



THE STATE OF AUTOMATION IN PRODUCT MANAGEMENT 2024

A benchmark report on the use of automation technology, deployment areas, and solution choice.

In partnership with
Productowner.nl





THE TAKEOFF

Product owners are essential for any successful company. They bridge the gap between stakeholders and development teams, to ensure that products meet both customer needs and business goals. When vision is implemented with clarity, it drives performance, growth, and customer satisfaction.

The goal of this benchmarking report is to assist product owners in navigating the agile landscape. It offers a condensed scope into how the most cutting-edge technology available to us today has been adopted by peers, how it is used, and where it is going.

As artificial intelligence and its ever-growing capabilities are changing the game at an accelerated pace, it is more important than ever to stay on top. The State of Automation Report aims to help you accomplish that.

Yeelen Knegtering
CEO, Klippa



KEY TAKEAWAYS



Outstanding growth in the employment of AI-powered solutions recorded across all surveyed companies.



More than 80% of North American respondents consider that AI has greatly improved their productivity.



Six in ten product owners have offloaded repetitive tasks to artificial intelligence.



Jira, Confluence, and Miro are the most mentioned go-to's in the product owner's tool kit.



A significant majority of product owners are looking forward to implement more automation in their workflows.



Only 5% of European and American product owners said they do not use any AI-powered solutions whatsoever.

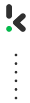


Areas consisting of tasks involving higher levels of complexity and uncertainty are least likely to be automated.



Youngest product owners are the most enthusiastic about the increase of automation adoption and the benefits it brings.

DATASET OVERVIEW



OUR DATASET AT A GLANCE

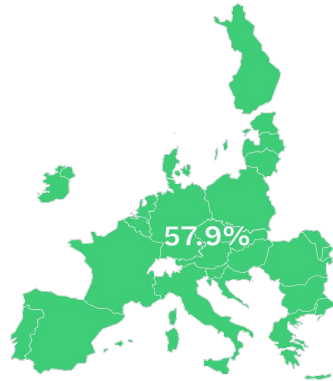
Who answered the survey?

The dataset contains responses from 145 product owners mostly active in the European Union (57.9%), USA & Canada (30.3%), and the United Kingdom (11.8%).

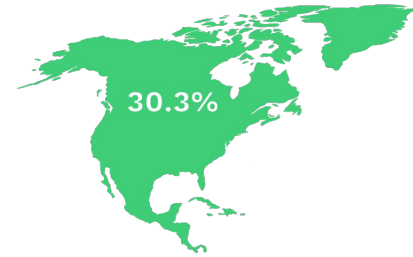
Age group insights

We have collected data from various age groups, with the most notable concentration in the 30 to 40 years old category.

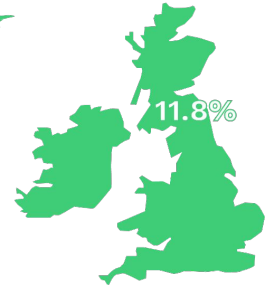
Professionals in this field tend to be young(er) employees, with a staggering 94.5% of respondents being under 50 years of age.



European Union

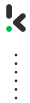


North America



UK

INSIGHTS & TOOLS



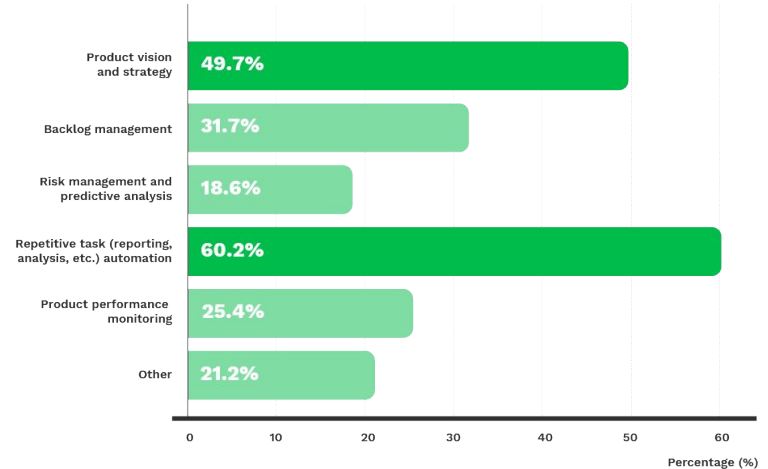
MORE THAN 60% OF PRODUCT OWNERS HAND OVER REPETITIVE TASKS TO AI

AI-powered solutions are most commonly employed for automating chores. 60.2% of respondents hand over necessary, but boring and time-consuming tasks to AI-powered solutions as common practice.

