RESEARCH FINDINGS

How Executives are Using Data and AI to Reimagine Customer Engagement

MANUFACTURING

Generative AI adoption and data utilization are key topics for manufacturers. AllCloud's report, "How Executives are Using Data and AI to Reimagine Customer Engagement," explores how manufacturers align data across cloud platforms to achieve customer engagement goals.
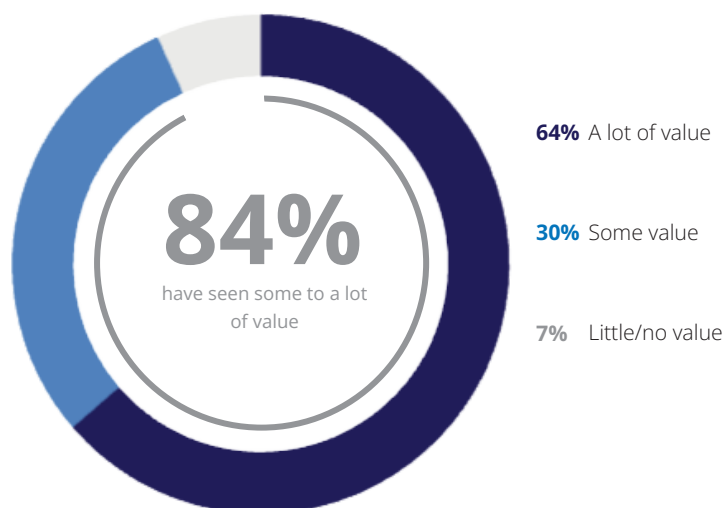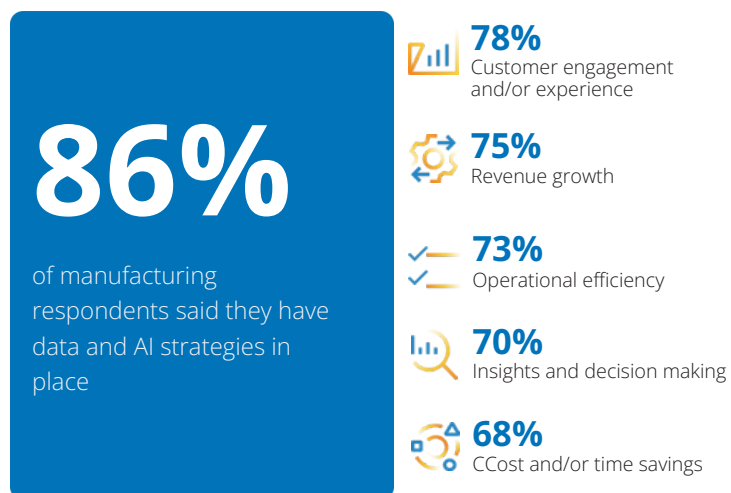
This snapshot highlights findings specific to the manufacturing industry, providing insights into their progress and opportunities in leveraging data and AI.

Unlocking the Potential of AI in Manufacturing

Ahead of the report results, **86%** of manufacturing organizations shared that they have established their data and AI strategies. Manufacturers are the leading industry to see improvements in customer engagement and/or experience, seeing 78% improvement, surpassing of report results across industries.

