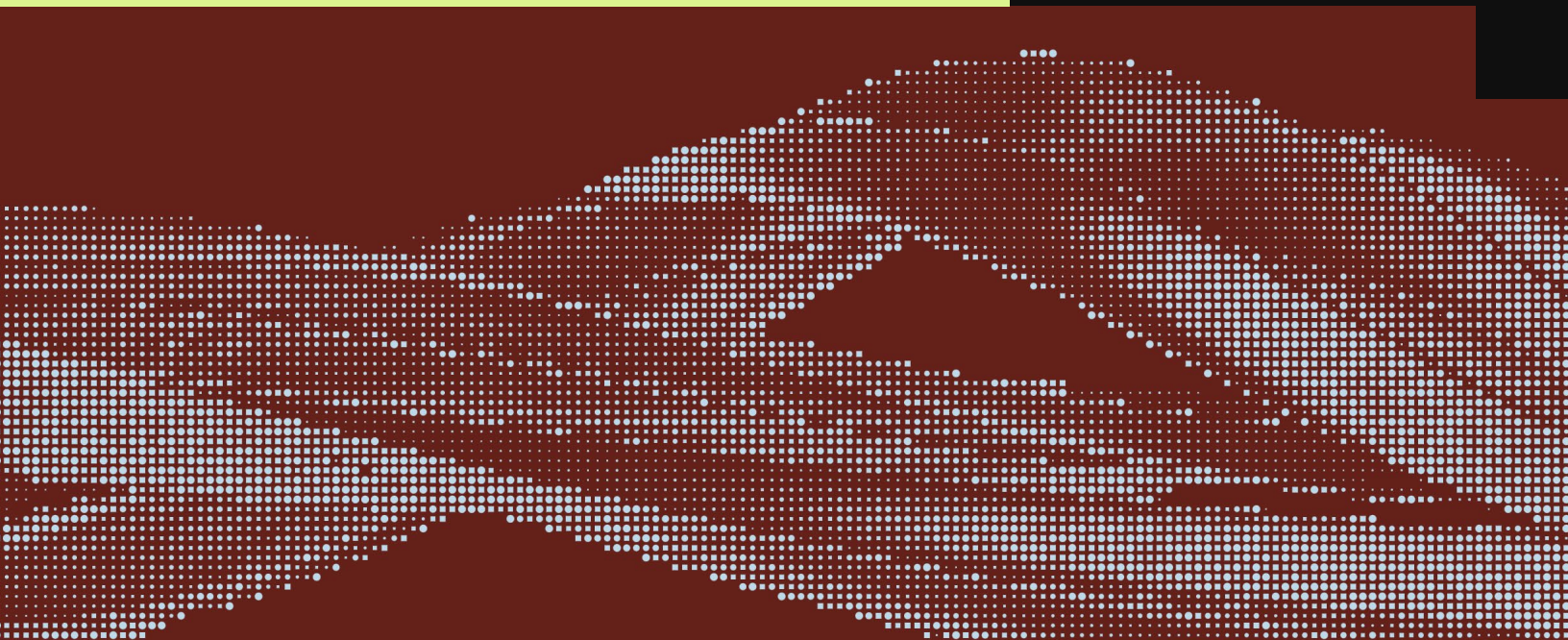
Invisible

INVISIBLE TECHNOLOGIES

THE AI DELUSION

How to implement AI that actually delivers ROI



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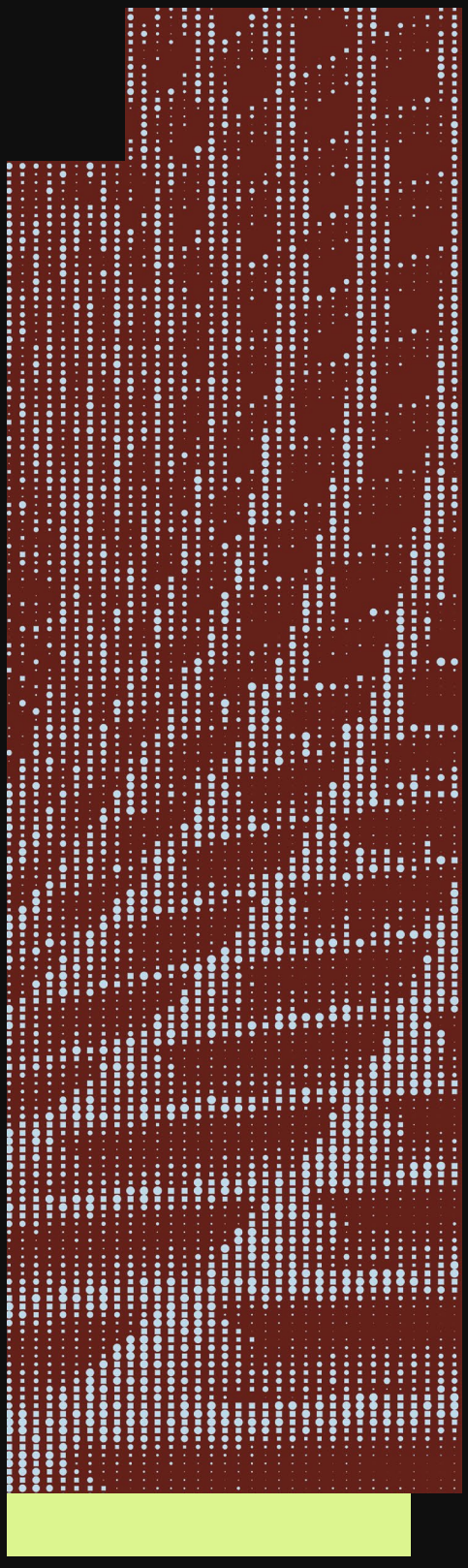
The AI delusion:

How to implement AI that actually delivers ROI



Enterprise leaders feel like they're running up against a brick wall with AI implementation. On one hand, AI promises increased efficiency and productivity. But it isn't a solution most businesses are equipped to deploy, meaning they're seeing more frustration than results.

