



KPMG Q1 2025 AI Pulse Survey

April 2025

Key Findings

The KPMG Quarterly Pulse Survey captures perspectives from 130 U.S.-based C-suite and business leaders representing organizations with an annual revenue of \$1 billion or more.

Risk management, trust, and workforce readiness emerge focus areas as investment, adoption and AI agent pilot programs grow.

Leaders plan to invest nearly **\$114 million** in GenAI over the next year, up sharply from **\$89 million** last quarter.

82% of leaders expect risk management to be the biggest challenge to their GenAI strategies for the remainder of **2025**, followed by quality of organizational data (64%) and personal trust in GenAI (35%).

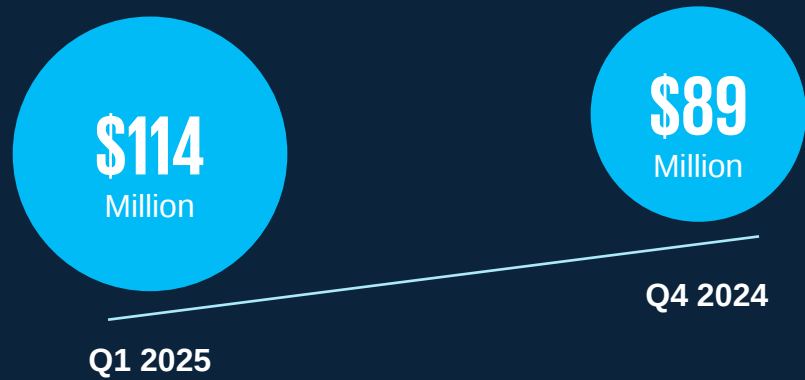
Organizations are rapidly accelerating from experimentation to piloting AI agents – the latter is up from **37%** to **65%** since last quarter. However, those deploying AI agents remains flat at **11%**.

32% of leaders believe trust in the accuracy and fairness of AI outputs will now be the greatest society-wide challenge with AI between now and **2030**.

Productivity tool usage on a daily basis is up to **58%** from **22%**. Knowledge assistant usage on a weekly basis is up to **61%** from **48%** as is GenAI embedded into existing workflows, jumping to **35%** from **24%**.

Value and Business Investment

How much in USD does your organization plan to invest in Gen AI over the next 12 months (e.g., training, technology, compliance, talent, etc.)?

