

What's your company's AI maturity level?

Discover the 5 Levels of AI Maturity and Unlock Your Company's Full Potential with a Proven Roadmap to Success

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“Most of the ROI from AI today comes from **cutting costs** and **improving efficiency**, as these are the most immediate and tangible benefits of current AI applications. However, as organizations advance in their AI maturity and expand their ambitions, the technology will evolve to deliver **more transformative** and **strategic impacts**. From driving innovation and creating new revenue streams to reshaping entire business models, AI’s potential will shift from **operational optimization to strategic differentiation**, unlocking unprecedented value for forward-thinking enterprises.”

EXECUTIVE SUMMARY

Artificial Intelligence is no longer a futuristic concept; it is a present-day reality that is transforming industries, reshaping business models, and redefining competitive advantages. Companies that effectively leverage AI are outperforming their peers, driving operational efficiency, enhancing customer experiences, and creating new revenue streams. However, not all organizations are at the same level of AI maturity. This report introduces a 5-level AI Maturity Model that builds on our experience and expertise in maturity models. The goal is to provide a structured roadmap for companies to assess their current AI capabilities, identify gaps, and chart a path toward becoming an AI-powered enterprise.

INTRODUCTION: THE AI IMPERATIVE



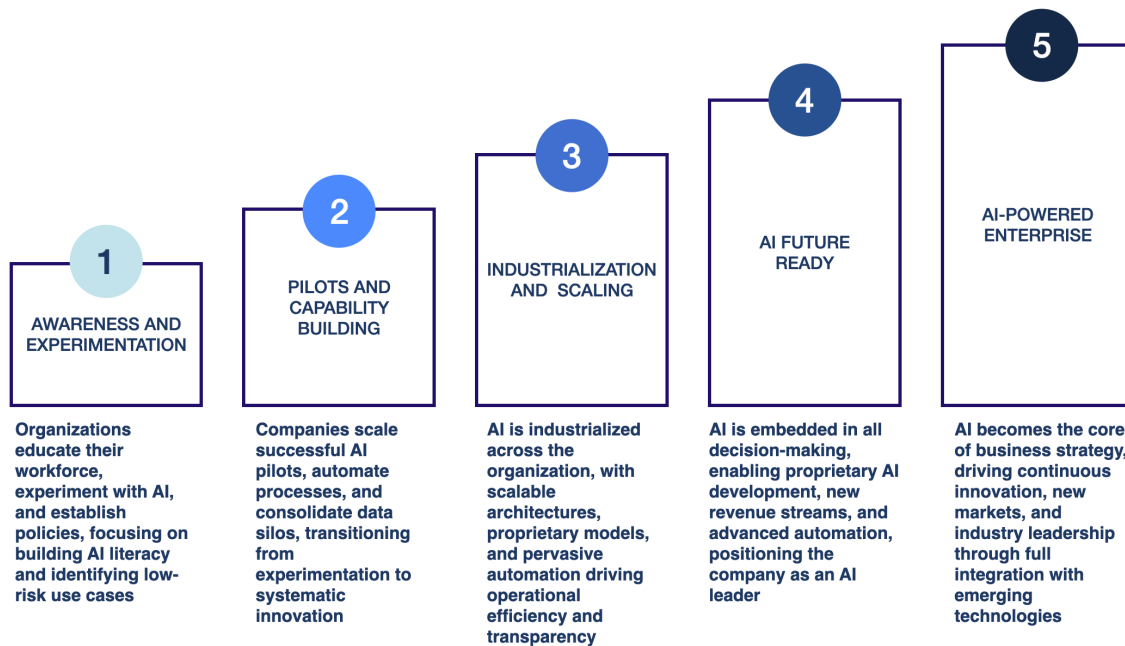
AI is no longer optional. It is a strategic imperative for businesses that want to thrive in the digital age. According to various research organizations, companies with advanced AI capabilities outperform their industry peers financially. For instance, MIT CISR's research shows that AI-mature companies (those in the top two stages of maturity) outperform their peers by 20% in profitability and 30% in revenue growth. However, the journey to AI maturity is not linear. It requires a clear understanding of where your

organization stands today and where it needs to go tomorrow. This report introduces CHADEL RESEARCH AND STRATEGY CONSULTING's AI 5-level Maturity Model. The goal is to provide a structured roadmap for companies to assess their current AI capabilities, identify gaps, and chart a path toward becoming an AI-powered enterprise.