Reliance on artificial intelligence to handle routine work allows professionals to focus on more strategic and creative initiatives.

AI is also widely adopted into the more challenging areas of product vision and strategy, where 49.7% of survey participants choose to integrate it in their processes.

In which areas of your work do you employ AI-powered solutions?
(multiple choice)

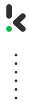


Maarten Dalmijn

Author - "Driving Value with Sprint Goals"

“AI being great for repetitive tasks is nothing surprising. However, the result that half of Product Owners use AI to come up with their Product Vision and Product Strategy surprised me. This seems precisely the kind of creative and complex task you can't offload to AI, except to maybe add some final polish.”





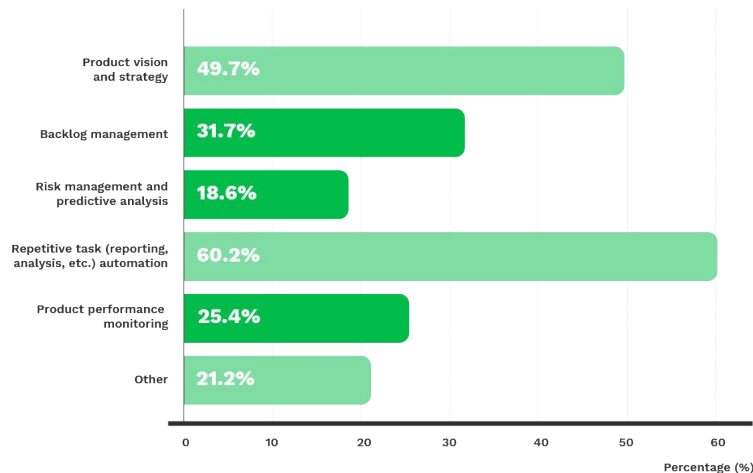
THE HARDER THE CHALLENGE, THE LESS PRODUCT OWNERS WILL TRUST AI TO HANDLE IT

Product owners are less likely to hand over more challenging responsibilities to AI. Risk management and predictive analysis, for example, are the least automated areas, indicated in only 18.6% of responses.

Noteworthy usage has also been registered for backlog management (31.7%) and performance monitoring (25.4%).

Another 21.2% of respondents specified that they use chatbots to either generate or refine product documentation and various other kinds of content. Only 4.8% of product owners reported not using any AI.

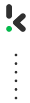
In which areas of your work do you employ AI-powered solutions?
(multiple choice)



Jochem Nuij

Founder & Director
Productowner.nl

“If the human side gets lost in the core tasks of a product owner, we not only lose creativity but also empathy and intuition—qualities that are essential for truly creating value for users and stakeholders. Technology can support us tremendously, but it's the people who make the real difference.”



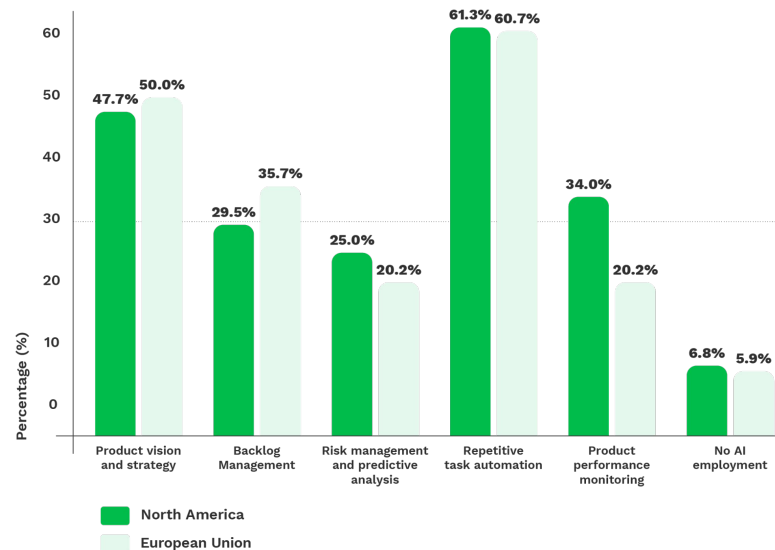
REGIONAL DIFFERENCES IN AI ADOPTION FOR PRODUCT MANAGEMENT

When looking at geographical variance, North American and European respondents both embrace AI for automating repetitive tasks, with minimal variation (0.6%).