If that feels familiar, you're not alone. Experts estimate that the vast majority of corporate AI implementations fail, produce erroneous data, or are never even implemented, with one 2024 study revealing that only 8% of companies believe their AI initiatives are extremely successful.[1]

Your employees are likely just as frustrated. In a summary of recent AI use surveys, nearly 90% of C-suite executives reported that their company has an AI strategy, while just over half of employees agreed. For those implementing AI, fewer than half of employees thought their company's rollout in the previous year was successful.[2]

> "A lot of the change with large language models is the interface in which people interact with AI, and that has people a lot more excited about it. But the reality is that we've had twenty years of AI really transforming the way society works. We've just not really figured out how to operationalize gen AI in the enterprise yet, and I think that's what businesses are grappling with."

Matt Fitzpatrick
CEO, Invisible Technologies

[1] The twin forces of AI: Fueling a virtuous data cycle. Lumenalta.

[2] The 2025 Writer AI Survey: New data on navigating the AI adoption gap. Writer.

AI can remove repetitive work from human workloads and optimize work done by technology vis-à-vis human work.

But that's not the reality when many organizations use this technology in an ad hoc way without considering how humans will interact with it or whether it's maximizing efficiency. At the same time, boards and C-Suite executives are likely pressuring your team to implement the new technologies and show returns on efficiency immediately. You have probably faced some of these expectations:

- You're expected to implement AI, but haven't been given the direction or resources to do so.
- You have an implementation deadline without clear goals or expected outcomes.
- Their desire to implement AI outweighs the desire to invest in more staff or data infrastructure.

Research bears this out: according to a report published by Deloitte and Fortune, over half of all organizations are already implementing generative AI to increase efficiencies, which points to the pressure on CEOs to adopt these technologies for fear of missing out on opportunities.[3] Yet, this same survey also showed some CEOs feel "underprepared to integrate AI into their business strategies effectively."

Moreover, research from IBM reveals that nearly half of executives will increase the tempo of their organization's transformational change in response to the market pressures of AI.[4] Nearly two-thirds of CEOs are adopting generative AI solutions more rapidly than their employees feel comfortable with.[5] Another 62% admitted they'll need to rewrite their existing business playbook for future success.[6] So, why are executives simultaneously unprepared to integrate AI into their operations and ramping up their investment in it?

[3] 3 things CEOs must prepare to unlock the power of generative AI. Tsang, P. 2024.

[4] IBM Global C-suite Series 29th Edition. 2024.

[5] CEOs are pushing too hard on generative AI adoption — and workers aren't happy. Fitzmaurice, G. 2024.

[6] IBM Global C-suite Series 29th Edition. 2024.

"There's a market expectation that gen AI will be a SaaS solution. People think you can just push a button and it'll work. And it is not going to be that," says Invisible CEO Matt Fitzpatrick.

AI implementation has to be more holistic than the current approach. Adopting generative AI successfully means weaving it thoughtfully into the fabric of how a company functions. This isn't about replacing old tools with new; it's about reimagining the very way we do business.

Many enterprise companies are scrambling to work out how AI will benefit them. They often know they're going to have to do something, but they don't know what, or—if they have an idea of what they want to do—they don't know where to get started.

61%

of CEOs are adopting generative AI solutions faster than employees feel comfortable with

62%

say they'll need to rewrite their existing business playbook for future success

>50%

of all organizations are implementing generative AI to increase efficiencies, yet some CEOs feel unprepared to integrate AI into their business strategies

Organizations are trying to fold a transformational new technology into their operations and systems that aren't ready for it. CEOs admit they need a playbook rewrite as they impose new AI functionality onto old systems. This needs to change.

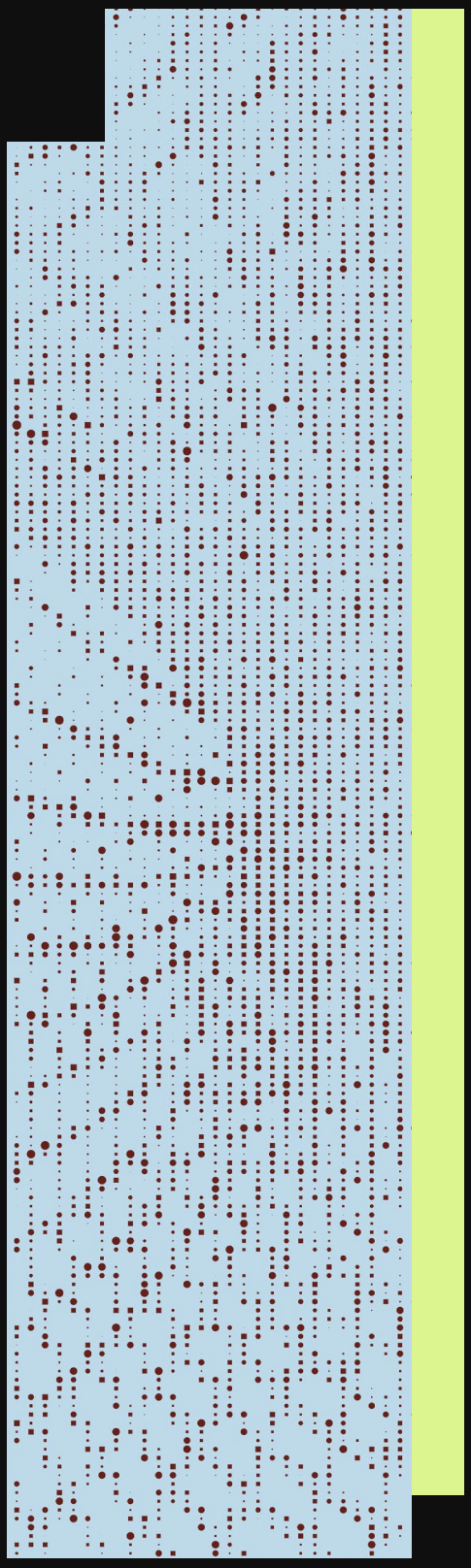
ROI-focused AI implementation:

A definition

ROI-focused AI is less about implementing artificial intelligence and more concerned with automating repeatable processes and solving business problems. A good AI implementation begins with identifying problems and creating automated processes to solve them, bringing in AI applications down the road to eliminate slow, repetitive workflows.

