The Productivity Shift

Insights for Enterprise Executives

grammarly | The Harris Poll

2025

Introduction

Enterprise executives are at a pivotal moment.

For years, inefficiencies in communication and productivity have been accepted as the cost of doing business—fragmented tools, information overload, and performative work creating unnecessary friction. But today, AI presents a unique opportunity to rewrite the rules. The leaders who act now have the chance to eliminate these long-standing inefficiencies while positioning their companies for an AI-driven and outcomes-focused future.

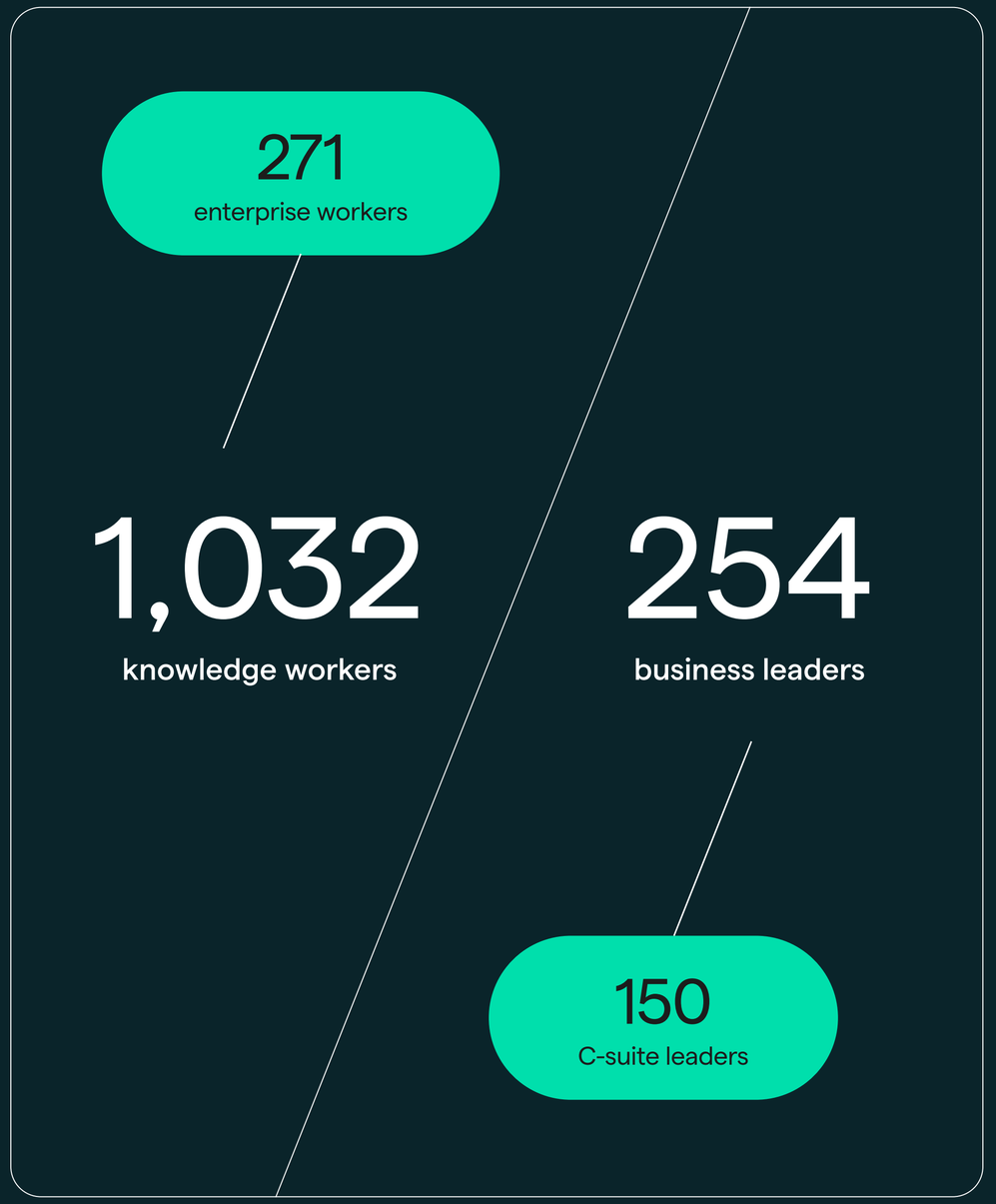
The opportunity lies in embracing the productivity shift—a strategic focus on scaling AI-powered communication tools across the workforce to reclaim time and drive meaningful business outcomes. This means more than just improving efficiency—it's about fundamentally rethinking how work gets done. AI-powered tools can remove barriers, streamline workflows, and enable employees to focus on higher-value work. But to unlock these benefits at scale, the C-suite must take the lead.

