

Revelate: AI in Business – The Real Story

Exploring what truly works in AI for business—guided by clarity, data, and depth.

By Drew Lambert

The CRM (Customer Relationship Management) Revolution

Sales teams using AI report about **30% or better improvement in win rates** (Bain & Company, 2024). — “Data integrity unlocked the true potential of our automation and forecasting accuracy.” – Industry Professional. 83% of sales teams using AI report revenue growth, compared with 66% of those that don’t (Salesforce, 2024).

Clean data first. Fancy AI later.

Marketing Automation Reality

Businesses using AI marketing personalization report a **20–30% increase in conversion optimization rates** (Wezom, 2024). — “We refined our chatbot’s tone to match human empathy—and that’s when engagement truly increased.” – Industry Professional. AI cannot create what does not exist—it amplifies what’s already there. You cannot automate clarity, creativity, or customer empathy.

Automation works best when humans guide it—because AI cannot automate what does not exist.

The Data Integration Challenge

Only **47% of companies use even half of their CDP (Customer Data Platform) features** (Gartner, 2023). — “Our CDP didn’t fix bad data habits. We had three versions of the same customer until governance caught up.” – Industry Professional.

Good data hygiene beats expensive software every time.

Legal & Ethical Issues

Violations under CCPA (California Consumer Privacy Act) can cost up to **\$7,500 per incident per customer** (California Civil Code §1798.155). Federal law in the United States also enforces data privacy through the **Federal Trade Commission Act, Section 5**. Only **1.6% of firms have fully integrated AI into compliance processes** (International Compliance Association, 2024).

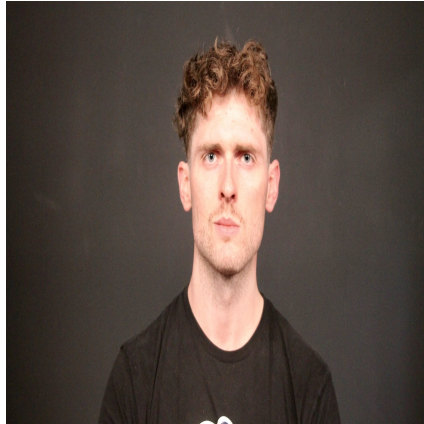
Transparency isn’t optional—it’s survival.

Skills That Actually Matter

The most valuable skills in the age of AI are human ones. You can't automate empathy, intuition, or curiosity. AI is **GiGo (Garbage in, Garbage out) on steroids**. What you get depends entirely on what you put in. The ability to **articulate what you want, how you plan to get there, and what "good" looks like** is more valuable than any coding language. Prompting is not magic—it's structured thinking, communication, and clarity disguised as text. Communication, adaptability, ethical judgment, creativity, and collaboration remain irreplaceable. "AI literacy" is among the fastest-growing professional skill sets, but soft skills remain the strongest predictor of long-term success (LinkedIn Learning Report, 2024).

AI can replicate output, not imagination. What doesn't exist cannot be automated.

About the Author: Drew Lambert



Drew Lambert is the founder of **Revelate**, where he leads Revenue Operations strategy and business transformation through the thoughtful integration of AI and automation. His work bridges the gap between technology and human intelligence—championing systems that enable clarity, creativity, and sustainable growth. As a thought leader in RevOps, Drew helps organizations design data-driven frameworks that amplify human potential rather than replace it.

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