OUR 5-LEVEL MATURITY MODEL

INTRODUCTION TO THE AI MATURITY MODEL

In today's digital era, AI maturity is critical for organizations striving to thrive in a competitive landscape. This 5-level AI Maturity Model offers a strategic roadmap to assess and advance AI capabilities across key dimensions: strategy, value creation, data infrastructure, technology, culture, process automation, and ethics. Starting with foundational Awareness and Experimentation (Level 1), organizations progress through Pilots and Capability Building (Level 2), Industrialization and Scaling (Level 3), and AI Future-Ready (Level 4), ultimately reaching the pinnacle of AI-Powered Enterprise (Level 5). Each level builds on the last, focusing on goals like scaling AI use cases, embedding AI in decision-making, and driving business innovation. This model helps companies identify their current state, their strengths and weaknesses, gaps, align AI initiatives with business strategy, and unlock measurable value—whether through operational efficiency, new revenue streams, or industry leadership.



AI Maturity Model

AI maturity is an ongoing, iterative journey that demands continuous monitoring, measurement, and refinement to effectively allocate resources and prioritize focus areas. Success hinges on the dynamic interplay of people, processes, and technology, as well as the seamless integration of businesses, data, and connected systems to drive value creation. While organizations can achieve meaningful success at any stage of maturity, the true potential lies in advancing to higher levels. We urge you to leverage this research to identify gaps, mitigate risks, and uncover the transformative opportunities that emerge as you progress through each maturity level. By doing so, you can unlock greater efficiency, innovation, and competitive advantage.

DESCRIPTION OF THE 5 LEVELS

LEVEL 1: AWARENESS AND EXPERIMENTATION

Focus: *Exploration and education*

Key Activities

- Educating the workforce on AI
- Formulating AI policies and ethical guidelines
- Experimenting with AI technologies to understand their potential
- Identifying where humans need to be in the loop for oversight

Capabilities

- Basic AI literacy across the organization
- Initial data accessibility and governance frameworks
- Identification of potential value-creation opportunities

Illustration

Imagine an insurance company where the board and top management are just beginning to understand AI. They are experimenting with chatbots for customer service and using basic analytics tools to make data-driven decisions.

LEVEL 2: PILOTS AND CAPABILITY BUILDING

Focus: *Business cases and pilots*

Key Activities

- Building AI pilots that create value for the enterprise and its workers
- Simplifying and automating business processes
- Developing enterprise capabilities identified in Level 1
- Consolidating data silos and preparing data for AI use

Capabilities

- Defined metrics for AI success
- Initial process automation and systematic innovation
- A shift from command-and-control to a coach-and-communicate culture

Illustration

A retail company is piloting AI-driven inventory management systems. They are tracking the value created by these pilots and sharing lessons learned across the organization.

LEVEL 3: INDUSTRIALIZATION AND SCALING

Focus: *Scaling AI platforms and dashboards*

Key Activities

- Building a scalable enterprise architecture
- Making data and outcomes transparent via business dashboards
- Developing a pervasive test-and-learn culture
- Expanding business process automation efforts

Capabilities

- Use of foundation models and small language models
- Proprietary AI models for specific tasks
- Architecture, reuse, and agents as core components

Illustration

A financial services firm has industrialized AI across its operations. They use AI to automate loan approvals, detect fraud, and provide personalized financial advice to customers.

LEVEL 4: AI FUTURE-READY

Focus: *Continuous innovation and new revenue streams*

Key Activities

- Embedding AI in all decision-making processes
- Using proprietary AI internally and selling AI capabilities as a service
- Combining analytical, generative, agentic, and robotic AI

Capabilities

- AI is embedded in all aspects of the business
- New business services are created and sold based on AI capabilities
- Autonomous agents and advanced AI models are in use

Illustration

A healthcare company uses AI to predict patient outcomes, optimize treatment plans, and sell AI-powered diagnostic tools to other healthcare providers.