This report explores how AI and effective communication are reshaping enterprise success and uncovers actionable insights to bridge gaps, tackle inefficiencies, and prioritize strategic AI adoption.

Methodology

This study was conducted by The Harris Poll on behalf of Grammarly from September 24 to October 1, 2024, among 1,032 knowledge workers and 254 business leaders. This report specifically looks at two subgroups of those surveyed: workers at large enterprises with more than 5,000 employees and C-suite leaders.

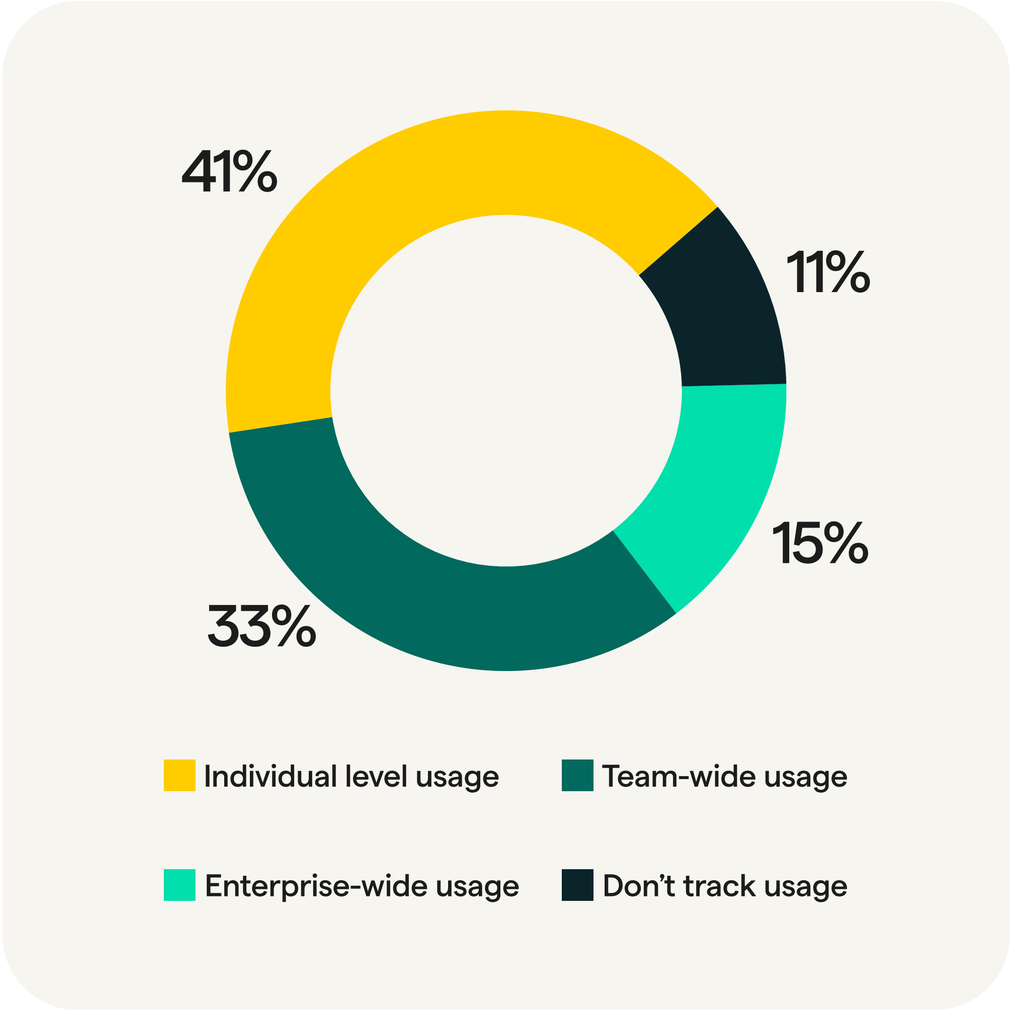
This online survey is not based on a probability sample; therefore, no estimate of theoretical sampling error can be calculated. Year-over-year percentage changes and percentage gaps between groups should be interpreted as percentage point changes and are statistically significant.



