



# Content Management + GenAI: **Building the limitless, resilient workforce of tomorrow**

A new survey finds that organizations are realizing significant benefits from integrating content management and generative AI – and the results live up to the hype.

We all dread complex processes like filing an insurance claim – endless forms, constant errors, and feeling like no one really understands your situation. But imagine if the driver who filed the claim, the insured motorist, the claims adjuster, and even the body shop had access to the same information, guided by an AI assistant, delivering concise and accurate insights and reports in real-time.

This isn't an idealistic vision of future experiences. For organizations that have successfully integrated generative AI (GenAI) and content management, this is reality today.

As companies move GenAI pilot programs into production, they are discovering that this integration pays significant dividends by alleviating digital friction, according to a new [Foundry MarketPulse report](#). And, the survey finds, companies with deeply embedded GenAI get the biggest bang for the buck.

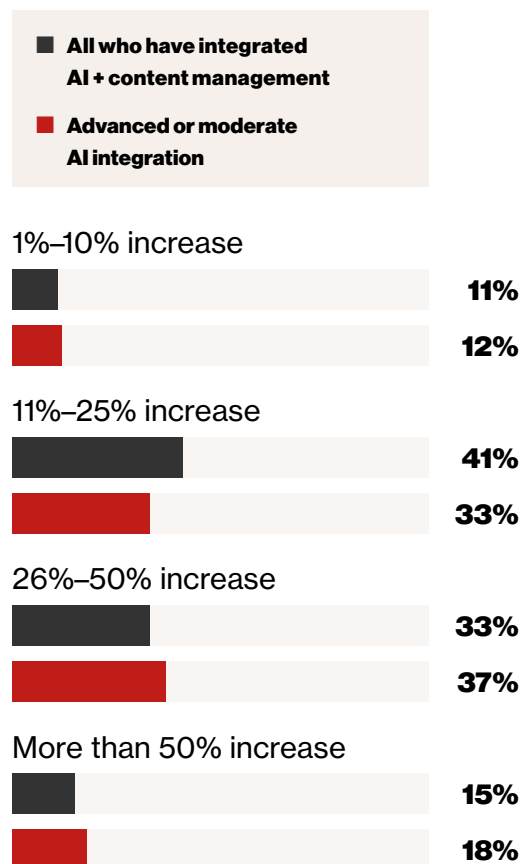
Benefits include:

- Employee output improved by an average of 28%, while companies with advanced or moderate integration gained 30%.

- Time savings per employee per day of 2.7 hours, while companies with advanced or moderate integration saved 2.9 hours.
- Content management costs shrunk by 23% annually, while companies with advanced or moderate integration saved 25%.

**Figure 1**

**Observed improvement in employee output since implementing AI**



SOURCE: FOUNDRY

## Most are integrating

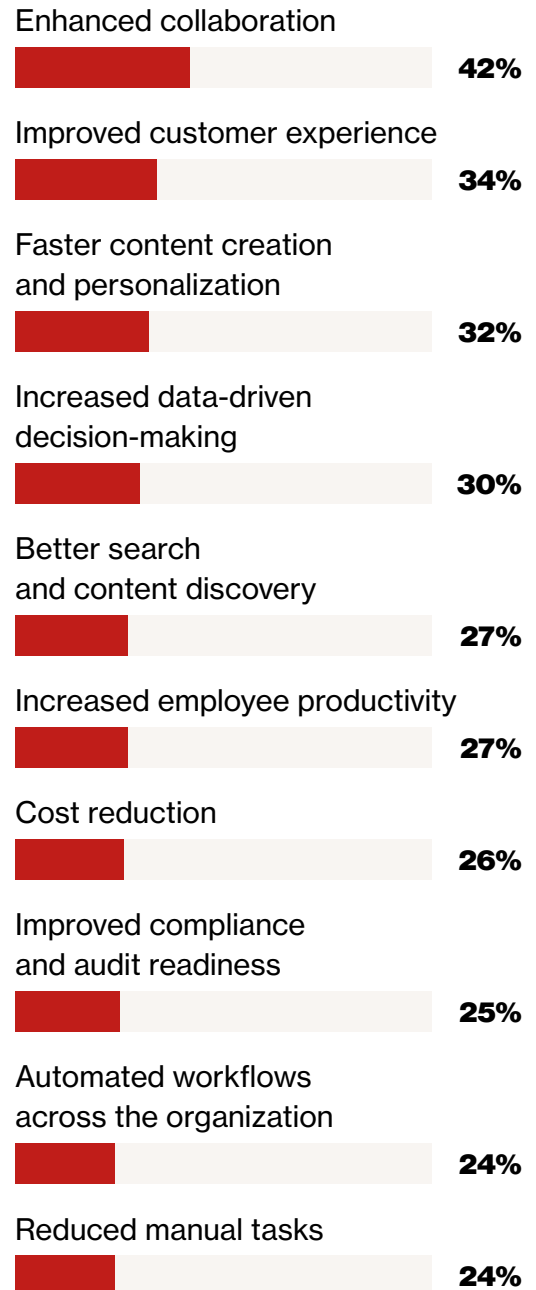
Organizations are well on their way to integrating GenAI with content management. In fact, 81% report having integrated the two to some degree, and the rest are exploring or piloting integration. This trend is fueled by a list of expected benefits that span a broad range, led by enhanced collaboration (42%). Smaller companies have the most to gain from reducing manual tasks, according to the survey – 35% of companies with less than 5,000 employees expect that benefit, compared to only 16% at larger enterprises.



