Greater Boston
Chamber of Commerce

THE PULSE OF GREATER BOSTON BUSINESS

Insights for Greater Boston's Business Leaders

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Results: AI Adoption in the Workplace Survey

In March and April 2025, as part of our Pulse of Greater Boston Business series, the Chamber conducted a survey on **AI Adoption in the Workplace**.

This survey aimed to uncover how companies are integrating AI and automation into their operations and workplaces and reflects responses from 128 Greater Boston business leaders in our community and across industries.

The results identify emerging trends, reveal some of the biggest challenges and opportunities leaders see for their businesses relating to AI, and can be used as a resource to support businesses as they navigate the evolving landscape of AI.

Key Findings

1 ORGANIZATIONAL APPROACH TO AI ADOPTION

Organizations in Greater Boston are embracing AI at different levels. A significant **43% of respondents are actively integrating AI into multiple business functions**, while 38% are experimenting with AI in select areas.

Interestingly, 18% are exploring AI but have not yet implemented it, and only 1% have no plans to adopt AI in the near future.

This diversity in adoption strategies highlights the varied pace at which companies are approaching AI integration, but the majority of organizations are experimenting with or leveraging AI in some capacity.

2 PRIMARY GOALS OF AI ADOPTION

The survey revealed that **increasing productivity and efficiency is the top goal for AI adoption**, with 90% of respondents prioritizing this objective. Other key goals include automating repetitive tasks (64%), supporting decision-making with data insights (51%), and reducing operational costs (44%). These goals underscore the variety of benefits that organizations seek from AI technologies.

3 IMPACT OF AI ON THE WORKFORCE

AI is reshaping the workforce in several ways. A notable **63% of respondents reported increased efficiency and time savings** due to AI. However, 33% have seen no significant impact so far, and 7% have experienced job reductions. These findings highlight both the positive and challenging aspects of AI's impact on employment.

4 BIGGEST CHALLENGES IN ADOPTING AI

Adopting AI comes with its set of challenges. **Concerns about data privacy and security were cited by 63% of respondents, making it the most significant challenge**. Lack of internal expertise (47%), ethical considerations and potential bias (41%), employee resistance to change (29%), and the cost of implementation (23%) were also highlighted as hurdles. These challenges reflect the complexities organizations face in integrating AI effectively.

43%

are actively integrating AI into multiple business functions
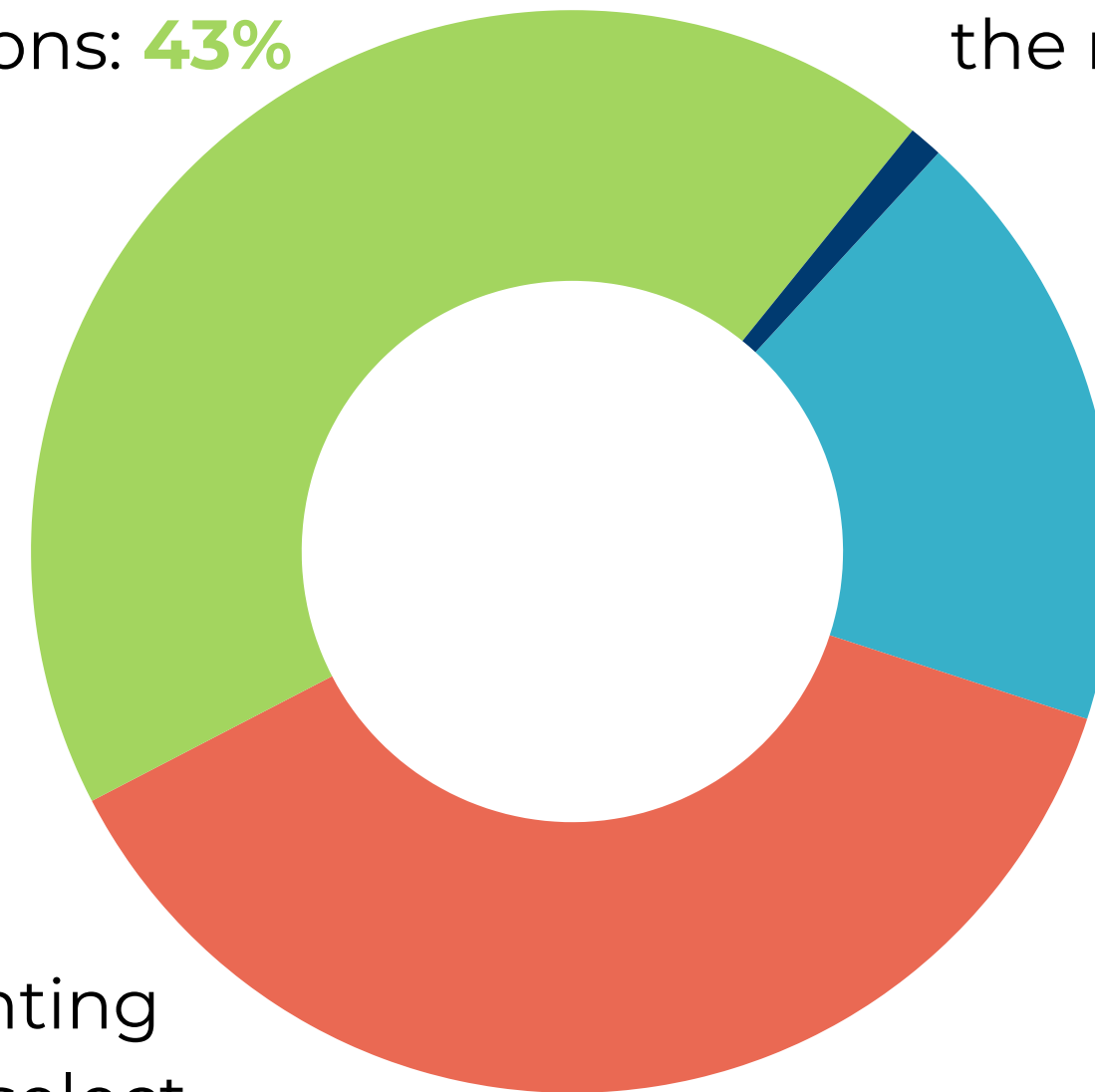
ORGANIZATIONAL APPROACH TO AI ADOPTION