However, EU-based product owners focus more on using AI for backlog management (35.7%) than their counterparts in the USA and Canada (29.5%), reflecting the complexity of European project pipelines.

In contrast, North American product owners place greater emphasis on AI for performance monitoring (34%) compared to European professionals (20.2%).

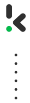
“In which areas of your work do you employ AI-powered solutions?”
(multiple choice)



Jeremy D. Horn
Chief Product Officer
TheProductGuy.com

“As product owners, we stand at the intersection of human insight and technological advancement. While AI is invaluable for automating the mundane, it’s our intuition and creativity that drive true product success. The balance between leveraging AI and preserving human ingenuity is where the magic happens.”





TOP AI TOOLS FOR PRODUCT OWNERS



ChatGPT is the go-to AI solution for most surveyed PO's. Its versatility makes it a favorite for various tasks such as drafting tickets, shaping product strategy, defining vision and objectives for new features, communicating complex ideas in short simple phrases, etc.



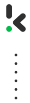
Perplexity is a powerful AI-based search engine designed to provide concise and accurate answers from a wide range of sources. Survey respondents indicated using it for real-time results and context-driven insights. It generates responses in natural language, ideal for efficient research.



Claude AI is another favorite. Product owners reported using the assistant to quickly structure and organize output such as agendas, user stories, or for data transformation. Its ability to streamline workflows makes it useful for tasks like product management and strategic planning.



Fireflies.ai - a solution for automatic transcription and note-taking during meetings - was also nominated. It performs across various platforms, in real time, and provides searchable notes, summaries, action items, keeping teams organized and enabling easy follow up on key discussions.



JIRA, CONFLUENCE, AND MIRO ARE RATED AS THE MOST POPULAR TOOLS

Jira takes the title of ‘most popular kid in school’, with no less than 82.1% of survey respondents naming the agile project management tool as one of their favorites.

Confluence and Miro follow, with adoption rates of 64.4% and 61%, highlighting their value in collaborative and documentation work.

Confluence’s integration with Jira makes it a preferred choice for product owners focused on structured, process-driven tasks.

Miro, on the other hand, is favored by those engaged in creative, visual planning, like design-centric or strategy-oriented product owners.

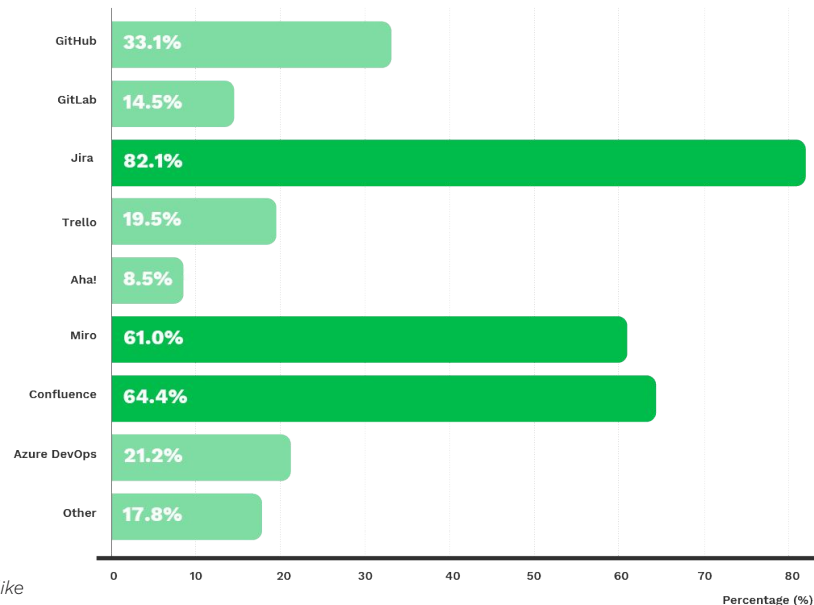


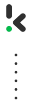
Vid Nose

Global Product Owner
The Heineken Company

“I have a premium account of ChatGPT and actively use it for things like studying scientific articles on promotional effectiveness, data analysis - poor experience so far, and transforming a file into a target format, for example to mass upload user stories to Jira.”

