



AI Awareness and Adoption in GBS Organizations: 2024 Survey Report

Executive Summary

This report presents the findings of a survey conducted on the current state of Artificial Intelligence (AI), Robotic Process Automation (RPA), and Advanced Analytics adoption within Global Business Services (GBS) organizations in Malaysia. The survey provides insights into the technological maturity of GBS centers, their readiness for AI integration, and the challenges they face in adopting these transformative technologies.

Key Insights:

- **AI Awareness is High, but Adoption Lags:** While 74% of respondents have begun their AI and analytics journey, adoption levels remain relatively low, with organizations needing to bridge the gap between awareness and actual implementation.
- **Talent Shortage Persists:** Despite investments in AI talent, organizations continue to face difficulties in finding skilled professionals to drive their AI initiatives.
- **Data Quality Issues:** Poor data quality and availability remain significant barriers to realizing AI's full potential in GBS

Demographic Overview

GBS Experience:

79%

of respondents' GBS centers have been in operation for between 3 to 10 years.

Center Size:

The majority

76%

of the respondents work in GBS centers with 1-500 employees.

Top 5 Respondent's Industries:

Healthcare
Energy
Technology
Manufacturing
FMCG

Technology Adoption in GBS

RPA, Advanced Analytics, and AI Implementation

- Most Popular Technologies: RPA continues to be the primary technology, with a growing focus on advanced analytics and AI.

Functions Benefiting the Most:

- Transactional Finance, Financial Planning and Analysis (FP&A), and Master Data Management (MDM) are the primary functions that benefit the most from RPA and AI technologies. These functions see the greatest improvements in terms of process efficiency, data accuracy, and decision support through the automation of routine tasks and predictive insights.

AI Awareness & Infrastructure Readiness

01

Level of AI Awareness

The survey reveals that AI awareness is relatively high across GBS organizations, with 53% having started their AI journey. However, many respondents report a low level of adoption and full-scale implementation. This suggests a significant gap between understanding AI's potential and realizing its benefits.

02

Infrastructure Readiness

A lack of infrastructure readiness was cited as a key barrier to AI adoption. Only 29% of respondents believe they have the infrastructure in place to support AI and advanced analytics technologies.

Data Quality & Availability Issues: Organizations reported that poor data quality, fragmented data sources, and challenges with data integration are preventing effective AI implementation. This issue was noted as a priority that must be addressed before scaling AI. Only 6% of respondents believe they have high level of data quality and availability.

03

AI Talent & Training

Although GBS centers are actively investing in AI talent, the lack of readily available skilled professionals in the market continues to be a significant obstacle. Formal training programs for AI remain limited, with organizations struggling to build internal capabilities.

GBS Talent & Resources on AI, Advanced Analytics, and RPA

01

Dedicated AI Teams

The data reaffirms that there is a small portion of GBS centers that have dedicated AI teams. Only 6% have extensively defined AI roles and teams and 47% have undefined roles and teams. While 47% do not have dedicated AI roles and teams.

02

Talent Acquisition Challenges

Training Programs: Formal training programs for AI skills remain underdeveloped in many GBS organizations. While 41% have some form of AI education or training, a significant 59% of respondents lack formal training programs altogether.

Talent Shortages: There is a significant shortage of skilled AI professionals, with 42% of GBS centers actively investing in talent development for advanced analytics, AI, and RPA. However, 29% remain neutral, and another 29% disagree about their investment in talent regeneration, highlighting a cautious approach amid the limited talent pool in the job market.

03

Popular Methods for Assessing Readiness:

Organizations are using a mix of internal assessments, industry benchmarks, and third-party evaluations to determine their readiness for AI adoption. However, given the resource constraints, many centers are still in the exploratory stages of these assessments.

Strategic Goals and Challenges



AI Adoption Goals

The data shows that the key strategic goals for AI adoption in GBS are:

While operational efficiency and cost savings continue to be the top reason for AI adoption (34%), it was encouraging to observe other opportunities for integration. 29% of respondents aim to enhance customer experience and satisfaction. While 24% of respondents aim to accelerate innovation and product/services. And the remaining 12% of respondents aim to expansion into new markets or business opportunities.

Challenges to AI Adoption

The top challenges remain consistent with earlier findings: talent shortages, data quality issues, and a lack of infrastructure are the most significant obstacles to scaling AI within GBS.

Conclusion

The 2024 survey reveals that while GBS organizations in Malaysia are making strides in AI and analytics, significant challenges remain, particularly in terms of talent and infrastructure readiness. By addressing these issues and focusing on strategic priorities, GBS centers can unlock AI's full potential, driving greater efficiency, cost savings, and innovation in their operations.