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Peer Community...

There is an increased need for AI product managers (PMs), and organizations plan on training existing PMs to support their GenAl product integrations

Mixed concerns surrounding GenAl implementation include ethical, security and operational challenges

Product managers expect GenAI to play a pivotal role in staying ahead in the market

Data collection: August 26 - September 1, 2023

Only 9% of respondents say their

organization has no plans of

30%

User personalization

Personalized

recommendations behavior

Personalized

recommendations

enhanced visual

Tailored marketing

Unsure 0% | Other 0%

65%

17%

Unsure

Yes, we plan to

Note: May not add up to 100% due to rounding

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Respondents have a diverse set of

implementation. Privacy and security

of user data (53%) is one of the most

by algorithm bias and fairness (42%)

and data quality and availability (38%).

User acceptance / adoption of AI features 20% |

Unpredictable performance in real-world scenarios 12%

Unforseen legal and liability issues 13% |

Misalignment with user expectations 13% |

No anticipated challenges or concerns 10%

Loss of human touch in user interactions 8% |

Resistance to change from stakeholders 5% |

Note: May not add up to 100% due to rounding

Do you feel your organization is aligned

when it comes to each of the following?

Note: May not add up to 100% due to rounding

GenAl models as well as developing their own.

Product integration

Business outcomes

Budget

42%

We will use both existing

GenAI models and

develop our own

top-down on the use of GenAI in your product(s)

Difficulty measuring ROI 18% |

Overdependence on AI 5% |

Unsure 2% | Other 0%

commonly selected concerns, followed

concerns regarding GenAl

describes your organization's integration of GenAI in their products?"

describes your organization's integration of GenAl in their products?"

experiences

messages

User

prediction

and advanced search and filtering (52%).

Dynamic

pricing

Note: May not add up to 100% due to rounding

GenAI is being adopted across organizations for a variety of purposes, from enhancing user experiences to streamlining internal processes 6%

> Not currently exploring GenAl, and we have no

Respondents: 66 product management professionals

plans to integrating GenAI in their products. **12%** Not currently exploring GenAl, but we plan to 3% Which of the following best describes Conducted initial research, your organization's integration of no plans to integrate GenAI in their products? 29%

Conducted initial research, plan to integrate 18% n = 66Experimented in Note: May not add up to 100% isolated products due to rounding 24% Integrated into some products 8% Fully integrated across all products Among respondents who are experimenting with, or have integrated, GenAI (n = 33), 39% primarily use it for predictive analytics in their product strategies.

Broadly, what is the main use case for GenAl

integration in your organization's product strategy?

24% 39% Process automation Predictive analytics 6%

Other

n = 33

who answered "Experimented in isolated products", "Integrated into some products", and "Fully integrated across all products" to "Which of the

following best describes your

their products?"

organization's integration of GenAI in

and "Commodity price forecasting"

*Other includes: "Predictive Maintenance"

