A WHITE PAPER FOR BUSINESS LEADERS

From meetings to momentum.

How connected context and responsible AI can reduce administration, improve follow-through and keep people focused on shared priorities.

The opportunity is bigger than a better transcript. When people spend less effort finding context and reconstructing decisions, they have more capacity for customers, judgement and delivery. The priority is to improve the whole workflow around a meeting, then measure what changes.

68%
Lack uninterrupted time to focus

62%
Spend too much time finding information

55%
Find next steps after meetings unclear

Microsoft (2023) surveyed 31,000 workers across 31 markets. These are respondents reporting difficulties, not percentages of time wasted. Inefficient meetings were their leading productivity disruptor.

AI can help. The task matters.

15% more issues resolved per hour
Field evidence from 5,172 customer-support agents at one company found higher throughput with AI assistance. Gains varied with experience; the most skilled agents saw small quality declines. Brynjolfsson et al. (2025).

40% less time on writing tasks
A randomised experiment with 453 professionals found shorter task times and 18% higher quality scores with ChatGPT. This is evidence about specific writing tasks, not a whole working week. Noy & Zhang (2023).

What this means for your business
Start where context is repeatedly gathered, notes are rewritten and actions are chased. These studies establish a reason to test AI-supported workflows; they do not establish a Szora saving rate or guarantee greater factual accuracy.

MAKE THE CONVERSATION COUNT

Better prepared. Better connected.

A practical approach to moving from AI meeting notes to accountable, aligned execution.

Szora is designed around an AI meeting companion with bot or botless capture. Its intended role extends across the meeting: connect permitted history, prepare relevant topics, capture decisions, and carry commitments forward. The following is a product approach, not an independently measured outcome.

BEFORE THE CONVERSATION

Bring the history into the room.

Connect relevant previous decisions, customer context and open commitments to the agenda. Ask what changed, what needs a decision and who should contribute. This can reduce repeated searching and help people arrive prepared.

DURING AND AFTER

Turn discussion into a next move.

Capture notes while people focus on the conversation. Prepare a recap, proposed actions, owners and deadlines for review. Carry approved updates and reminders into connected work so the next meeting starts from progress.

ACROSS THE ORGANISATION

Keep execution tied to purpose.

Relate commitments to strategy, initiatives and OKRs. Surface recurring blockers, possible priority drift and customer ideas with their evidence. Leaders can investigate patterns across teams without attending every meeting.

Clarity needs participation.

In November 2024, only 45% of US employees strongly agreed they knew what was expected of them at work. Gallup (2024) recommends two-way conversations about priorities and mission. Use shared context to invite ideas and make trade-offs visible; technology supports this management work, rather than replacing it.

Quality needs human judgement.

An experiment with 758 consultants found tasks within AI capabilities completed 25.1% faster, but performance worsened on a task outside those capabilities. Dell'Acqua et al. (2026). Keep source links, appropriate access and human review. Measure factual errors separately from polished writing or speed.

VALUE YOU CAN TEST

Make time count.

Build the case from your own workflow, rather than adding together percentages from unrelated studies.

A WORKED SCENARIO

25 people × 1 net hour a week

1,150 hours a year · €37,500 in salary capacity

Assumptions: €60,000 average annual gross pay, 40-hour weeks and 46 working weeks. One hour is an editable assumption, after review time, not a measured Szora result.

Annual hours = people × net hours recovered per working week × 46.
Salary capacity = annual hours × annual pay ÷ (40 × 46).

Recovered capacity is not an automatic payroll saving. For financial ROI, count only value actually realised, subtract subscription, integration, training and ongoing review costs, then divide net benefit by total cost. Do not count the same hour twice. Add faster sales, hiring or avoided delays only when your own evidence supports their incremental value.

Run a focused pilot.

Compare a baseline period with a similar pilot period. Track preparation and follow-up minutes, corrections to AI outputs, actions completed on time and commitments linked to agreed goals. Ask people whether they arrive better prepared, understand priorities and have room to contribute. Review adoption and workload changes before attributing gains to Szora.

Sources & scope

Microsoft (2023). Will AI Fix Work? Work Trend Index, 9 May. Global worker survey on focus, information search and follow-through.

Brynjolfsson et al. (2025). Generative AI at Work. Quarterly Journal of Economics 140(2), 889-942. DOI: 10.1093/qje/qjae044.

Noy & Zhang (2023). Experimental evidence on the productivity effects of generative artificial intelligence. Science 381, 187-192. DOI: 10.1126/science.adh2586.

Dell'Acqua et al. (2026). Navigating the Jagged Technological Frontier. Organization Science 37(2), 403-423. DOI: 10.1287/orsc.2025.21838.

Gallup (2024). Wigert & Tatel. The Great Detachment: Why Employees Feel Stuck. 2 December. November 2024 US employee findings and management guidance.

Sources verified 28 October 2026. Research covers other tools and populations, not Szora. Workflow recommendations and the scenario are Szora's synthesis. No organisation-wide productivity, engagement or revenue uplift is assumed.