LEVEL 5: AI-POWERED ENTERPRISE

Focus: *AI as the core driver of business strategy and innovation*

Key Activities

- AI is the central pillar of the company's strategy
- Continuous innovation through AI-driven R&D
- AI is used to create entirely new business models and markets
- Full integration of AI with IoT, robotics, and other emerging technologies

Capabilities

- AI-driven decision-making at all levels (see our FutureScope report on "*Lead with Artificial General Intelligence (AGI) or Be Left Behind*")
- AI is used to predict and shape future market trends and business strategies
- The company is a leader in AI innovation and sets industry standards.

Illustration

A technology company has fully integrated AI into its product development, supply chain, and customer engagement. Human coworkers fully cooperate with AI coworkers to design and deploy new strategies. They use AI to predict market trends, design strategies, develop new products, and create entirely new markets.

DESCRIPTION OF THE DIMENSIONS OF THE MODEL

Dimensions of AI Maturity	
D#1: Strategy and Leadership	<ul style="list-style-type: none"> How well is AI integrated into the company's overall business strategy? Is there executive sponsorship and alignment on AI initiatives?
D#2: Value Creation and Innovation	<ul style="list-style-type: none"> Is AI driving measurable business value? Is the company innovating new products, services, or business models using AI?
D#3: Data Governance and Infrastructure	<ul style="list-style-type: none"> How mature is the company's data infrastructure? Is data accessible, clean, and governed for AI use?
D#4: AI Capabilities and Technology	<ul style="list-style-type: none"> What AI technologies and tools are in use? Are proprietary AI models being developed and deployed?
D#5: Organizational Culture and Skills	<ul style="list-style-type: none"> How AI-literate is the workforce? Is there a culture of experimentation and innovation?
D#6: Process Automation and Integration	<ul style="list-style-type: none"> How extensively are business processes automated using AI? Is AI embedded in decision-making across the organization?
D#7: Ethics, Risk, and Compliance	<ul style="list-style-type: none"> Are there clear policies for ethical AI use? How well are AI risks managed and mitigated?

WHAT TO DO TO MOVE TO THE NEXT LEVEL

To advance through the 5-level AI Maturity Model, organizations must focus on building capabilities, addressing gaps, and aligning AI initiatives with strategic goals.

Level 1: Awareness and Experimentation → Level 2: Pilots and Capability Building

Key Focus Areas

Build AI Literacy

- Conduct AI training programs for employees at all levels
- Educate leadership on AI's potential and ethical implications

Develop AI Policies

- Establish acceptable-use policies for AI technologies
- Define ethical guidelines for AI deployment

Identify Use Cases

- Identify low-risk, high-impact areas for AI pilots (e.g., customer service chatbots, basic data analytics).
- Focus on use cases that demonstrate quick wins and build confidence in AI

Invest in Data Infrastructure

- Begin consolidating data silos and improving data accessibility
- Invest in basic data governance frameworks

Action Plan

- Launch AI literacy initiatives for the workforce
- Start small-scale AI pilots in targeted areas
- Build a cross-functional AI task force to oversee initiatives

Level 2: Pilots and Capability Building → Level 3: Industrialization and Scaling

Key Focus Areas

Scale Successful Pilots

- Identify pilots that delivered measurable value and scale them across the organization
- Develop a framework for scaling AI use cases (e.g., reusable AI models, APIs)

Simplify and Automate Processes

- Use AI to automate repetitive tasks and streamline workflows
- Focus on process optimization to reduce complexity

Build a Scalable AI Architecture

- Invest in scalable AI platforms and tools (e.g., cloud-based AI services)
- Develop APIs to integrate AI capabilities into existing systems

Foster a Test-and-Learn Culture

- Encourage experimentation and iterative improvement
- Use business dashboards to track AI performance and outcomes

Action Plan

- Develop a roadmap for scaling successful AI pilots
- Invest in scalable AI infrastructure and tools
- Train employees to adopt a test-and-learn mindset

Level 3: Industrialization and Scaling → Level 4: AI Future-Ready

Key Focus Areas

Embed AI in Decision-Making

- Integrate AI into all key decision-making processes
- Use AI to provide real-time insights and recommendations

Develop Proprietary AI Models

- Build custom AI models tailored to your business needs
- Leverage foundation models (e.g., GPT, BERT) and fine-tune them for specific tasks

Expand AI-Driven Automation

- Automate end-to-end business processes using AI
- Explore advanced automation technologies (e.g., robotic process automation)