What are some of your current favorite tools?
(multiple choice)





GITHUB, AZURE DEVOPS, AND TRELLO REMAIN INDISPENSABLE

GitHub remains a top choice by product owners, favored by 33.1% of respondents, far ahead of GitLab at 14.5%.

Azure DevOps is also gaining traction, as well as Trello, favored by 21.2% and 19.5% of participants respectively. Aha! showed more limited usage at 8.5%, suggesting a niche user base.

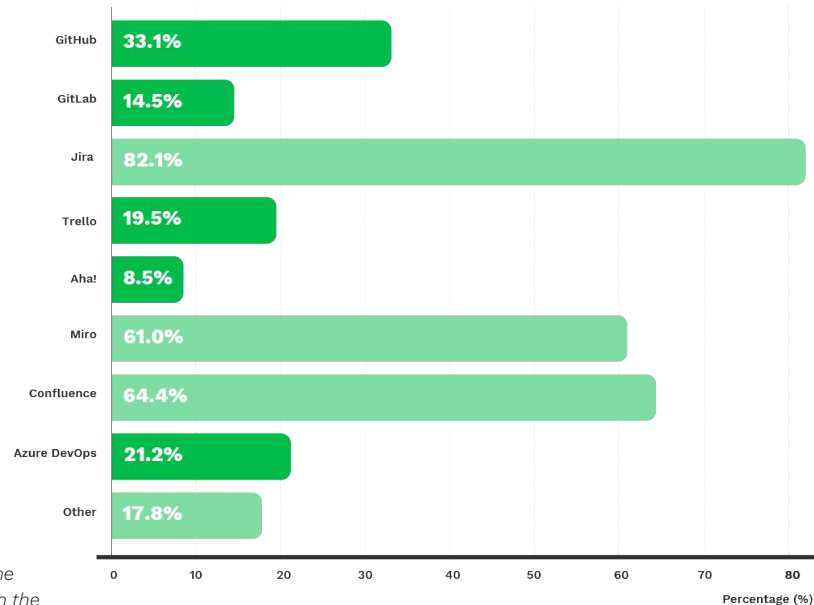
A special mention goes to Figma, which was added to our list by 6.2% of respondents. Other mentioned tools were ClickUP, Mural, Notion, Draw.io, and Asana.

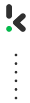


Jeremy D. Horn
Chief Product Officer
TheProductGuy.com

The tools we adopt define our impact. AI and automation give us the freedom to focus on strategy and innovation, but success is not just in the technology - it's in how we use it to elevate our decision-making, streamline workflows, and ultimately deliver greater value to our users and teams.

What are some of your current favorite tools?
(multiple choice)





THE PRODUCT OWNER'S TOOL KIT



Jira provides a structured way to manage backlogs, progress, and plan sprints, all in one place. Its robust tracking, prioritization, and collaboration features make it essential for staying organized and ensuring projects align with business goals.



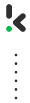
Confluence allows for easy sharing of documentation, requirements, notes, and roadmaps in one central location. Its collaboration features help ensure all team members and stakeholders stay aligned and informed.



Miro enables visual collaboration, brainstorming, and strategic planning with its interactive whiteboards. Flexibility and real-time teamwork make it ideal for mapping out user journeys, wireframing, and creative problem-solving.



Trello's simple visual board system makes task management and prioritization easy. Its highly intuitive interface allow teams to organize workflows, track progress, and collaborate effectively.



THE PRODUCT OWNER'S TOOL KIT



GitHub is used to track issues, review high-level code changes, and ensure development aligns with product goals. It also integrates with tools like Jira for streamlined project tracking and documentation.



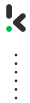
Azure DevOps offers comprehensive tools for planning, tracking, and managing the entire product lifecycle. It seamlessly integrates code repositories, CI/CD pipelines, and project management.



Figma enables real-time collaboration on design, allowing for easy feedback and iteration. Its cloud-based platform makes it ideal for reviewing wireframes, prototypes, and user interfaces.



