



2025 REPORT

State of Productivity & AI

How top performers are leading
the AI revolution

Perry to Me, Colleen, June & Rohan

Please review our latest whitepaper and enablement materials for our enterprise customers. We are aiming to ship by EOD tomorrow. Please comment or reply here!

ai

Reviewing

Need time

Thank you, done

Hi Perry, thanks for the heads-up! I'll review the materials right away.

The way we work is changing, fast. AI isn't the future — it's the clear and compelling present, deeply embedded in the workflows of top performers.

B2B professionals say AI saves them at least one full workday every single week. That's more than 50 reclaimed workdays every year.

And this is just the beginning. The professionals we surveyed sense the hard takeoff is happening — most expect AI to drive at least a 3x increase in productivity over the next five years.

We're not talking business as usual. We're talking about a revolution in how we work, communicate, and collaborate.

What's driving this productivity today? We found that top performers are super users of AI across the whole tech stack. And industry-leading companies are 3x more likely to say that AI has significantly improved productivity.

Leaders even cite "the ability to improve efficiency with new technology" as what most sets their top performers apart — more important than work ethic, commitment to high performance, and thinking strategically about high-impact results.

AI isn't replacing jobs, but it is replacing the professionals who don't use it. Top performers are already 14% more productive as a result of AI. This is especially true in the core B2B tools of email, messaging, and calendar — where professionals spend more than 50% of their workday.

This report combines survey insights with Superhuman product data. You'll learn how AI is used today, what top performers do differently, and how to equip your team for 3x productivity growth.



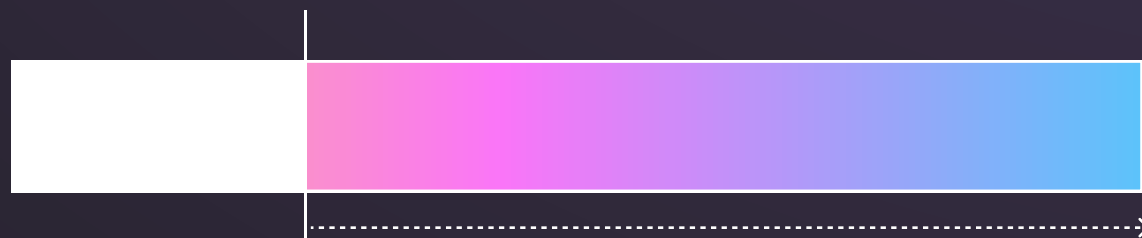
Rahul Vohra
Founder & CEO

Report Highlights

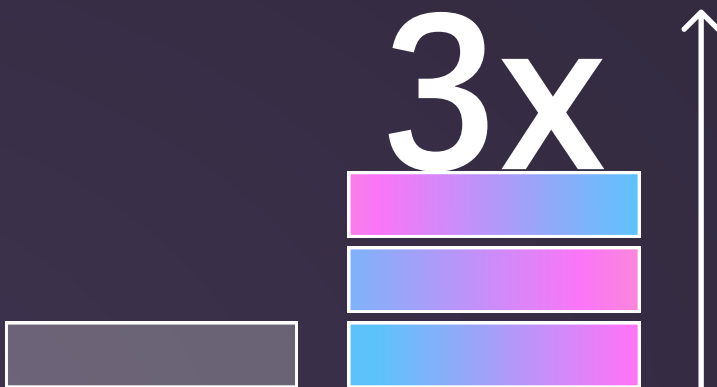
01
AI already saves B2B professionals
at least 1 day every single week



02
Most respondents expect AI to drive
at least a 3x increase in productivity
within 5 years



03
Industry-leading companies are 3x more
likely to have experienced significant
productivity gains from AI



04
More than half of every workday is spent
in email, messaging, and calendar



05
Industry-leading companies are 38%
more likely to use an email app beyond
Gmail and Outlook

SUPERHUMAN

Maria Thanks for sending that over. The team
Me Hi Maria, Did you get a chance to review

Auto Draft to Maria

Did you have any questions about the
proposal? I'm happy to clarify anything or
go over details if needed. Let me know if
you'd like to jump on a call to discuss!

Auto Reminder Returned

AI isn't coming: it's already here

AI is already embedded in the work of B2B professionals. We surveyed those who spend significant time each week on external relationships, communicating with customers, prospects, investors, or partners.