58%

n = 33

n = 33

n = 60

18%

50%

n = 60

n = 60

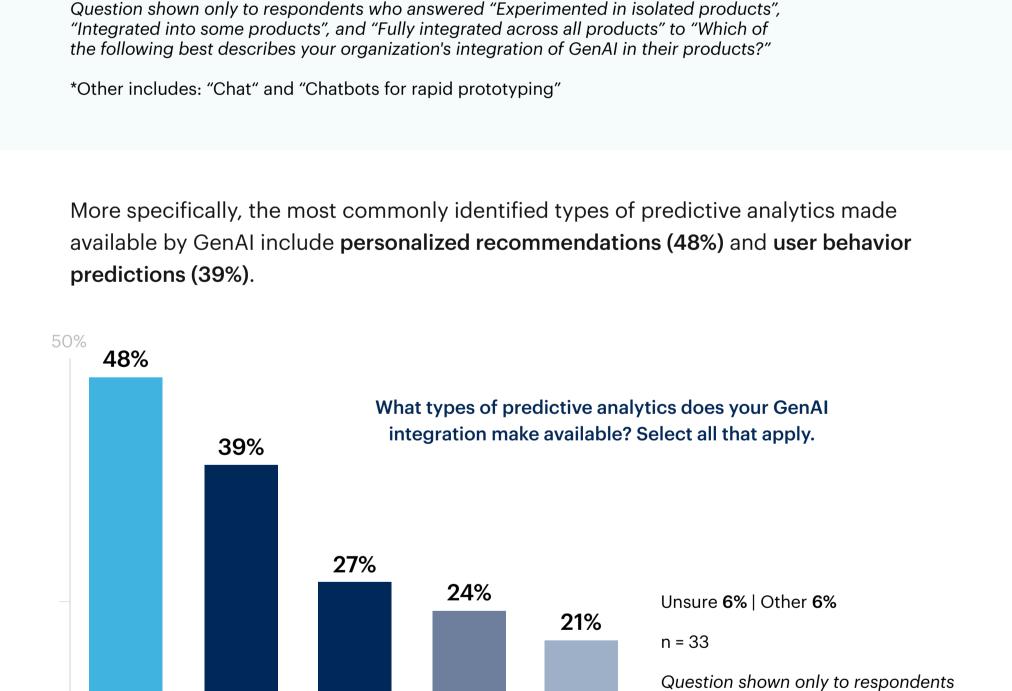
Yes, we plan to

53%

Privacy and security

of user data

Yes, we already have



Virtual assistants (e.g., chatbots, voice 55% assistants, etc) Advanced search **52%** and filtering Image and video recognition for 39%

Customized news feed 21% | We don't use GenAI for user personalization 6% | Unsure 0% | Other 0%

30%

Demand

forecasting

Personalized recommendations (58%) are also the most commonly identified user

personalization made available by GenAI integration, followed by virtual assistants (55%)

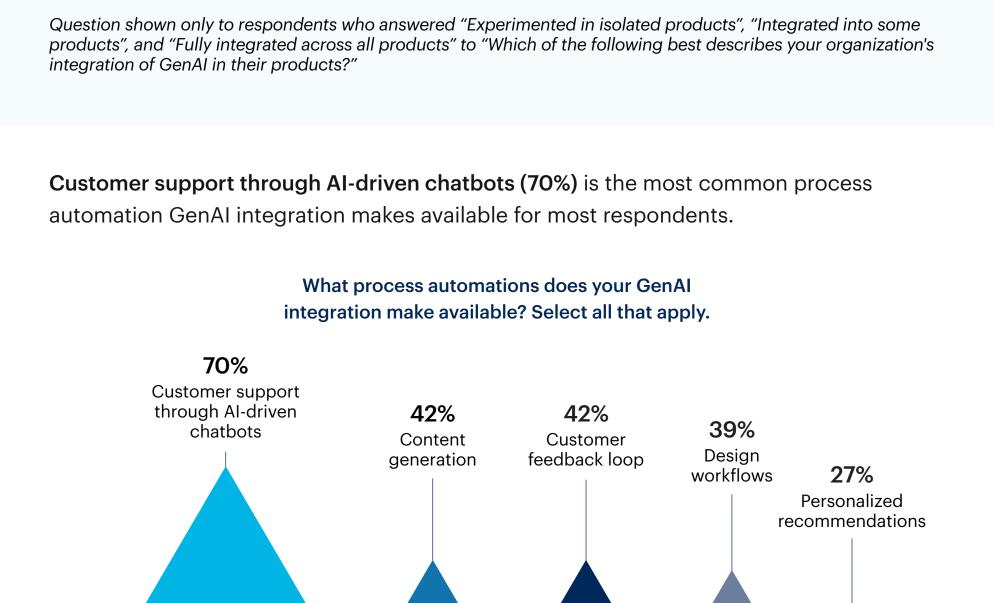
What types of user personalization does your GenAl integration make available for your products? Select all that apply.