Of those who said they already have data and AI strategies in place, respondents said they've seen improvement in five categories:
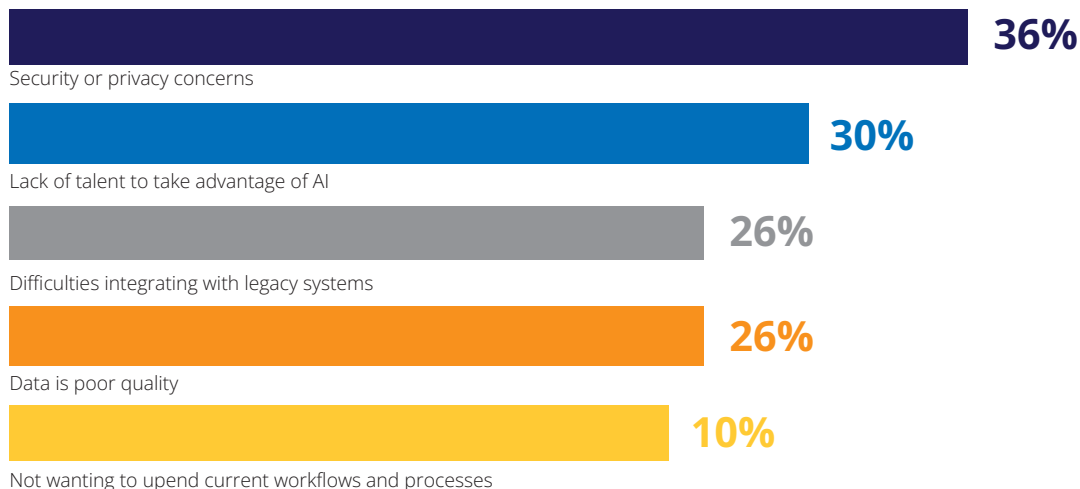
Higher than the report results, **84%** of those organizations with data and AI strategies report seeing some to a lot of value from leveraging AI.

86%

of manufacturing respondents said they have data and AI strategies in place

78%
Customer engagement and/or experience

75%
Revenue growth

73%
Operational efficiency

70%
Insights and decision making

68%
CCost and/or time savings

84%
have seen some to a lot of value

64% A lot of value
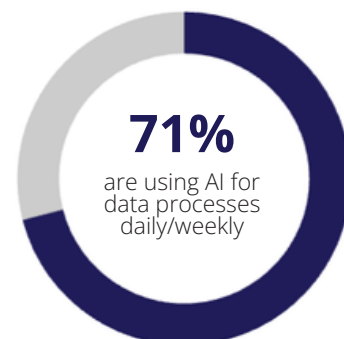
30% Some value

7% Little/no value

The Roadblocks to AI for Manufacturing

Consistent with the report results, concerns about security or privacy and lack of talent are the leading reasons manufacturing companies avoid developing an AI strategy.

Despite hesitations, most organizations are still leveraging AI on a regular basis for their data proceses.

What factors are the biggest roadblocks to your organization from embracing an AI strategy?

36%
Security or privacy concerns

30%
Lack of talent to take advantage of AI

26%
Difficulties integrating with legacy systems

26%
Data is poor quality

10%
Not wanting to upend current workflows and processes
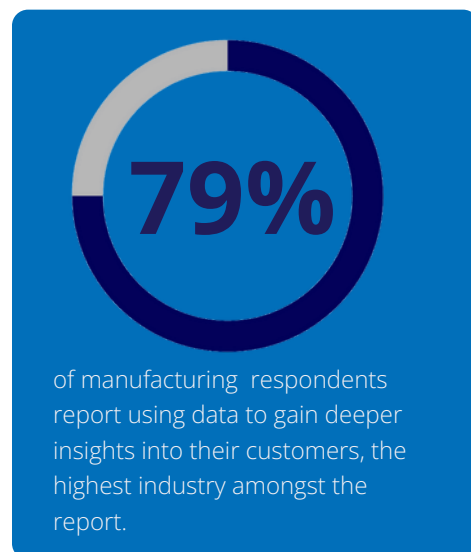
71%
are using AI for data processes daily/weekly

Data All Along the Customer Journey

Alongside their data and AI strategies, leading manufacturing organizations are leveraging AWS and Salesforce for their customer journeys.

Of those using both AWS and Salesforce, 95% engage in sharing data between the platforms, which is consistent across all industries in the report.

Manufacturers are ahead of the other industries report results when it comes to improving their customer insights with AWS and Salesforce, achieving a higher level of value.

How have your customer insights changed since sharing data between AWS and Salesforce?

81%
said their customer insights have greatly increased

11%
said they've slightly increased

79%
of manufacturing respondents report using data to gain deeper insights into their customers, the highest industry amongst the report.

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