Enterprise-wide AI deployment is the next frontier

Enterprise leaders recognize AI's potential to transform productivity, yet most implementations remain limited in scale. While 87% of C-suite executives plan to invest in AI to empower employees, adoption is still fragmented. AI is currently concentrated at the individual and team-wide levels, with only 15% of organizations deploying AI across the enterprise. Even more concerning, 11% of leaders don't track AI usage at all—a missed opportunity to drive measurable business impact. To fully realize AI's benefits, the C-suite must shift from isolated applications to enterprise-wide AI deployment that fuels long-term value.

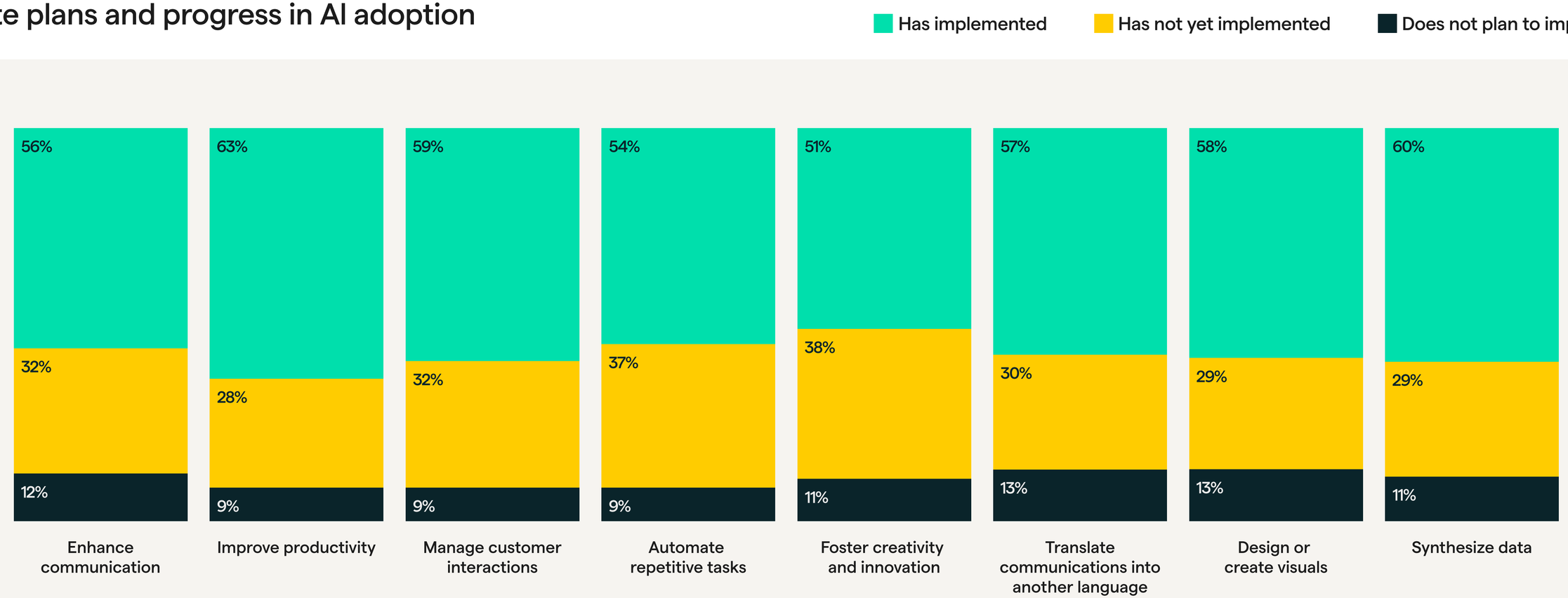
The current state of AI deployments in enterprises



Expanding AI across use cases

Many executives have already taken steps toward AI adoption. However, most deployments are targeted at specific use cases. Among the C-suite, 63% report they have implemented AI to improve productivity, 56% to enhance communication at scale, and 57% for language translation. While around a third of executives plan to implement AI across all the use cases below, automation and fostering creativity have the most upcoming interest. Expanding AI into these high-value use cases will unlock greater efficiency, fuel innovation, and elevate both employee and customer experiences.

