How AI Drives a Leap in Productivity

Global context and implications for Greece

13th May 2026

SEV
Hellenic Federation of Enterprises

accenture

Agenda

- **Context setting**
  - AI trends and productivity impacts
  - Greece's AI positioning and potential
- **Fireside chat**

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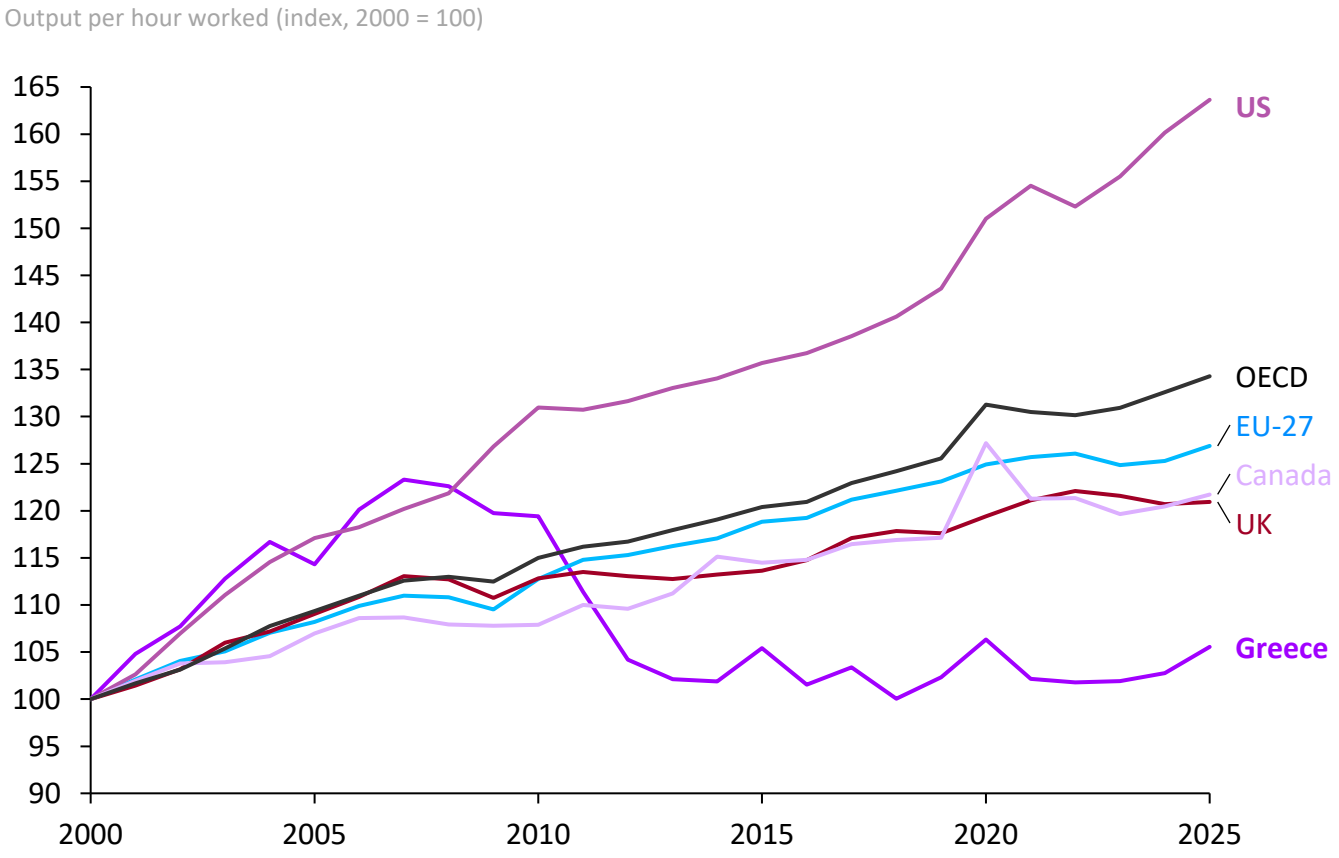
AI presents a once-in-a generation opportunity for Greece to break out of two decades of productivity stagnation

Greece's productivity challenge

Greece's productivity the gap with European and OECD peers has persisted for over 20 years



- **Greece's productivity growth has lagged** its advanced economy peers since the mid-2000s—averaging **-0.4%** vs. OECD average of **+1.0%**
- This productivity gap constrains wages, investment, and economic convergence
- Past technology waves in Greece were adopted late and unevenly, a pattern now also visible with domestic AI adoption
- AI is the first general-purpose technology in 20 years that could plausibly close the productivity gap, but only if Greece moves quickly to seize the opportunity

