

# How GenAI Reinvents Supply Chain Productivity



## Today's supply chain

Chief supply chain officers have been contending with a host of challenges around supply chain talent — historic labor shortages, equally historic wage growth and radical shifts in the employee value proposition. Employees have increased expectations about what they will get if they switch jobs (meaning, current organizations need to pay more to keep up), but the productivity organizations get in return has flatlined.

## GenAI challenges and solutions

While generative AI may seem like a quick fix to productivity stagnation, the risks cannot be ignored given its broad application.



### Reckless automation

Just because a technology can do something in theory, is it right for your organization?



### Understanding knowledge versus documenting knowledge

There's a difference between an employee asking the technology to generate a report and understanding what's in that report.



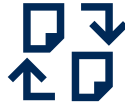
### Incorrect or misleading information

GenAI enables users to generate new content — even if that content isn't exactly accurate.

Supply chain leaders can mitigate these GenAI-driven risks by:



Launching new productivity pilots in a small, iterative way to first give the opportunity to find potential errors or risks (or even identify pilots that fail) before expanding broadly



Allocating the time savings gained on report creation and related tasks to knowledge-sharing activities like Lunch 'n' Learns and peer presentations



Conducting research integrity and accuracy reviews of GenAI content

## Seize the GenAI opportunity

GenAI could represent a way to solve the employee productivity conundrum of endless productivity technology and tools but little meaningful improvement in actual productivity metrics. GenAI has the potential to act as an in-office multitool, assisting with a multitude of low-value, high-repetition tasks, such as draft first-pass supplier communications, generate written reports of supplier bids and research 3PL providers in a certain market.

Gartner is here to help supply chain leaders understand and implement GenAI and stay ahead of emerging trends. [Visit Gartner's generative AI topic center on gartner.com](#) to learn about GenAI applications, deployment models, major tech providers and more.



→ [Become a Client](#)

→ [Sign Up for Our Newsletter](#)

→ [Join the Conversation](#)