C-suite plans and progress in AI adoption



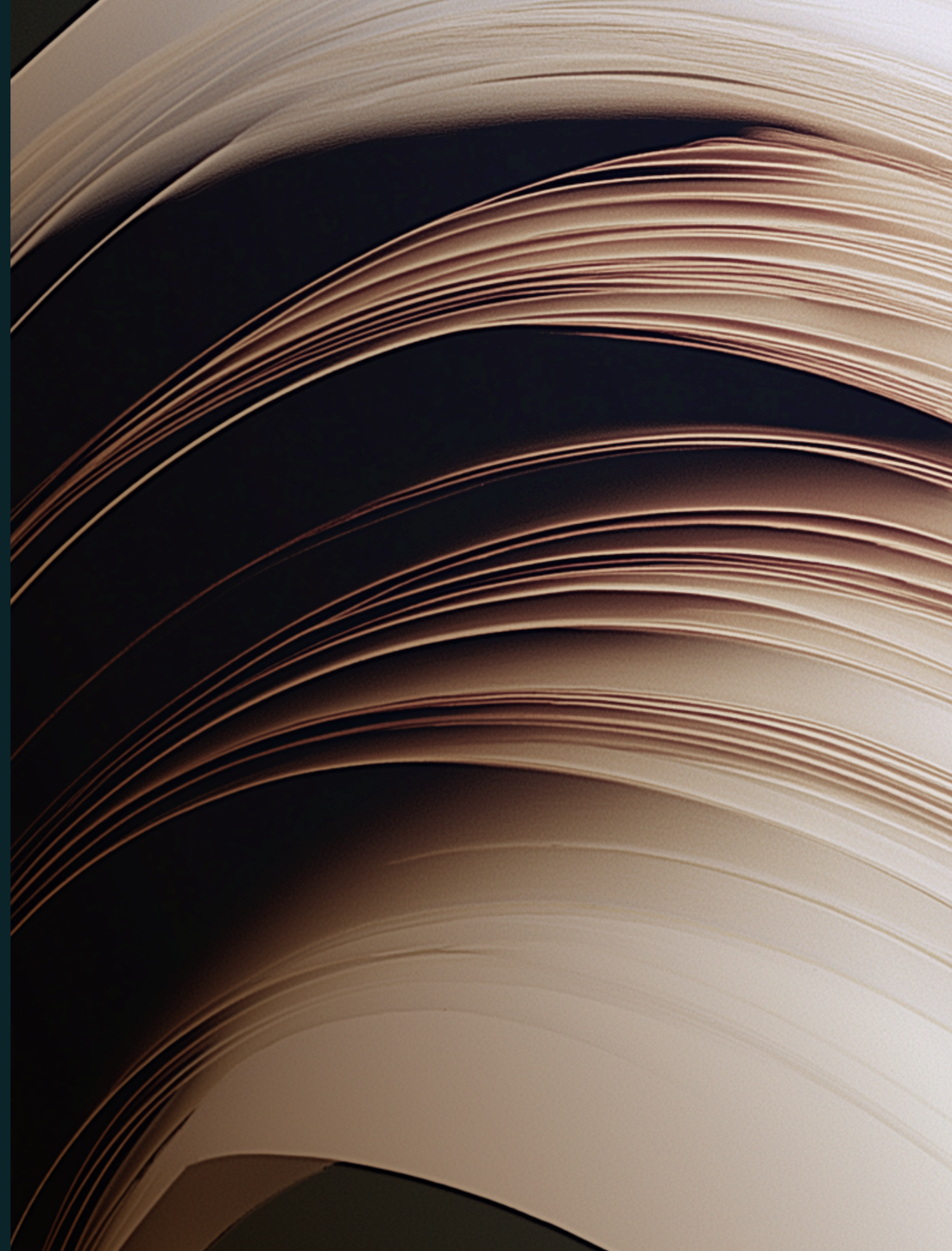
AI offers executive-specific productivity advantages

The C-suite isn't just investing in AI for their workforce—they're also feeling the impact firsthand. AI saves executives 10.4 hours per week while addressing communication overload. The majority say that they are communicating more (89%) and across more channels (87%) than ever before, yet 46% feel they lack the tools to do so effectively. A part of the problem stems from an increase in communication channels, particularly in productivity, project management, and collaboration tools that were meant to make work more streamlined. Instead, these fragmented channels have now scattered important conversations across multiple platforms.