GitLab offers a complete DevOps lifecycle in one platform, combining code management, CI/CD, and issue tracking. Its integrated approach enables efficient collaboration.



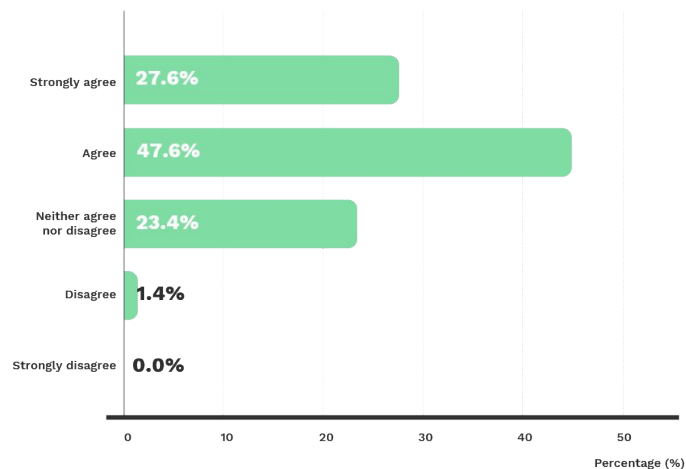
THREE QUARTERS OF PRODUCT OWNERS SAY THEY ARE MORE PRODUCTIVE

Over 75% of professionals report increased productivity from AI and automation, citing streamlined workflows and less time on repetitive tasks.

23.4% took a neutral stance and neither agree nor disagree with the statement.

Only 1.4% of respondents disagreed, highlighting a strong consensus on AI's positive impact and its growing role in workplace efficiency across industries.

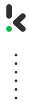
“Using AI and automation has greatly improved my productivity”



Vid Nose

Global Product Owner
The Heineken Company

“More than 70% of product owners believe AI has greatly improved their productivity - that's huge. I was not expecting such a big number. There's a big promise in AI, and I believe we're currently in an AI hype that's similar to the dot-com bubble. I hope there will be no big crash, but I'm confident the best is yet to come.”



AI ADOPTION AMONG PRODUCT OWNERS IS ON THE RISE

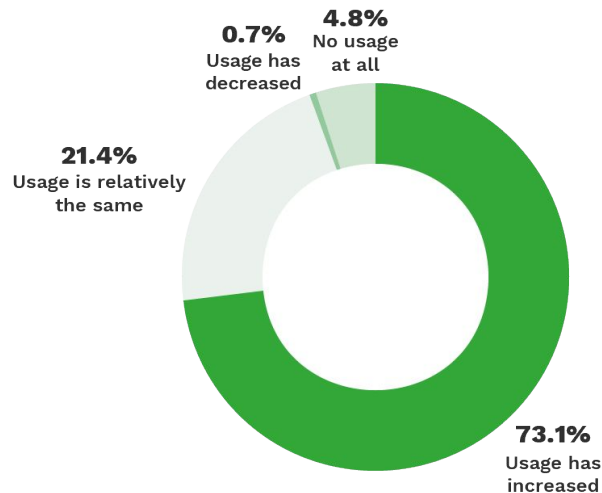
A significant 73.1% of product owners have increased their use of AI solutions over the past year, reflecting a trend toward deeper AI integration in business operations.

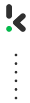
Interestingly, one respondent (0.7%) reported a decrease in AI usage, while 21.4% maintained consistent levels.

Only a small minority (4.8%) reported no usage of AI at all, highlighting the widespread adoption and reliance on AI technologies in the modern business landscape.

Organizations are increasingly adopting these technologies to boost productivity and performance.

How would you describe the evolution of AI-powered solutions use in your company over the past year?





