Klarna proves the impact of successfully scaling AI

Customer
Impact

- Klarna assistant handles 2 out of 3 customer service chats
  - Reduced average time from 11 minutes to 2 minutes
  - 25% drop in repeat inquiries
- Launched shopping experience assistant to support customers in selecting the right product based on their preferences and customer reviews

Workforce
Impact

- 87% of Klarna employees use GenAI in their daily work
  - Communications 93%
  - Marketing 88%
  - Legal 86%
- KIKI, Klarna's internal AI assistant, responded to 225,000 inquiries in 6 months, building up its knowledge base
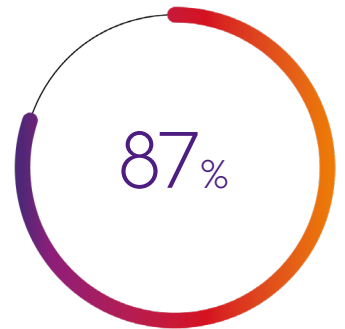
Bottom-line
Impact

- Customer service and operational costs down by 15%
- Revenues up by 23%
- Total savings of $60 million

Key Numbers:

$60m

Bottom-line impact:
Total savings of $60 million

87%

Workforce impact:
87% of Klarna employees use GenAI in their daily work

2 out of 3

Customer Impact:
Klarna assistant handles 2 out of 3 customer service chats

However, many organisations are still stuck in 'POC-mania'

Although 1 in 5 organisations successfully deployed GenAI at scale in 2024, this statistic hides a deeper story: 4 out of 5 companies are still stuck in what we call 'POC-mania'. This refers to companies running more and more experiments to test AI proofs of concept (POCs) before rolling them out across the whole organisation, leading to further missteps such as:

- Failing to engage employees in GenAI initiatives
- Neglecting data management
- Putting off robust AI and data governance

With the right GenAI strategy, however, companies can overcome these issues to successfully launch new GenAI initiatives in 2025.

AI is nothing without you.

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