87% of C-suite leaders report they have been communicating across more channels at work in the past 12 months



Notably, 31% of C-suite leaders consider themselves AI fluent—and these power users are uniquely positioned to champion AI adoption across the enterprise, guiding AI-avoidant and AI-familiar employees toward greater proficiency. By leading the way, executives can accelerate AI literacy and drive organization-wide adoption.



“Take a platform like Slack, which subdivides communication into tens, hundreds, or, in some organizations, thousands of channels. It’s mind-boggling how hard it can be to feel like you’re keeping up.

For those of us who like to have inbox zero or no notification dots on our applications because we’ve taken care of everything, we get into this trap of confusing what’s important with what is urgent. And if you confuse urgency with importance, you end up working on things that need your attention right now but won’t move the needle from a business perspective.”

Neil Smith
VP of Technical Support

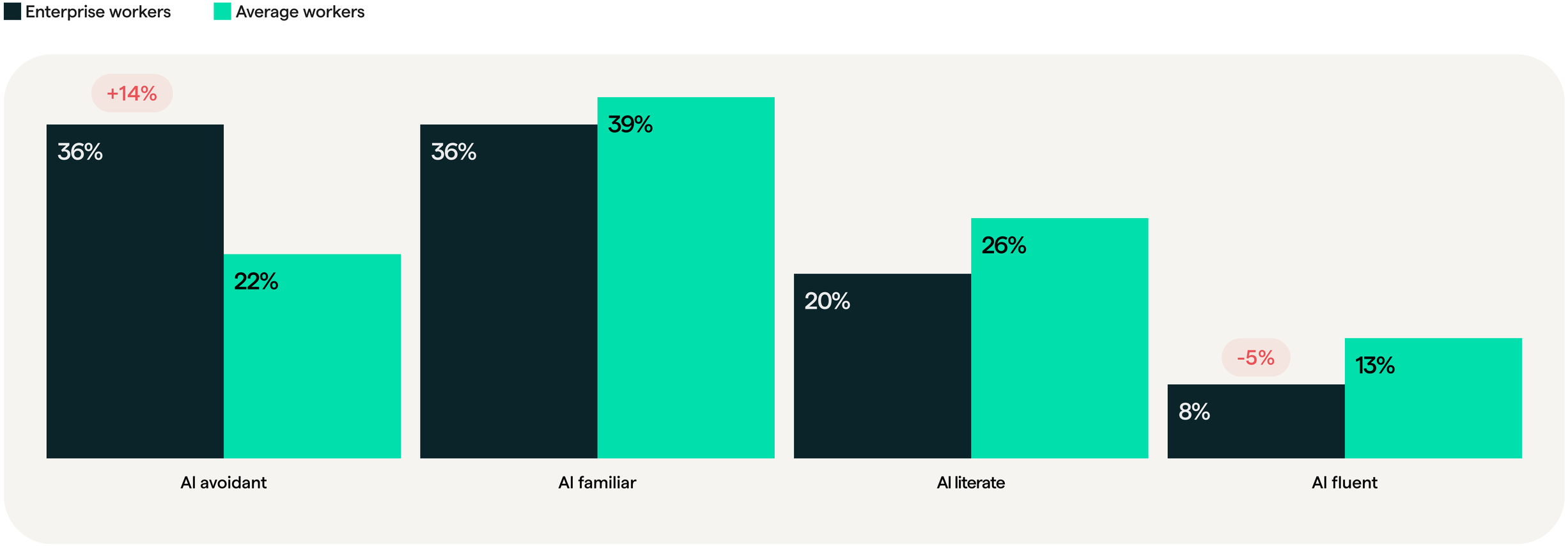


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Enterprises lag in AI literacy

Despite AI's growing presence in the workplace, large enterprises struggle with AI literacy more than smaller organizations: 36% of enterprise employees avoid AI altogether—14% higher than the average—while only 8% are considered AI fluent, 5% below the average. These gaps reveal an urgent need for intuitive, accessible AI tools that integrate seamlessly into workflows.