Q1: How would you describe your organization's approach to AI adoption?

N=128

Actively integrating AI into multiple business functions: **43%**

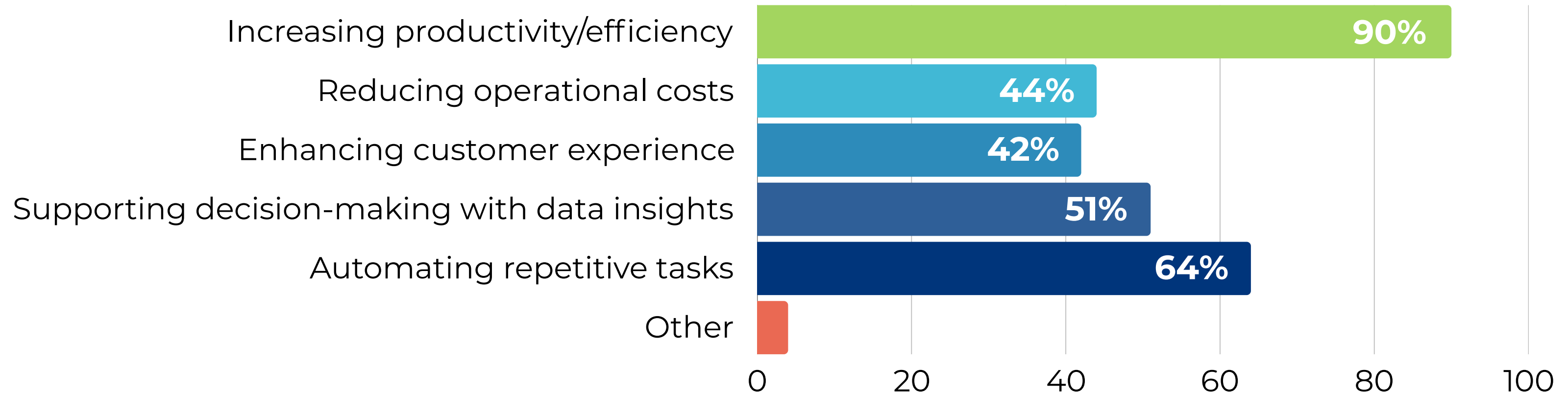No plans to adopt AI in the near future: **1%**

Exploring AI but have not implemented it yet: **18%**

Experimenting with AI in select areas: **38%**

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Q2: What are the primary goals of your AI adoption? (Select all that apply)

Goal	Percentage
Increasing productivity/efficiency	90%
Reducing operational costs	44%
Enhancing customer experience	42%
Supporting decision-making with data insights	51%
Automating repetitive tasks	64%
Other	