Create New Revenue Streams

- Develop AI-powered products or services to sell to customers
- Offer AI capabilities as a service to other enterprises

Action Plan

- Embed AI into core business processes and decision-making.
- Invest in developing proprietary AI models
- Explore opportunities to monetize AI capabilities

Level 4: AI Future-Ready → Level 5: AI-Powered Enterprise

Key Focus Areas

Make AI the Core of Business Strategy

- Align all business strategies with AI capabilities
- Use AI to predict market trends and shape future strategies

Drive Continuous Innovation

- Establish AI-driven R&D initiatives to explore new technologies
- Experiment with emerging AI trends (e.g., autonomous agents, AI-powered robotics)

Integrate AI with Emerging Technologies

- Combine AI with IoT, blockchain, and other technologies to create new solutions
- Build a fully connected, AI-powered ecosystem

Set Industry Standards

- Become a leader in AI innovation and set benchmarks for the industry
- Share best practices and contribute to AI research and development

Action Plan

- Make AI the central pillar of your business strategy
- Invest in AI-driven R&D and emerging technologies
- Position your company as an AI leader in your industry

ASSESSING YOUR ORGANIZATION

Below is a set of compelling and comprehensive questions for each dimension. Each question should be scored on a scale of 1 to 5, where: 1 = Not at all, 2 = Slightly, 3 = Moderately, 4 = Significantly, 5 = Fully

AI Maturity Assessment Framework	
Strategy and Leadership	
To what extent is AI integrated into your company's overall business strategy? (1 = Not integrated, 5 = Fully integrated and driving strategy)	
How strong is executive sponsorship and alignment on AI initiatives? (1 = No executive support, 5 = Strong executive sponsorship and alignment)	
Does your company have a clear roadmap for AI adoption and maturity? (1 = No roadmap, 5 = Clear, well-communicated roadmap)	
Value Creation and Innovation	
Is AI driving measurable business value (e.g., cost savings, revenue growth)? (1 = No measurable value, 5 = Significant measurable value)	
Is your company innovating new products, services, or business models using AI? (1 = No innovation, 5 = Multiple AI-driven innovations in the market)	
Does your company sell AI-powered services or capabilities to other enterprises? (1 = No AI services sold, 5 = AI services are a core revenue stream)	
Data Governance and Infrastructure	
How mature is your company's data infrastructure for AI use? (1 = Fragmented and siloed, 5 = Fully integrated and scalable)	
Is your data clean, accessible, and governed for AI applications? (1 = Data is inaccessible and ungoverned, 5 = Data is clean, accessible, and well-governed)	
Does your company have a centralized data platform or lake for AI use? (1 = No centralized data platform, 5 = Fully operational data lake/platform)	
AI Capabilities and Technology	
What AI technologies and tools are currently in use? (1 = No AI tools in use, 5 = Advanced AI tools and proprietary models in use)	
Is your company developing and deploying proprietary AI models? (1 = No proprietary models, 5 = Multiple proprietary models in production)	
How well does your company leverage generative, agentic, and robotic AI? (1 = Not leveraging, 5 = Fully leveraging all types of AI)	
Organizational Culture and Skills	
How AI-literate is your workforce? (1 = No AI literacy, 5 = High AI literacy across all levels)	

AI Maturity Assessment Framework	
Does your company encourage a culture of experimentation and innovation with AI? (1 = No culture of experimentation, 5 = Strong culture of experimentation and innovation)	
Are there dedicated AI training programs for employees? (1 = No training programs, 5 = Comprehensive AI training programs in place)	
Process Automation and Integration	
How extensively are business processes automated using AI? (1 = No automation, 5 = Fully automated processes across the organization)	
How extensively are business processes automated using AI? (1 = No automation, 5 = Fully automated processes across the organization)	
How extensively are business processes automated using AI? (1 = No automation, 5 = Fully automated processes across the organization)	
Ethics, Risk, and Compliance	
Are there clear policies for ethical AI use in your organization? (1 = No policies, 5 = Comprehensive ethical AI policies in place)	
How well are AI risks (e.g., bias, security) managed and mitigated? (1 = Risks are not managed, 5 = Risks are fully managed and mitigated)	
Does your company comply with AI-related regulations and standards? (1 = Non-compliant, 5 = Fully compliant with all regulations)	
Total	

Scoring and Interpretation - Total Score: Add up the scores for all 21 questions.