The productivity gains are real:

Most professionals say AI is already saving them at least one full workday a week.

We see high adoption of AI features built into the core tools of email, messaging, and calendar — where professionals spend more than half of every workday.

Among these tools, adoption of AI in email is strongest — 82% of professionals who use email leverage some AI features. For internal messaging tools and calendar tools, it's 69% and 67%, respectively.

Fewer respondents use AI assistants like ChatGPT at work (65%), but those who do use them frequently — 90% use chat tools daily, with 72% using chat tools 3+ times a day.

The experimentation phase is clearly over — 87% believe AI at work is "necessary to maintain or achieve competitive advantage".

REPORT HIGHLIGHT

**Most professionals already
save 1 day a week with AI.**

SUPERHUMAN INSIGHT

**Superhuman customers who
use AI save 37% more time
than those who don't.**

"AI has become an essential part of how we work. It's not just about saving time — it's about working smarter and staying ahead. At this point, working without AI would feel like going back to dial-up internet."

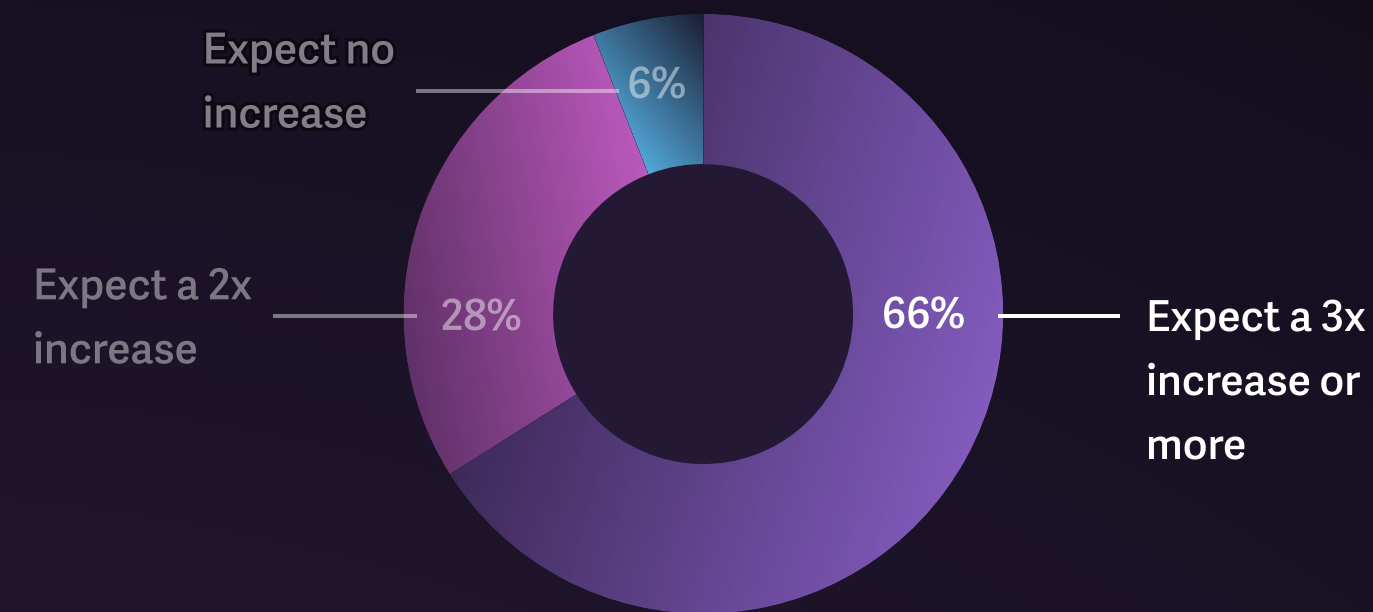


Jennifer Lewis
Director, Investment Technology
Vista Equity Partners

A hard takeoff and a revolution in work

Saving one workday from AI every week is a clear win, but it pales in comparison to what respondents say is coming:

66% expect at least a 3x increase in productivity over the next five years.



Executives are even more bullish than managers and individual contributors — they're twice as likely to predict a 10x increase within five years.

It begs the question: where are these gains going to come from?