4% chose *"Other,"* citing additional goals in adopting AI such as writing proposals and understanding complex documents; reducing cognitive load; and creating video out of existing content for social media.
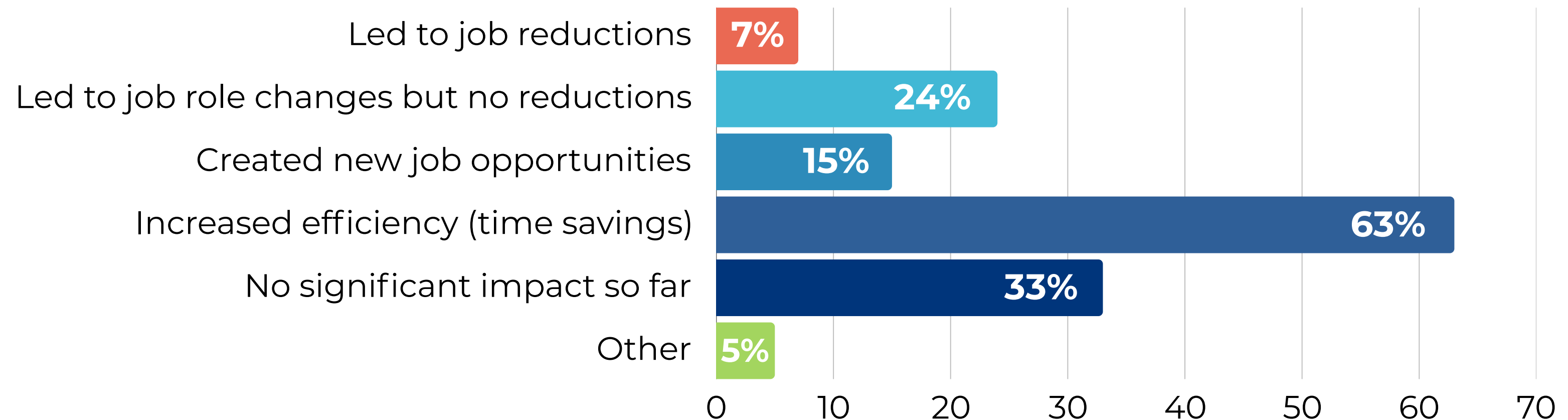
N=91
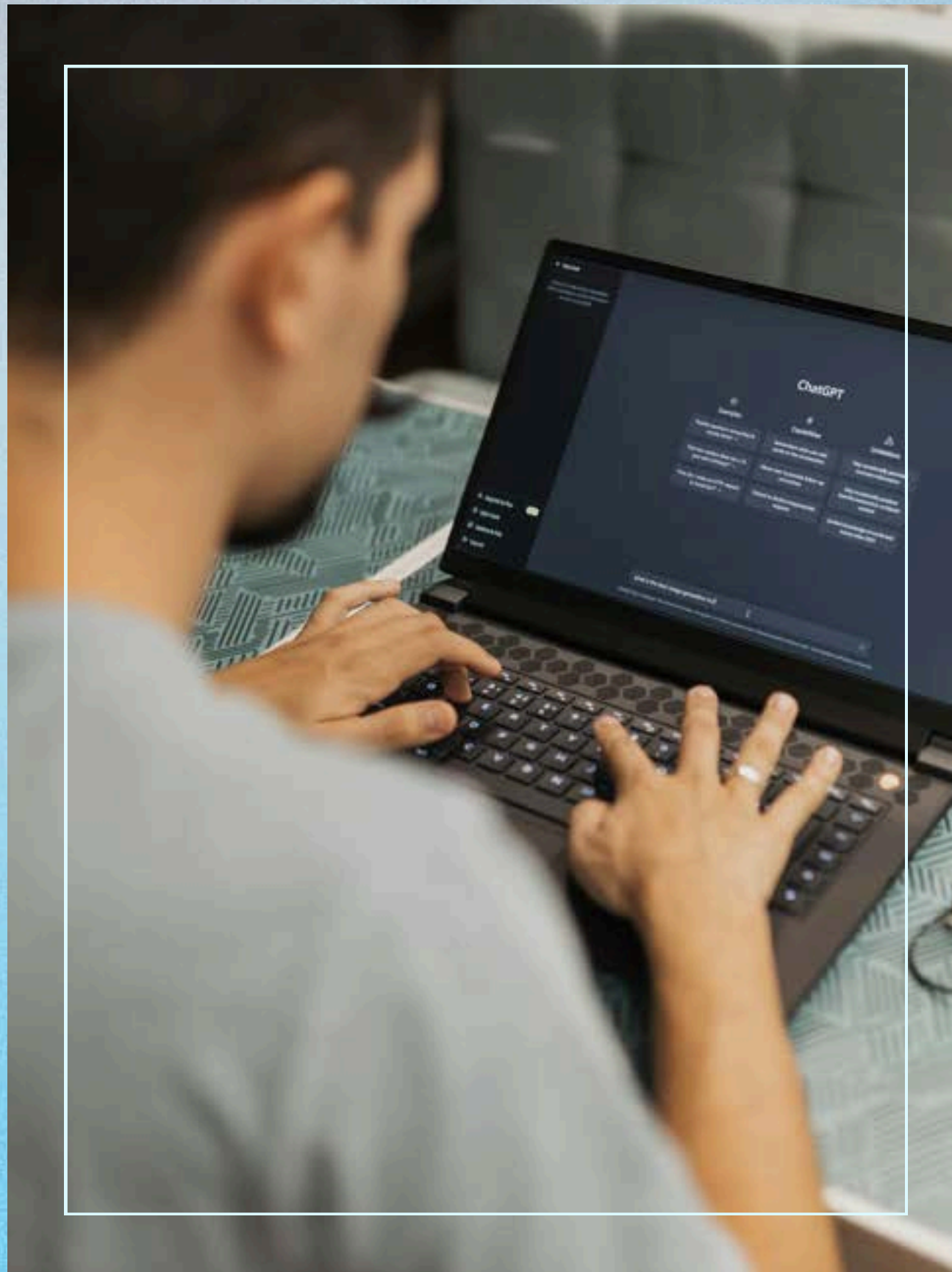
AI's impact on the workforce is multifaceted, leading to **increased efficiency, job role changes, and the creation of new job opportunities**, although some organizations have experienced job reductions.