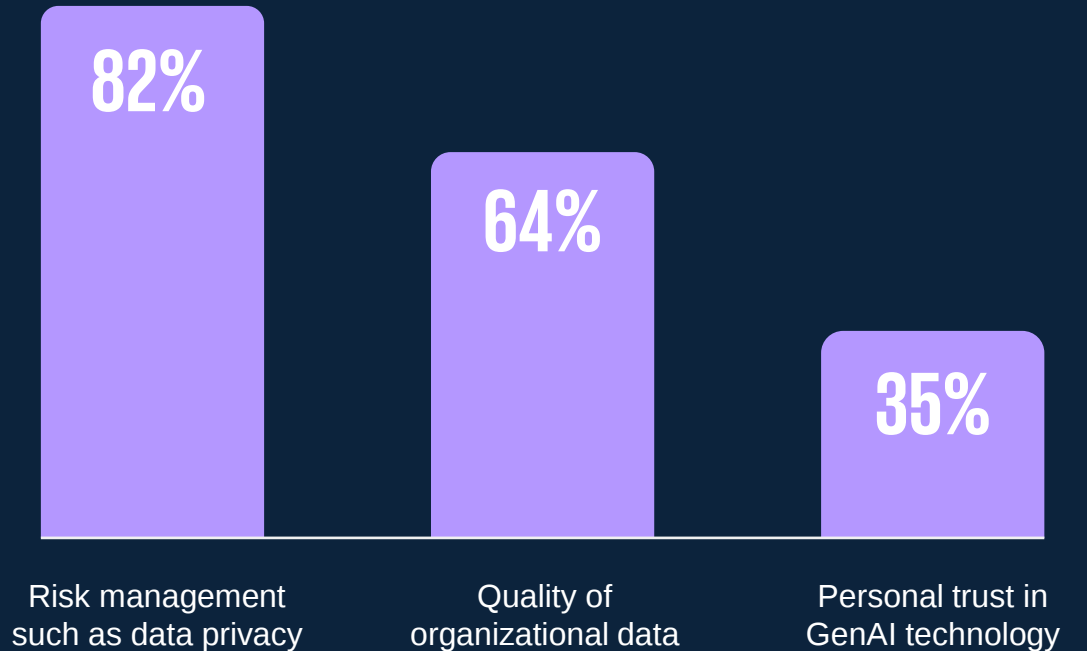


How important is investor pressure as it relates to demonstrating ROI on your organization's GenAI investment?

For 90% of organizations

investor pressure is important or very important to demonstrating ROI on investment, **up from 68% in Q4 2024.**

Which of the following do you expect to be the biggest challenges to your GenAI strategy in 2025?



Value and Business Investment continued..

Improved profitability and productivity are the ROI metrics relative to GenAI integration:

97%
profitability

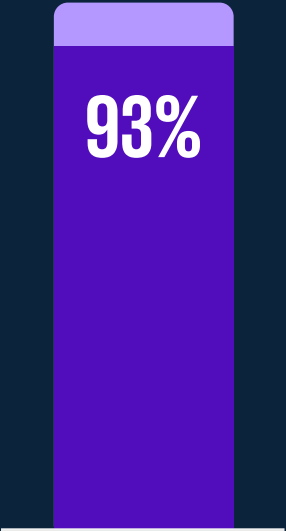
Followed by

94%
productivity.

The top three spending categories projected to spend between \$10- \$49.9 million include:



93%
of leaders agree that investments to-date in GenAI have allowed their company to enhance its competitive position and long-term strategic performance.



AI agent strategies: pilot-heavy but deployment-light

How is your organization planning to deploy AI agents?

67%

Buying a pre-built solution

27%

A combination of both internally built + pre-built

5%

Building an AI agent internally

In what capacity is your organization engaging with AI agents?