The right technology is critical. Executives at industry-leading companies are 3x more likely to say that technology has

significantly increased employee productivity over the last two years.

And our data suggest that top performers are more critical than ever. Leaders in our survey cited the ability "to use technology strategically to improve efficiency" as the most important characteristic that sets their top performers apart, outpacing work ethic, commitment to high performance, and even thinking strategically about high-impact results.

Leaders rely on their top performers to adopt the technology that will keep their companies winning. The best teams with the best tools will lead the revolution in work.

REPORT HIGHLIGHT

Most professionals expect AI to drive at least a 3x increase in productivity in the next five years.

SUPERHUMAN INSIGHT

Superhuman customers who use AI respond to email twice as fast as those not using AI.

"I believe that while the way we work is evolving, the key to success remains unchanged: solve real problems for customers, and do it better and faster than the competition. Any AI that helps achieve this is an obvious advantage."

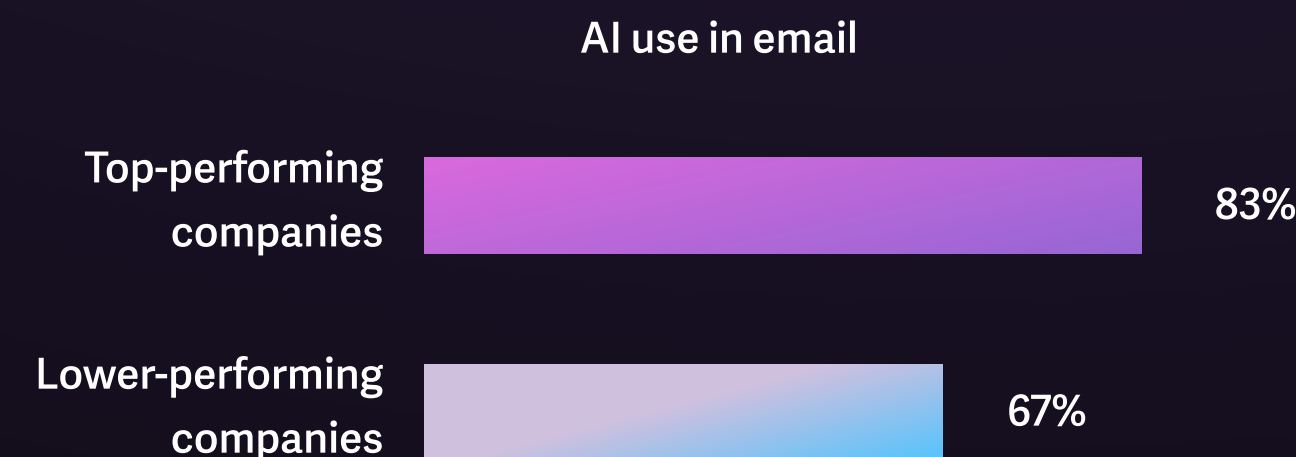


Brian Roberts
General Partner, a16z

Top performers lead the way with AI

Top-performing professionals and companies are super users of AI — and they are saving 14% more time per week than lower performers.

Top-performing companies are 3x more likely than lower-performing ones to report that AI has significantly increased productivity over the past two years.



Top performers also use AI more in all of their tools. For email, 73% of top-performing companies use AI features regularly vs. 57% at lower-performing companies. And they are 60% more likely to use AI assistants 5+ times daily.

And finally, top performers are being recognized for their AI adoption — an overwhelming 89% of professionals acknowledge that "top performers at their companies are constantly increasing their business impact with AI and other tools."

REPORT HIGHLIGHT

Top-performing companies are **3x more likely** to report significantly increased productivity from AI.

SUPERHUMAN INSIGHT

Superhuman's most productive customers use our AI features 2.5x more often.

"AI agents are helping the most effective teams move faster and focus on what matters. This shift is just getting started."



Mati Staniszewski
Co-founder, ElevenLabs

"I want my team to be motivated, growing, and progressing their career. You can't do your best work without the right tools."



Jen Igartua
CEO, Go Nimbly

4 things set top performers apart

01

They are super users of productivity tools.

Top performers are 60% more likely to use AI assistants 5+ times a day, 46% more likely to use call recording solutions, and spend more time in the core B2B tools: email, calendar, and internal messaging.