Broadly mandating AI implementation, on the other hand, often results in the individual or department-level adoption of software-like AI tools such as ChatGPT or CoPilot. Though these solutions can help individuals move faster and save time, their usage doesn't usually translate to ROI for the business. Here are the three pillars of a well-implemented AI program.

- Improved data infrastructure
- AI process platform
- Adaptable AI agents & workflows



Three pillars of a well-implemented AI program

Improved data infrastructure

Legacy systems often scatter data across a partially connected string of enterprise management systems, customer relationship software, and other SaaS tools. But AI solutions are only as good as the data behind them. To support meaningful automation and insight, businesses need to unify fragmented systems and create a single source of truth. This means eliminating data silos, enabling smooth data transfers, and designing robust workflows for data cleaning and processing. A strong foundation here sets the stage for scalable, enterprise-grade AI.

AI process platform

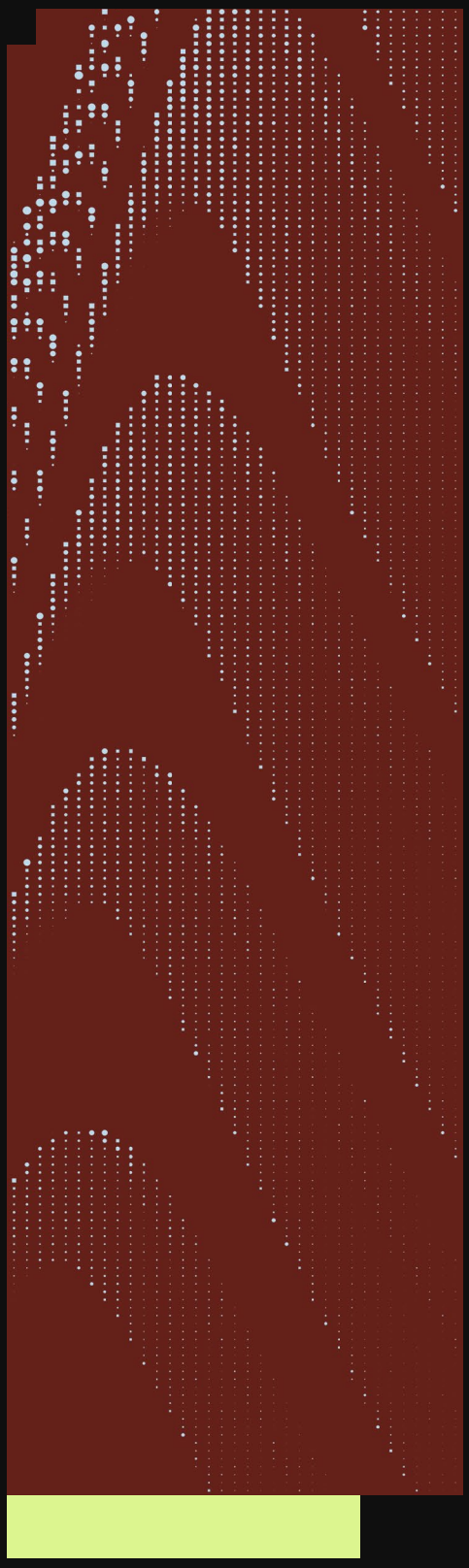
Managing AI through a patchwork of disconnected tools creates inefficiencies. Instead, organizations should centralize their automation efforts through a dedicated AI process platform—a system that orchestrates models, integrates with business systems, and ensures automation is both scalable and measurable. Think of it as your automation clearinghouse: one place to manage all intelligent workflows.

Adaptable AI agents and workflows

Effective AI doesn't stop at static automation. It adapts. Modern organizations need AI agents that can flex with business needs—able to take ownership of workflows, evolve alongside process changes, and dynamically respond to new priorities. These agents, paired with responsive workflows, are key to long-term efficiency and resilience.

How modern companies use AI:

Business operations in the LLM age



As with previous technologies, generative AI tools such as ChatGPT have offered hopes of greater efficiency. Few of those promises have been realized. The vast majority of companies lack the capabilities or bandwidth to fold these tools into operations at an enterprise scale or across business functions because of many of the issues mentioned in the previous section. Individuals and some teams at a small scale use generative AI, but they do it in the same way a SaaS application might be used, which saves time for individuals, but doesn't deliver ROI.

Implementing AI solutions like any other SaaS application is like using a $10,000 gaming PC for web browsing and Netflix streaming. It works great, but nowhere near capacity.

AI implementation is not plug-and-play like the SaaS solutions we've grown accustomed to. To fully grasp ROI on AI, organizations must train the models on their own data, solve problems at the enterprise level, automate those solutions, and then find the places where manual tasks need to be added or removed.

But this mindset is noticeably absent in the enterprise technology space. Instead, executives respond to pressure (in some cases from their boards, in other cases from the marketplace hype surrounding new technologies) to adopt generative AI solutions.[7] As a result, some companies wind up reducing existing efficiencies.

Throwing AI on top of disparate systems isn't a future-focused strategy. This approach holds companies back from optimum effectiveness.