25%

Exploring the possibility of using AI agents

65%

Piloting AI agents

11%

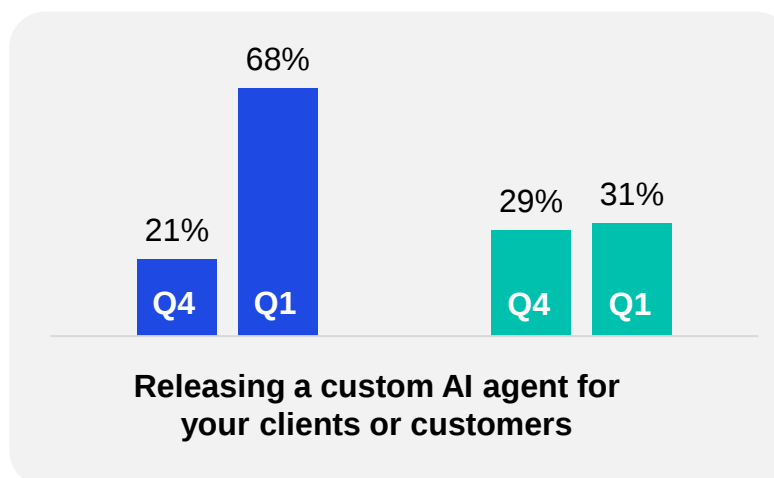
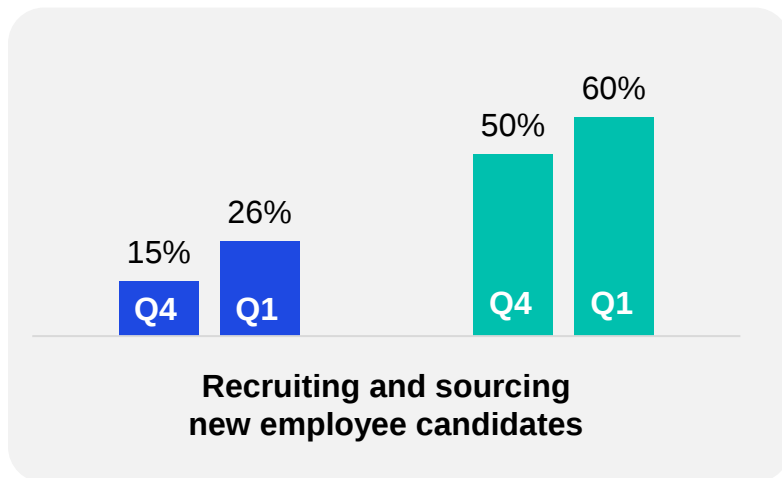
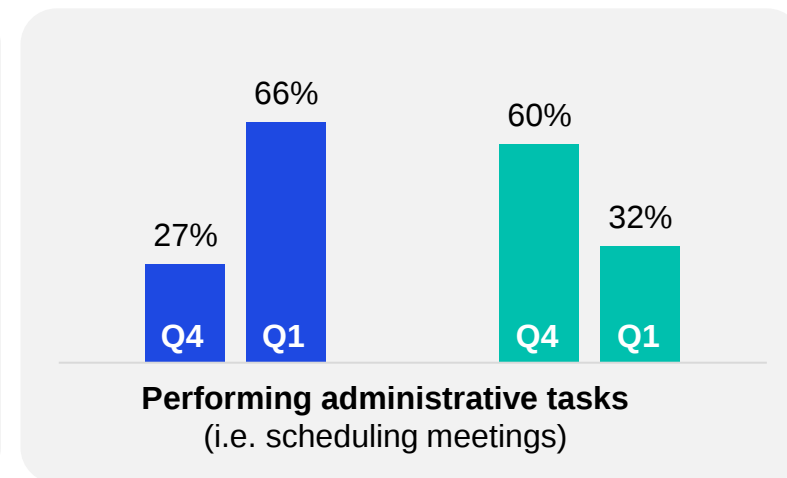
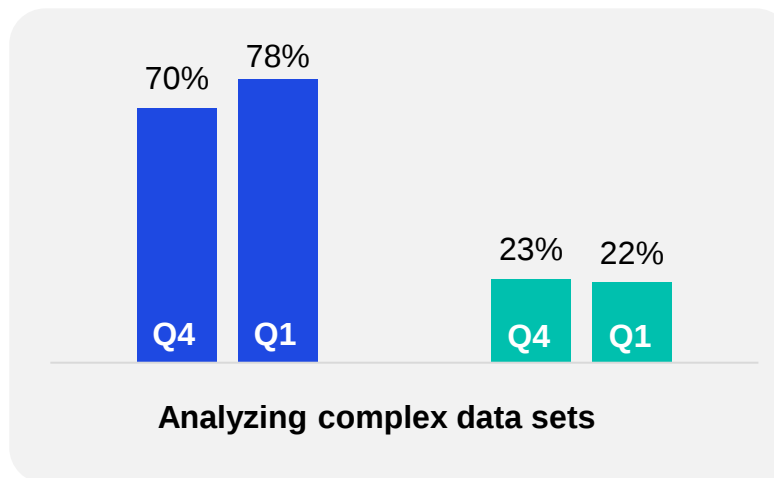
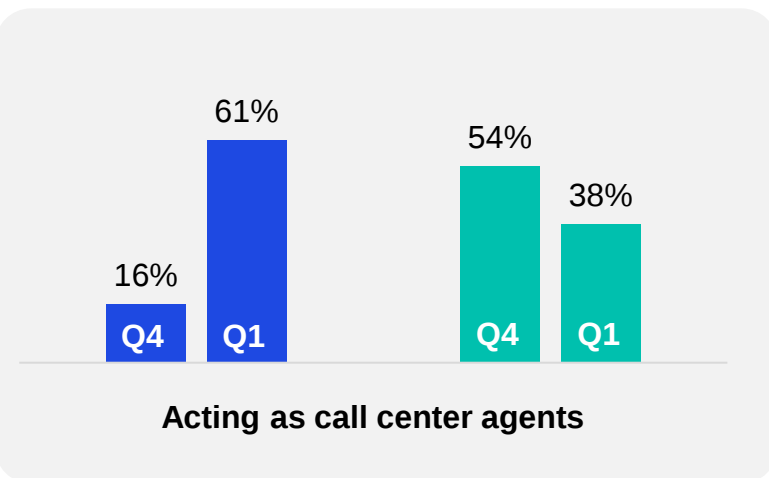
Deploying AI agents

What challenges do you anticipate in training employees to work with AI agents?