The research also reveals that some departments stand to benefit more from AI-enhanced content management. Perhaps unsurprisingly, data/analytics departments are the most likely to reap gains.

**Figure 2**

### Benefits expected from adoption of AI-enhanced content management



SOURCE: FOUNDRY

Respondents had multiple choices so totals do not add up to 100%.

■ **Data/Analytics – 60%.**

Successful sales trends can gain context and perspective when combined with demographic and macroeconomic data.

■ **Finance/Accounting/Procurement – 53%.**

AI algorithms can discover trends among the most profitable and least profitable accounts.

■ **Client Services – 43%.**

GenAI-enabled chatbots can enhance the effectiveness of customer service agents.

■ **Human Resources – 38%.**

GenAI can create accurate and context-sensitive summaries of applicant resumés.

## AI challenges

Despite the many documented benefits, organizations still face barriers to AI implementation. The most predominant is the demand for staff with AI skills (63%). The need is most acute at smaller companies (44%) compared to larger enterprises (18%).

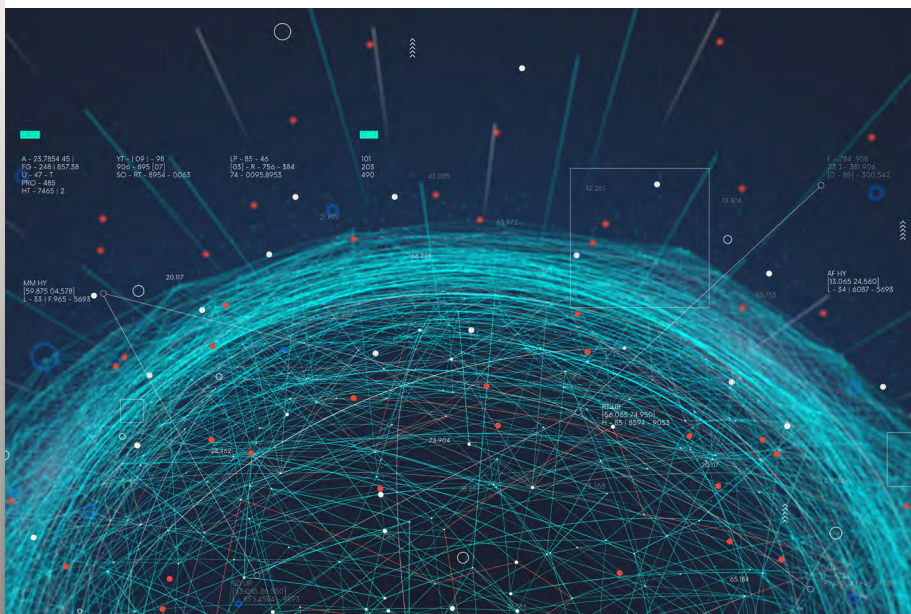
Security and privacy (60%) also rank high among concerns, likely because of the danger of data leakage through the use of public large language modules (LLMs) for GenAI. These hurdles are also seen as the most difficult to overcome (37%).

Integration is seen as a challenge by more than half (51%) of respondents and is the second-most difficult obstacle to overcome (35%). Meanwhile, more than half (51%) also find budget constraints as well as compliance hurdles standing in the way of their efforts to enhance content management with AI.

## Looking ahead: AI to grow

AI is becoming a central element of the user experience in every application. User productivity can be improved when there is seamless communication between systems. As organizations mature in their use of AI, 51% expect to implement AI-to-AI integration, with this becoming increasingly mainstream. For example, AI agents can help a user query customer contact information from their content





management system and use it effortlessly to create a new customer record in their CRM system. With rich integrations and intelligent agents, users can stay focused on their work and benefit from a new level of automation through integrated intelligent personal AI assistants.

In another significant finding, a strong majority expects that AI will leave its imprint on their organization in the next two to three years. Although 24% think the implementation of GenAI in content management will replace the roles of some employees, 76% believe it will enhance existing roles and 68% say it will create new roles.

AI-powered content management is at the nexus of **AI productivity**, easing digital friction to deliver the key benefits expected by survey respondents:

**increased employee efficiency, deeper analytic insights, and lower costs.**

**Learn how an AI content assistant can empower your workforce.**