[7] Executives and Managers Welcome AI, But Struggle With It. McKendrick, J. 2023.

Underwhelming applications

Most organizations implement AI in isolated pockets. They use AI as point solutions for specific teams or even individuals. One team might use AI for predictive analytics in inventory management, while another relies on AI for automating customer service.

A report by the Wharton School found that most implementations of AI are localized, innocuous, and underwhelming. For instance, respondents reported that most AI uses in corporate settings are for simple ChatGPT-focused tasks like document and proposal writing/editing, data analysis, and document/meeting summarization.[8]

However, these solutions are rarely integrated across the entire organization, leading to fragmented processes and a lack of cross-functional coordination. AI can improve efficiency in the isolated functions where it's implemented, but the lack of a broader, system-wide integration results in gaps. Manual interventions remain a necessity to handle exceptions or to coordinate between teams.

As a result, companies see miscommunication, bottlenecks, and missed opportunities for truly ROI-focused implementation. Without a cohesive strategy that connects departments and teams, they fall short of achieving full operational efficiency.

That's where Invisible comes in. Our approach blends human operators with AI for truly integrated implementation.

[8] Growing Up: Navigating GenAI's Early Years. The Wharton School, University of Pennsylvania. 2024.

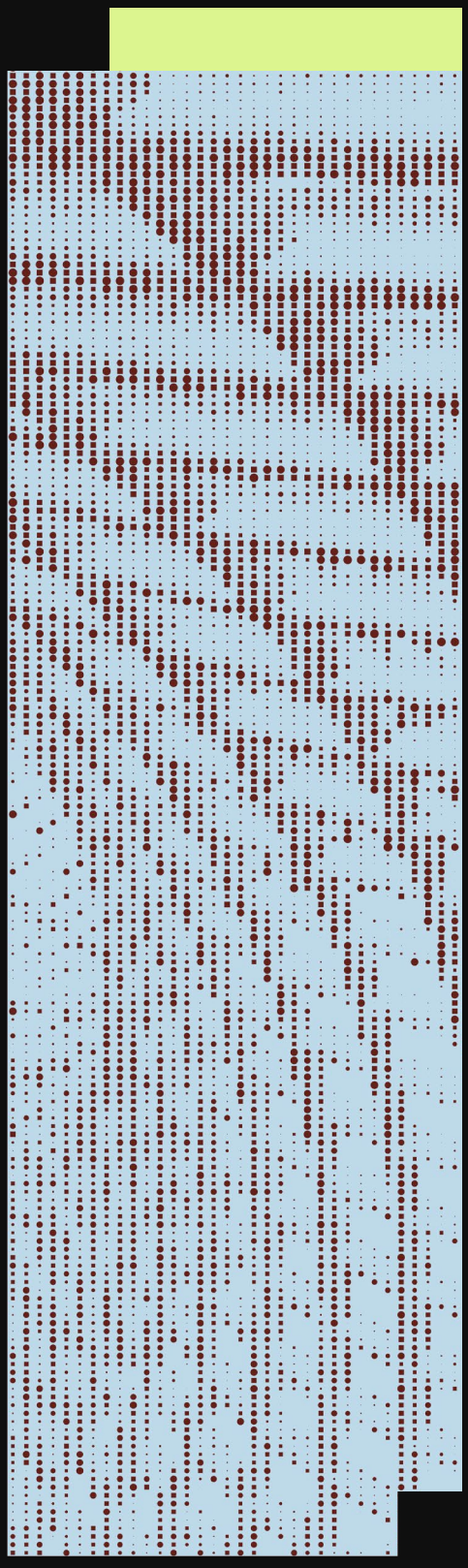
What problems could your business solve with AI?

Enterprise implementation of AI is best suited for organizations with a significant number of repeatable operations that take employees away from high-level creative, strategic, or leadership projects. Virtually everyone's job would be made easier with automation, but here are some specific examples illustrating how automation could transform business processes:

- An **investment analyst** pulls all-nighters to hunt down and review fragmented data from previous datasets and synthesize them for an investment memo.
- A **retail operations analyst** digs through thousands of outdated, inconsistent SKUs, trying to manually enrich product data just to keep listings searchable and sales moving.
- A **hiring manager** is buried in resumes, manually screening candidates just to find a handful worth interviewing—while roles stay unfilled.

If this sounds like a familiar situation, you might need to implement AI in your organization. You don't have to dive in all at once, though.

SCHEDULE A NEEDS ASSESSMENT →



[9] Lured by emerging technologies, CIOs aim for balance. Torres, R. 2023.

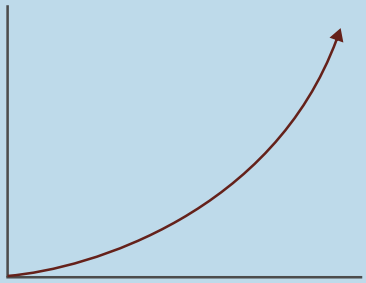
Targeted implementation is key

We're at a point where something needs to change for companies to actualize AI. It's no longer about adding, updating, or optimizing existing systems and technologies. It's about building a new system and refocusing our old processes to meet future goals.

The rapid evolution of business technology has forced many companies to rely on cobbled-together systems that don't interact. The effects of this deficiency make themselves known at every level of business. Budget cuts, pressure to adopt more efficient tech, and the continuous avalanche of new technology are forcing people to abandon obsolete systems and step out of their comfort zones in a quest for something that works. It's time to stop finding new ways to force old systems to work, and find a better path forward.

In the next sections, we'll discuss how to implement AI that delivers ROI for your company, how to ensure it runs smoothly, and offer advice on avoiding obstacles that impact efficiency.

AI has become embedded in organizations and within teams, but to achieve AI that delivers ROI, it can't be a standalone addition.



Our strategists can help you see where your company sits on the AI maturity model.