Despite an increase in the adoption of agents and assistants, **organizations face hurdles** in preparing their workforce for an AI-powered future.

The top anticipated challenges in training employees to work with agents include the **complexity of systems (66%)**, **keeping pace with rapidly evolving technology (56%)**, and **technical skills gaps (51%)**.

In the next 12 months, would you consider integrating an AI agent to assist with any of the following tasks in your organization?

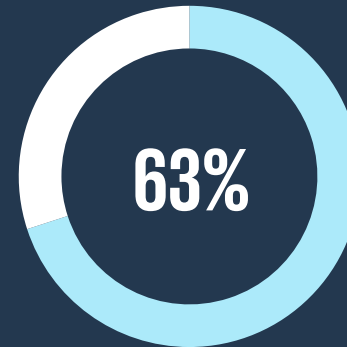


- We already use an AI agent for this
- Yes, and we have plans to do so

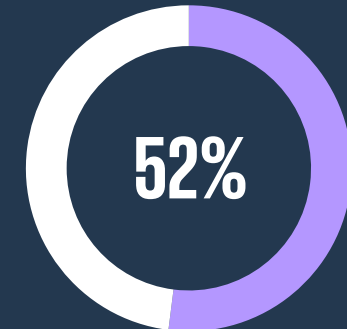
Which roles in your organization are most likely to benefit from agentic AI?

Technology (76%), Operations (74%) and Risk (56%) are the functions most likely to benefit from Agentic AI according to leaders, followed by **Finance (39%), Marketing and Sales (35%)** and **Human Resources (8%)**.

Which of the following best describes risk mitigation measures your organization is putting in place when it comes to AI agents in the next 6 to 12 months?



We are looking to deploy AI agents developed by trusted tech providers



We are not allowing AI agents access to sensitive data without human oversight

Workforce

How often is your organization's workforce using the following?

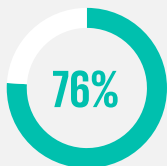
- Productivity tools are being used on a daily basis – up to **58%** from **22%** last quarter.
- Knowledge assistant (RAG models) usage on a weekly basis is up to **61%** from **48%**
- GenAI usage embedded into existing workflows is up to **35%** from **24%**.

Who is leading AI-related initiatives at your organization?

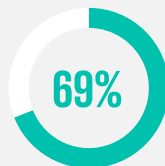
The rise in the share of organizations (**from 71% to 86%**), where **Chief Information Officer** are leading AI initiatives is the most prominent shift, underscoring the critical need for specialized expertise in managing AI projects as they move from strategic to operational phases.

Reduced involvement of **CEOs (from 17% to 8%)** and **Chief Innovation Officer (from 10% to 4%)** indicates that as AI initiatives mature, the responsibility transitions from exploration and high-level strategy to in-depth technical management.

Thinking about the next 12 months, to what extent do you agree or disagree with the following statements?



In the next **12 months**, **76%** of leaders agree or strongly agree AI will automate specific tasks but will not replace roles entirely.



69% agree or strongly agree AI will help strong performers focus on more strategic work.



Another **57%** believe AI will help low performers become stronger performers.

Trust emerges as a critical priority

Leaders believe **trust in the accuracy and fairness of AI outputs** will now be the **greatest society-wide challenge** with AI between now and 2030 (32%), followed by the misuse of AI by bad actors, (30%). **Personal trust** in GenAI is also now considered a **top three challenge** in 2025, according to over a third of leaders.

Is GenAI now part of your formal performance development track at your organization?

