AI, with judgment

AI amplifies what it finds

The same AI tool helped the least experienced agents most. Most firms use AI, few see it in their numbers yet, and where to start.

+14%

More cases resolved per hour

Customer support agents with an AI assistant, on average.

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Same tool, uneven gains

The same tool helps most where the gap was largest.

More cases resolved per hour

+14%

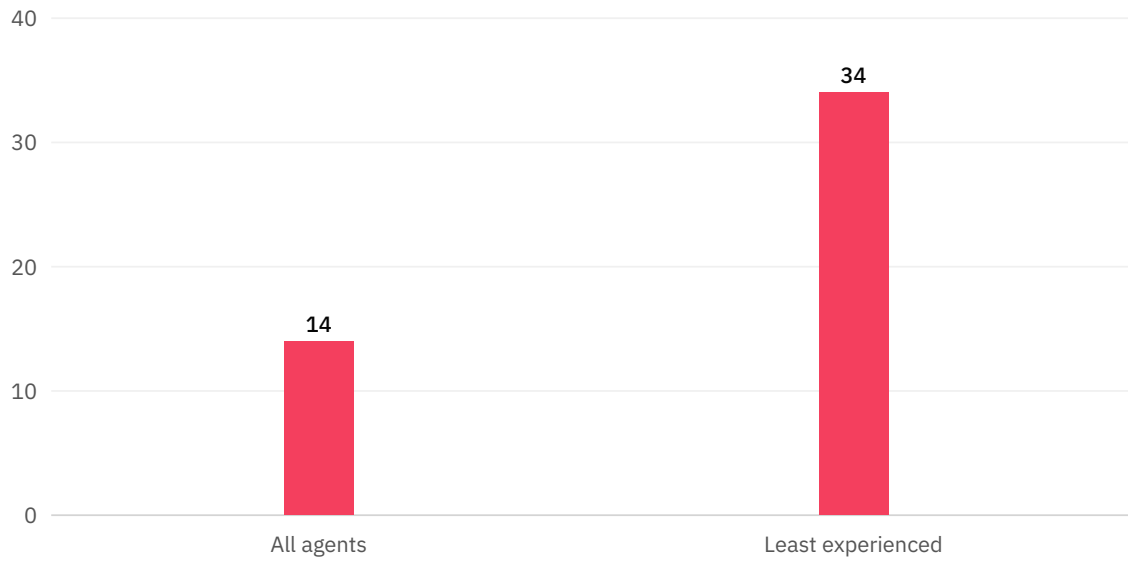
Customer support agents with an AI assistant, on average.

For the least experienced

+34%

The newest agents gained the most.

Gain in cases resolved per hour (%)



Adoption is fast. Payoff is slow.

Most firms use AI. Few see it in their numbers yet.

Firms already using AI

78%

Survey of nearly 9,000 firms in seven countries.

Hours a week, senior executives

2.1

Up from 1.5 at the start of 2026.

See no productivity impact

83%

At their own company, over the last three years.

Productivity gain from AI, per year



Where to start

One process, measured before and after.

1. **Pick one process**
   Owned by the manager who has the problem.
2. **Set the baseline**
   How it runs today, in numbers.
3. **Build and run next to your core systems**
   Your systems stay the source of truth.
4. **Measure again**
   Keep what moved the numbers.

> ## Whoever measures first has the edge over whoever buys first.
>
> — WorkBigly

Sources

- Brynjolfsson, Li & Raymond, Generative AI at Work, NBER Working Paper 31161 (5,179 agents).
- Firm Data on AI, NBER Working Paper 34836, revised October 2026 (nearly 9,000 firms, seven countries).
- Brynjolfsson, Rock & Syverson, The Productivity J-Curve, NBER Working Paper 25148.



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