We don't use

GenAl for

predictive

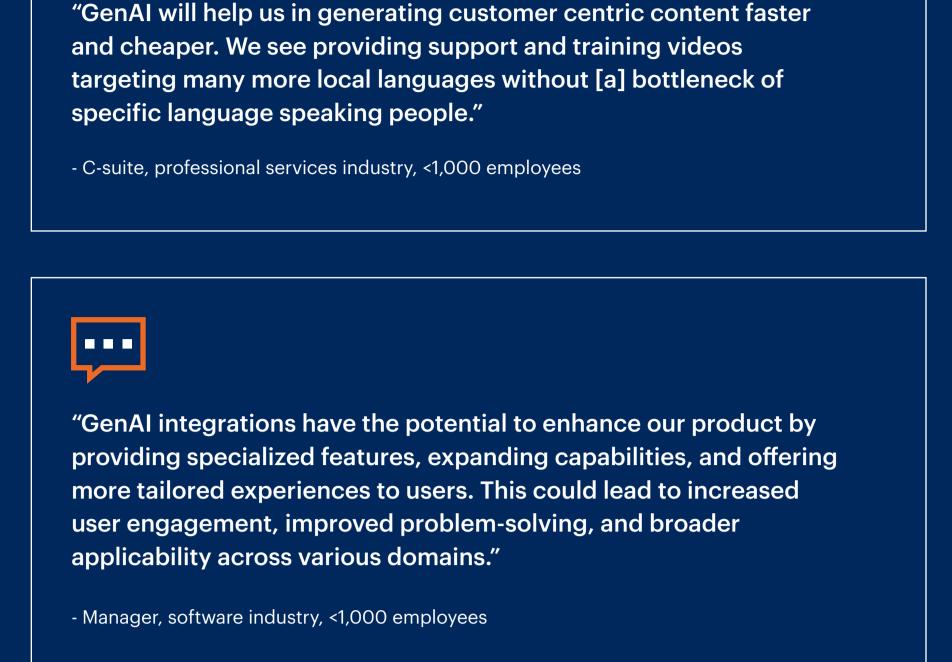
analytics



organization's integration of GenAI in their products?"

Question shown only to respondents who answered "Experimented in isolated products", "Integrated into some products", and "Fully integrated across all products" to "Which of the following best describes your

Anomaly/fraud detection 18% | We don't use GenAI for process automation 3% |



Question: How do you envision GenAI integrations contributing to the growth of your product?



Question shown to all respondents except those who answered "Not currently exploring GenAI, and we have no plans to" and "Conducted initial research, no plans to integrate" to "Which of the following best

Furthermore, half are considering hiring dedicated AI product managers to better support

Does your organization plan to hire AI product managers to better support GenAl product integrations?

their GenAl product integrations (50%). 18% already have hired Al product managers.

15% No

Question shown to all respondents except those who answered "Not currently exploring GenAI, and we have no plans to" and "Conducted initial research, no plans to integrate" to "Which of the following best

What concerns do you have about 38% implementing GenAI in your product? Data quality Select top three (3). and availability 42% Lack of AI expertise on team 23% Algorithm bias Ethical and regulatory compliance 22% and fairness

Question shown to all respondents except those who answered "Not currently exploring GenAl, and we have no plans to" and "Conducted initial research, no plans to integrate" to "Which of

the following best describes your organization's integration of GenAI in their products?"

30%

Cost of

implementation

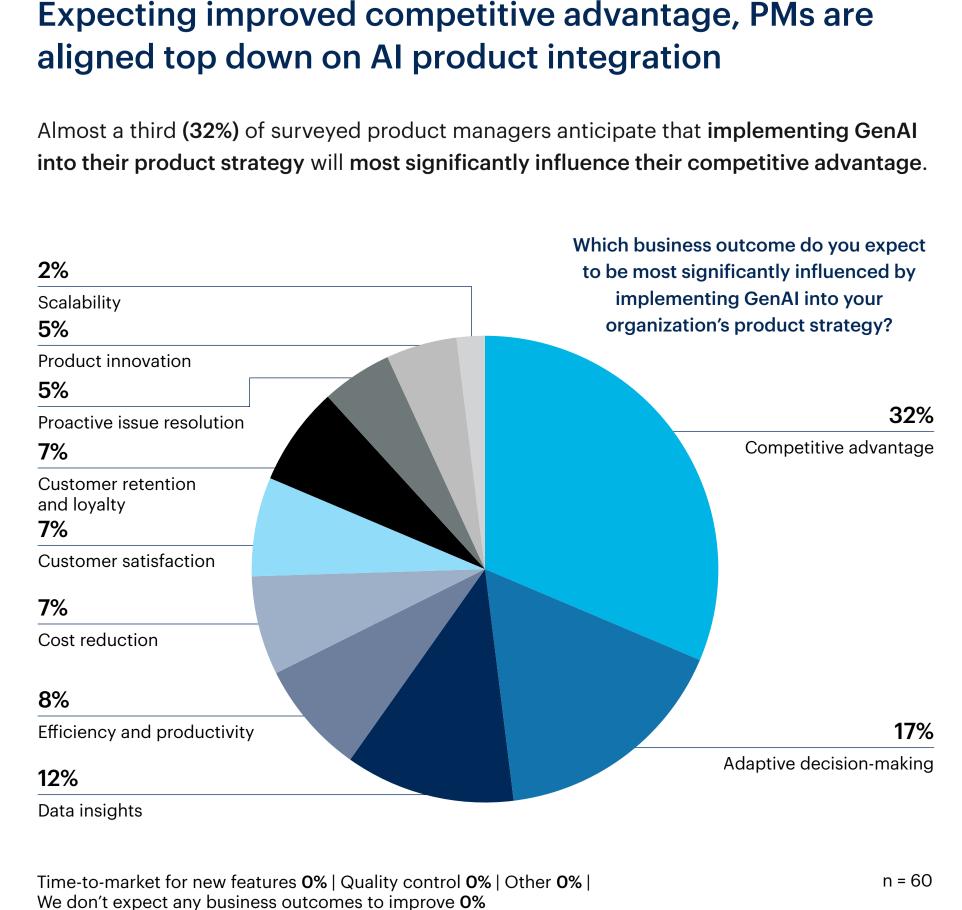
and maintenance

35%

Complex

integration with

existing systems



Question shown to all respondents except those who answered "Not currently exploring GenAl, and