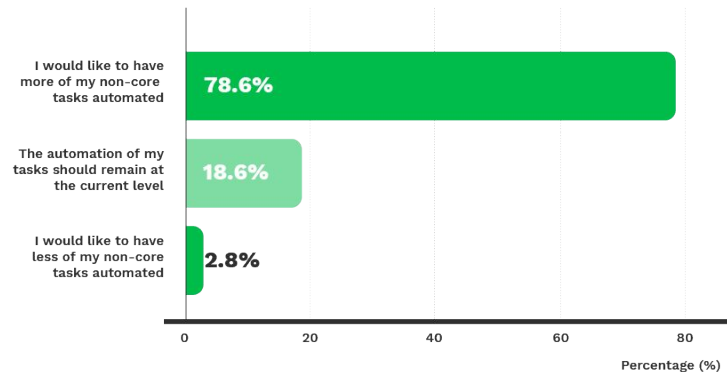
78% OF PRODUCT OWNERS WANT MORE OF THEIR ROUTINE TASKS TO BE AUTOMATED

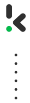
An overwhelming 78.6% of respondents want more of their non-core tasks to be automated, signaling a strong desire for further integration of automation in their workflows. This finding suggests that professionals are eager to offload routine tasks to technology, allowing them to focus more on strategic and high-value activities.

In contrast, only 18.6% of respondents are satisfied with the current level of task automation, while a mere 2.8% would prefer less automation.

The results highlight a clear trend towards embracing automation, with the majority of professionals recognizing its potential to enhance efficiency and productivity in the workplace.

Which of the following statements do you most agree with?





NORTH AMERICAN PRODUCT OWNERS MOST POSITIVE ABOUT IMPACT OF AI

Americans and Canadians are the most positive about AI and automation, with 84% considering that AI has greatly improved overall productivity.

Product owners in the UK also view automation favorably, with 76.5% reporting positive effects, while 23.5% remain neutral.

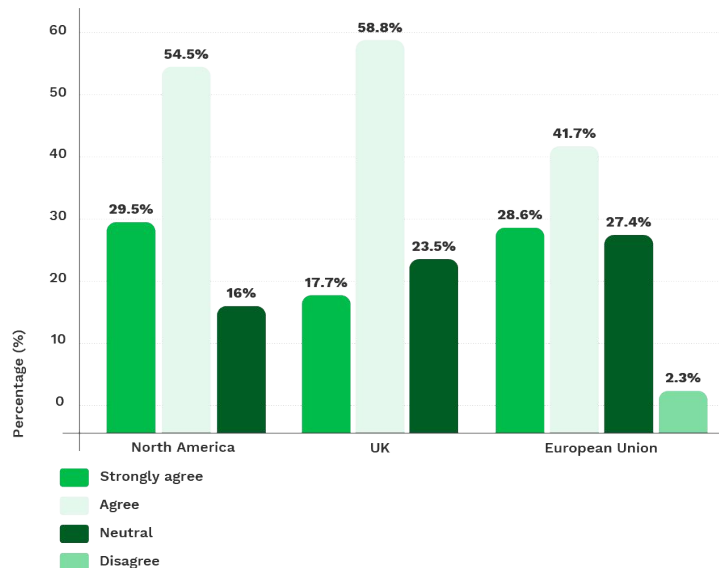
In the EU, 70.3% recognize AI's benefits, though this region has the only reported disagreement (2.3%) regarding AI's productivity improvements.

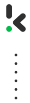


Jochem Nuij
Founder & Director
Productowner.nl

“Not everyone will be enthusiastic right away. It's crucial to take their concerns seriously and demonstrate how automation can free up time for more meaningful work. As a product owner, your role is to bridge the gap between resistance and collaboration, guiding everyone towards a shared goal.”

“Using AI and automation has greatly improved my productivity”





AI ADOPTION TRENDS AMONG PRODUCT OWNERS IN THE EU, NORTH AMERICA, AND UK

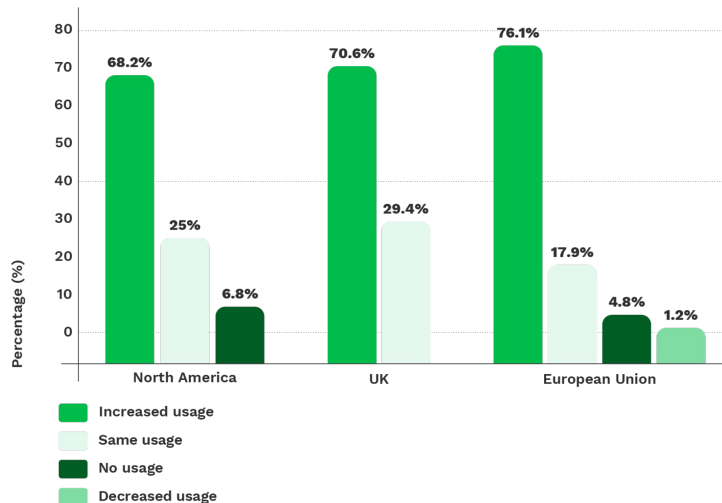
Over three-quarters of European product owners reported increased AI usage in the past year, the highest among all studied regions, while around 18% maintained the same level.