Q3: How has AI impacted your workforce? (Select all that apply)

Category	Percentage
Led to job reductions	7%
Led to job role changes but no reductions	24%
Created new job opportunities	15%
Increased efficiency (time savings)	63%
No significant impact so far	33%
Other	5%

5% chose "Other," citing additional ways AI has impacted their workforce including decreasing future hiring needs and adding value to their organization.
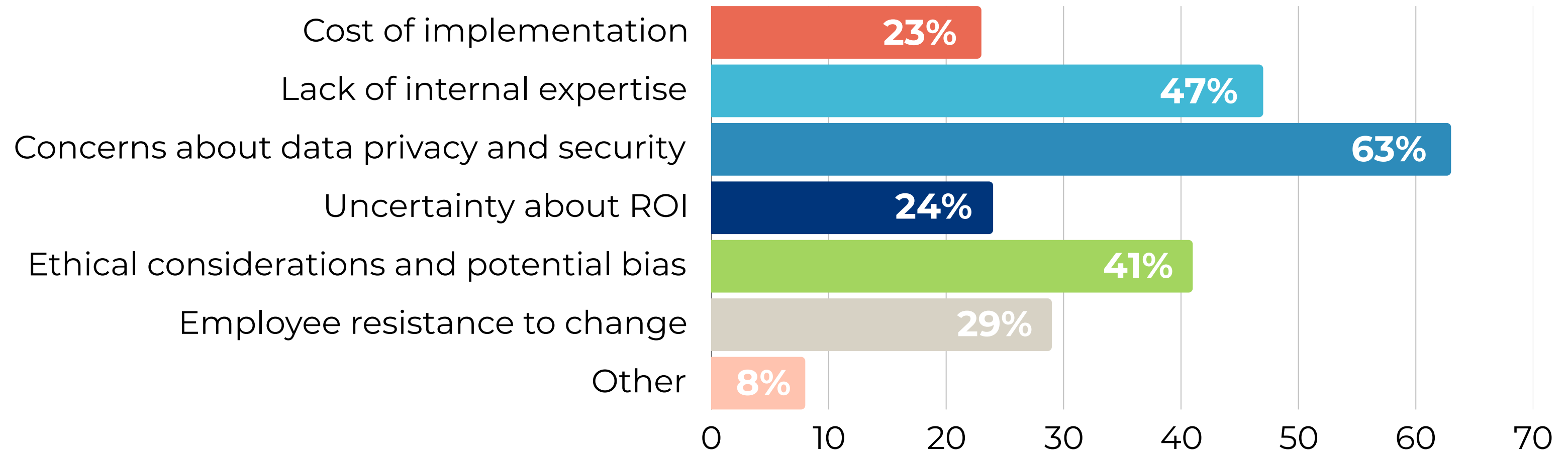
N=91

Q4: What are the biggest challenges your organization faces in adopting AI? (Select all that apply)

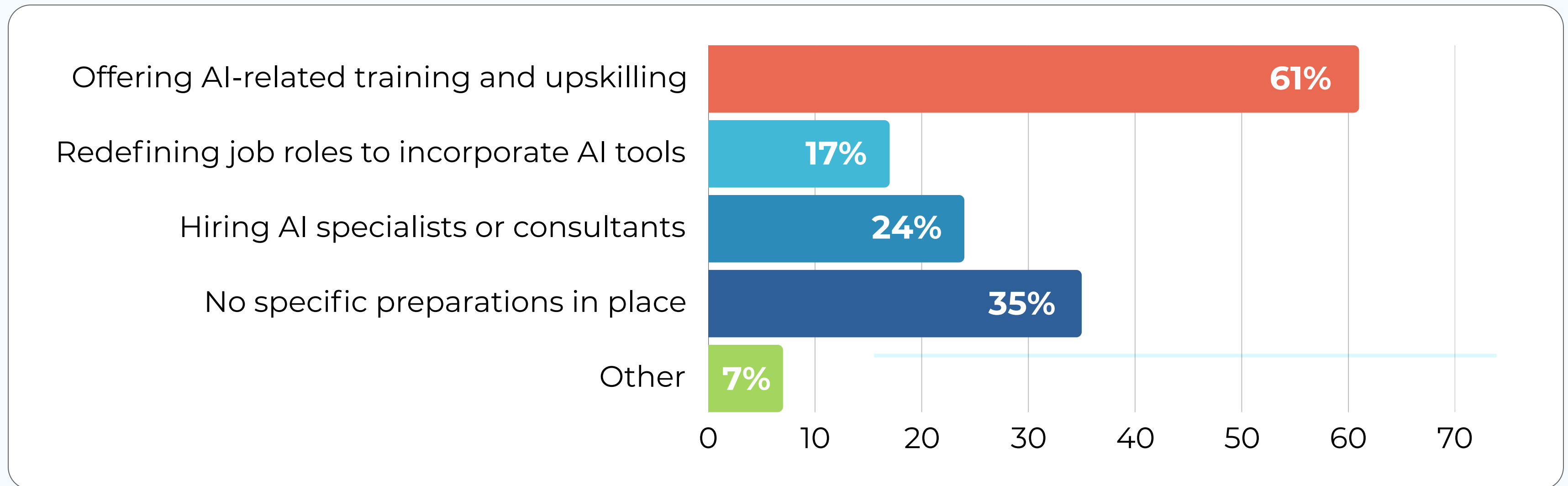| Challenge	Percentage
Cost of implementation	23%
Lack of internal expertise	47%
Concerns about data privacy and security	63%
Uncertainty about ROI	24%
Ethical considerations and potential bias	41%
Employee resistance to change	29%
Other	8%