03

Top performers use AI across every workflow...

Top performers are more likely to use AI in core B2B tools like email, messaging, and calendar, as well as more likely to use standalone AI apps like ChatGPT, than lower performers.

02

They are quick to adapt to new technology.

Industry-leading companies are 3x more likely to have significantly improved productivity with technology over the last two years.

04

... and they use it better.

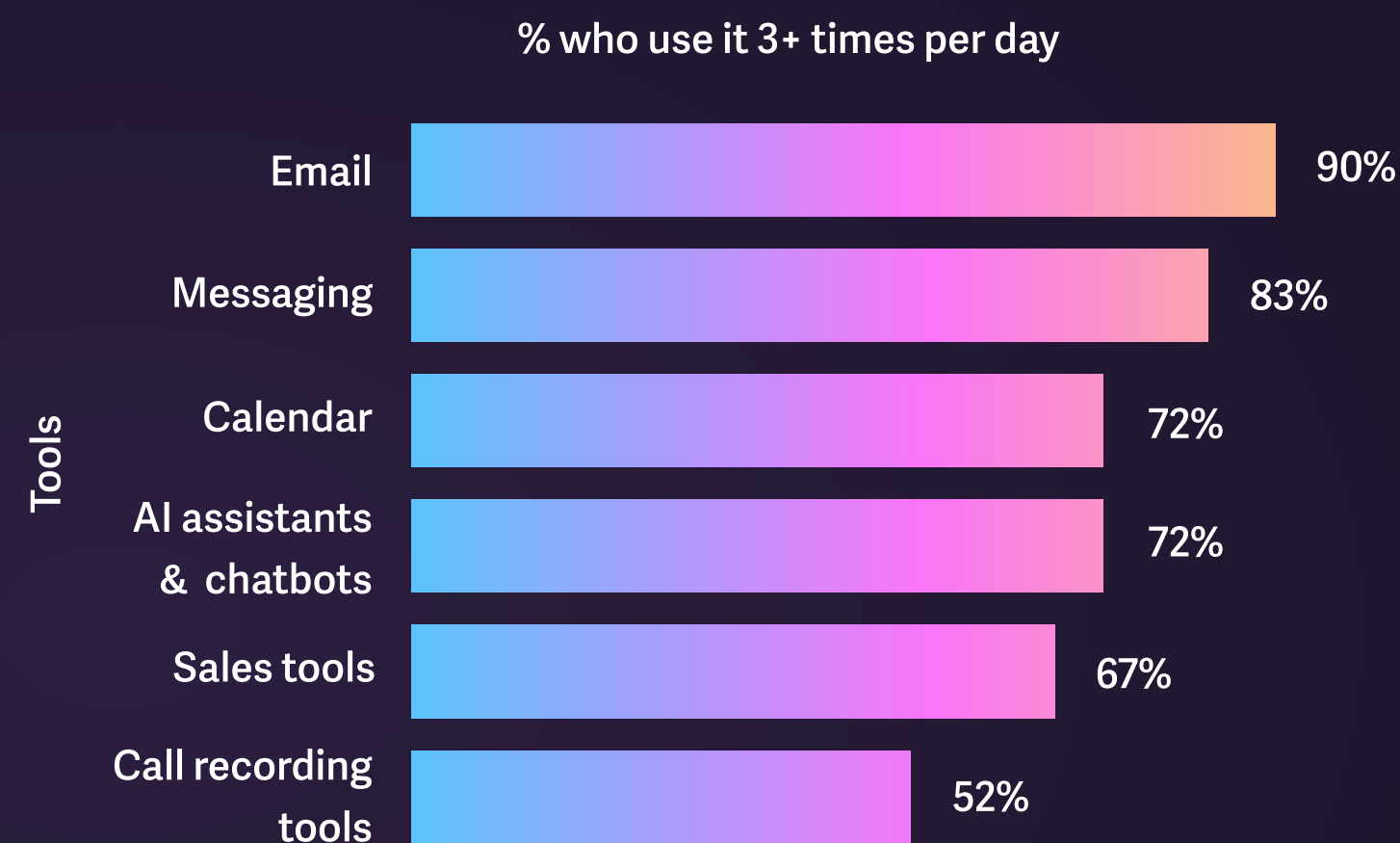
Compared to lower performers who also use AI, top performers save 14% more time every week.