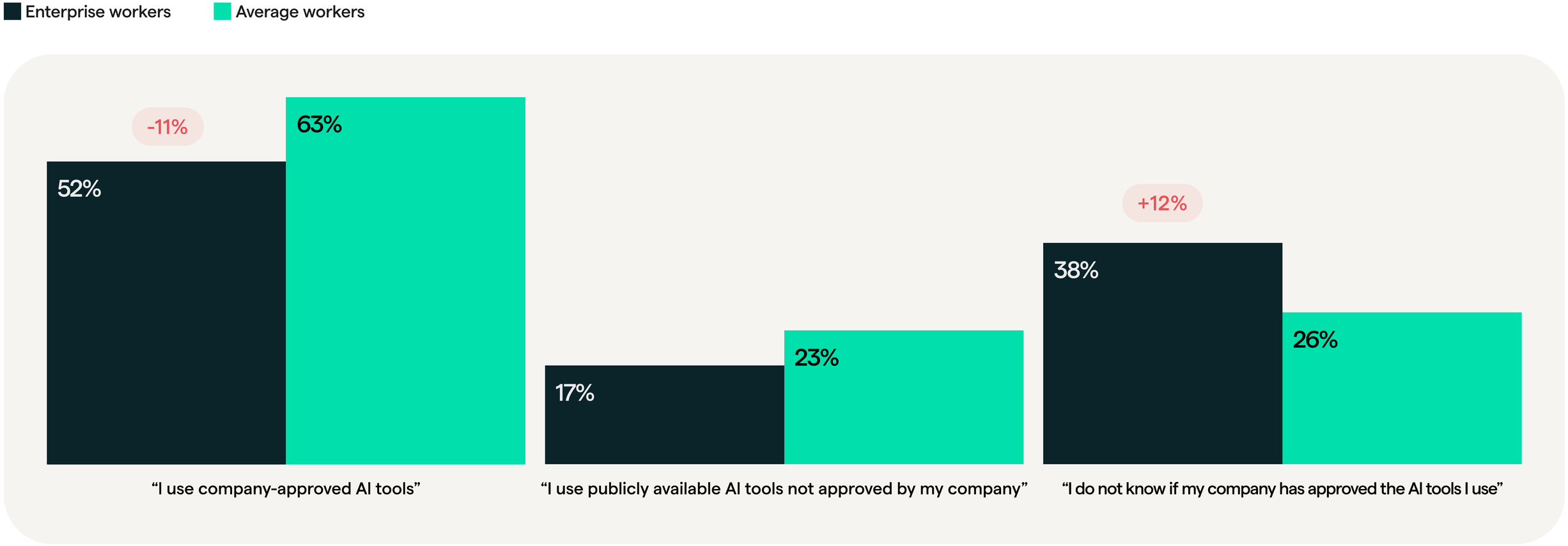
The C-suite's role in driving AI proficiency extends beyond investment; they must also ensure AI tools are easy to adopt at scale. By prioritizing usability and AI education, leaders can empower employees at all levels to embrace AI, driving greater efficiency, productivity, and innovation across the workforce.



Tackling shadow AI in the enterprise

While AI adoption is growing, a lack of oversight creates new risks. Shadow AI—employees using AI tools without IT's knowledge or approval—poses a significant challenge for enterprises. Only 52% of enterprise employees use company-approved AI tools, compared to 63% of workers on average. Meanwhile, 38% of enterprise employees don't know whether their AI tools are company-approved, a concerning 12% higher than the average.

This lack of oversight not only introduces risks like data security vulnerabilities but also hampers the company's ability to standardize AI use. To mitigate risks and maximize impact, enterprise leaders, particularly CISOs and CTOs, must establish clear AI policies, improve communication around AI governance, and provide IT-approved tools that meet employee needs.