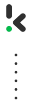
Nearly 5% in the EU do not use AI, a figure slightly lower than in North America, where 6.8% reported no AI use.

In the US and Canada, 68.2% saw a rise in AI usage, a lower percentage compared to other regions. This could be due to already higher levels of AI adoption, but further research is needed to confirm this.

In the UK, 70.6% of product owners reported increased AI usage, while the rest saw no change.

“How would you describe the evolution of AI-powered solutions use in your company over the last 12 months?”





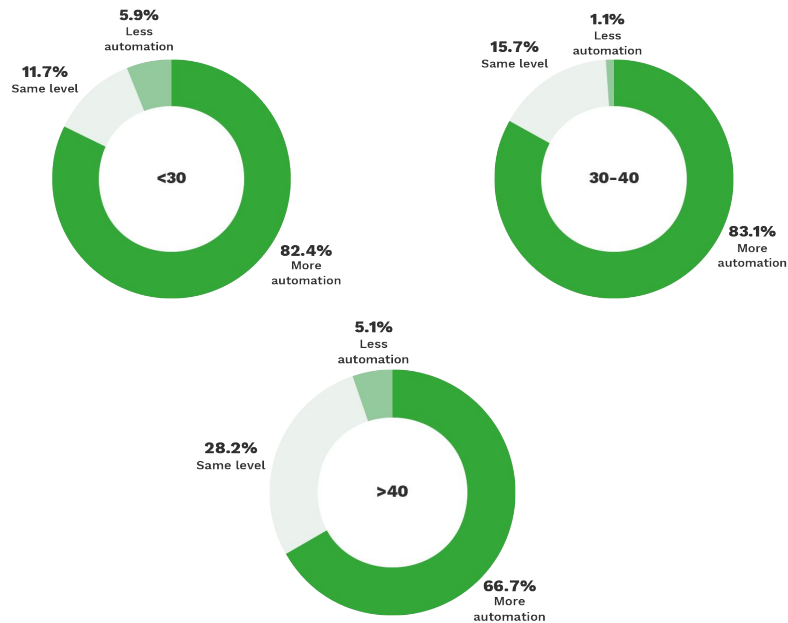
YOUNGER PRODUCT OWNERS ARE MORE ENTHUSIASTIC ABOUT AUTOMATION

In general, younger respondents are more inclined to believe that more of their non-core tasks should be automated.

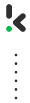
Among those under the age of thirty, 82.4% support increased automation, a view shared by 83.1% of those aged 30-40 years.

But even in the oldest group, product owners over 40 years, a strong majority of respondents (66.7%) favor greater automation of non-core tasks.

Agreement on level of non-core tasks automation



ABOUT US



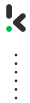
OUR PARTNER

PRODUCTOWNER.NL

Productowner.nl is the go-to place for product owners. Whether you're looking for an interim or full-time product owner, we provide experienced professionals. In addition, we host weekly training sessions and events specifically designed for product owners, helping you continuously grow and make a real impact.

Partner with Productowner.nl and experience the difference that expert guidance and continuous learning can make in driving your product success. Together, we help product owners and organizations unlock their full potential and achieve lasting results. Want to know more? Get in touch with us today at www.productowner.nl/contact. Happy to help!





OUR STORY

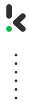
KLIPPA

Founded in 2015, Klippa is on a mission to digitize and automate tedious and costly administrative workflows.

Our solutions leverage AI and [Optical Character Recognition](#) to automate tasks like reading, sorting, extracting, approving, and verifying information. This automation helps businesses effectively manage workflows with fewer office staff, directly addressing labor shortage issues.

Klippa has expanded globally, now serving over 1,000 clients across the world, with offices in Amsterdam, Groningen, Hamburg, and Brasov (Romania). Our rapid growth was recognized in 2022, 2023, and 2024 when we were included in Deloitte's Technology Fast 50.





BRANDS THAT TRUST US





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www.klipa.com