BOOK AN ASSESSMENT TODAY →

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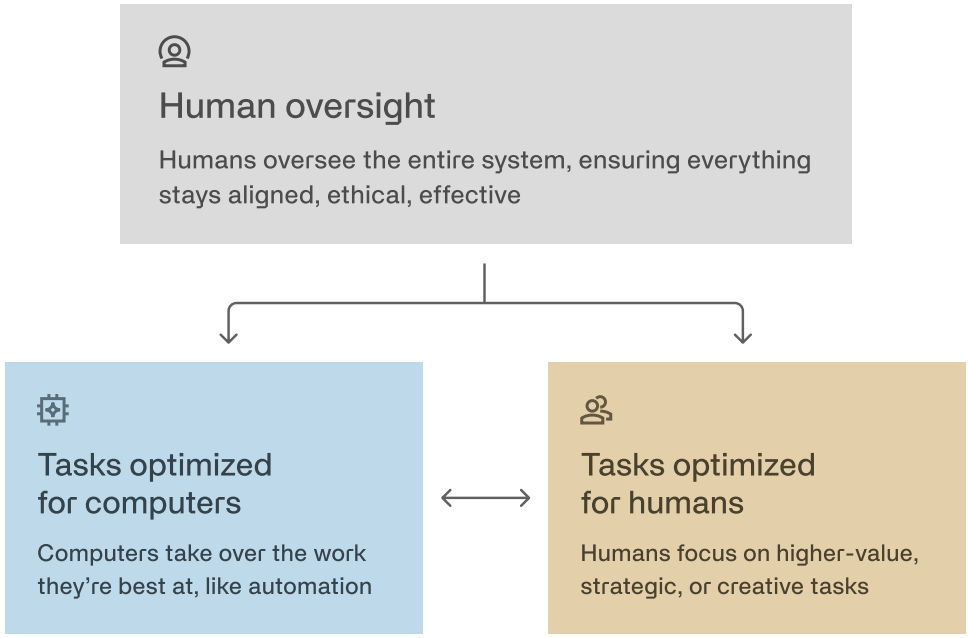


Continued implementation over time

More than 70% of business leaders report that their AI implementation fell short of expectations,[1] and much of that can be attributed to the post-rollout use of the model.

Personal adoption of AI has been widespread because of the ease of use and ability for people to plug the tools into their lives where they see fit. Company-wide adoption, on the other hand, is quite difficult since there is often a learning curve as well as the comfort of doing things the old way.

The solution is to keep the end user and final result in mind while developing the model and accompanying processes.

An implementation strategy must also account for the following post-deployment requirements:

Post-training the model	Continually training the model on new data prevents model drift and ensures that it keeps working as required for both end users and the business at large.
Adoption measurements	Before rolling out your model, decide how to monitor adoption over time.
Feedback and evaluation	Monitoring adoption shouldn't result in more top-down directives to follow the process. It should result in helpful employee feedback and evaluation of evolving use-cases.
Data and process improvement	With feedback in hand, your team can continue to develop the organization's processes for interacting with enterprise AI as well as updating the data sources to fine-tune the model.

Optimal AI implementation:
An example

Let's take a look at what AI that generates ROI could look like:

AI in the retail back office

A Big 4 retailer uses AI to enrich and structure data across tens of thousands of dormant SKUs, making outdated products discoverable again and unlocking millions in hidden inventory value.

AI systems scan, tag, and validate product attributes at scale—surfacing incomplete or mismatched data, standardizing formats, and restoring SKUs to ecommerce channels.

The result: a 9X return on investment and revitalized digital shelves without manual drudgery.

AI and the human touch

But AI doesn't replace judgment. Merchandisers still decide which products are worth reviving and which categories need priority.

They shape strategy, define enrichment rules, and spot emerging patterns AI might miss.

The key is a tightly integrated workflow. AI handles the bulk enrichment and error detection. Humans set the criteria and make the high-leverage calls. This partnership enables scale, precision, and a faster path from backend cleanup to front-end conversion.

Suboptimal AI implementation:
An example

AI implementation can also go wrong when there's a lack of strategic vision and planning. We'll use the example of the global logistics company to illustrate what suboptimal implementation looks like:

AI without data systems integration

In this instance, a major retailer deployed AI to enrich dormant SKUs but failed to integrate it with core merchandising systems and neglected essential human oversight.

The AI attempted to auto-fill product attributes, but without access to accurate source data or input from category managers, it produced inconsistent, irrelevant, or duplicate listings.

Many SKUs went live with the wrong tags, causing search errors, broken listings, and shopper confusion. Instead of unlocking value, the automation introduced friction.

AI without the human touch

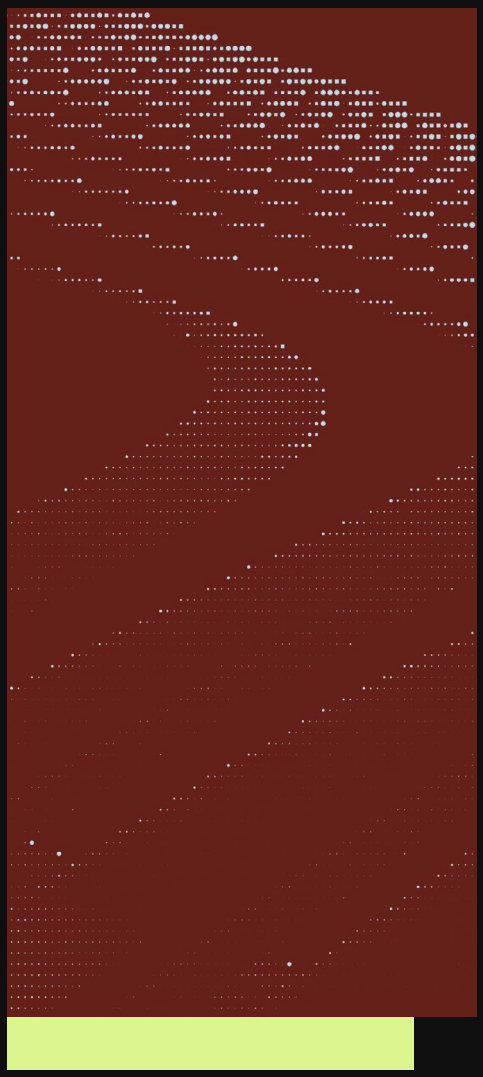
With merchandisers sidelined from the process, no one caught the issues fast enough. Poor product data flooded the system, degrading site search performance and customer trust.