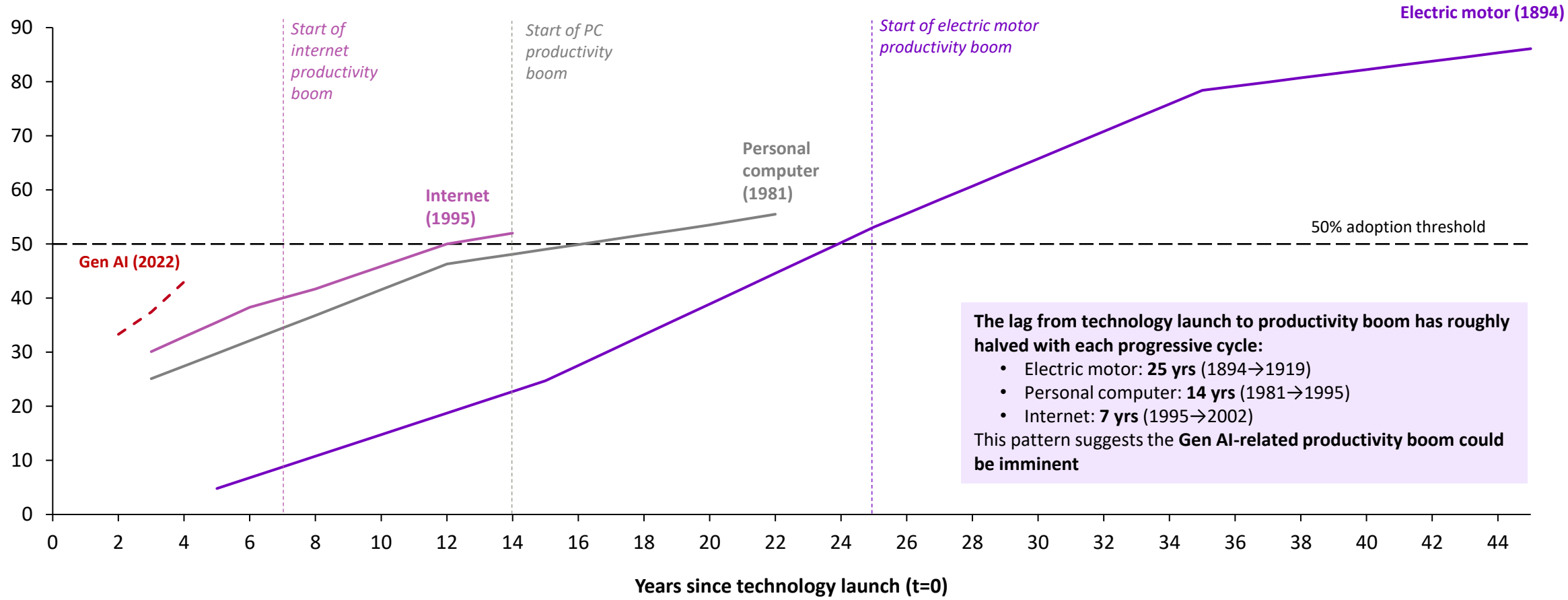
Source(s): OECD, Eurostat, UK Office of National Statistics, US Bureau of Labor Statistics, Accenture analysis

AI adoption cycle is on track to be even faster than for prior technologies, creating a short window before the competitive disadvantage for adoption laggards becomes significant

AI technology cycle in historical context

Workplace adoption timeline of general-purpose technologies in the US

Technology adoption rate by individuals in workplace (% of total)



The lag from technology launch to productivity boom has roughly halved with each progressive cycle:

- Electric motor: **25 yrs** (1894→1919)
- Personal computer: **14 yrs** (1981→1995)
- Internet: **7 yrs** (1995→2002)

This pattern suggests the **Gen AI-related productivity boom could be imminent**

Source(s): US Census Bureau, Bick et. al. (2026), Goldman Sachs Investment Research, Accenture analysis

AI can help uplift productivity through multiple channels—most organizations to date have focused on automation but the innovation channels promise larger gains

AI productivity channels

01

Worker-task efficiency

The "co-pilot" channel

AI augments individual workers on on existing tasks: drafting, coding, coding, analyzing, summarizing. summarizing.

Fastest to deploy

02

Process automation & reengineering

End-to-end workflow redesign

AI handles complete workflows that previously required human routing and judgment.

