



## Forrester: Three Years Into GenAI, Enterprises Are Still Chasing Its True Transformative Value

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*Low AI fluency, uneven adoption, and marginal productivity gains are limiting enterprise-scale impact*

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Apr. 2, 2026-- According to [Forrester's](#) (Nasdaq: FORR) latest report, [Accelerate Your AI Voyage](#), most enterprises are struggling to turn growing AI adoption and investment into measurable business impact. One of the key factors holding businesses back is low [artificial intelligence quotient \(AIQ\)](#) — Forrester's measure of AI aptitude — with many employees lacking a clear understanding of how to use AI. Other barriers include an overemphasis on productivity-focused use cases, difficulty measuring impact, and siloed adoption within individual functions.

While these challenges can leave firms frozen in doubt or indecision, the wait-and-see approach to AI adoption is no longer viable. To unlock AI's full potential, organizations need to focus on four key areas: Define the business outcomes and success metrics for what they want AI to achieve; identify specific use cases for AI deployment aligned to those business outcomes; establish a structured runway to plan, test, and strategically time the deployment of AI applications; and scale AI applications using the power of cloud, frontier models, and embedded agents.

Based on a survey of 1,500 AI decision-makers and conversations with firms that are accelerating their AI efforts, the report outlines the following critical traits required to create and maintain AI momentum:

- **Adopting a customer-led approach.** While it is easy to focus AI efforts on internal use cases, high AI adopters are more likely to focus on customer experience (52% versus 44% for low adopters) and marketing optimization (48% versus 30%) — helping to build trust and drive value.
- **Ensuring that the AI vision is CEO-driven.** High adopters report that CEOs are more likely to be driving their AI business strategy (25%) than any other executive. They are best positioned to set an AI vision that is anchored in customer impact and competitive differentiation while driving alignment across the organization.
- **Investing in data and platforms.** Realizing AI's value requires foundational fixes in data governance and infrastructure. Almost half (47%) of high AI adopters work with consulting partners to prepare their data and systems, compared to just 26% of low adopters.
- **Developing talent with high AIQ.** High AI adopters are more likely to single out AI skill requirements in their job descriptions (47% versus 33% for low adopters) and require applicants to demonstrate those AI skills (54% versus 29%). Embedding AI skills through hiring, upskilling, and structured learning pathways strengthens organizational readiness, builds trust, and supports workforce transition.

"AI urgency is at an all-time high, but too many businesses are paralyzed by a lack of understanding and siloed adoption," said Sharyn Leaver, chief research officer at Forrester. "CEOs have a narrow opportunity to shift the narrative. There are leaders and there are followers. Businesses that prioritize customer-led AI experiences will ultimately build trust and long-term value. The window to outpace competitors is open, and those who act decisively will be the best positioned to succeed."

### Resources:

- Read about Forrester's "Accelerate Your AI Voyage" report in this [blog](#).
- Register to attend Forrester's B2B Summit North America in Phoenix from April 26–29 [here](#).
- Learn how Forrester can help firms turn AI into action [here](#).

### About Forrester

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Shweta Agarwal  
[sagarwal@forrester.com](mailto:sagarwal@forrester.com)

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