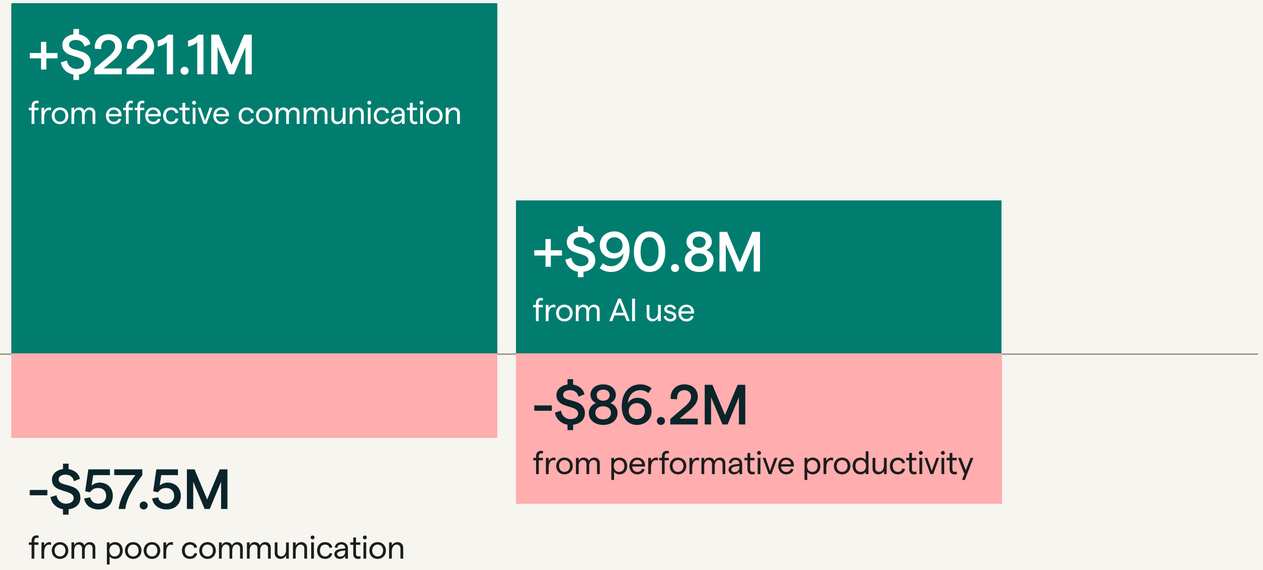


The bottom line of enterprise communication

Beyond AI adoption, communication inefficiencies remain one of the largest barriers to enterprise productivity. More than 80% of enterprise employees say poor communication lowers productivity and 76% report that it decreases the quality of their work. Overwhelmed by the sheer volume of information and communication across channels, 72% of employees struggle to focus on meaningful work. This costs enterprises nearly 12 hours per employee per week—amounting to over $143 million in annual productivity losses for every 5,000 employees.

However, the opportunity to reverse these losses is even more significant. AI-powered communication can recapture over 25 hours per employee each week, equating to nearly $312 million annually in productivity gains. Addressing communication inefficiencies isn't just about reducing frustration—it's a direct path to unlocking significant financial and operational value.

- **$311.9M**
  Total savings from AI and effective communication
- **$143.7M**
  Total cost of communication inflation



The business case for scaling AI-powered communication

AI and effective communication aren't just complementary—they're key to enterprise success. The combined power of AI-driven communication tools delivers measurable outcomes across the business, customers, and employees.

On the business front, 97% of C-suite leaders cite that effective communication improves the ROI across all of their technical investments and improves their brand's reputation.

Customer outcomes are equally significant, with 97% of the C-suite highlighting increased satisfaction and faster resolution times due to effective communication. AI further enhances customer experiences, driving improvements in service quality and higher engagement from customers.

For employees, AI boosts productivity, engagement, and retention—critical metrics for long-term success. With more than one in four C-suite leaders prioritizing employee engagement and innovation as key measures of AI success, it's clear that AI-powered communication is no longer a future goal—it's a present necessity. The leaders who act now will be the ones who reshape enterprise productivity and set their organizations up for sustained success.

Leaders report positive effects of AI and effective communication on:

Business outcomes

97%
Increases ROI on technological investments

97%
Improves brand reputation

95%
Faster innovation

Customer outcomes

97%
Increases customer satisfaction

97%
Increases speed to resolution

94%
Increases quality of service

Employee outcomes

96%
Increases productivity

91%
Improves employee engagement

89%
Increases employee retention

Communication outcomes AI-powered outcomes

Conclusion

The potential for AI and effective communication to shift enterprise productivity is undeniable, but achieving this requires bold action from leadership. C-suite executives are uniquely positioned to champion enterprise-wide AI adoption, address literacy gaps, and mitigate challenges like shadow AI. Scaling AI-powered communication isn't just a cost-saving measure—it's a strategic imperative that drives innovation, enhances employee engagement, and delivers meaningful outcomes for customers.

By embracing the productivity shift, investing in intuitive AI tools, and prioritizing communication as their first enterprise-wide deployment, leaders can unlock productivity gains that position their organizations for long-term success.

About Grammarly

Grammarly is the trusted AI assistant for communication and productivity, helping over 40 million people and 50,000 organizations do their best work.

Companies like Atlassian, Databricks, and Zoom rely on Grammarly to brainstorm, compose, and enhance communication that moves work forward. Grammarly works where you work, integrating seamlessly with over 500,000 applications and websites.

Learn more at grammarly.com/enterprise.