Larger durable gains

03

Product & service quality

Customer-facing differentiation

Personalization, speed, multilingual reach. Shows up as revenue, not just cost reduction.

Drives top-line

04

Innovation acceleration

Compressed R&D cycle

AI compresses discovery, design, and time-to-market, turbocharging the pace of innovation.

Highest potential

To broaden their value capture from AI, companies need to consider:

1. Are we using AI to improve tasks, or to transform core processes?
2. Are we focusing on quick wins, or the highest-impact opportunities?
3. Are we deploying isolated use cases, or scaling AI across the business?

Source(s): Accenture analysis

AI front-runner companies are already pulling away from industry peers and delivering greater revenue, productivity and enterprise value growth

Firm-level AI productivity gains

Channel 01

Worker-task efficiency

+55% faster coding tasks

- Developers complete tasks 55% faster using AI coding assistants
- Largest gains for less experienced developers
- Improves speed and consistency within existing workflows

Channel 02

Process automation and reengineering

100M miles and 10 M gallons of fuel saved

- Deployed AI systems to optimize delivery routes in real time, sequencing millions of stops to reduce distance, fuel use, and time
- Redesigns end-to-end delivery operations, improving efficiency across routes, drivers and network planning

Channel 03

Product and service quality

~80% hours streamed driven by recommendations

- AI-powered recommendation system personalizes content selection
- Improves engagement, retention, and viewing time
- Drives top-line growth through user experience, not purely cost reduction

Channel 04

Innovation acceleration

~200M protein structures predicted

- AI solved protein folding at scale, a decades-old scientific problem
- Provides a foundational dataset for drug discovery and biology
- Compresses research timelines across the entire life sciences ecosystem

Companies that are early AI adopters and leaders are seeing:

2.5x higher revenue growth

2.4x greater productivity

7x faster enterprise value growth

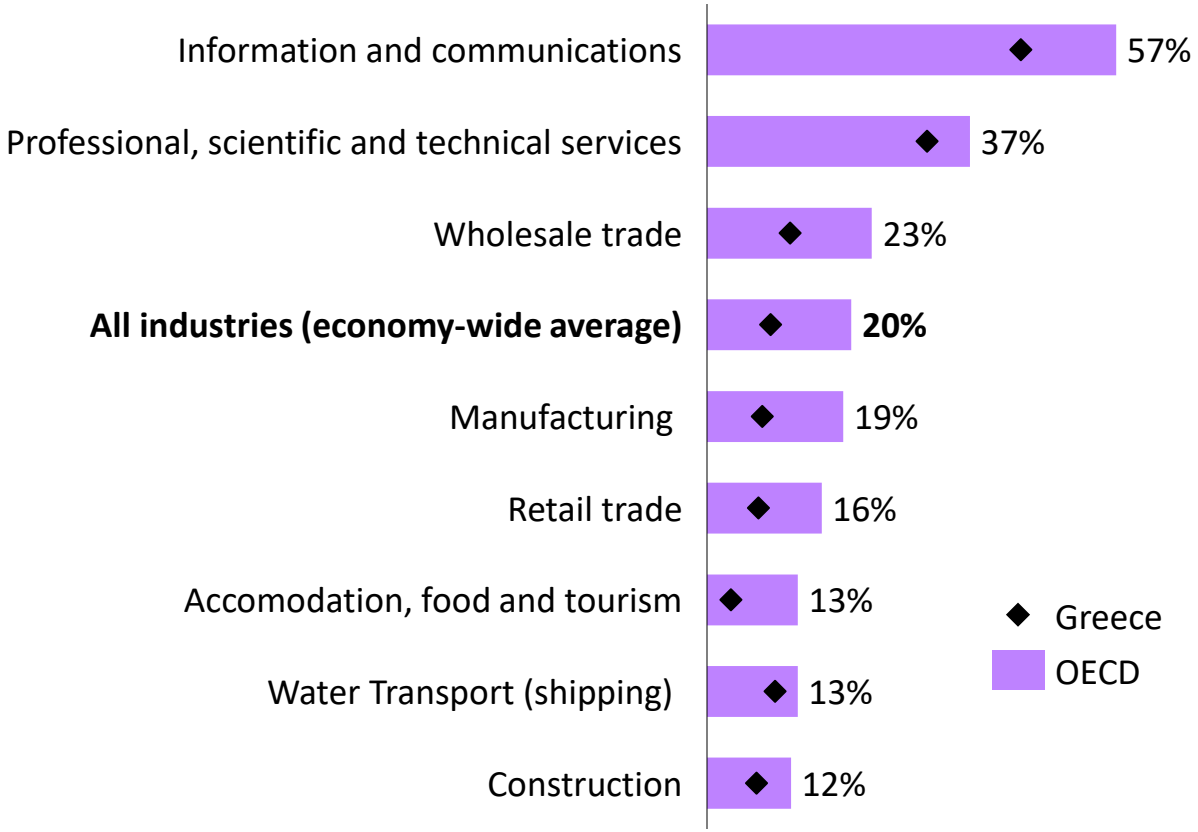
Source(s): Cornell University, BSR, Association for Computing Machinery, Nature.com, Accenture Research