8% *chose* **"Other,"** *citing additional challenges such as inaccurate data; potential regulations or laws that would limit innovation and the positive impact on customers; and prioritizing potential use-cases.*

N=75

Q5: How is your organization preparing employees for AI-driven changes? (Select all that apply)

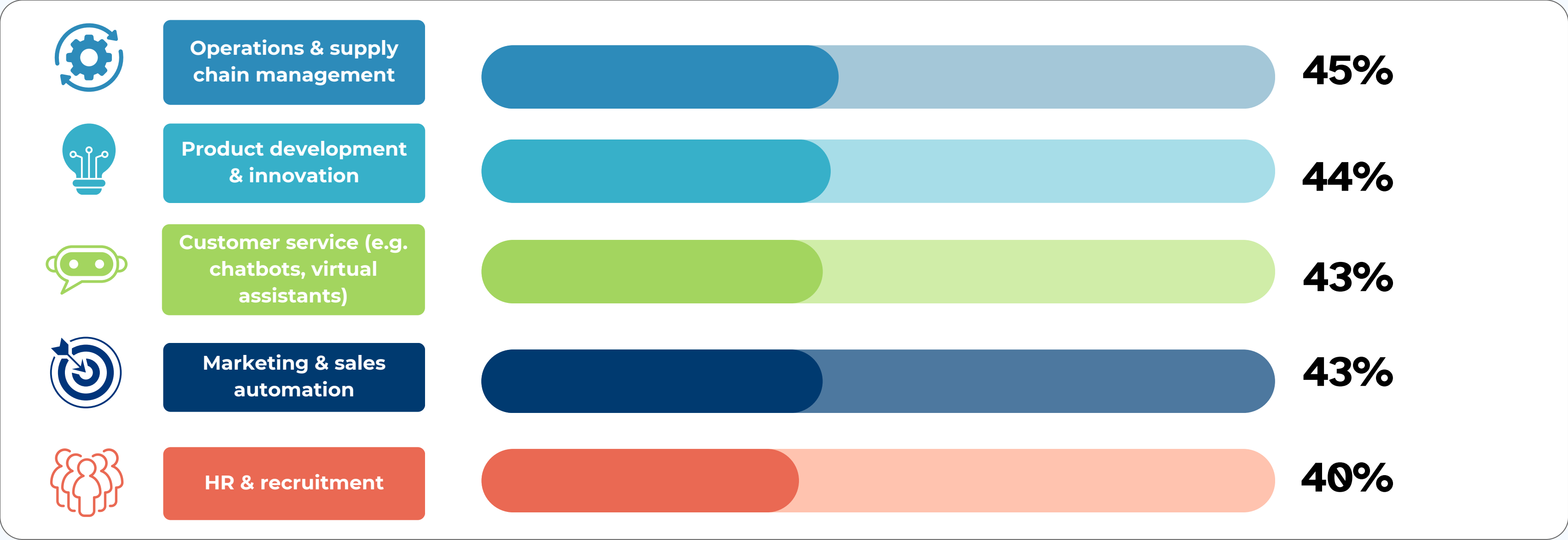| Category	Percentage
Offering AI-related training and upskilling	61%
Redefining job roles to incorporate AI tools	17%
Hiring AI specialists or consultants	24%
No specific preparations in place	35%
Other	7%

(x-axis: 0, 10, 20, 30, 40, 50, 60, 70)

7% *chose* **"Other,"** *citing preparation actions such as having internal team discussions around AI's value and usage; establishing an internal working group or AI Governance Committee; and researching the business use cases.*

N=75

Q6: In which areas is your company currently using or planning to use AI? (Select all that apply)

⚙	**Operations & supply chain management**	**45%**
💡	**Product development & innovation**	**44%**
🤖	**Customer service (e.g. chatbots, virtual assistants)**	**43%**
🎯	**Marketing & sales automation**	**43%**
👥	**HR & recruitment**	**40%**