Tools breakdown: how work is done

B2B professionals are frequent users of technology across the board.

Communication and meeting tools are used the most:

More than half of every workday is spent in email, messaging, and calendar.



B2B professionals spend 16.5 hours each week on email alone, sending 77 and receiving over 100 emails a day. That's over 100 workdays a year.

Industry-leading companies, however, are 38% more likely to use an email app beyond Outlook or Gmail.

If B2B professionals want to stay ahead of their competition, they need to embrace improvements in their productivity tech stack.

REPORT HIGHLIGHT

**More than half of every
workday is spent in email,
calendar, and messaging.**

SUPERHUMAN INSIGHT

**Superhuman customers reply
1 day faster than non-customers.**

"We get hundreds of emails every day. The right tools to keep our inbox efficient means we can deliver an even better client experience."



Christie Johansen-Pinney
SVP, Client Services, DEPT

Productivity breakthroughs: how the revolution will come

The productivity revolution is happening now, and top performers are leading the way with the rapid adoption of AI tools.

Which tools will take professionals from saving one day a week today to the 3x improvement expected over the next five years?

We could speculate here on new forms of work that we don't yet do. But the clear opportunity today is that more than 50% of the workday is spent in email, messaging, and calendar. The first step towards transformational productivity is to get more from our core tools.

For example, Superhuman users send and respond to 72% more emails per

hour compared to non-users. They and their teams move faster, saving valuable hours every single week.

The Superhuman Product Team is obsessed with making your inbox more productive. Here's Lorilyn McCue, Product Lead for Superhuman AI:

"We're building AI that lightens your workload, so you can stay focused on what truly matters. Our latest release introduces powerful features such as Auto Drafts, Auto Reminders, and Auto Labels — tools that handle organization, triage, and drafting on your behalf, just like a world-class assistant. It will soon be able to execute complete workflows from start to finish, so you won't even have to lift a finger."

REPORT HIGHLIGHT

Superhuman users send and respond to 72% more emails per hour.

SUPERHUMAN INSIGHT

Superhuman customers using AI send and respond to 34% more emails compared to customers who don't.

"I can't imagine email without Superhuman. It would be like going back to the stone age."



Akash Bhatia

Managing Director &
Senior Partner Global Leader
Technology Practice, BCG

Takeaways

| Report Insight | Takeaway |
|---|--|
| 01 AI already saves professionals 1 day every single week | Speed is the most valuable currency. Those who act fast will win. Invest in the right tools today, or your competitors will race ahead. |
| 02 Most professionals expect AI to drive at least a 3x increase in productivity within 5 years | AI is the ultimate accelerator. Use the best AI-native tools to deliver an instant and compounding productivity boost. |
| 03 Industry-leading companies are 3x more likely to report significantly increased productivity from AI | Top performers expect the best AI tools. Give your top performers state-of-the-art AI tools, or lose them to someone who will. |
| 04 More than half of every workday is spent in email, messaging, and calendar | Fix your most important workflows first. Demand AI-native solutions for the workflows that take the most time. |
| 05 Superhuman users send and respond to 72% more emails per hour | Use the most productive email app ever made. |

Get Started

Report Methodology

This report is based on a survey of 750 B2B professionals in the US, at companies with more than 200 employees in the B2B SaaS/Software/Technology, B2B Professional Services, B2B Consulting, and Marketing & Creative Agency industries.

The survey was conducted in partnership with Ground Control Research in February 2025. B2B professionals are defined as full-time employees of these companies who spend 12 hours per week or more doing one of the following:

- Communicating via email or meetings with prospective clients/customers
- Communicating via email or meetings with current clients/customers
- Communicating via email or meetings with prospective employees (i.e. recruiting or sourcing)
- Communicating via email or meetings with people outside of their company (ex. investors, advisors, partners, etc.)

Within the report, the term "industry-leading companies" or "top-performing companies" refers to respondents who indicated that their company has performed "significantly better than others" in their industry over the past five years. The term "top-performing individuals" or "top performers" refers to respondents who indicated that their manager rated their 2024 professional performance as a "top performer".

Quotas were used to ensure a minimum of 125 respondents in each of the industries listed above and per job level (individual contributor, manager, executive).