Webidoo Insight Lab: productivity grows over 40 percent in SMEs integrating AI

Milan, July 3, 2025 - Artificial Intelligence has entered a new phase. After years of experimentation and hype, now for many Italian SMEs it has become a **real operational tool that directly impacts productivity with estimated increases of more than 40 percent**.

This is said by Webidoo Insight Lab's new report *"AI and productivity in Italian SMEs"*, which stands out for an approach that is as ambitious as it is necessary: it does not just collect opinions or case studies, but goes as far as **quantifying the potential impact of AI on business performance** on a comparative basis. A sector matrix built on thirteen possible areas of application makes it possible to estimate-for each macro sector-a realistic increase in productivity related to the integration of AI Agents into business processes. It is a pioneering work in the Italian panorama, paving the way for a more mature and concrete reading of the ongoing transformation.

From marketing to operations: AI gets real

The first strong signals come from marketing and sales, which are still the preferred field of application for SMEs already using AI technologies: among them, **36 percent employ AI in precisely these functions**, to automate campaigns, personalize offers and improve customer interaction. This is a well-trodden field that has demonstrated rapid returns and affordable implementation.

But it is no longer the only driver of digital efficiency. The report shows how AI is also entering forcefully into areas with less media exposure but high potential. For example, in **professional services and consulting**, where the ability to delegate data analysis, drafting, document management, or administrative support to AI Agents can result in **estimated productivity gains of more than 42 percent**.

The era of AI Agents: from assistants to operational resources

The conceptual heart of the report is the **AI Agents**: evolved intelligent assistants designed not only to respond to requests, but to **execute tasks, integrate into workflows, and collaborate with business tools seamlessly**.

The leap is clear: we are moving from AI that supports, to AI that acts. This is no longer passive support, but a true **digital extension of business teams**.

If the **digital sector**, as expected, leads the way, with 43.5 percent potential AI-related productivity. This is followed, as we have seen, by **services** (42.5 percent) and **retail** (39.9 percent), with a notable impact also in the case of **tourism and hospitality companies**, where AI agents can automatically handle reservations, customer inquiries, personalized emails, and

feedback analysis: according to the report, productivity gains of more than 38 percentcould be achieved in this sector.

Even in more complex areas, such as **private healthcare**, the adoption of pre-trained AI Agents enables action on critical processes (such as information triage) with significant impacts, estimated at around **36% additional productivity**.

A competitive advantage that doesn't wait

The underlying message is clear: **it is no longer a matter of size, but of speed**. SMEs that start integrating AI into their operational flows now-especially through vertical and "off-the-shelf" solutions-can gain **a concrete and immediate competitive advantage**.

The report also devotes ample space to the barriers that still exist-from a lack of in-house expertise to the perception of high costs-but highlights that **those who have already overcome these resistances are now reaping the rewards**, in terms of operational efficiency, service quality and ability to scale.

Another novelty introduced in the study is the **estimation of a synthetic index of potential profitability**related to the use of AI Agents, constructed considering potential productivity, ability to anticipate competitors and expected economic returns by sector. The data collected clearly show which industries present the best conditions for turning AI adoption into real margin. Retail, for example, registers an index of 37 percent, followed by tourism at 36 percent and professional services at 35 percent: sectors where the combination of repeatable processes, technological accessibility and digital readiness makes AI a concrete lever of growth.

*"AI is becoming the new driver of productivity in SMEs," explains **Giovanni Farese, CEO of Webidoo Spa**, "we are facing a new phenomenon: the advantage will not go to whoever is biggest but to whoever moves first, whoever is fastest. This is a huge opportunity for SMEs, which for the first time will be able to compete globally even with structured entities and take advantage of competitive advantages that were previously unthinkable. Enterprises today are not just digitizing, they are rewriting work. AI is now a strategic asset, and AI Agents are its most operational and promising form."*

The full report

The document *"AI and Productivity in Italian SMEs"*is available for download at www.webidoo.com/insight-lab/intelligenza-artificiale-e-produttivita-nelle-pmi

It includes never-before-seen data, interactive visualizations, a sector assessment model, and an exclusive focus on the evolution of AI Agents. A valuable read to understand where the new technology competition for Italian companies is really playing out.

About Webidoo SpA

Webidoo is a company that conceives and develops technology products, specializing in AI-based platforms for B2B. With an international presence between Milan, Tenerife, Dubai and Chicago Webidoo aims to accelerate the impact of technological innovation on companies' competitive capabilities. It does so with a vision of artificial intelligence centered on the human experience, aimed at empowering work and freeing up time and resources in organizations of all sizes. Among Webidoo's key projects: Jooice, the native AI platform that centralizes digital marketing activities, and Groow, the AI-Agents multiskills system designed to multiply companies' resources.

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