*29% of respondents also chose **Finance & Accounting** (e.g., fraud detection, financial forecasting), and **20%** chose **"Other,"** citing additional use cases like improving internal communications; design services; legal/regulatory; sales; research & analysis; and reviewing content.*
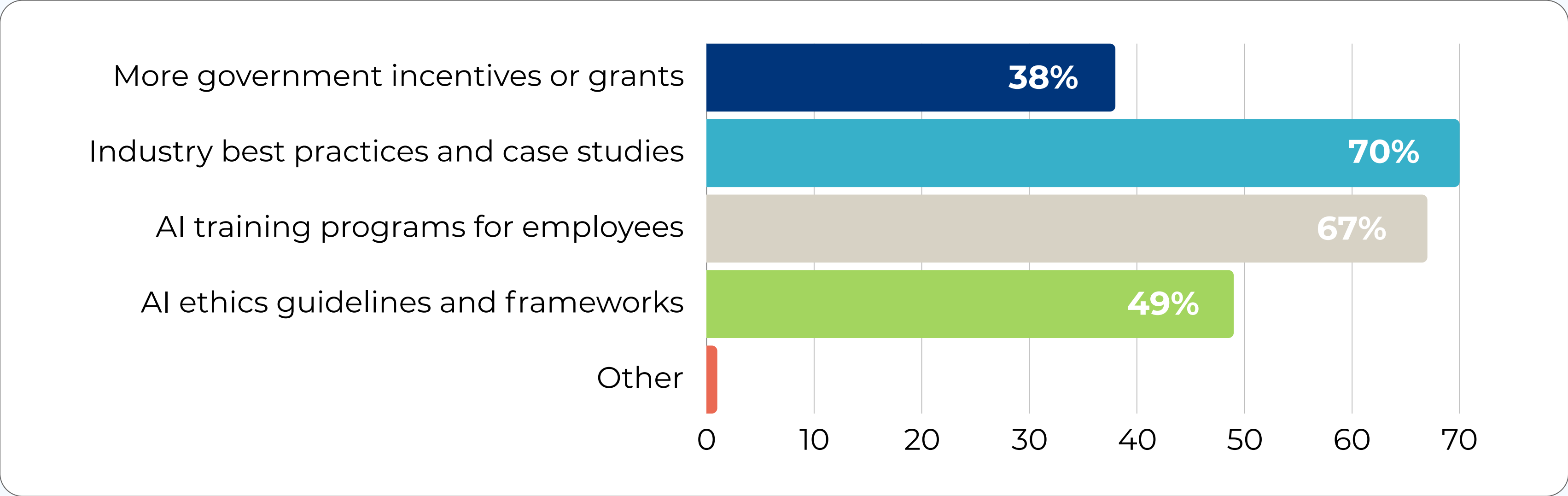
N=75

Survey respondents chose **industry best practices & case studies** as well as **AI training for employees** as resources that would most help their organizations' AI integration.

Q7: What resources or support would help your organization integrate AI more effectively? (Select all that apply)
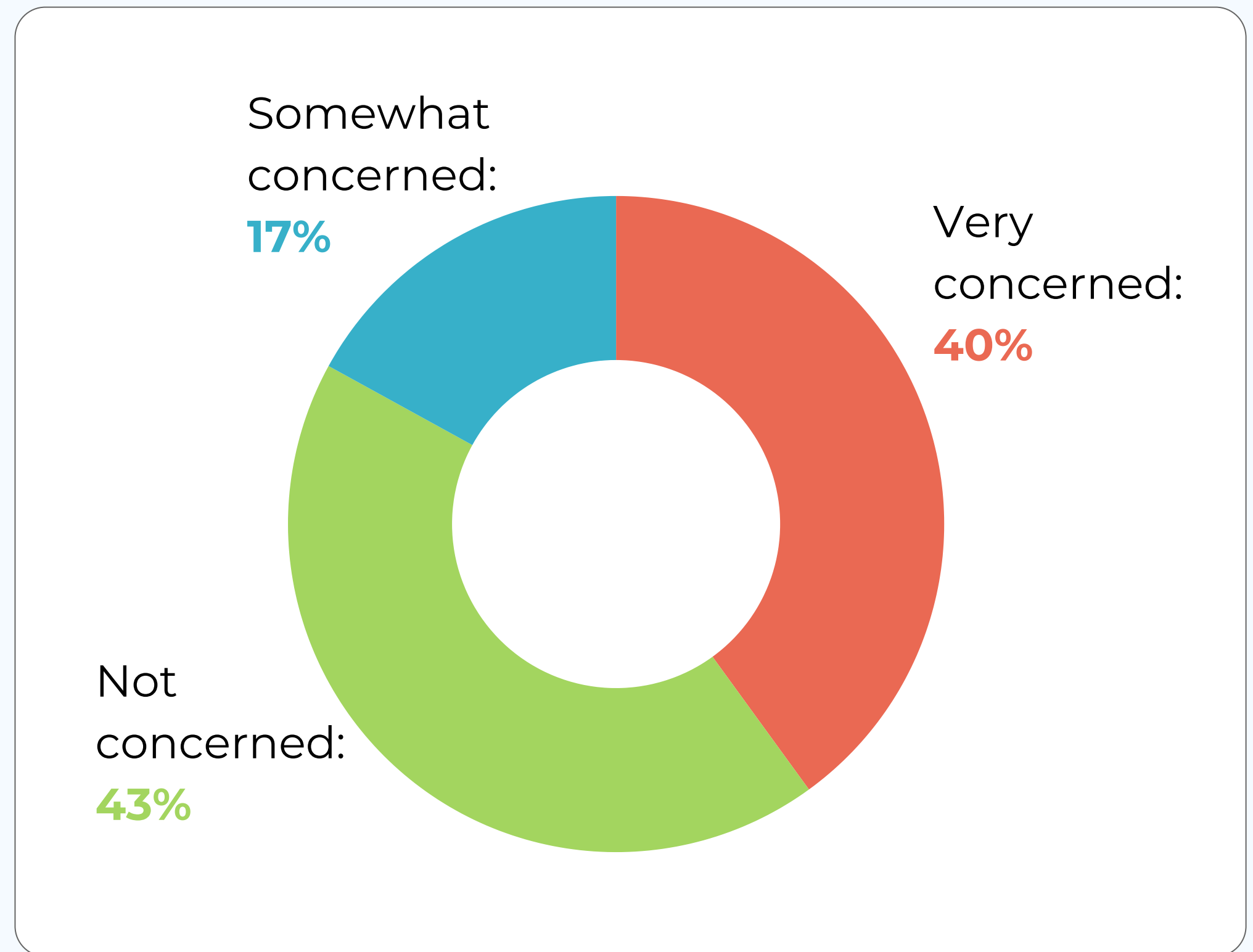

