

Do Most AI Pilots Really Fail?

If you ask Gemini, ChatGPT, or even your search engine of choice, they all come back with some worrying statistics when it comes to the success rate of AI projects in corporate America. The 'optimistic' estimate puts the success rate at around one in three. The high-end estimates suggest that the failure rate is in the neighborhood of a 95%. Here's the thing though; that '95%' number comes from studies like the one done at MIT. If you actually look at the success criteria, they only accepted a pilot as a success if the project dramatically impacted the bottom line. If it saved money, but only marginally, or was break even on cost but dramatically improved the customer experience, it was still counted as a failure.

The problem is this: The marketing rarely lives up to real world expectations, and the marketing dollars are HUGE right now. So...

Take a breath. Think about where your organization struggles. Bring in an agnostic technology advisor to help evaluate where AI is most likely to succeed. Most of these AI projects fail because of:

1. Poor assessment of where AI can make meaningful impact
2. Picking the wrong technology because it looks great on paper
3. A woeful lack of planning on how the technology will integrate
4. Unprepared data sources – Siloed data, disparate sources, static and dynamic data with poor change control policy, etc.
5. Placing too many guardrails due to the fear of allowing an AI to be empowered within the environment
6. Unrealistic expectations or success criteria

This is a partial list, but certainly some of the usual suspects.

If you are interested in a successful outcome, planning and expertise matter. Measured against whether the client would consider their project a success, and that they are glad they moved forward, CX Source is proud to have had a 100% success rate for completed projects in calendar 2025. That's every one of them. We put in the work, and the results speak for themselves. Reach out if you'd like to know more about our methodology.