

## Hey! What's New? 2026-5

### **Beyond Productivity: Measuring the Real Value of AI**

Eighty-five percent of employees are saving one to seven hours a week using artificial intelligence (AI) tools, but organizations often fail to translate time savings into real business value, new data shows.

Only 14% of employees said they consistently get clear, positive outcomes from AI use, according to a global report from Workday. This productivity paradox means that organizations need to shift focus from technology investment to investing in workforces to harness the capabilities of those tools.

The report, *Beyond Productivity: Measuring the Real Value of AI*, surveyed more than 3,000 employees (half in leadership roles) in Asia-Pacific, Africa, Europe, the Middle East and North America in November.

According to the report, “the promise of AI in the workplace has largely been framed around productivity – saving time, automating routine tasks and helping employees do more in less time. New research from Workday shows that while many organizations are realizing these gains, a substantial share of that value is being quietly lost to rework and low-quality output.”

Therefore, it says, “productivity gains alone are not translating into better outcomes for most organizations. While AI is helping employees complete tasks faster, far fewer are using it to improve the quality of their work or support higher-value judgment and decision-making. In fact, only 14% of employees consistently achieve net-positive outcomes from AI use.”

As a result, the report notes, “roughly 37% of the time saved through AI is being offset by rework. Employees report spending significant time correcting, clarifying or rewriting low-quality AI-generated content – essentially creating an AI tax on productivity. For every 10 hours of efficiency gained through AI, nearly four hours are lost to fixing its output.”

The report adds that 1.5 weeks is the amount of time lost to fixing AI outputs, per highly engaged employee, per year. “This hidden loss highlights a critical blind spot in how organizations assess AI performance. Most leaders focus on gross efficiency – how much time AI saves. But this metric alone obscures the real picture. When time lost to rework is taken into account, the net value of AI is often much lower than expected.”

To capture AI's real return, the report notes, “organizations must move beyond measuring hours saved and begin accounting for outcomes achieved. Net value – time saved minus time lost – provides a more accurate view of whether AI is improving how work gets done, or simply accelerating activity without improving results.”

The research shows that low-quality AI output is not limited to a specific industry or region. “It appears wherever AI is adopted without corresponding changes to skills, role design and support. At the same time, the data reveals clear patterns that distinguish employees who consistently generate net gains from those who absorb the cost of rework – and points to specific actions organizations can take to close that gap.”

The report outlines three things that leaders should know to get more out of AI:

1. Nearly 40% of AI's promised productivity is silently lost to rework, reducing the net value of efficiency gains.
2. The most enthusiastic users often carry the highest burden, spending disproportionate time verifying and correcting output.
3. Organizations that reinvest AI gains into their people outperform those that reinvest primarily in technology, achieving stronger outcomes and more sustainable value.

The report concludes that “paying a high tax on AI efficiency is not inevitable. It is the cost of implementing AI without investing in the humans who use it. The findings in this report show that AI delivers its greatest value when productivity gains are paired with reinvestment in skills, role design and human judgment. When organizations focus solely on speed, employees absorb the cost through rework and fatigue. When they reinvest in people, AI becomes a durable source of improved outcomes and resilience.”

For the details, download the report at [Report: Measuring the Real Value of AI | Workday UK](#).