AI operated in isolation — enriching for the sake of output, not outcomes. The absence of human judgment to guide prioritization, apply nuance, or course-correct led to inefficiencies, lost revenue, and a worse user experience.

Without tight coordination between human strategy and machine execution, AI became a liability rather than a lever for growth.

Because the company didn't have an implementation plan, employees were left wondering how to proceed. Instead of continuing to refine the model, frustrated employees went back to doing things the old way, preventing the company's successful adoption, and hurting the chances of a future rollout.

How businesses get stuck when implementing AI



The underlying issue is not the technology itself. It's Shiny Object Syndrome[9]—the belief that whatever is coming down the line will be the answer to all problems. Of course, it's not, which leads to businesses investing in more and more technologies, creating a tangled web of poorly implemented solutions that cause more problems than they solve.

Moreover, each new system (or each legacy system that fails to be sunsetted) adds another opportunity for a breakdown in cross-platform communication, and outdated security protocols create significant security risks. Alternatively, a high-level employee must serve as a data translator, taking away that individual from high-value tasks.

As such, we're left with a string of siloed, disparate technologies that create more manual labor than they save. Somehow, they still remain vital to day-to-day work.

80%

of CEOs don't have a roadmap for strategic AI solutions

63%

of CEOs say their teams have the skills and knowledge to incorporate AI, but 56% of executives haven't assessed the impact of generative AI on employees

53%

of executives are already struggling to fill key technology roles, and they believe over a third of their workforce will require retraining and reskilling

[9] Lured by emerging technologies, CIOs aim for balance. Torres, R. 2023.

Overcoming the hurdles of implementing enterprise AI

The reason so many companies struggle with AI rollouts is because of a lack of understanding of how AI can be effectively implemented. Artificial intelligence is just as much about optimizing for human work alongside computer work.

Implementing AI into your business won't solve any problems on its own. You must also focus on how humans will empower and interact with those new systems.

Post-training the model

One common assumption is that AI is similar enough to SaaS that it can be implemented into business operations like a software solution. But this isn't true. It doesn't really have a precedent and should be treated as something new. You need to have an AI-friendly data infrastructure. You need to have not only buy-in from the end users, but their direct involvement in its design, development, and deployment. You need completely different talent pools (e.g., AI engineers, model evaluation experts, data scientists, operations managers).

Deceptive progress

You've gotten the model up and running, but that's just the start. Many organizations haven't reached that last mile of scaling the AI prototype, ensuring it's reliable, and embedding it into business systems.

Misaligned objectives

There's no clear purpose for the AI project. No one understands which problem it's solving. As such, no one knows what the ROI will be.

Misplaced blame

When the project fails, it's easy to point the finger at the technology behind the failure. However, the issue isn't always with the technology—it's how we apply it. AI is powerful, but it has its limits. You need data, structure, and context, and those factors require human supervision and effort.

Data and talent gaps

AI is only as good as the information behind it. Fragmented, inconsistent, and unusable data prevent AI from reaching its full potential. Even if you've got great data, you also need great talent. People who understand the business and the technology and can connect the dots are crucial and rare.

Trust and transparency

AI can feel opaque, which makes it difficult for stakeholders to trust its recommendations. Without trust in AI's transparency, projects with AI at their core can hit a wall.

Competitive pressure

One of the drivers of AI in the enterprise is "everyone is doing this, so we should, too."[10] Generative AI has become a hot topic not only in the media but at industry conferences and among analyst firms. Three out of four CEOs believe the future will be determined by those with the best generative AI tools,[11] but research from BCG shows that 80% of executives lack a strategic roadmap for these solutions.[12]

Evolving user expectations

Customers are often unenthusiastic about the implementation of AI in their existing digital products and processes. Your users are likely put off if they know they're interacting with AI instead of a real person. Rather, they expect the end results of successfully integrated AI: a higher level of service, more personalized experiences, and faster results.

Talent acquisition and retention

A major roadblock to adopting AI in the enterprise is human resources. A 2023 Salesforce report revealed that 62% of employees admitted they lack the skills to use generative AI tools safely and effectively.[13]

But implementation goes beyond being familiar with AI tools. A successful rollout will require data strategy experts to design, analyze, and improve models. Data operations experts are required to maintain focus, scale training data pipelines, and keep the project on track. AI researchers will be needed to solve business problems, find inefficiencies, and plan deployment.

[10] Enterprise AI Adoption: Shift in Attitudes Towards GAI. Portal26.

[11] IBM: CEOs conflicted on role of AI at work. Kavy, W. 2023.

[12] What's Dividing the C-Suite on Generative AI? de Bellefonds, N. et al. 2023.

[13] New Research: Over Half of Workers Say Generative AI Will Help Advance Their Career, but Most Lack the Skills. Salesforce. 2023.

Scalability and infrastructure

As companies scale, their operations become more complex. They add more users and systems. Moreover, they must balance scalable systems while maintaining data security and operational efficiency.

Low-quality training data providers

An AI model is only as good as the data it's trained on, and larger models have already used most of what's available. As companies implement more specific models, generic or synthetic data will no longer suffice. Data with a high level of expertise is needed.