Resource	Percentage
More government incentives or grants	38%
Industry best practices and case studies	70%
AI training programs for employees	67%
AI ethics guidelines and frameworks	49%
Other	

N=73
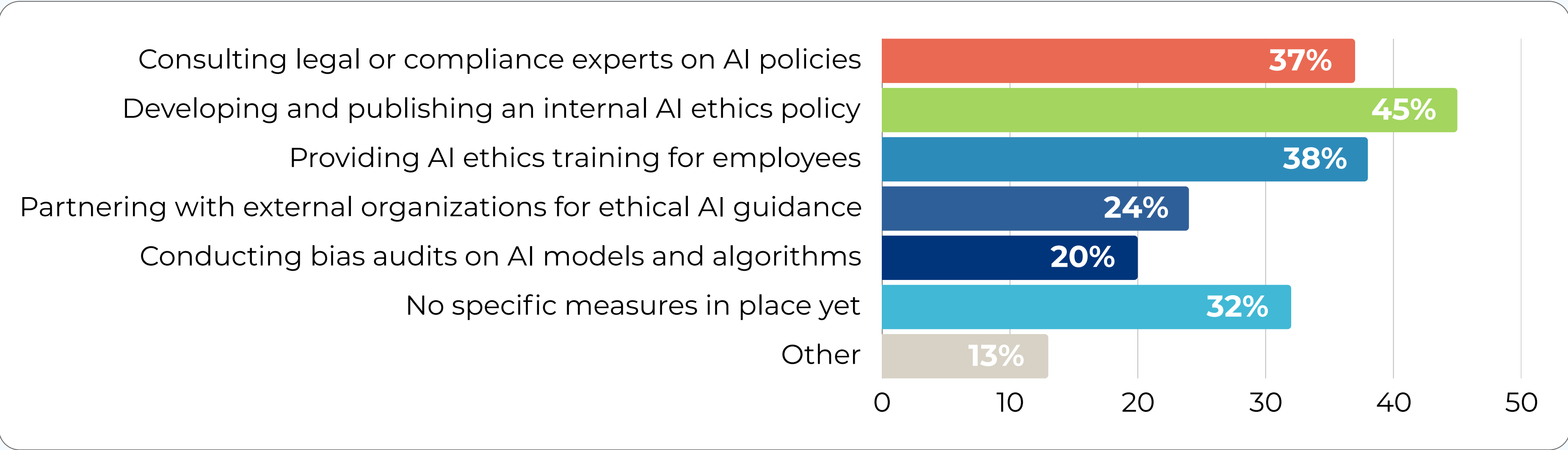
57%

of organizations are concerned about the ethical risks associated with AI

Q9: What steps is your organization taking to mitigate ethical risks associated with AI? (Select all that apply)

Consulting legal or compliance experts on AI policies	37%
Developing and publishing an internal AI ethics policy	45%
Providing AI ethics training for employees	38%
Partnering with external organizations for ethical AI guidance	24%
Conducting bias audits on AI models and algorithms	20%
No specific measures in place yet	32%
Other	13%

