

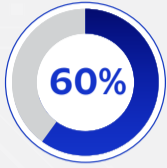
EMPOWERING WOMEN ENTREPRENEURS:

The AI Impact - Visa Women SMB Digitalization Index

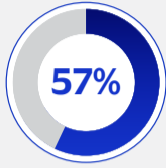
VISA



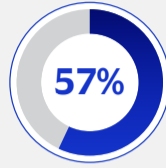
1 Women Entrepreneurs Embrace Artificial Intelligence



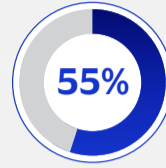
for payments and billing



for customer service



in Human Resources



for product development

2 Overcoming Challenges, Embracing Opportunities

1

38%

need innovative products & services

2

33%

require better payment acceptance training

3

32%

seek better customer acquisition strategies

3 Thriving in the Digital Marketplace



46%

focus on advanced security measures to secure digital transactions



41%

prioritize employee awareness & training for digital transaction security



49%

actively use business social media pages for online sales



56%

leverage business websites for online sales

4 Seeking Support, Aiming for Expansion

50%

aim to enhance the company's social or environmental impact

38%

focus on forming stronger partnerships

44%

aspire to explore new markets or industries

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.