Greek enterprise AI adoption lags OECD peers both in AI-leading industries such as ICT and professional services and late-but fast-growing adopters such as tourism

AI adoption trends by sector and Greece's positioning

AI adoption by sector

% of enterprises using at least one form of AI technology by sector (2025)



Industry leaders

- Adoption is highest in ICT and professional/technical services
- Investment and capability build-out are concentrated here, enabling faster scaling

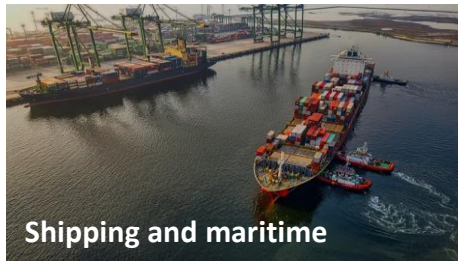
High-growth laggards

- Tourism, manufacturing, and construction are growing fastest from a low base
- Adoption is focused on narrow use cases today, but expanding into core workflows

Source(s): Eurostat, OECD, Accenture analysis

AI benefits extend beyond services and promising use cases in manufacturing and agriculture may be a key productivity driver for Greece

Greek sectors primed for AI productivity uplift



- Large scale, data-rich **global operations**
- **Use cases**: route optimization, fuel efficiency, predictive maintenance
- **Impact channels:**
  - Worker-task efficiency
  - Process automation and reengineering

- High **demand volatility** and fragmented customer base
- **Use cases**: dynamic pricing, multilingual personalization, demand forecasting
- **Impact channels:**
  - Worker-task efficiency
  - Product and service quality

- Core processes are **data intensive** and rules based
- **Use cases**: credit decisioning, fraud detection, customer service automation
- **Impact channels:**
  - Worker-task efficiency
  - Process automation and reengineering

- High **variability in yields** due to weather exposure
- **Use cases: Access to Pharos AI factory** for, yield forecasting **and climate modeling HPC**
- **Impact channels:**
  - Process automation and reengineering
  - Innovation acceleration

- **Asset-heavy operations** with repeatable workflows
- **Use cases**: predictive maintenance, quality inspection, energy optimization
- **Impact channels:**
  - Process automation and reengineering
  - Product and service quality

Source(s): Accenture analysis

Binding constraint to Greece's AI adoption is not awareness, but rather enterprise integration, particularly among the large SME population

Adoption constraints and opportunities

Headwinds

SME adoption gap

- SMEs dominate the economy but lack in-house IT capability and data infrastructure
- Limited capital and fragmented operations slow adoption beyond basic use cases

Fluency vs. integration gap

- Strong individual use of AI tools, especially among younger cohorts, but weak enterprise integration
- Gap is in enterprise execution and scaling, not talent or awareness

Regulatory uncertainty

- Unclear requirements under the EU AI act delay investment decisions
- Disproportionate impact on smaller firms with limited compliance capacity

Tailwinds

EU Recovery funding

- Significant capital available for digitalization, upskilling, and infrastructure
- Time-bound funding creates urgency to accelerate adoption

Language and public infrastructure

- Greek-language AI removes a key barrier to customer-facing applications
- Public sector initiatives and AI infrastructure strengthen national capability (e.g., Pharos AI factory)

Leapfrog potential

- Lower legacy IT burden reduces switching costs
- Enabled faster adoption of modern AI systems and workflows