Maturity Levels

- Level 1 (21–42): Awareness and Experimentation
- Level 2 (43–63): Pilots and Capability Building
- Level 3 (64–84): Industrialization and Scaling
- Level 4 (85–105): AI Future-Ready
- Level 5 (106–126): AI-Powered Enterprise

CONCLUSION

The journey to AI maturity is not just a technological evolution—it's a strategic imperative for organizations that aspire to create value. As the pace of innovation accelerates and AI becomes increasingly embedded in every facet of business, the question is no longer if you should embark on this journey, but how to do it effectively. The 5-level AI Maturity Model provides a clear, actionable roadmap to guide your organization from awareness and experimentation to becoming a truly AI-powered enterprise.

STEP 1: ASSESS YOUR CURRENT STATE

The first step is to take an honest, data-driven look at where your organization stands today. Use the AI Maturity Assessment Framework to evaluate your capabilities across key dimensions—strategy, data infrastructure, technology, culture, and more. Identify the gaps that are holding you back, whether it's a lack of executive alignment, fragmented data systems, or a workforce that's not yet AI-literate. This assessment is not just a diagnostic exercise; it's the foundation for your entire AI strategy.

STEP 2: DEFINE YOUR ASPIRATIONS

Once you understand your current state, it's time to dream bigger. Where do you want to be in 3 to 5 years? Do you aspire to automate 80% of your operational processes? Or perhaps you envision launching AI-driven products that disrupt your industry? Whatever your goals, they must be ambitious yet achievable, and—most importantly—aligned with your broader business strategy. AI is not a side project; it's a core driver of value creation.

STEP 3: BUILD A ROADMAP

With your aspirations in mind, develop a step-by-step roadmap to bridge the gap between where you are and where you want to be. This roadmap should be tailored to your organization's unique needs, focusing on building the capabilities, skills, and infrastructure required to advance to the next level of maturity. Whether it's investing in scalable AI platforms, fostering a culture of experimentation, or developing proprietary AI models, each step should bring you closer to your vision.

STEP 4: EXECUTE AND ITERATE

The final step is to execute with discipline and iterate with agility. AI maturity is not a one-time project; it's a continuous journey that requires ongoing monitoring, measurement, and refinement. Regularly assess your progress, celebrate your wins, and learn from your setbacks. Be prepared to pivot as new technologies emerge and market dynamics shift. The organizations that succeed will be those that embrace continuous improvement as a way of life.

According to our experience with various companies, we can affirm that AI maturity is not a destination—it's a mindset. It's about embracing AI as a strategic enabler of growth and innovation, and embedding it into the DNA of your organization. The future belongs to those who are bold enough to seize it.

So, where does your organization stand today? And more importantly, where will you be tomorrow? The 5-level AI Maturity Model is your guide, but the journey is yours to own. Start today, and take the first step toward becoming an AI-powered enterprise. The future is waiting—and it's powered by AI.

ABOUT THE AUTHOR

Rémi Chadel is a seasoned strategy consultant, public speaker, and author based in Zurich, Switzerland. He specializes in digital business transformation, customer experience enhancement, and leveraging data and artificial intelligence to drive organizational success. As the founder and managing director of Chadel Research and Strategy Consulting, he empowers organizations to innovate with cutting-edge technologies and transform customer experiences through tailored digital solutions.

In his consulting practice, Rémi Chadel focuses on delivering practical solutions and actionable strategies. His services encompass digital business transformation, customer experience improvement, customer insights, and data & AI integration. He guides organizations through comprehensive digital transformation journeys, designs intuitive digital interfaces, leverages global customer data for targeted strategies, and assists in adopting AI technologies to gain a competitive edge.

Beyond consulting, Rémi Chadel is an accomplished author and speaker. He has written on numerous articles on AI, GenAI, marketing, sales, customer experience, leadership and a book on customer experience in wealth management.

Rémi Chadel's interests span design, technology, innovation, entrepreneurship, and arts. He is active on social media platforms, sharing insights and engaging with a broader audience (@chadel_incorporated).

Through his multifaceted expertise and dedication, Rémi Chadel continues to shape the future of business strategy and digital transformation, helping organizations think beyond boundaries and achieve sustainable growth.

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