Respondents feel their organization is aligned top-down on the use of GenAl in product

integration (78%), business outcomes (67%), and user experience (65%). Over half (51%)

Yes

23%

No

17%

13%

28%

Unsure

8%

n = 60

37%

15%

We will use off-the-shelf

GenAl models

We plan to develop

17%

we have no plans to" and "Conducted initial research, no plans to integrate" to "Which of the

78%

following best describes your organization's integration of GenAI in their products?"

are unsure or don't feel their organization is aligned on budget.

67%

ing best describes your organization's integration of GenAl in their products?"

User experience 65% 18% 17%

Question shown to all respondents except those who answered "Not currently exploring GenAl, and we have no plans to" and "Conducted initial research, no plans to integrate" to "Which of the follow-

42% report their product team plans to leverage a hybrid approach, using both existing

Does your product team plan to use off-the-shelf

GenAI models or plan to refine/develop their own?

our own **7**% Unsure n = 60Note: May not add up to 100% due to rounding Question shown to all respondents except those who answered "Not currently exploring GenAl, and we have no plans to" and "Conducted initial research, no plans to integrate" to "Which of the following best describes your organization's integration of GenAI in their products?" "GenAI is a remarkable tool, but still only a tool. It won't solve everything. But can be useful in certain circumstances. Figuring that out is my challenge." - VP, telecommunications industry, 1,000 - 5,000 employees "While there are concerns of GenAI, there are several benefits of integrating such a technology into product offerings - Faster Time

to market, Create innovative user experiences, Automation,

Question: Do you have any final thoughts to share on how GenAl can improve product offerings?

Want more insights like this from leaders like yourself?

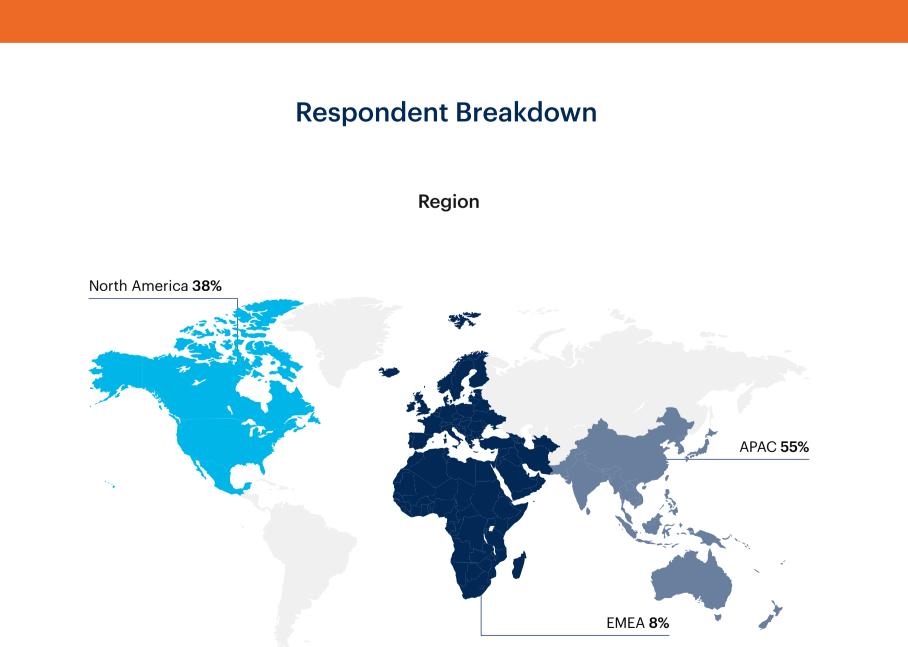
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Available to customer 24/7 through chatbot, etc."

- Director, software industry, <1,000 employees



Job Level Company Size Manager 10,001+ employees 41%

<1,001 employees 45% IC 5,001 - 10,000 Director employees 9% C-Suite 21% 1,001 - 5,000 VP 14% employees 20% 8% Note: May not add up to 100% due to rounding Respondents: 66 product management professionals

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Source: Gartner Peer Community, Leveraging GenAl Successfully in Product survey

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