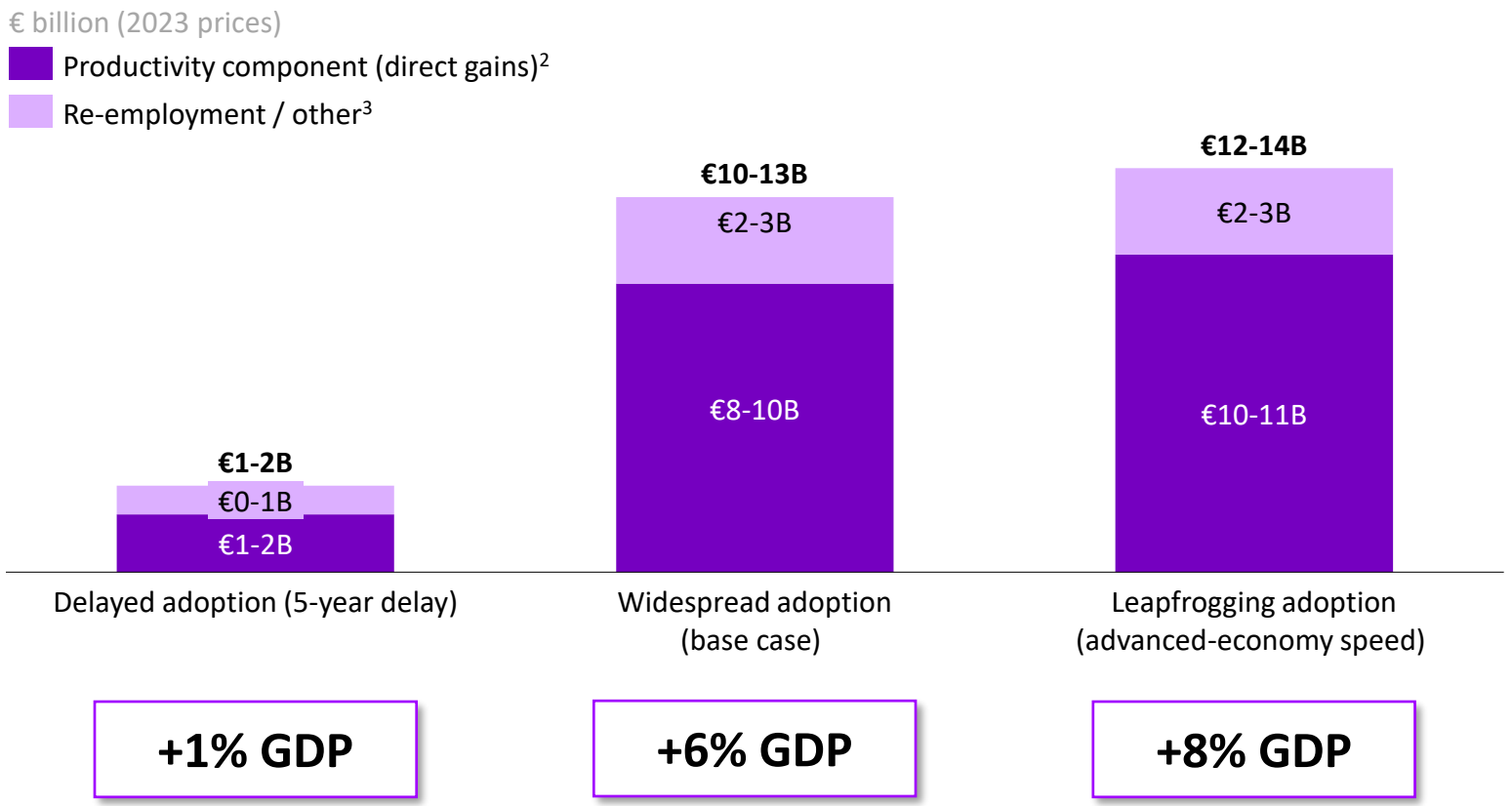
Greece has strong individual AI capability—the challenge now is scaling it into enterprise adoption in key sectors where Greek firms are already competitive

Source(s): Accenture analysis

Delivering on the AI promise could uplift Greece's GDP by 6-8% over the next decade, but the speed and breadth of adoption will be critical

GDP impact by adoption scenario

Estimated Greece GDP impact from Generative AI over next 10 years, by adoption scenario[1]



Key adoption imperatives

1 Scope

Co-pilots are a starting point, but most of the value comes from redesigning entire processes and workflows

2 Speed

The timing of adoption materially affects productivity outcomes—every year of delay costs 0.5% of potential GDP uplift

3 Breadth

Greek SMEs account for most employment—economy-wide benefits will depend on whether they are able to implement AI effectively

Note(s): (1) Represents the estimated uplift to GDP in 10 years, relative to today's GDP level; (2) Refers to the productivity boost from AI augmentation of workers' capabilities and efficiency; (3) Measures the re-allocation of freed up time and workers to higher-productivity tasks, net of the possible productivity loss associated with re-employment to other occupations (a loss which is estimated at €1B across the scenarios).
Source(s): Implement Consulting Group, Accenture analysis

Fireside chat

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