Cookie-cutter SaaS solutions

SaaS solutions aren't always flexible, either. They can be difficult to customize to meet companies' unique needs, and some can't be customized at all. While these systems are supposed to make workflows more efficient, they don't. They can lead to even greater inefficiency.

Out-of-date technologies

Another pain point for implementation is out-of-date technologies. While some companies adopt new technologies because of Shiny Object Syndrome, other companies believe that if it ain't broke, don't fix it. The problem with that line of thinking is that your tech stack might function well now, but what happens when a vendor stops supporting it?[14] Out-of-date technologies block the easy integration of new technologies—or any integration at all. You could be missing out on valuable opportunities for innovation.

Regulatory compliance

The more data we generate, the more regulatory scrutiny grows.[15] Regulators are concerned about how companies are using the data they've gathered and created—there could be a risk that companies won't secure customer information properly, or they could hide potentially damaging information. As such, we'll continue to see laws and standards put in place regarding enterprise data.

These regulations and standards place a burden on companies. Regulatory compliance isn't one of their core competencies. Instead of focusing on the things they do well, businesses must now also focus on avoiding fines and other penalties because of non-compliance.

[14] Vendor Lock-In: Inevitable Reality or an Issue to Tackle? Tomych, I. 2024.

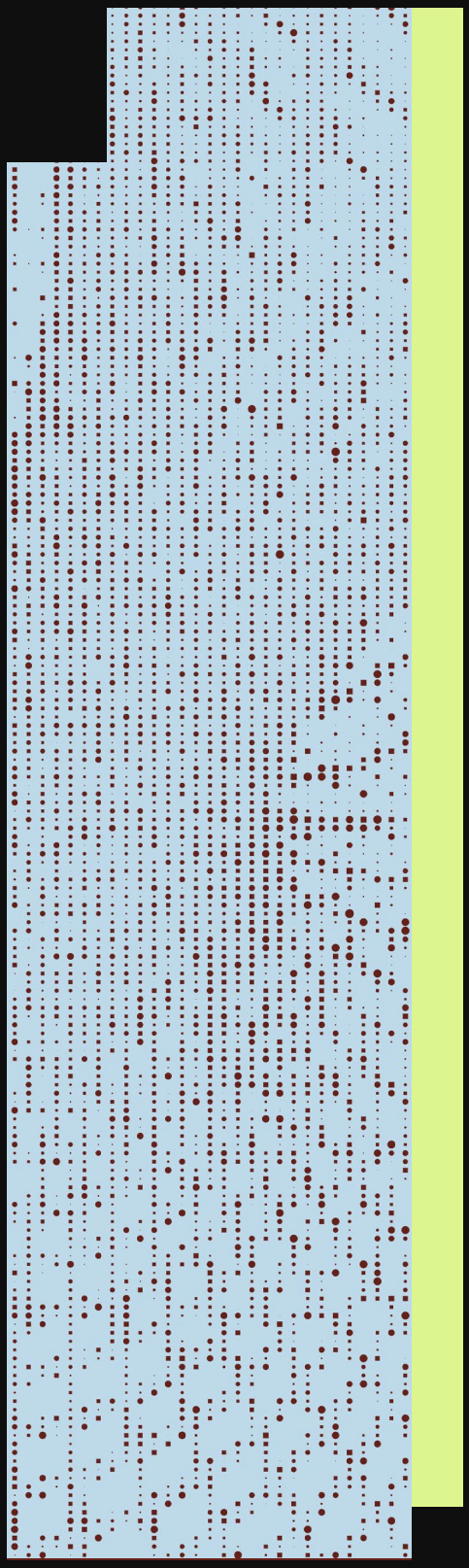
[15] What are the main data regulations impacting organizations? KPMG.

Solving the implementation problem:

Transforming operations with humans & AI

Invisible aims to revolutionize the future of business operations across any industry, function, and company. Our mission is to help leaders achieve their vision—better, faster, and cheaper—by breaking work into its atomic units, leveraging the best of technology and human capabilities, and designing aligned incentives across all stakeholders.

We do this by combining AI, people, and automation.



The Invisible approach

Problem-first

Solutions engineers embed with client teams to understand the business problem at its root. Before writing a single line of code, they map out workflows, identify constraints, and pressure-test assumptions with operators and decision-makers. This upfront discovery ensures that what gets built actually solves the real problem, instead of automating the wrong one faster.

Our experts

For AI to deliver on its promise of greater efficiency, it needs human input. At Invisible, we choose the best people to bring your AI to life.

Each of our trainers undergoes in-depth screening and rigorous training. Once on the job, trainers receive continuous support to ensure work satisfaction and productivity.

AI on its own can't replace every element of your business's operations, which is where our trainers come in. On average, they have a decade of workforce experience and high levels of expertise, with 30% having Master's degrees or higher.

Our platform

Invisible's process platform enables AI orchestration, hundreds of integrations, and expert teams to deliver scalable, quality outcomes on demand. Caspar Eliot, VP of Solutions Engineering at Invisible, noted, "There are tedious, repetitive, and required tasks that are not a part of the value that a company provides. Those are the things that should be automated and can be handled by Invisible."

Every task completed on the platform is part of a process. Processes are made up of bespoke, pre-built steps.

Our integration capabilities accommodate many popular components of the enterprise solution stack. The platform's structure enables innovative solutions across industries.

Invisible's platform first maps business processes and then allows you to delegate tasks to the Invisible team. The platform identifies potential efficiencies and guides you to choose the right automation for your business.

