

EMPOWERING WOMEN ENTREPRENEURS:

The AI Impact - Visa Women SMB Digitalization Index

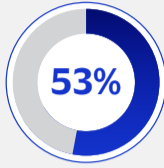
VISA



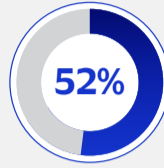
1 Women Entrepreneurs Embrace Artificial Intelligence



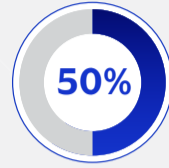
for data analysis & decision-making



in sales & marketing



experience increased accuracy in transactions & reconciliations with AI-powered payments



for customer service

2 Overcoming Challenges, Embracing Opportunities

1

33%

struggle to find the right talent

2

31%

find partnership/networking a key challenge

3

31%

seek enhanced optimization of logistics

4

28%

want more digital transformation support

3 Thriving in the Digital Marketplace



54%

focus on foundational security measures to secure digital transactions



49%

prioritize employee awareness & training for digital transaction security



41%

use e-commerce/B2B/B2C accounts for online sales



36%

leverage business websites for online sales

4 Seeking Support, Aiming for Expansion

48%

focus on enhancing their range of products or services

41%

aspire to explore new markets or industries

41%

aim to enhance the company's social or environmental impact

15%

seek knowledge in financial and budget management

About the Study

Visa commissioned YouGov to conduct its 'Women SMB Digitalization Index' study, surveying 954 women business owners across the UAE, KSA, Kuwait, Oman, Qatar, and Bahrain between May 9th and 21st, 2024. The study, conducted through a 10-minute online questionnaire available in both English and Arabic, aimed to understand the financial habits and preferences of women-led businesses, particularly regarding digital payments.