

PwC scales AI adoption to 85% through workforce transformation with Coursera



Industry
Professional Services
and Consulting



Location
Asia



Size
1,000–5,000 employees



Coursera is a core component of our AI learning ecosystem, enabling scalable, on-demand upskilling across the firm; we have evolved from open, interest-driven learning to structured, role-based pathways linked to business use cases, and are now advancing toward personalized learning aligned to individual priorities.



Pitoon Wichgool
Chief Digital Officer

Overview

As artificial intelligence reshapes industries, PwC Thailand launched its Client Zero initiative with a clear objective—to lead its own AI transformation before helping clients navigate disruption. The firm recognized that becoming a human-led, tech-powered organization required more than introducing new technology. It required building AI literacy and practical AI capability across the workforce.

To support this transformation, PwC integrated Coursera into its AI learning ecosystem, creating structured pathways aligned to business priorities, role requirements, and real-world use cases. AI learning became embedded into talent development, performance expectations, and day-to-day work, helping employees build the capabilities needed to deliver sustained outcomes for clients and society.



Snapshot

85%

of the workforce adopted
AI-enabled ways of working

10+

AI agent solutions moved
from prototype to production
deployment

10%

improvement in overall
back-office efficiency through
AI-enabled workflows

The challenge

PwC's transition toward a human–AI workforce required a new approach to skills development. Employees needed practical capabilities in AI, data, automation, and productivity tools that could be applied directly to client engagements and internal operations.

The firm also needed a scalable model capable of supporting different roles, functions, and levels of AI maturity. Generic learning experiences were insufficient. Learning had to be tied to real business problems, measurable outcomes, and operational priorities.

At the same time, leadership wanted to ensure AI was not viewed as a standalone training initiative. Success depended on embedding AI into workflows, performance expectations, and service delivery while creating a culture where continuous learning translated into measurable business value.

The solution

PwC positioned Coursera as a foundational element of its AI capability-building strategy. Learning evolved from open, interest-driven exploration to structured, role-based pathways that linked directly to business use cases and organizational priorities. This shift helped employees focus on the AI capabilities most relevant to their roles while aligning learning investments with the firm's strategic priorities.

Curated learning journeys combined AI, data, automation, and productivity content with Professional Certificate-style programs designed to build progressively deeper expertise. Skills tracking, dashboards, and centralized reporting helped leaders monitor activation, progress, and outcomes while also reducing administrative complexity. Leaders could now identify adoption trends, measure progress across teams, and make informed decisions about where to invest additional learning and support.

The firm reinforced learning through performance management. Coursera learning completion became embedded into KPIs, creating accountability while ensuring that capability development remained aligned with business objectives.

To accelerate practical application, PwC supplemented online learning with instructor-led workshops, bootcamps, development sprints, and knowledge-sharing sessions. One flagship initiative focused on teaching employees how to build AI agents using no-code platforms.

The results

PwC's AI capability strategy produced outcomes that extended well beyond learning participation.

One flagship AI agent program upskilled 100 employees through a combination of Coursera learning, workshops, and development sprints. Participants developed more than 20 AI agent prototypes, and 10 of those solutions progressed into production use cases. This demonstrated a direct connection between workforce development and operational innovation.

AI agents were successfully deployed across multiple business functions. In the accounting department alone, an AI-powered expense validation solution reduced manual workload by more than 80%, freeing teams to focus on higher-value work. In IT, AI agents improved vulnerability scanning and patch management processes, strengthening both efficiency and security. Additional deployments included policy and standards assistants that helped employees access complex guidance quickly, as well as client intelligence agents that accelerated research and insight generation. These use cases embedded AI directly into daily workflows and business operations.

The impact extended beyond individual solutions. AI adoption reached 85% of employees, while AI usage increased by 200% year over year. The firm also reported a 10% improvement in overall back-office efficiency, demonstrating how learning-driven capability building can support broader organizational transformation.

As PwC continues its Client Zero journey, the organization is creating a model in which learning, capability development, and business performance reinforce one another. By embedding AI skills directly into work, the firm is preparing its workforce to lead in an increasingly AI-enabled future.

“

Overall, this integrated use of Coursera’s platform features has improved learning experience, streamlined program management, and accelerated firm-wide AI capability building.



Pitoon Wichgool

Chief Digital Officer



coursera for business

Turn AI learning into impact

Build practical AI capability across your workforce.

[Explore Coursera for Business](#)