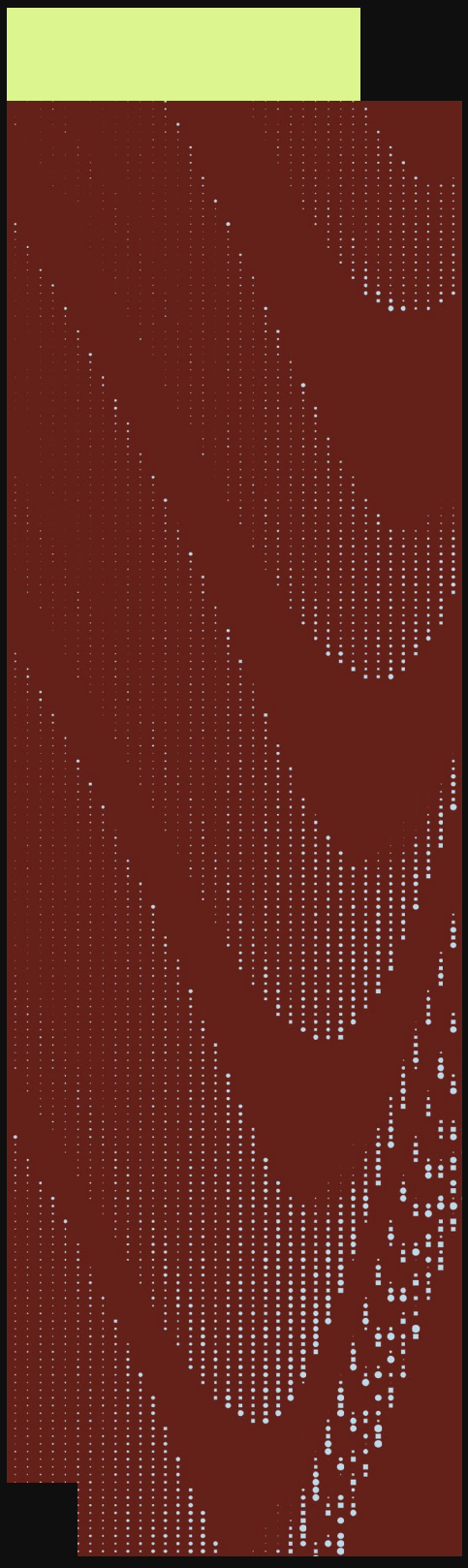
Real-time analytics show you exactly how your processes have improved and which gaps still exist. The platform also gives you peace of mind by prioritizing quality control. Humans partner with AI to provide complete quality control for every output.

Post-deployment support

Change management and post training are essential to ensure that AI integrates successfully into day-to-day operations. After an initial model is deployed, ongoing post-training, performance evaluation, and adoption tracking are required. Success depends on structured feedback loops, continuous model refinement, and clear visibility into how systems are being used in practice.

Invisible in action

Many repetitive tasks across the enterprise—especially those governed by clear rules and high volumes—are strong contenders for automation. When humans spend time repeating predictable steps, machines can often be trained to take over.



Financial services

Invoice reconcilliation

Invisible partnered with the insurance underwriter's automation team to increase straight-through processing rates and ensure accurate coding. By working with Invisible, the company realized an annual savings of approximately $130,000.[16]

W9 processing

Processing W9 forms became a streamlined, efficient process. Invisible enabled the company to access the company's emails, update the contact manager, and notify adjusters about updated or new contacts. By working with Invisible, the insurance company improved accuracy rates from 75% to 98%.

Claims approval

Invisible automated the review process, halving response times and saving over 16,000 hours in manual work—without sacrificing accuracy or compliance.

Compliance workflows

Invisible enhanced our insurance client's compliance workflows by converting files into PDFs and routing them to their correct destination. These steps improved compliance document processing speed by 83%. Their team went from processing 40 documents a week to 350. Additionally, managers saved over 16,000 hours of manual work, and they realized cost savings of over $320,000.

50%
reduction in claim response time

83%
increase in compliance document processing speed

$320k
cost savings in compliance workflows

[16] Slashing costs with automation for national insurance company. Invisible.

Healthcare

Invisible partnered with a healthcare tech company to better connect patients with mental health providers.[17] Part of its process was to validate new patients' insurance coverage. However, that process became more inefficient as the company grew. Combining human expertise and technology, Invisible's AI implementation solution optimized the company's workflow.

Batching and parallel processing increased efficiency by eight times. Invisible triaged customer tickets by state and insurance providers, and engaged our skilled global workforce to validate insurance.

Aside from the drastic increase in efficiency, Invisible achieved a 37% cost reduction compared to the company's internal team and a 57% cost reduction compared to a previous BPO provider.

8X
increased claim processing speed

37%
cost reduction compared to internal team

57%
cost reduction compared to BPO provider

[17] Achieving 8x faster claims processing for Headway. Invisible.

Food tech

In early 2020, the pandemic shuttered many restaurants and drove demand for takeout. Thanks to Invisible, one national food delivery company was able to match the supply with demand to capture market share.[18]

Thousands of restaurants scrambled to onboard with the digital delivery platform, creating a backlog of menus for digitization that its team couldn't keep up with. Invisible transformed the app's lengthy manual process into a bespoke solution that turned the company's onboarding procedure into a scalable, machine-augmented system, accelerating onboarding speed by 233%.

In the first 10 days, Invisible set benchmark standards. Within the first month, we built a team of 200 and a custom OCR tool to automate the extraction of information from menu photos. Three months later, Invisible's technology was fully integrated into the company's tech stack. Today, streamlined processes structure 1.5 million unique data points each month. By using Invisible, the delivery company was able to reduce its onboarding costs by 50%.

233%
onboarding speed acceleration

1.5M
data points structured monthly

50%
onboarding cost reduction

[18] Boosting onboarding speed for leading international on-demand delivery platform. Invisible

Invisible

INVISIBLE TECHNOLOGIES

Are you ready to make AI work for your organization?

BOOK A FREE READINESS ASSESSMENT →