13% chose "Other," citing additional steps being taken such as checking behind AI for data accuracy; creating a culture of data validation and source checking; or noting they are still in the security research phase before beginning to mitigate ethical risks
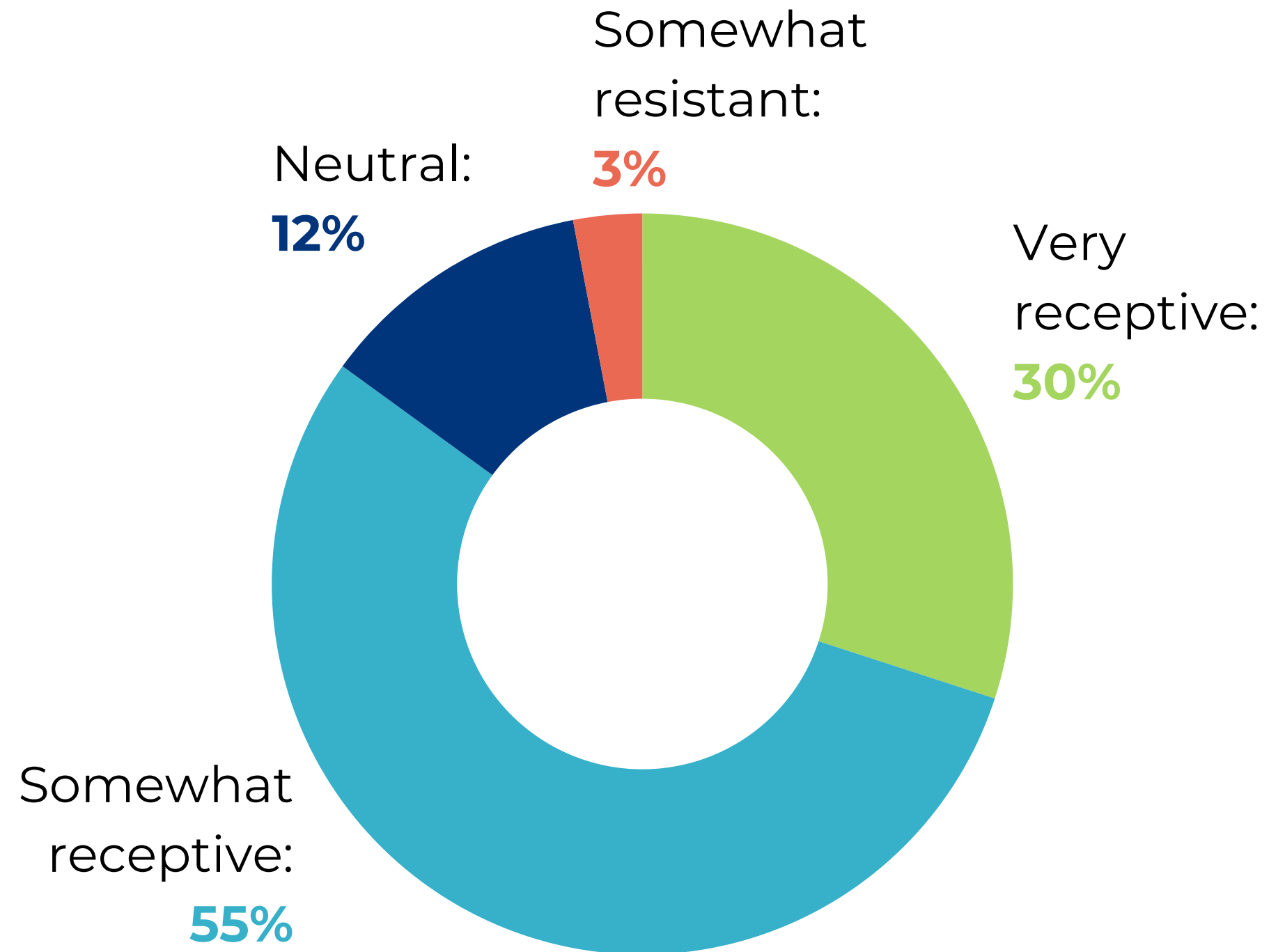
N=76

85%

of employees are receptive
to using AI tools

The insights from the **AI Adoption in the Workplace** survey provide valuable benchmarks for organizations navigating the evolving landscape of AI integration. By understanding these trends, businesses can better adapt their strategies to leverage AI effectively and remain competitive in the rapidly changing environment.

The emphasis on increasing productivity and efficiency, automating repetitive tasks, and supporting decision-making with data insights highlights the multifaceted benefits that AI can bring to organizations. As we move forward, continuous monitoring and adjustment of AI strategies will be crucial for maximizing these benefits while addressing challenges such as data privacy, lack of internal expertise, and ethical considerations.

By prioritizing AI-related training and upskilling, redefining job roles to incorporate AI tools, and consulting experts to mitigate security and ethical risks, organizations can create adaptable and responsive AI policies. These efforts will help sustain a productive and engaged workforce, ensuring that businesses are well-equipped to navigate the complexities of AI adoption and drive innovation and growth in the Greater Boston area.

THANK YOU

If you have any questions, reach out to us at
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