically<sup>2</sup>. So make ethics a cornerstone – for example, implement an AI ethics review for new projects, provide training on AI bias, and have an open channel for staff to raise concerns. By 2027, you want a workforce that is confident in AI, not resistant. Another cultural aspect is breaking down silos: AI often fails when kept in an "IT lab" – it flourishes when cross-functional teams collaborate. Promote partnerships between your domain experts and tech teams. If you're a hospital executive, get your doctors, nurses, IT folks, and data scientists brainstorming together on AI solutions for patient care. This cross-pollination builds a shared AI culture rather than an "us vs them" dynamic. As Deloitte experts note, forward-thinking CIOs and tech leaders are using this moment to redefine roles and bring key stakeholders together in leading change<sup>9</sup>. In summary, nurture a company culture where AI is part of the mission, employees are eager and prepared to use it, and innovation is continuous.

## 6. Govern and Scale Responsibly

As you deploy more AI, implement strong **governance frameworks** to manage risk and ensure quality. Establish clear ownership for AI projects and maintenance – for instance, decide who "owns" an AI model after it's launched (IT, a business unit, a new AI oversight team?). Monitor performance of AI systems and set up processes for regular review, especially for mission-critical or customer-facing AI. Top companies create dashboards tracking AI outcomes (accuracy, errors, ROI metrics) and have protocols if something goes off-track. Scenario planning for AI failures or errors is wise – e.g. how will you catch and correct an AI scheduling system if it starts making suboptimal decisions? On the flip side, governance should not stifle innovation. Aim for a balance where you **encourage experimentation but within guardrails**. This might mean having a sandbox



environment for teams to try new AI ideas on sample data before deploying to production. Also consider compliance: keep an eye on emerging AI regulations (such as the EU's AI Act, which might classify and restrict certain high-risk AI uses in fields like healthcare). Service companies dealing with sensitive data (health records, financial info) should be particularly careful to implement privacy-by-design in their AI solutions. Many are appointing a lead for AI risk management (sometimes the Chief Risk Officer expands to cover AI). By being proactive with governance now, you build the organizational muscle to handle AI at scale by 2027. Think of it this way: you want to avoid the scenario where you have hundreds of AI tools running but no oversight or integration – that leads to chaos or unintended consequences. So, lay down guiding principles and a governance structure early. As one CEO put it, you need to **“rewire” the organization for AI**, which includes adjusting policies, incentives, and risk controls for the new AI-centric reality<sup>8</sup>. Companies that manage this will be able to confidently scale AI in every corner of the business, because they've created an environment where AI is controlled, accountable, and continuously improved.

## 7. Measure, Iterate, and Stay Adaptive

Finally, treat the journey to an AI-enabled enterprise as an ongoing process, not a one-time change. Set **clear metrics** for what success looks like (e.g. target a certain improvement in operating margin or customer satisfaction attributable to AI, specific adoption rates of AI tools by employees, etc.). Use these metrics to track progress and guide course corrections. If a certain approach isn't delivering the expected value, be ready to pivot – perhaps the model needs retraining, or users need more education, or maybe a different use case should get priority. Stay abreast of technological advances: the AI field is evolving rapidly (new models, new techniques emerge every year). Winning companies keep experimenting with the latest capabilities (for example, many are exploring “AI agents” – autonomous programs that can perform tasks. Deloitte predicts **50% of GenAI-using enterprises will be deploying AI agents by 2027**<sup>9</sup>). Today's cutting-edge can become tomorrow's standard, so build a capability for scanning the horizon and piloting new tech. That might involve partnerships – consider collaborating with AI startups, universities, or joining industry consortiums to stay on the leading

edge. Many enterprises in 2025 are forming partnerships with cloud AI providers or consulting firms to accelerate their learning curve. Use those external resources, but also develop your internal talent as discussed.

**Continuous improvement** is the name of the game. Create feedback loops where employees and customers can give input on AI solutions (“This tool saves me time on reports, but could it also summarize client feedback?”). Such feedback can guide your next iteration or next AI project. By 2027, the companies that look like “winners” will be those that didn't stand still – they continuously refined their use of AI, scaled what worked, and stayed responsive to both opportunities and risks. In essence, they built a resilient, learning organization. As one consulting guide put it, executives should “plan for long-term advantage” by investing in talent and infrastructure today and be willing to evolve the operating model as they go<sup>8</sup>. The journey may involve challenges – cultural hurdles, initial failures, reskilling costs – but the payoff is a transformed business that is ready for the AI-era of service.

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**In conclusion**, the service-based enterprise of 2027 is a very different creature from the firms of the 2010s. It's smarter, faster, and more agile – with AI woven into everything from internal operations to customer touchpoints. These winning companies combine the best of human and machine capabilities: AI delivers unprecedented efficiency and insight, while human creativity, empathy, and strategic thinking drive the business forward. For executives in sectors like logistics, healthcare services, customer support, or professional services, the message is clear: **now is the time to act**. The AI tipping point is here, and those who move decisively to become AI-enabled will lead their industries in performance. By embracing AI augmentation, redesigning workflows, cultivating new talent and leadership models, and taking strategic actions today, organizations can position themselves to be the high-performers of 2027 – enterprises that not only survive the AI revolution but harness it to thrive. The next two years will set apart the winners from the rest, and the blueprint is in our hands, backed by data and real-world examples. The race to the AI-enabled future has begun – and the companies crossing the finish line first are already gearing up.



To learn more about NOAH Research and explore further studies visit [noahresearch.org](https://noahresearch.org)

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